

# RADIO & TELEVISION RETAILING

IN THIS ISSUE

OCTOBER, 1949

Including "Radio & Television"  
and "Radio & Television Today"

Established in 1922  
as ELECTRICAL RETAILING

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**Radio & Television Retailing\***

October, 1949, Vol. 50, No. 4, Special Directory Issue, \$1.00 a copy. Published monthly by Caldwell-Clements, Inc. Publication Office, 1309 Noble St., Philadelphia 23, Pa. Editorial, Advertising and Executive Offices, 480 Lexington Ave., New York 17, N.Y. M. Clements, President; Orestes H. Caldwell, Treasurer. Subscription rates United States and U. S. Possessions \$2.00 for one year, \$3.00 for two years, \$4.00 for three years. Canada \$3.00 for one year, \$4.00 for two years, \$5.00 for three years. Pan American Countries \$4.00 for one year, \$5.00 for two years, \$6.00 for three years. All other countries \$5.00 for one year, \$7.50 for two years, \$10.00 for three years. Printed in U.S.A. Entered as second class matter February 21, 1949, at the Post Office at Philadelphia, Pa., under the act of March 3, 1879.

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

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Publishers also of TELE-TECH

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**CALDWELL-CLEMENTS, INC.**  
480 Lexington Ave., New York, N. Y.

*Introducing*  
**THE NEW**

**de-luxe** with the exclusive *feature*

**POLAROID<sup>®</sup>**  
**TELEVISION**  
**FILTER**

- Perfect television viewing in fully lighted rooms. There is only one selective filter.
- The filter is coated with the glare-lock feature.
- Scientifically locks in glare.
- Significantly eliminates annoying reflections from windows in daytime.
- From lamps at night.

Provides clearer, sharper pictures that don't tire your eyes.

*"The Ultimate in Television Pleasure"*

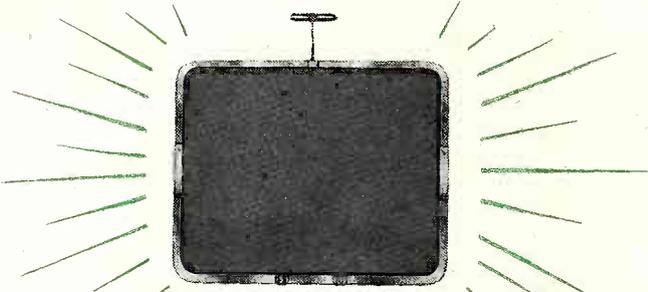
© 1949 Polaroid Corporation

A product of PIONEER SCIENTIFIC CORPORATION, New York

A PRODUCT CREATED BY **PIONEER SCIENTIFIC**

# ALL THE FEATURES OF THE ORIGINAL POLAROID TELEVISION FILTER

PLUS



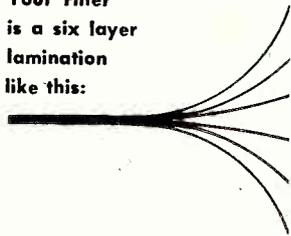
The Addition of a  
**SECOND POLARIZER** \*  
that completely eliminates

**1** Window reflections  
in the daytime.

**2** Lamp reflections  
at night.

This is how it is made:

Your Filter  
is a six layer  
lamination  
like this:



This is how it works:

- A. A hard surface protective coating to prevent scratching.
- B. A layer of acetate butyrate to give body and rigidity.
- C. A linear polarizer to give you clear-sharp pictures.
- D. A circular polarizer to trap day and night reflections.
- E. A layer of acetate butyrate to give body and rigidity.
- F. A hard surface protective coating to prevent scratching.

\* The world's first  
commercial application  
of the principle of  
circular polarization

**CORPORATION** 295 LAFAYETTE STREET, NEW YORK 12, N. Y.

CALL OR WRITE  
THE POLAROID TELEVISION FILTER  
DISTRIBUTOR IN YOUR AREA:

- ALBANY**  
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- ATLANTA**  
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- PROVIDENCE**  
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129 Regent Avenue
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- TOLEDO**  
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- YOUNGSTOWN**  
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- WEST COAST**  
Harold B. Shomler (Mfg. Rep.)  
3543 Angelus Ave., Glendale, Calif.

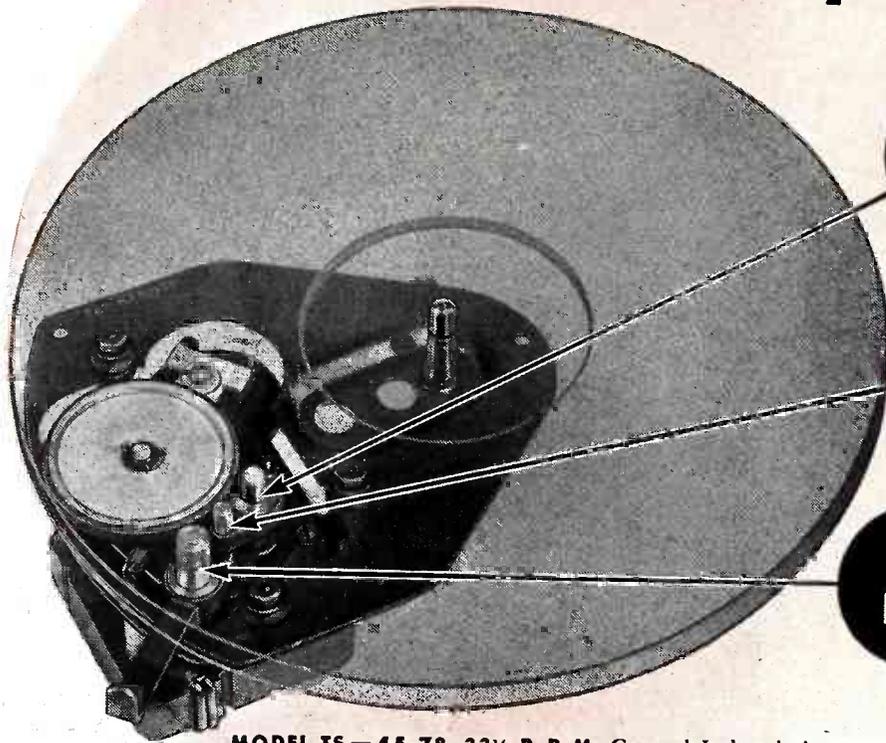
## PRICE LIST

DE LUXE POLAROID TELEVISION FILTERS	
No. DL-7 For receivers with 7" tubes*	\$7.50
No. DL-10 For receivers with 10" tubes*	12.50
No. DL-12 For receivers with 12" and 12½" tubes*	15.00
No. DL-16 For receivers with 15" and 16" tubes*	19.50
No. DL-20 For receivers with 19" and 20" tubes	27.50

\*For receivers having round screens,  
use next larger size filter.

® by Polaroid

# Let GI's *Smooth Power* Line-up solve your record speed problems



33 1/2  
RPM

78  
RPM

45  
RPM

## 3 SPEEDS

**MODEL TS — 45-78-33 1/2 R. P. M.** General Industries' newest rim-drive phonomotor, designed to accommodate *all* types of records now on the market. Features include standard narrow flange turntable for compact installation, and ingenious speed-change mechanism which is both simple and positive in operation.



Single-speed phonomotor for 78, 45 or 33 1/2 R.P.M. operation . . . dual-speed motors for any two-speed combination of the above . . . and a low-cost rim-drive motor for *all* three speeds . . . that's the *complete* General Industries line-up which gives your designers and engineers the solution to their "which speed to use" problems.

And no matter what the choice, you get the same dependable *Smooth Power* motors which have made General Industries a leading name, as well as the oldest name in the phonomotor field. GI *Smooth Power* motors are engineered to meet exacting performance standards, and to provide trouble-free long life for the ultimate user. Every one of the GI motors is dynamically balanced to the degree necessary for excellent reproduction of records.

For full details, specifications and dimensions of General Industries' *complete* Smooth Power line of phonomotor, recorders and record changer-recorders, write *today* for a copy of the latest GI catalog.

### TWO-SPEED MOTORS

General Industries offers you a choice of six different dual-speed combinations to take any two of the standard three speeds shown above. Available in standard 2-pole rim-drive models, or a 4-pole rim-drive model for use in instruments in which the ultimate in performance standards is desired.

### SINGLE-SPEED MOTORS

All five of the famous GI *Smooth Power* single-speed phonomotor now are available in your choice of 78, 45 and 33 1/2 R.P.M. speeds. Both 2-pole and 4-pole motors afford a complete range of selection to meet every operating requirement.



The **GENERAL INDUSTRIES Co.**

DEPARTMENT I • ELYRIA, OHIO

# Television World Hails PHILCO Invention of *Electronic Built-In Aerial System*

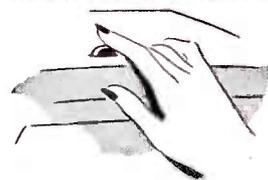


## *Just Plug in and Play!*

The news is out . . . the exclusive Philco Built-In Aerial System is sweeping the nation . . . acclaimed everywhere as the greatest invention yet in television. The huge Philco factories are working at top speed to meet the unprecedented demand for this new development that *at last* brings *Package Merchandising* to the industry. It's the "hottest" sales feature for 1950, and only Philco has it!

### **Philco Super-Sensitive Circuit Brings Sweeping Advance in Performance**

Yes, 1950 Philco television is *super-powered!* Even in outlying areas where a roof aerial may be needed, new circuit developments still offer the greatest performance in Philco history. And in up to 8 out of 10 locations—*no aerial needed!*



### **Simple Aerial Tuning Control**

Far more than an aerial alone, the Philco Built-In Aerial is a complete *Electronic System* with a simple tuning control for any station. And since it requires no "lead-in", reflections often caused by long lead-in wires are avoided.

**FOR YOUR BIGGEST TELEVISION PROFITS**

# *Concentrate on Philco for 1950*

# SWEAT 16

30 TUBE  
DE LUXE  
CHASSIS  
MODEL A-1016

\$399<sup>95</sup>

CLOSING PANEL DOOR

BIG MARK-UP

FAST TURNOVER FOR YOU

LIST PRICE GUARANTEED 60 DAYS



**air king**

has everything

AIR KING PRODUCTS CO., INC. - 170-53rd St., Brooklyn 32, N.Y.

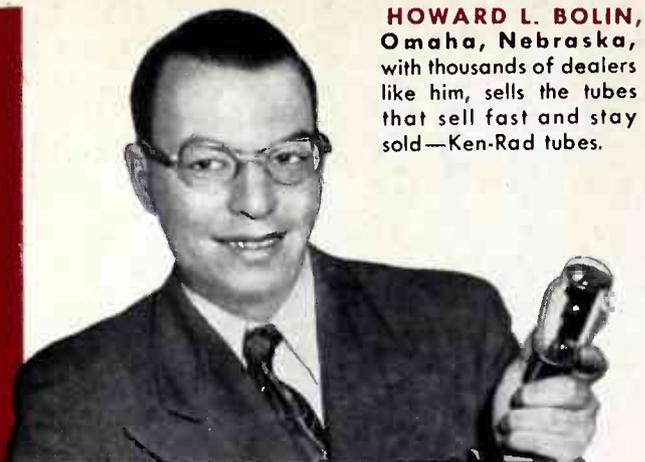
# "MY SALES PROVE KEN-RAD TUBES HAVE WHAT IT TAKES!"

"I tell you, businesses aren't built on promises. They're built on performance—performance that brings customers back for more.

"And it takes good quality to guarantee good performance!

"Take Ken-Rad tubes. Why, they've been the quality leader for years—backed by one of the country's biggest, finest companies with plenty of engineering know-how.

"Result is, Ken-Rad tubes have paid me a steady dividend of increased business. For turnover and profit, they have what it takes!"



**HOWARD L. BOLIN,**  
Omaha, Nebraska,  
with thousands of dealers  
like him, sells the tubes  
that sell fast and stay  
sold—Ken-Rad tubes.



**RALPH L. CLARK,** Foreman, Miniature Mounting Section, is one of the many experts who carefully supervise the manufacture of Ken-Rad tubes. These men build quality into the tubes at the very beginning; test out trouble at every stage of production.



# "MY TESTS PROVE KEN-RAD TUBES HAVE WHAT IT TAKES!"

"Here at the plant we put Ken-Rad tubes through one test after another to prove their quality is unsurpassed.

"The 'short' test, shown on the left, is given tubes before the characteristics test. It enables us to spot tubes that are not up to Ken-Rad standards.

"Ken-Rad tubes also are tested for noise, microphonics, life, appearance, gas, air and hum.

"We don't guess. The Ken-Rad tubes we make and ship have proved themselves over and over again!"



## KEN-RAD *Radio Tubes*

PRODUCT OF GENERAL ELECTRIC COMPANY

Schenectady 5, New York

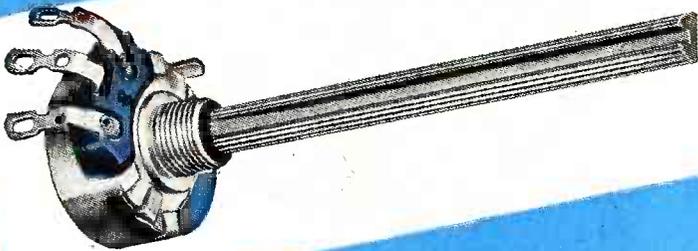
THE SERVICEMEN'S TUBE  
... backed by profit-  
making sales aids which  
your Ken-Rad distribu-  
tor gladly will show you.  
Phone or write him!

182-HA6

# NOW

## A SMALL SIZE VOLUME CONTROL

TO MEET THE REQUIREMENTS OF  
MODERN AM, FM AND TV SERVICING



COMPACT  $1\frac{3}{16}$ " DESIGN and  $\frac{1}{4}$ " long bushing permit easy installation in the most crowded chassis. Type Q Controls fit many smaller sets which will not take usual  $\frac{3}{8}$ " long bushing, yet are fully capable of handling larger set requirements.



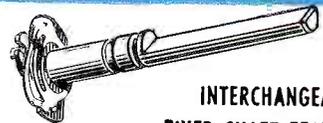
### KNOB MASTER FIXED SHAFT

fits 90% of AM, FM and TV  $\frac{1}{4}$ " shaft knobs. No alteration except cutting to length. Knurled, flatted and slotted to accommodate knurled push-on knobs, spring-type push-on knobs or set screw knobs. Ends spread for fitting oversize or worn knobs. 3" length meets television requirements. No shaft inserts needed.



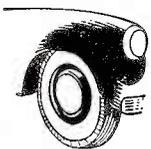
### RESILIENT RETAINER RING

permits removal of Knob Master Shaft and replacement with any of 11 special fixed shafts, in less than a minute, using only a pocket knife or screwdriver.



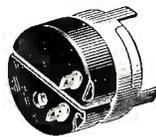
### INTERCHANGEABLE FIXED SHAFT FEATURE

Gives widest coverage of replacement with nominal stock of controls. Eleven types of shafts let the technician meet many special requirements without expanding control stock. These shafts are sealed in cellophane and individually packaged.



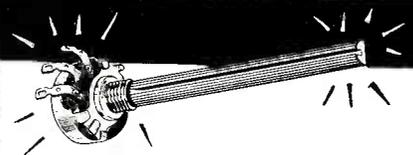
### CUSHIONED TURN.

New Resilient Retainer Ring contributes unusually smooth rotation. Your customers will notice the quality "feel" at once. Cushioned Turn does for IRC Q Controls what low-pressure balloon tires do for automobiles.



### NEW TYPE 76 SWITCHES

designed and manufactured by IRC. Easily and quickly attached to any IRC Q Control.



### STURDIER AND MORE BEAUTIFUL.

Rugged, molded control base and switch enclosure are colored distinctive IRC blue. All metal parts are non-ferrous material nickel-plated for lustrous finish and resistance to corrosion. Customers will like the Type Q's rich precision appearance.

IRC now offers Radio Technicians a new volume control carefully engineered to meet the needs of modern television and radio replacement. The new Type Q Control leads the field in practical convenience. It embodies outstanding constructional, electrical and mechanical features. Absolute uniformity is assured through the elimination of hand operations in manufacture, and by complete production testing.

## SEEING IS BELIEVING

In an actual field test, IRC Q Controls and Interchangeable Shafts were demonstrated to a large cross-section of radio and television technicians. All were enthusiastic over the unique features of these revolutionary new controls. Because of their versatility, ease of use, and dependability, we believe they will become the most widely used controls in the industry.

# A COMPLETE LINE OF 59 TYPE Q CONTROLS

and 11 Special Shafts

## GIVES YOU WIDEST SERVICE COVERAGE

Now, with IRC's versatile Q Control line and Special Fixed Shafts, you can service virtually every type of small control requirement—in a minimum of time. Ease of installation—even in crowded chassis; one-minute replacement of shafts for specials; shaft and bushing lengths to meet current radio and TV conditions—all mean faster, easier servicing.

### PLUS THESE EXTRA CONSTRUCTION ADVANTAGES

Every IRC Q Control, Knob, Master Shaft, Interchangeable Fixed Shaft or Switch is simply designed, ruggedly constructed, safeguarded by complete production testing. Control base is precision molded of high strength, low moisture absorption bakelite. Contractor is IRC patented one-piece dual unit of thin high-stress alloy. One-piece collector ring and center terminal are silver-plated brass. And the resistance element is the best IRC ever manufactured!

### FREE CATALOG GIVES FULL INFORMATION

For complete details of IRC's revolutionary new Type Q Controls and Interchangeable Fixed Shafts, write us today. IRC Q Controls mean easier AM, FM and TV servicing for you—more convenience for you. Get the full story. Mail coupon for our new Catalog DC-1.

*Whenever the Circuit Says—*



**INTERNATIONAL  
RESISTANCE COMPANY**

401 N. Broad St., Phila. 8, Pa.

General: International Resistance Co., Ltd., Toronto, Licensee



The IRC Type Q Control comes to you in a newly designed blue and yellow carton. There is also a new matching carton for the Interchangeable Fixed Shafts. Complete easy-to-use instructions are included. Look for them at your distributor's.



### INTERNATIONAL RESISTANCE CO.

401 N. Broad St., Phila. 8, Pa.

Please send me Catalog DC-1 giving full information on new IRC Type Q Control.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

# We hit the

*"80 miles from station—*

Our nearest TV station is 80 miles away. We're really on the fringe. But in May we sold 21 General Electric Television Receivers, ranging from \$325 to \$995. 90% of these sales were above \$370. It takes an outstanding set to hit the sales jackpot in a super-fringe area like ours."

*C. R. Rouse*



 **DAYLIGHT  
TELEVISION**



**Model 815**—Huge 16" conventional tube! Genuine mahogany veneered cabinet complete with matching table.



**Model 817**—Turnabout Console on swivel casters, adjusts to any angle. 12½" tube. Genuine mahogany veneers.



**Model 821**—New table model with big 12½" tube. Beautiful cabinet veneered in genuine mahogany.

# Jackpot with G-E.."

Says **CLARENCE R. ROWE**  
*Portsmouth Music Company, Portsmouth, Va.*

*New series "G.. hottest line yet!"*

**P**ERFORMANCE—not words—sells TV sets, and new Series "G" General Electric Daylight Television offers 4 important performance-advantages!

- ① **GENERAL ELECTRIC DAYLIGHT TELEVISION**, 80% brighter than ordinary television under the same conditions, permits viewing in fully lighted room for greater eye comfort as recommended by eye specialists.
- ② **AUTOMATIC SOUND**. Just tune the best picture—best sound is automatic. No need to re-tune sound when switching channels.

- ③ **NEW ELECTRONIC ADVANCEMENT** eliminates drift effect common in ordinary sets.
- ④ **TUNES OUT** many local picture interferences without sound distortion.

Add up these advantages and you've got a giant sales jackpot! To hit it, get in touch with your G-E television distributor immediately or write

General Electric Company, Receiver Division  
 Electronics Park, Syracuse, New York



Model 805—G-E price leader! 10" conventional tube. Most compact cabinet yet—only 11 1/4" wide. Fits any table.



Model 806—Lowest priced G-E Daylight Television. 10" tube. Compact cabinet veneered in genuine mahogany.

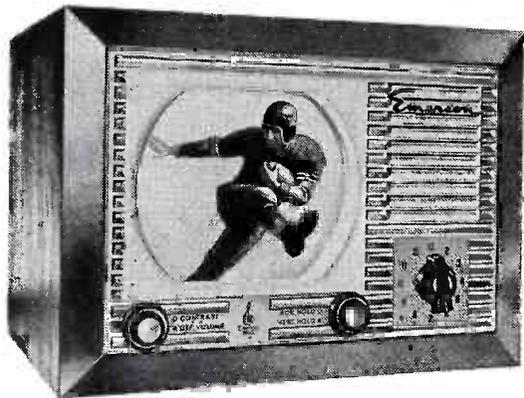


Model 818—Complete entertainment! Big 12 1/2" television, automatic photograph for 78, 33 1/2 rpm. FM-AM radio. Genuine mahogany veneered cabinet, full length doors.

*You can put your confidence in—*

**GENERAL  ELECTRIC**

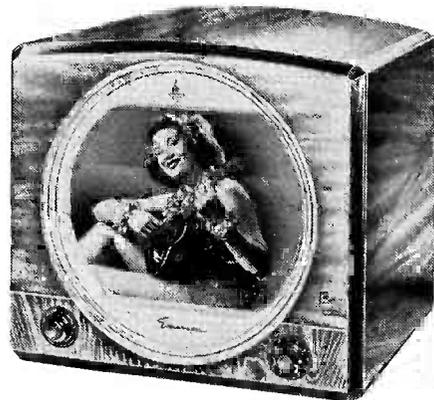
# STORE TRAFFIC



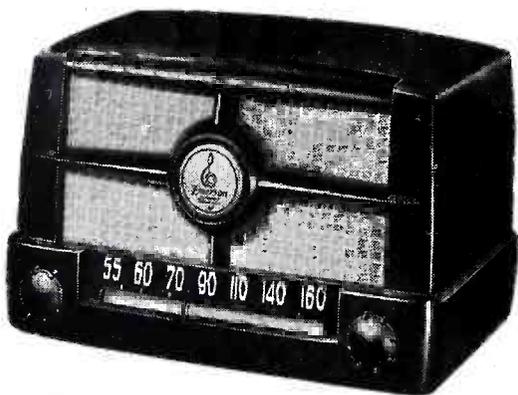
## Emerson ULTRA WAVE Television

← **BIG-PICTURE TELEVISION FOR AC or DC CURRENT!** New 1950 Model 639. Rock-Bottom Priced at . . . **\$129<sup>95</sup>**

**LIFE-SIZE 16" TELEVISION.** New → 1950 Model 631. At a New Unbelievably Low Price . . . . . **\$329<sup>50</sup>**

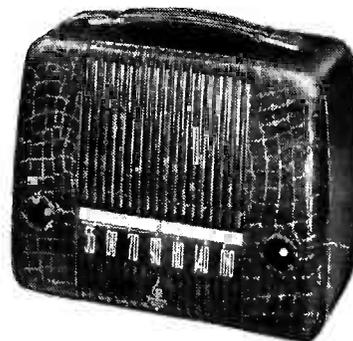


# TURNOVER



← **BIGGEST VALUE** In Small Radio. AC-DC Compact Model 587 . . . **\$14<sup>95</sup>**

**THREE-WAY PORTABLE,** Alliga- → tor-Grained Plastic Cabinet, Super-Powered. Model 559 . . . . . **\$24<sup>95</sup>**  
less batteries



# PROFITS

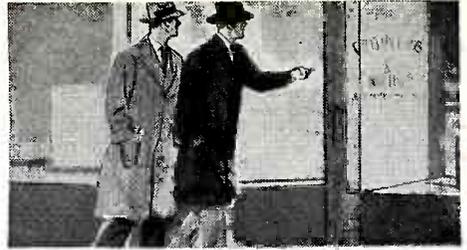
EMERSON'S SMARTER STYLING, FINER PERFORMANCE, LOWEST PRICES ASSURE GREATER TRAFFIC, TURNOVER AND PROFITS FOR EMERSON DEALERS



## Emerson Radio and Television

Emerson Radio and Phonograph Corporation, New York 11, N. Y.

"I asked my customers  
how they found me...  
*here's what they told me*"



1. This customer's friend told him about my store and stocks. The friend was an old customer. He knew what I carried and recommended my service.



2. A lady telephoned for a record album. She said she had looked in the 'yellow pages' of her telephone directory and saw that I featured recent releases.



3. This fellow wanted to see a certain radio. He checked the 'yellow pages' for a dealer near his office and found my address under the make he wanted.



4. This man was hurrying by when my window display caught his eye. He saw what he wanted, came in, and bought it. A quick sale.



5. This couple was furnishing a new home. They checked their shopping list against the 'yellow pages' and found that I had the exact model and color they wanted.



**MORAL:**

It pays to make sure your name is in the 'yellow pages' along with a description of what you carry. 9 out of 10 shoppers use the 'yellow pages' as a buying guide.



# more "Dynamite" from

# 2

NEW TELEVISION SENSATIONS FROM ADMIRAL  
SUPERCHARGED WITH SELLING POWER

## BIG 16"

### TELEVISION CONSOLE

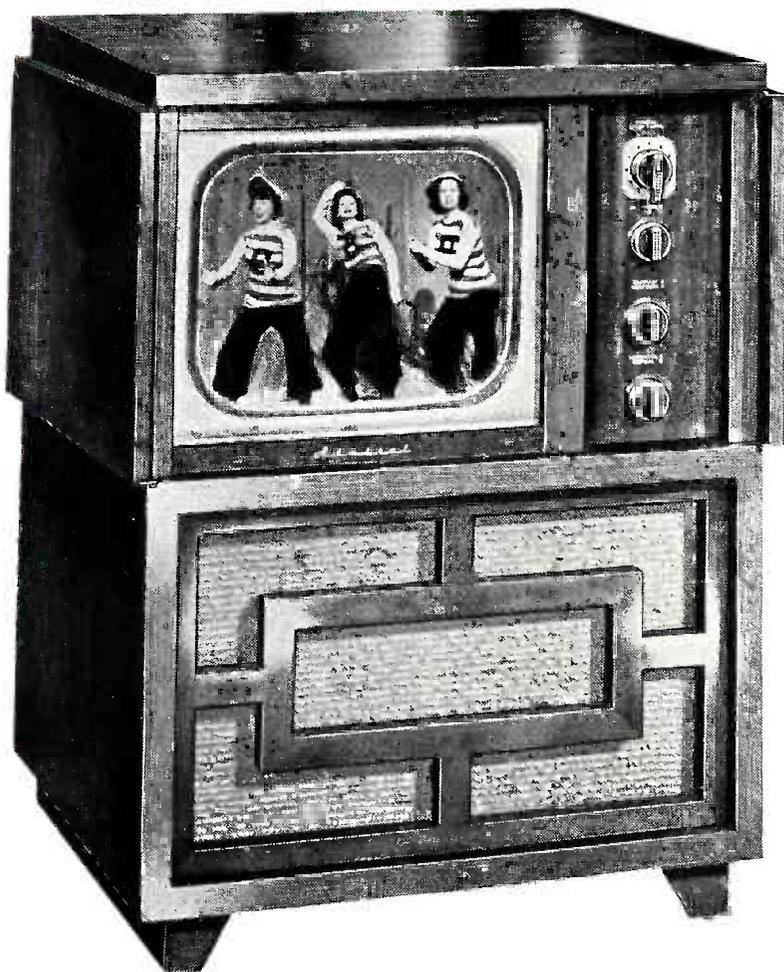


WITH NEW INSIDE ANTENNA INCLUDED!

REVOLUTIONARY NEW SUPERPOWERED CHASSIS

AUTOMATIC GAIN CONTROL . . . SIMPLIFIED TUNING

\*Prices slightly higher in south and west. Subject to change without notice.



25A15—WALNUT—FED. TAX EXTRA

\*  
\$ **399**<sup>95</sup>

Here's one more reason for you to tie to Admiral for profit-making television. This new Admiral super-value puts you right on top of the big-picture market with a stunningly beautiful, 16" tube television console that retails for less than many consoles with 12½" tube. Note these features. There's only space for a few: Pictures clear as the movies, free from flutter or "breathing." New, superpowered chassis. Split-second station selector with perfect pictures and FM sound every turn of the knob. Smart cabinet styling. Rugged construction. Costly, hand-rubbed veneer finishes. Yes, this new Admiral model is one more overwhelming value that makes Admiral your best television bet. Get it on your floor without delay. Admiral Corp., Chicago 47.

SEE! HEAR! ON TELEVISION! SPONSORED BY ADMIRAL!  
"STOP THE MUSIC," ABC NETWORK, THURSDAYS, 8 PM, EST

# Admiral

## BIG 12½"

### TELEVISION COMBINATION

IT'S ADMIRAL'S FAMOUS THREE-FOOT HOME THEATER . . . THE COMBINATION THAT HAS BEEN THE TALK OF THE INDUSTRY . . . NOW WITH BIG 12½" FULL VISION SCREEN AT NO INCREASE IN PRICE

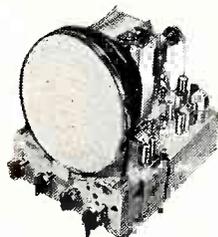


30F15—WALNUT—FED. TAX EXTRA

\*  
\$ **399**<sup>95</sup>

Admiral sells more than 50% of all television combinations. Now watch that percentage shoot even higher with this great, new value. It's Admiral's amazing, NEW Three-Foot Theater, with Magic Mirror Television, Dynamagic FM-AM Radio and Triple-Play Phonograph. You know what a "seller" Admiral's Three-Foot Theater was with a 10" tube. Now it has a 12½" tube . . . new super-powered chassis . . . new inside antenna included . . . full vision screen . . . automatic gain control . . . split-second station selector. But no change in price. Still \$399.95. That's what Admiral's engineering and manufacturing skill have done for you and your customer. Stock this value-sensation at once. Get your share of television-combination sales.

**REVOLUTIONARY, NEW CHASSIS**  
Outperforms Any Set, Anywhere, Any Time



A great stride forward in television engineering. Pictures clear as the movies, free from flutter and "breathing," even in outlying areas where ordinary sets fail. Tunes easy as a radio. Unique "automatic gain control" reduces station selection to a single knob.

Make this

# TEST



**Brand Names Are Your Customers' Friends . . .**

**Let Them Meet  
In Your Store . . .**

**THEN WATCH SALES  
GO AHEAD**

Customers and nationally advertised brands know one another quite well.

**REASON:** Customers see more advertising of "Brand" merchandise in big national magazines, and are familiar with the quality of those products.

**RESULT:** When shoppers see them displayed, they buy.

**DISPLAY WHAT MERCHANDISE:** Merchandise that is featured in the advertising pages of *The American Weekly*, because it is known to more of your customers, because *The American Weekly* is the biggest national magazine (circulation, 9,868,474).



Current advertising featuring Philco Television appears in the October 23 issue of *The American Weekly*.

**Read the Advertisements in the current issues of *The American Weekly* for other merchandise sold in Radio and Television Stores.**

Would you like to know how many families in your area read *The American Weekly*? Write Promotion Department, 63 Vesey Street, New York 7, New York.

**THE AMERICAN WEEKLY**  
Greatest Circulation in the World  
A HEARST PUBLICATION

THE MAGAZINE DISTRIBUTED FROM COAST TO COAST WITH 21 GREAT SUNDAY NEWSPAPERS

63 Vesey Street, New York 7, N. Y.

RADIO & TELEVISION RETAILING • October, 1949

*Here's how you can*  
**SELL AND GROW**  
*with*  
**CROSLEY**



Every sound businessman has one principal objective—to assure himself a profitable business which he can depend upon today and for many years to come. A business that will continue to grow and prosper as it gains a stronger and wider reputation within the community.

Crosley has grown to a point where we can rightfully claim a position with the leaders in the appliance industry. Yet this is only the beginning. On the following pages you will see clearly and emphatically that Crosley means business. We have prepared a sales-building promotion unexcelled in *any* field. We are backing it with a concentrated advertising campaign that exceeds anything of its type in the history of appliance advertising. And we are continuing to develop, through extensive consumer research and

painstaking engineering, *the types of products that you and your customers really want.*

Crosley is fully aware of the need of sound, aggressive, profitable *retail* operation, and our every move—in design, manufacture, pricing, advertising, and selling—is studied carefully for its effect on *retail* sales. Our aim is to provide full value in quality and in sales-making features in Crosley appliances, radio, television. Today's increased cost of doing business, and the necessity for fair *retail* profits have guided us in the establishment of our price structure. We sincerely believe Crosley has the *retail* point of view.

I feel certain that Crosley's message on the following 7 pages will prove of vital interest to appliance dealers everywhere.

A handwritten signature in cursive script that reads "W. A. Blees".

W. A. BLEES, *Vice President  
and General Sales Manager*

CROSLEY DIVISION  
AVCO MANUFACTURING CORPORATION

— **7** MORE PAGES —→

*To keep all eyes on*  
**CROSLEY LAUNCHES THE BIGGEST  
IN APPLIANCE HISTORY!**

Here's how Crosley is helping YOU. During the months of October and November ALONE Crosley is backing you with an advertising and promotion campaign costing . . .

**1 1/2 MILLION DOLLARS!**



**YOU CAN'T MISS WHEN CROSLEY SUPPORTS  
YOU WITH ADVERTISING LIKE THIS . . .**

- ★ Big, eye-catching ads in national magazines and newspaper supplements reaching more than 47,000,000 people
- ★ Hard-selling ads in nationwide newspapers reaching 30,000,000 people in 234 cities and surrounding areas
- ★ A broad national schedule of spot radio announcements
- ★ A big new TV show—“This is Broadway”—on the CBS network
- ★ Another big TV show—“Who Said That?”—on the NBC network
- ★ Colorful point-of-sale material to help you do a better selling job where it counts most

*Crosley and Crosley Dealers ...*  
**CONCENTRATED AD CAMPAIGN**

*And just to show you that CROSLEY really means business ...*

**WATCH FOR THE AMAZING CROSLEY  
\$1,000,000 GIVEAWAY!**

Here's the most spectacular merchandising event in appliance history. It's helping to skyrocket sales of the outstanding new line of 1950 Shelvadors.\* But whether you carry an entire line of appliances or just radio and TV, this spectacular Crosley Contest Giveaway will attract customers to all

Crosley dealers like a magnet.

Think of it—one million dollars' worth of cash and valuable merchandise giving the Crosley name a tremendous boost. Your own customers will be talking Crosley. And *buying* Crosley too.

*Get on the bandwagon—now*

by featuring Crosley radio and TV in your own store.  
For full details, contact your nearest Crosley distributor.  
Or write:

Crosley Division  
Avco Manufacturing Corporation  
1329 Arlington Street  
Cincinnati 25, Ohio

**SELL AND GROW WITH CROSLEY**

**~~CROSLEY~~**

DIVISION

*Better Products for Happier Living*

Shelvador\* Refrigerators ... Farm and Home Freezers ... Electric Ranges  
... Electric Kitchens ... Steel Cabinets ... Sinks ... Electric Disposers ...  
Electric Water Heaters ... Radios ... Radio Phonographs ... Television  
and of course, they're electric!



# ~~CROSLEY~~ PERFORMANCE

## *because* CROSLEY is designed & built

Crosley engineers have concentrated on developing the crispest possible reception . . . clear, bright, constant pictures, without ringing, unsteadiness or distortion. Compare Crosley picture-quality with all comers . . . you'll see how well Crosley engineers have succeeded . . . you'll know why Crosley owners stay sold on Crosley TV!

Crosley precision-engineered TV sets have all these outstanding points to sell your customers . . .

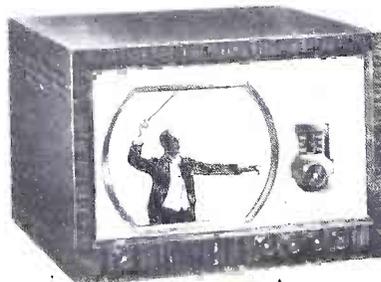
- ★ Crosley's ELECTRONIC PICTURE STABILIZER
- ★ MICRO-ADJUSTED CIRCUIT that receives the picture exactly as it is transmitted
- ★ AN UNDISTORTED PICTURE is assured by a correct aspect ratio of 4 to 3
- ★ HEAVY-DUTY CONSTRUCTION for long, dependable service
- ★ CONTINUOUS TUNER—most trouble-free method of tuning
- ★ REPEATED FACTORY INSPECTIONS combine with Crosley's precision engineering to help bring your customers the clearest TV picture



The "FAMILY THEATRE," Crosley TV in a magnificent Carrollton cabinet . . .

- ★ Brilliant pictures on a big 12½" picture tube
- ★ 3-speed automatic record player—for 33½, 45, and 78 rpm
- ★ Complete FM broadcast radio and AM radio

← 9-409 M →



↑ 9-419 M

The "POPULARITY," Crosley TV on a big 12½" picture tube . . .

- ★ In a beautiful cabinet of matched mahogany veneer
- ★ Static-free FM sound for all TV channels, plus a full-range FM broadcast radio

# KEEPS 'EM **SOLD...**

## to give *the clearest T.V. picture*

### OUTSTANDING VALUES IN THE PRECISION-BUILT CROSLLEY TV LINE...



The "GOOD NEIGHBOR," with a brilliant 10" picture tube that gives razor-sharp reception...

- ★ In a handsome console of matched mahogany veneer or special blond woods
- ★ With a full-range FM broadcast radio (in addition to FM sound for all TV channels)

← 9-420 M →



9-425

The "PORTA-VISION," popular new Crosley lightweight portable TV receiver...

- ★ Brilliant, lifelike pictures on a bright 7" picture tube
- ★ Handsomely cased in brown leatherette, with handy leather carrying handle

The "MASTER SHOWMAN," superb Crosley TV on a huge 16" picture tube

- ★ In a richly designed console of hand-rubbed, matched mahogany veneer
- ★ With full-range FM broadcast radio — an extra feature to help clinch the sale

→ 9-422 M ←



The "GOOD TIME," a superb table model in a handsome cabinet of matched mahogany veneer... also available in blond...

- ★ Clear, lifelike reproduction on a big 10" picture tube
- ★ An extra sales feature — full-range FM broadcast radio



9-403 MA

#### Full-Year Cathode Ray Tube Guarantee

The big picture-tube, heart of each Crosley television set, is guaranteed for a full year.

NOTE: With the continuous tuner in Crosley TV, future provision can be made to secure reception on proposed UHF channels based on present standards.

FOR DETAILS ON THE BIG PROFIT OPPORTUNITIES WITH CROSLLEY just contact your nearest Crosley distributor. Or write:

Crosley Division  
Avco Manufacturing Corporation  
1329 Arlington Street  
Cincinnati 25, Ohio

## SELL AND GROW WITH CROSLLEY



# THERE'S A SET FOR EVERY

When you demonstrate Crosley radios, you demonstrate clear, sharp, full-toned reproduction. And in addition, Crosley engineers and designers are turning out the styles your customers want. With Crosley you offer a wide range of selection. There's a model for every need, and every budget.



10-304 M  
"PLAYTIME"



9-302  
"VOYAGER"



10-307 M  
"PLAYBOY"

## *The finest* IN PORTABLE RADIOS

—here are three top-selling models with all the big features your customers want . . .

- ★ Three-way operation, for AC/DC, or battery
- ★ Lightweight, durable construction, modern in design
- ★ Special Crosley built-in loop antenna
- ★ Available in a variety of colors
- ★ Powerful AM reception on broadcast band

## *NEW* FM-AM TABLE MODEL

—you can see for yourself why folks go for this handsome new Crosley table model—it's got everything desired in a fine radio . . .

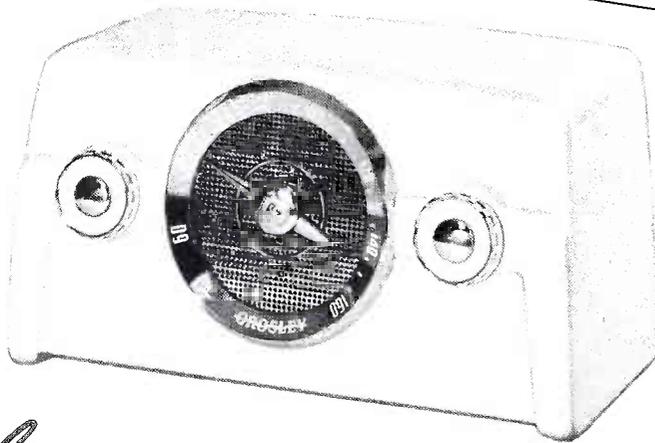
- ★ All the fine tone and clear reproduction of many higher priced sets
- ★ Handsomely cased in durable, lightweight plastic
- ★ Full-band AM radio with improved superheterodyne circuit
- ★ Full-range FM radio, for powerful, static-free reception
- ★ Frequency lock on both FM and AM bands
- ★ Built-in antenna for FM and AM reception



10-127

# PURSE AND PURPOSE IN THE

## Complete Line OF CROSLEY RADIOS



10-135

### ← THE NEW CROSLEY *Kitchen* RADIO

—the only radio made especially for the kitchen . . .

- ★ Gleaming white cabinet with Dulux finish and polished chrome to match the modern kitchen
- ★ Superb-quality tone usually heard in large console radios only
- ★ Built-in antenna for sharp, clear reception

### *Popular* RADIO-PHONOGRAPH

The new "Merrymaker," shown here, affords a wealth of entertainment at low cost . . .

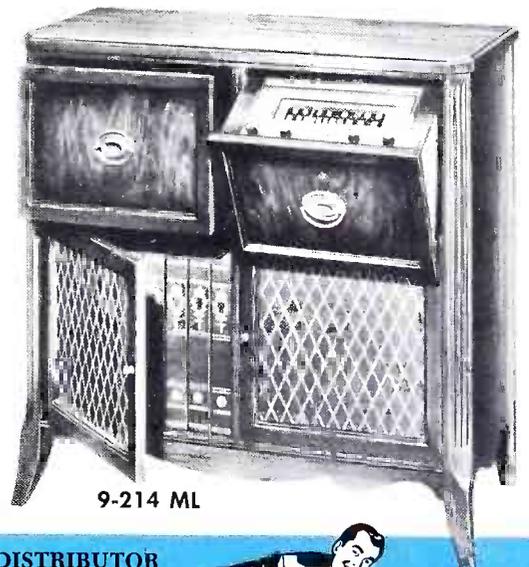
- ★ Your best seller for folks who want the new 7", 45 rpm records
- ★ Full-toned AM radio reception or the finest recorded music at the flick of a finger
- ★ Automatically plays up to 10 of the new 7" records
- ★ Makes changes twice as fast as conventional record players



10-145

SUPERB CONSOLES, like model 9-214 ML pictured here, more than fill the bill for customers who want the finest in broadcast and recorded music . . .

- ★ Beautiful mahogany veneer cabinet, a masterpiece of authentic reproduction
- ★ Full-range FM radio
- ★ Powerful AM radio
- ★ Automatic record changer handles standard 78 rpm and long-playing records
- ★ Continuous tone control
- ★ Built-in loop antenna
- ★ Record storage compartment

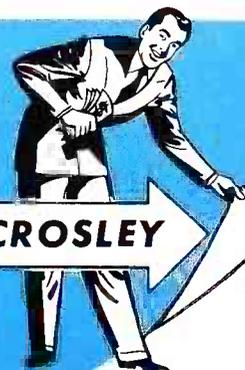


9-214 ML

CONTACT YOUR NEAREST CROSLEY DISTRIBUTOR for details on Crosley prices and models. Or write:

Crosley Division  
Avco Manufacturing Corp.  
1329 Arlington Street  
Cincinnati 25, Ohio

**SELL AND GROW WITH CROSLEY**



# 8 Reasons Why

## PROGRESSIVE DEALERS PRIZE THEIR CROSLLEY FRANCHISE

- 1 CROSLLEY PRODUCTS STAY SOLD** because Crosley precision engineering reduces service calls to a minimum, helps to build favorable word-of-mouth advertising.
- 2 CROSLLEY HAS THE RETAIL VIEWPOINT.** Liberal dealer margins take into account today's increased cost of doing business and allow fair profit for the retailer.
- 3 COOPERATIVE SALES FORECASTS** help you to secure increased turnover of merchandise. Proper manufacturing controls help keep your inventory balanced.
- 4 COMPLETE LINES OF APPLIANCE PRODUCTS** take fullest possible advantage of the customer's desire to select at will. Customers do not have to shop elsewhere, because Crosley lines are designed to fit every purse and purpose.
- 5 MODERN MANUFACTURING FACILITIES** contribute greatly to a high standard of quality in the product . . . make it possible to set prices attractively low.
- 6 NATIONAL AND LOCAL ADVERTISING** helps to presell Crosley products. Crosley invests heavily in all forms of advertising and dealer promotion to help you sell more quickly and easily.
- 7 EXQUISITE MODERN STYLING** gives every Crosley product the eye appeal that will draw customers into your store.
- 8 FAIR PLAY AND COOPERATION** underlie Crosley's pleasant relationship with the dealer. Crosley's policy is to support the dealer in every way possible and to help him with his individual retailing problems.

TAKE ADVANTAGE OF CROSLLEY'S PROFIT OPPORTUNITIES NOW.

Contact your nearest Crosley distributor, or drop us a line:

Crosley Division, Avco Manufacturing Corporation, 1329 Arlington Street, Cincinnati 25, Ohio

# CROSLLEY

*Better Products for Happier Living*

DIVISION  
**AVCO**  
MANUFACTURING CORPORATION

Shelvador\* Refrigerators . . . Farm and Home Freezers . . . Electric Ranges  
. . . Electric Kitchens . . . Steel Cabinets . . . Sinks . . . Electric Disposers . . .  
Electric Water Heaters . . . Radios . . . Radio Phonographs . . . Television  
*and of course, they're electric!*

ONLY **STARRETT** OFFERS  
**DISCOUNTS up to 40%**  
AND THE MOST SENSATIONAL  
PROMOTIONS IN AMERICA!

Full Page, Full Color Advertising in  
Your Area...in the American Weekly—

gets you the  
"mass market"

Fortune, Saturday Evening Post, New  
Yorker, Field & Stream, Town &  
Country, Times Magazine, Journal of  
Commerce, Wall Street Journal and  
Gourmet—

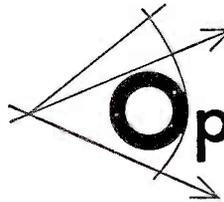
gets you the  
"big ticket" market!

**Protected Profits for  
Franchised Dealers  
assured by...**

*Starrett*

America's most complete price range  
**\$249.95 to \$1295.00**

Federal tax additional  
Prices slightly higher in West.

 **Opticlear**

**TELEVISION**

with exclusive scientifically **FILM-FREED\***  
picture tube, and built-in antenna.

\*Patent Pending

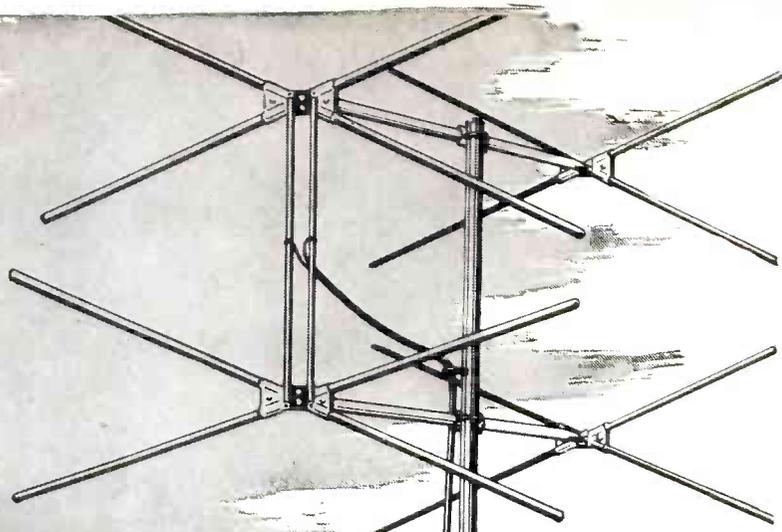
Don't let the other fellow get here first...write, wire, phone at our expense for full details NOW!

**STARRETT TELEVISION CORP., 601 West 26th St., New York 1, N. Y.**



# Radiart

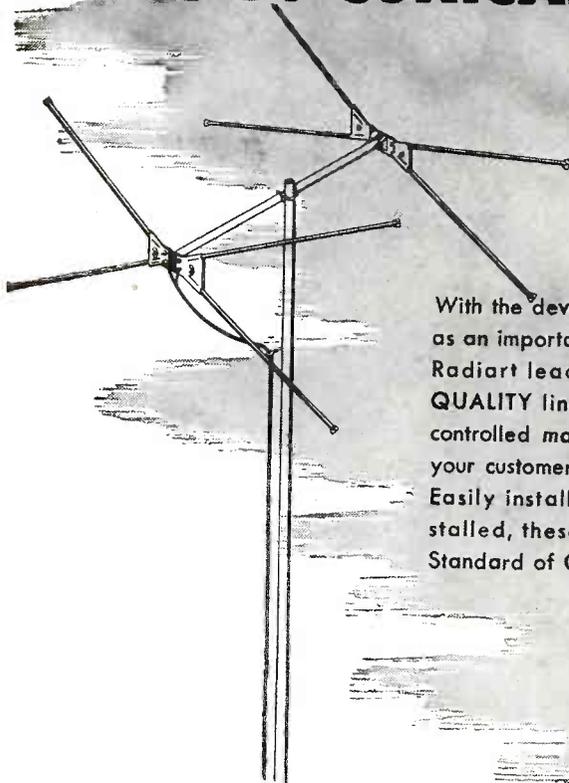
features



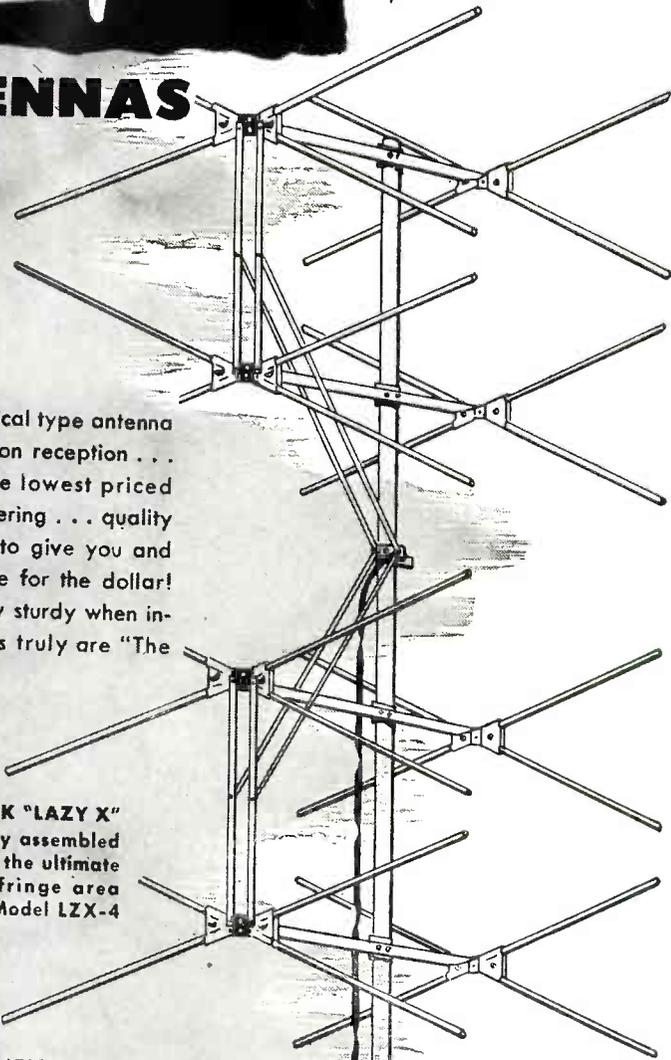
**THE DOUBLE STACKED "LAZY X" ARRAY . . .**  
for improved gain in low signal strength areas — also where a higher signal-to-noise ratio is desired . . . Model LZX-2

## THE Lowest Priced *Quality* Line

### OF TV CONICAL ANTENNAS



With the development of the conical type antenna as an important factor in television reception . . . Radiart leads the way with the lowest priced **QUALITY** line. Precision engineering . . . quality controlled manufacture combine to give you and your customers the greatest value for the dollar! Easily installed . . . and rigidly sturdy when installed, these Radiart products truly are "The Standard of Comparison."



The **QUAD-STACK "LAZY X" Array** . . . easily assembled and installed for the ultimate in all channel fringe area reception . . . . Model LZX-4

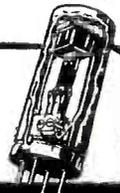
**THE SINGLE BAY "LAZY X"**  
... for primary service areas  
..... Model LZX

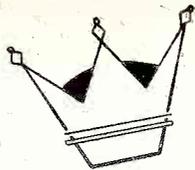


IT'S RIGHT WHEN IT'S RADIART!

**THE RADIART CORPORATION**  
CLEVELAND 2, OHIO

Manufacturers of the Famous Red Seal Vibrators





# NEW '50 LINE

IS

# Tele King's

# SENSATIONAL



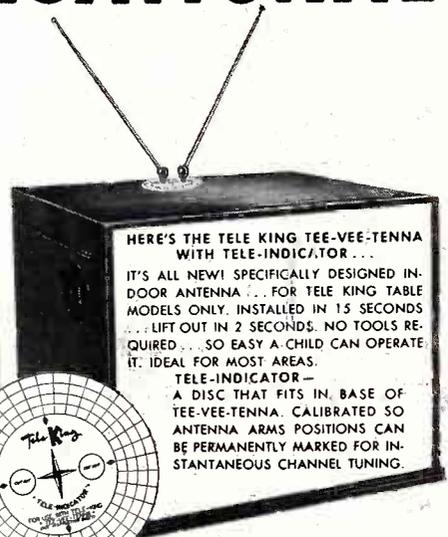
**BEST SET BY FAR...  
for PERFORMANCE...  
BEAUTY... VALUE...**

145 square inch eye-filling picture • Direct view screen • Supremely attractive wood mahogany cabinet • Designed for any decor • *TeLERamic* picture with Tele Lock for brilliantly clear, steady viewing • Automatic frequency and gain control • Simplified operation • TV at its very best.

**\$349<sup>95</sup>**

Plus Excise Tax

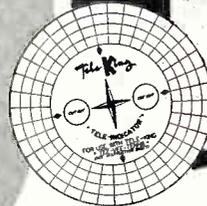
16" CONSOLE MODEL C816



**HERE'S THE TELE KING TEE-VEE-TENNA WITH TELE-INDICATOR...**

IT'S ALL NEW! SPECIFICALLY DESIGNED IN-DOOR ANTENNA... FOR TELE KING TABLE MODELS ONLY. INSTALLED IN 15 SECONDS... LIFT OUT IN 2 SECONDS. NO TOOLS REQUIRED... SO EASY A CHILD CAN OPERATE IT. IDEAL FOR MOST AREAS.

**TELE-INDICATOR —**  
A DISC THAT FITS IN BASE OF TEE-VEE-TENNA. CALIBRATED SO ANTENNA ARMS POSITIONS CAN BE PERMANENTLY MARKED FOR INSTANTANEOUS CHANNEL TUNING.



**145 SQUARE INCHES...  
16" DIRECT VIEW SCREEN!**

16" TABLE MODEL T616

Magnificent table model • Master designed wood mahogany cabinet • Finest components • Amazing *TELERAMIC* picture Automatic gain control • Simplified operation.



12 1/2" TABLE MODEL T712

**FOR GIANT SALES...  
91 SQUARE INCH  
DIRECT VIEW SCREEN**

Designed wood mahogany cabinet Brilliant *TeLERamic* picture • Superior components • Automatic frequency control circuit.

**\$319<sup>95</sup>**

Plus Excise Tax

**\$219<sup>95</sup>**

PLUS EXCISE TAX

**TERRIFIC SET...  
FOR TERRIFIC SALES**

Gorgeous wood mahogany cabinet Expanded 61 square inch DIRECT VIEW *TeLERamic* picture • Tele Lock • All channel reception • Precision performance.

**\$179<sup>95</sup>**

PLUS EXCISE TAX

10" TABLE MODEL T510



**THE SHOWPIECE OF THE HOME**



# Tele King

CORP.

601 WEST 26th STREET • NEW YORK, N. Y.

**SELL the TV  
that has  
EVERYTHING!**

# ARVIN

**ARVIN**  
*Visible Value*  
**TELEVISION**



## Model 3121TM

**12½"-SCREEN TABLE MODEL . . . ONLY**

There is a growing movement toward larger TV screens. This sensational Arvin 12½"-screen table model recognizes that trend. It offers every last possible square inch of undistorted picture — with Arvin's super-powered chassis able to bring in that picture clearly, sharply, instantly, even in fringe areas! Arvin's exclusive MAGIC MODERATOR locks in the picture—no wavering, no drifting. And Arvin's improved FM circuit means the finest tone fidelity you have heard on any TV set.. Anticipate the demand! Sell the TV that has everything—at the price your customers can pay! Sell ARVIN!

**\$249<sup>50</sup>\***

Plus Federal Tax

*these are the* **ARVIN**  
*exclusives . . .* that pile  
up your sales and  
profits faster!



**NO TELEVISION  
BOUNCE**

With Arvin Visible Value Television, your customer never has to bounce out of his chair to worry and wrestle with the controls. His Arvin picture is locked in for keeps—sharp, clear, in perfect focus. No wavering. No drifting. The Arvin MAGIC MODERATOR keeps it under perfect control.



**NO MYSTIFYING MAZE  
OF KNOBS**

Arvin Visible Value Television has no mystifying maze of knobs to confuse your customer. That's one of its greatest selling features. *There are just two visible groups of operating controls.* Picture comes in clear, bright, steady—completely in focus. There is no fumbling around with five or six controls, no tuning by guess-work. Independent picture and sound amplifiers make Arvin reception entirely free from "picture hum."



**OVERSIZE PICTURE**

Arvin Visible Value Television presents, on each size screen, the largest picture possible without distortion.



**HEAVY DUTY SPEAKER**

Arvin Visible Value Television is equipped with an oversize permanent magnet type speaker which delivers maximum tone fidelity—on high notes, low notes, all modulations of the human voice—from the improved Arvin FM circuit. With an Arvin your customer hears everything—and hears it better.



**INTERFERENCE ELIMINATORS**

Arvin Visible Value Television is provided with special interference eliminators to reduce interference by FM or short wave radio and other electrical impulses. All foreign influences are minimized to insure good reception.

AVAILABLE IN LIMITED QUANTITIES • NEW AREAS OPENING EVERY WEEK

**Visible Value**

*you can SEE the difference!*

# TELEVISION

## Model 3101CM

**10"-SCREEN MAHOGANY CONSOLE . . . ONLY**

Check other TV lines and see how many offer such a beautiful 10"-screen console in genuine mahogany at anywhere near this sensationally low price! Arvin's simplified controls make tuning as easy as tuning a radio—and faster! Only two groups of visible controls—even a child can operate an Arvin without difficulty. That's one of the features customers admire most—after wrestling with the complicated maze of knobs found on so many sets. And remember—every Arvin has ALL the famous Arvin "exclusives." The only difference is screen size and cabinet size.

**\$249<sup>50</sup>\***

Plus Federal Tax

### Model 3100TM

10"-Screen Table Model Mahogany finish. Table to match at slight extra cost.

Plus Federal Tax **\$219<sup>50</sup>\***

Also in blond \$229.50\*



**Model 3120CM**  
12 1/2"  
Console

**\$299<sup>50</sup>\***

Plus Federal Tax

**Model 3160CM**  
16"  
Console

**\$399<sup>50</sup>\***

Plus Federal Tax



Arvin offers this superb 12 1/2"-screen mahogany console—with a bow to your public's demand for larger screens at reasonable prices. Smartest modern styling, plus all the famous Arvin sales-building features. It should be easy to trade many of your customers up from the 12 1/2" table model to the eye-level convenience of this amazing value.

Here is the value of all TV values! Giant 16" direct view picture tube offers a sharp, clear, steady Arvin-quality picture measuring full 14 3/8" by 11 1/4"! Every detail of action is made easily visible across a large room. Plus, of course, all the famous Arvin advantages that make the Arvin TV line so much easier to sell!

\*All prices slightly higher in Zone 2.

**RADIO AND TELEVISION DIVISION**

**NOBLITT-SPARKS INDUSTRIES, INC.**

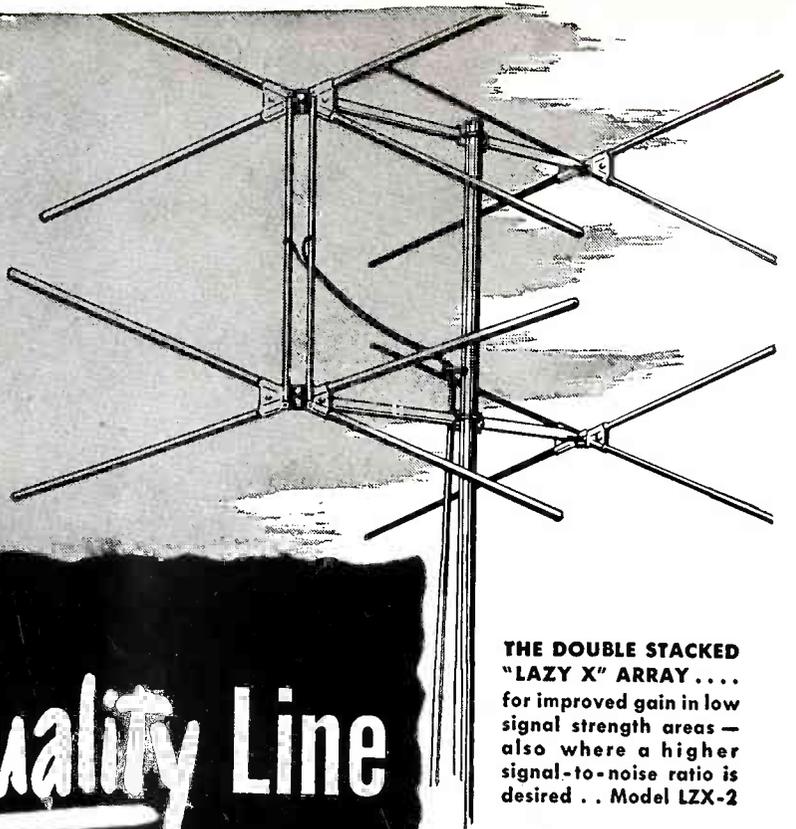
Columbus, Indiana

**GET PROFITABLE FRANCHISE DETAILS NOW!**

**ARVIN PRICE PROTECTION GUARDS YOUR PROFITS!**  
Sell Arvin secure in the knowledge that Arvin's iron-clad Price Protection Policy safeguards you against any possible loss if prices are reduced! See your Arvin Distributor for full details.



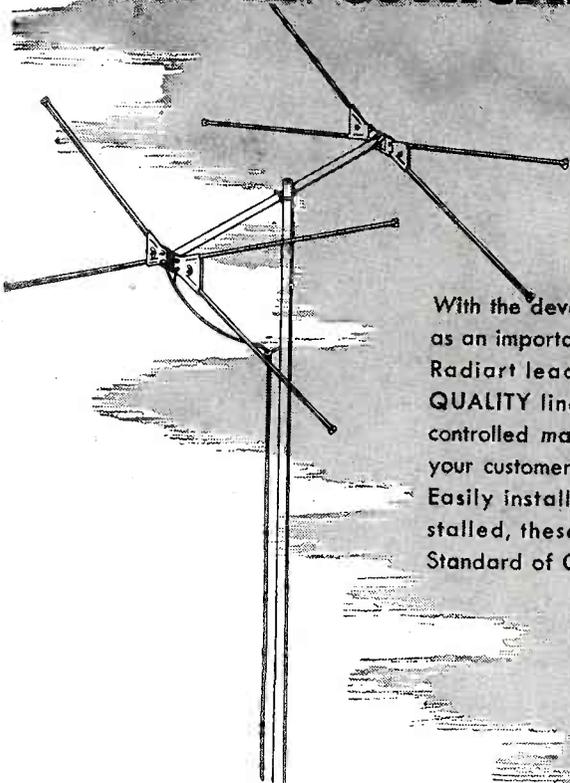
**Radiart**  
features



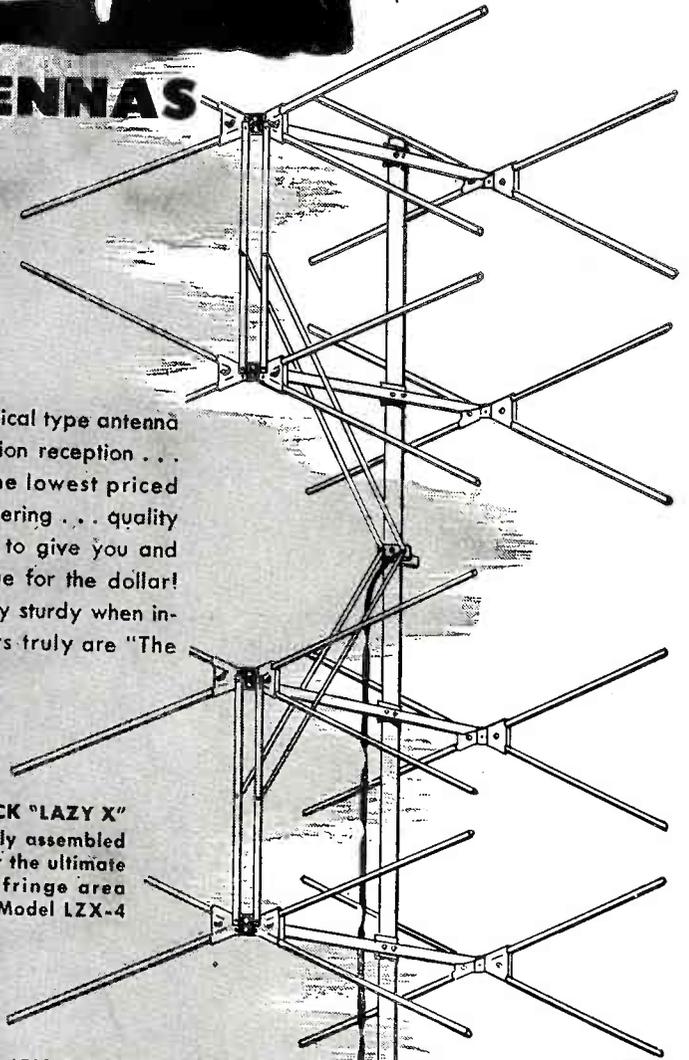
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**OF TV CONICAL ANTENNAS**



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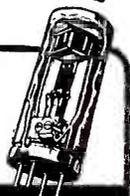
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... for primary service areas  
..... Model LZX

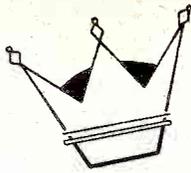


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CLEVELAND 2, OHIO

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# NEW '50 LINE

IS

# Tele King's

# SENSATIONAL



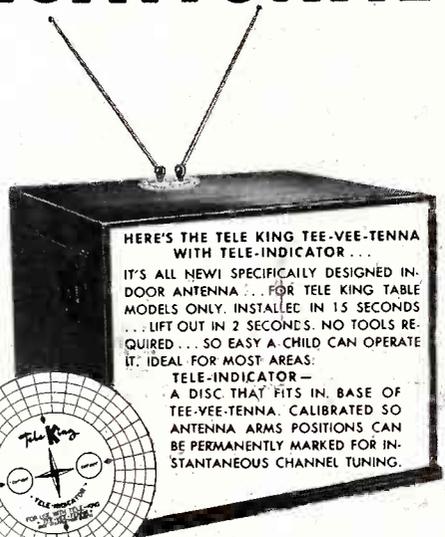
**BEST SET BY FAR...  
for PERFORMANCE...  
BEAUTY... VALUE...**

145 square inch eye-filling picture • Direct view screen • Supremely attractive wood mahogany cabinet • Designed for any decor • Teleramic picture with Tele Lock for brilliantly clear, steady viewing • Automatic frequency and gain control • Simplified operation • TV at its very best.

**\$349<sup>95</sup>**

Plus Excise Tax

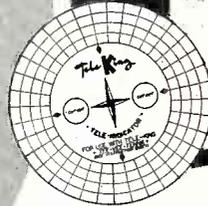
16" CONSOLE MODEL C816



**HERE'S THE TELE KING TEE-VEE-TENNA WITH TELE-INDICATOR...**

IT'S ALL NEW! SPECIFICALLY DESIGNED IN-DOOR ANTENNA... FOR TELE KING TABLE MODELS ONLY. INSTALLED IN 15 SECONDS... LIFT OUT IN 2 SECONDS. NO TOOLS REQUIRED... SO EASY A CHILD CAN OPERATE IT. IDEAL FOR MOST AREAS:

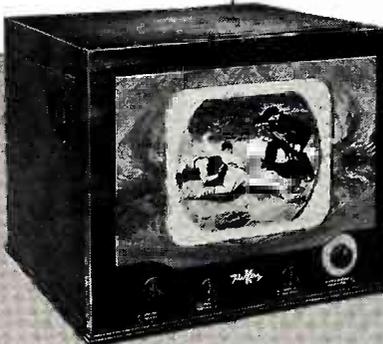
**TELE-INDICATOR—**  
A DISC THAT FITS IN BASE OF TEE-VEE-TENNA. CALIBRATED SO ANTENNA ARMS POSITIONS CAN BE PERMANENTLY MARKED FOR INSTANTANEOUS CHANNEL TUNING.



**145 SQUARE INCHES...  
16" DIRECT VIEW SCREEN!**

16" TABLE MODEL T616

Magnificent table model • Master designed wood mahogany cabinet • Finest components • Amazing TELERAMIC picture • Automatic gain control • Simplified operation.



12 1/2" TABLE MODEL T712

**FOR GIANT SALES...  
91 SQUARE INCH  
DIRECT VIEW SCREEN**

Designed wood mahogany cabinet • Brilliant Teleramic picture • Superior components • Automatic frequency control circuit.

**\$319<sup>95</sup>**

Plus Excise Tax

**\$219<sup>95</sup>**

PLUS EXCISE TAX

**TERRIFIC SET...  
FOR TERRIFIC SALES**

Gorgeous wood mahogany cabinet • Expanded 61 square inch DIRECT VIEW Teleramic picture • Tele Lock • All channel reception • Precision performance.

**\$179<sup>95</sup>**

PLUS EXCISE TAX

10" TABLE MODEL T510



Prices slightly higher in west and south.

**THE SHOWPIECE OF THE HOME**



# Tele King

CORP.

601 WEST 26th STREET • NEW YORK, N. Y.

# Tele-tones SENSATIONAL

# Big 3

## 1 "BUILT-IN-ANTENNA"

IN MODEL TV-255



LARGE 10" SCREEN  
62 SQUARE INCHES

Here it is . . . "Built-in-Antenna" . . . No installation required in most areas . . . Super-sensitive tuner for easy reception . . . Simplified controls . . . Improved picture lock for image perfection . . . and all

Model TV-255—Acoustically perfected mahogany high lustre finish plastic cabinet . . . \$169.95 plus excise tax.

Model TV-256 in hand-rubbed, high polish finish mahogany veneers . . . \$189.95 plus excise tax.

for only

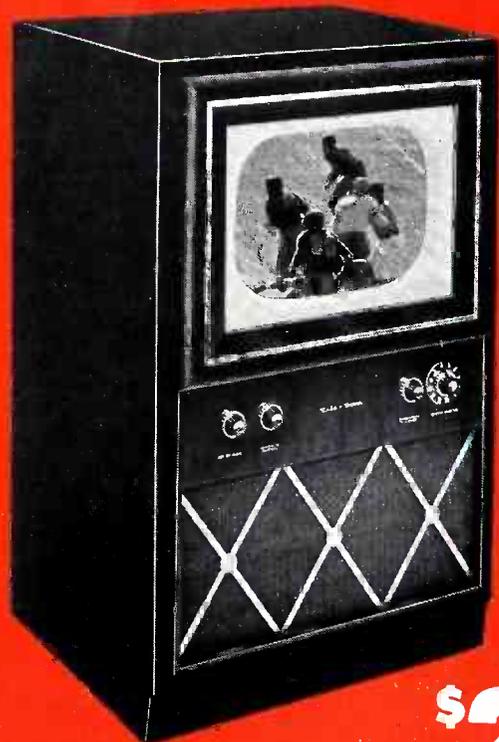
**\$149<sup>95</sup>**

plus excise tax

Model TV-254 only

## 2 "NO-GLARE"

BLACK TUBE



16" DIRECT VIEW TUBE  
145 SQUARE INCHES

Now . . . the new "No-Glare" black picture tube. Sharp, but glareless pictures. No more eye-strain even after hours of viewing. Here's that extra "plus" for added TV enjoyment.

Model TV-286W in hand rubbed American walnut veneer cabinet . . . \$299.95 plus excise tax

Model TV-286M in hand rubbed high polish finish Honduras Mahogany veneer cabinet (pictured) . . . \$319.95 plus excise tax

as low as **\$299<sup>95</sup>**  
plus excise tax

# THE GREATEST TV STORY EVER TOLD!

**FIRST AGAIN...**

*Tele-tone*  
**12½" TV LINE**

is the country's outstanding buy for  
**QUALITY . . . DESIGN . . . PERFORM-  
ANCE and LOW, LOW PRICE.**

*There is no better value  
at any level.*



**LOW PRICE** as low as  
**3 12½ IN. SCREEN \$199.95** plus excise tax  
**BIG 92 SQUARE IN. PICTURE**



**CHECK THESE SENSATIONALLY  
PRICED 12½" SETS . . .**

- ✓ TV-287W—Table model in hand-rubbed, high polish finish walnut veneers.....\$199.95\*
- ✓ TV-287M—Table model in hand-rubbed, high polish finish Honduras Mahogany veneers  
\$219.95\*
- ✓ TV-288 —Table model (pictured above) in hand rubbed, high polish finish Honduras Mahogany veneers .....\$229.95\*
- ✓ TV-284W—Console in hand-rubbed, high polish finish walnut veneers .....\$249.95\*
- ✓ TV-284M—Console in hand-rubbed, high polish finish, Honduras Mahogany veneers (pic-  
tured at left) .....\$259.95\*

\*plus excise tax  
Prices slightly higher in Southwest and Far West

*Tele-tone*  
**RADIO CORPORATION**

540 WEST 58th STREET • NEW YORK CITY, N. Y.

as low as **\$249.95**  
plus excise tax

**THIS MACHINE  
IS NOT  
FOR SALE!**



**BUT EVERY SHELDON TELEVISION PICTURE TUBE, CAREFULLY INSPECTED IN IT,  
IS FOR SALE.**

This electronic testing device enables us to make 12 vital checks for quality . . .

- |                          |                     |                          |
|--------------------------|---------------------|--------------------------|
| 1—Heater Current         | 5—Cathode Emission  | 9—Brightness             |
| 2—Beam Current           | 6—Grid Current      | 10—Color Temperature     |
| 3—Gas                    | 7—Grid Cut-off      | 11—Visual Screen Defects |
| 4—Heater Cathode Leakage | 8—Voltage Breakdown | 12—Visual Bulb Defects   |

All these tests are in addition to many other standard inspections to maintain Sheldon's high standard of picture tube quality. To a viewer, this quality means:

- |   |  |
|---|--|
| 1—Round-the-clock viewing without eyestrain or glare. | 2—Black is Black, White is White—and between—All the Natural Intermediate Shading. |
|---|--|

It will pay you to get complete details about the superior quality found in every 10 BP4, 12 LP4, 16 HP4 and 16 LP4 flat-face all-glass Sheldon Picture Tube. **WRITE TODAY.**



**A Sheldon Television Picture Tube  
MAKES ANY SET BETTER!**

**SHELDON ELECTRIC CO., Division of Allied Electric Products, Inc.**  
68-98 Coit Street, Irvington 11, N. J.

Branch Office & Warehouses: Chicago 6, Ill., 626 W. Jackson Blvd. • Los Angeles 6, Cal., 2359 West Pico Blvd.

TELEVISION PICTURE TUBES • CATHODE RAY TUBES • FLUORESCENT LAMP STARTERS AND LAMPHOLDERS • SHELDON REFLECTOR AND INFRA-RED LAMPS  
PHOTOFLOOD AND PHOTOSPOT LAMPS • SPRING-ACTION PLUGS • TAPMASTER EXTENSION CORD SETS AND CUBE TAPS • RECTIFIER BULBS

# TAP A GREAT NEW MARKET

WITH THIS

## Most Sensitive FM Radio Ever Built

FOR THE PUBLIC!

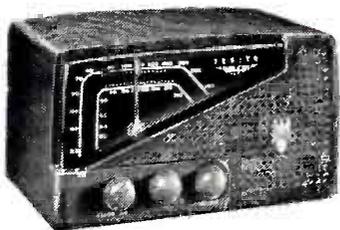


NEW  
ZENITH  
"MAJOR"  
ONLY  
**\$39.95\***

It's actually 10 times more sensitive than the average of 16 other FM radios tested. So this all-new Zenith "Major" greatly extends the range of FM reception... creates thousands of new prospects for you... opens up a rich new market that's just waiting to be tapped!

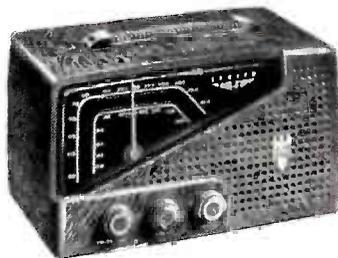
The "Major" gives superb performance even in remote "fringe" areas where static and interference make ordinary radios useless. Yet it's priced so low anyone can afford it. Feature the Zenith "Major"—and cash in on the most terrific profit opportunity in radio today!

*Zenith gives you the Top Values in FM-AM Radio, too!*



### New "Medallion"

Big value at low cost! Genuine Zenith-Armstrong FM with exclusive "Power-Line" Antenna, just plug in and play... sensational Zenith Long Distance AM... new "Cut-Away" Dial for easier tuning... Zenith Wavemagnet... Alnico 5 Speaker... smart swirl plastic cabinet. AC, DC. **\$49.95\***



### New "Super-Triumph"

Terrific FM-AM "buy"! Has new super-sensitive Zenith-Armstrong FM with "Power-Line" Antenna, and Zenith's famous Long Range AM. Exclusive Wavemagnet... big Alnico 5 Speaker... improved tone control... "Cut-Away" Dial, so easy to see and tune... on/off indicator. Swirl walnut or white plastic cabinet, Flexo-Grip handle. AC, DC. **\$59.95\***  
(White plastic \$62.95\*)



### New "Symphony"

Famous for rich, big-console tone! New, super-sensitive Zenith-Armstrong FM with patented "Power-Line" Antenna, plus Long Distance Zenith AM. Giant speaker, thanks to Zenith's exclusive DialSpeaker design. Zenith Wavemagnet. Rich swirl plastic cabinet. **\$79.95\***  
AC, DC.

(White plastic \$82.50\*)



### ZENITH HAS THE GREAT VALUES

\*Suggested retail price. West Coast prices slightly higher on Medallion, Super-Triumph and Symphony. Prices subject to change without notice.

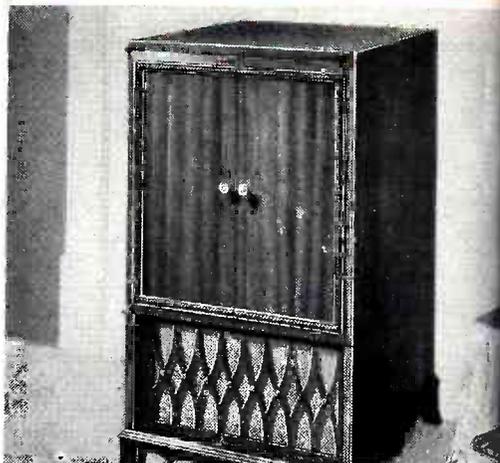
ZENITH RADIO CORPORATION • 6001 WEST DICKENS AVENUE, CHICAGO 39, ILLINOIS

**IT'S HERE!  
IT'S NEW!**

**SYLVANIA**



**Sylvania 6-way Mahogany Console Combination # 128.**  
12½" tube... AM-FM radio... 3-speed automatic record changer.



**Sylvania 16" Mahogany Console # 090.**  
16" tube... FM sound... plug-in for record player.



**Sylvania 6-way Mahogany Console Combination # 076.**  
10" tube... AM-FM radio... 3-speed automatic record changer.



**Sylvania 12½" Mahogany Console # 114.**  
12½" tube... FM sound... plug-in for record player.

**SEE** the difference in **SYLVANIA**  **TELEVISION!**



**Sharper contrast! Finer detail!** Sylvania's "Needle-Point" electron beam *brings out more detail more clearly!* **Steadier pictures!** New Sylvania "Triple Lock" makes pictures stay put, stay rock-steady *even under adverse conditions!* **Minimum picture interference!** Sylvania's shielded "Coaxial" lead-in eliminates "picture static."

**HEAR** the difference in **SYLVANIA**  **TELEVISION!**

**FM high-fidelity circuits** with wide-range speaker and "Audio-Balanced" tone control! **"Intercarrier Sound"** eliminates "howls," "microphonic noise," and "acoustic feedbacks"! **Sound locked in with picture!** Sound automatically maintains its volume and quality no matter how often you switch channels!



**COMPARE —**  
Close your eyes and compare Sylvania FM sound with the sound of any other fine television set!

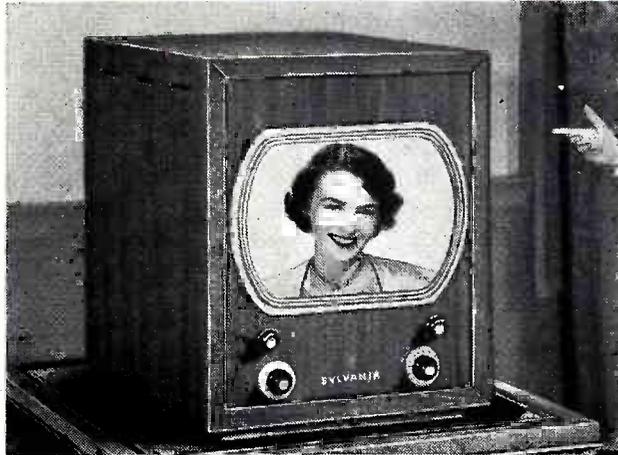
**MOVIE  
CLEAR\***

# TELEVISION

**MORE  
PROFITS  
FOR  
YOU!**



**Sylvania 10" Mahogany Console # 113.**  
Cabinet... FM sound... plug-in for record player.



**Sylvania 12 1/2" Mahogany Table Model # 125.**  
12 1/2" tube... FM sound... matching table optional.



**Sylvania 10" Mahogany Table Model # 075.**  
Cabinet... FM sound... matching table optional.



**Sylvania 10" Blonde Table Model # 124.**  
10" tube... FM sound... matching table optional.



**The Most Sellable Television on the Market—  
that's SYLVANIA  TELEVISION!**

**Right** for you and your customers!  
Satisfy to please every customer, every model's  
show-off! Keeps inventories low!  
**Right** for you and your customers! Low  
cost for big sales—high markup for big profits!

**Sensational new "Pay-back" service contract!** Exclusive Sylvania contract gives your customers *cash refunds* for service they don't use! That's a powerful selling tool—exclusive with *Movie-clear* Television!

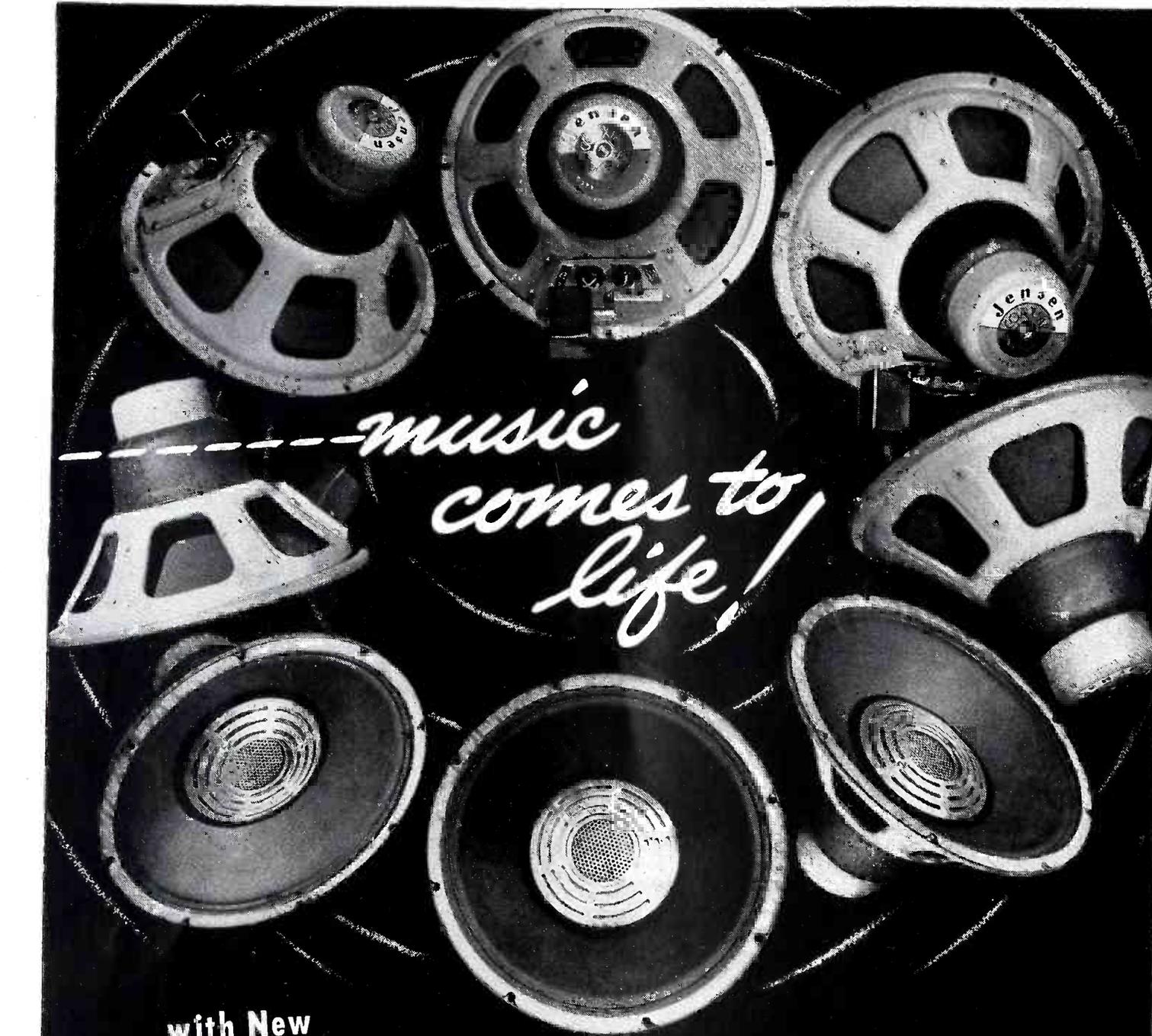
**AND** *Movie-clear* Television will be advertised, merchandised, by big, consistent sales promotion campaigns aimed at your local customers! Contact your Sylvania Television distributor today!

\*TRADE MARK

# SYLVANIA TELEVISION

MANUFACTURED BY COLONIAL RADIO CORPORATION  
1280 MAIN STREET, BUFFALO 9, N. Y.

Subsidiary of Sylvania Electric Products Inc. Manufacturers of Cathode Ray Tubes; Electronic Devices; Fluorescent Lamps, Fixtures, Wiring Devices; Electric Light Bulbs; Photolamps; Radio and Television Receivers.



*music  
comes to  
life!*

with New

# Jensen Genuine *Wide Range* Loudspeakers

16 COMPLETELY NEW MODELS

3 15-inch Coaxials, 1 12-inch Coaxial

11 5-inch to 15-inch Single Radiator models

Now music can come to life for everyone—for in the new Jensen Genuine Wide Range Loudspeaker series, there is a choice of cost, size and degree-of-performance to meet every requirement for thrilling, realistic reproduction. Whether it be a 5" loudspeaker at \$8 list . . . a 12" Coaxial at \$33.40 list . . . or a 15" Coaxial with the new Jensen Wide-Angle Acoustic Lens listing at \$135 . . . you will find totally new concepts of performance, way ahead of conventional speaker reproduction, brilliantly engineered and painstakingly constructed into these new products.

Write now for Data Sheet No. 152 describing all the new loudspeakers in the Jensen Genuine Wide-Range series, and booklet "Let Music Come to Life!"

## NEW — WIDE ANGLE ACOUSTIC LENS

Typical of Jensen leadership in loudspeaker engineering is the acoustic diverging lens used on the H-510 Coaxial illustrated above. Adapting optical principles to acoustics, this lens acts in conjunction with the h-f horn to distribute h-f radiation uniformly over a wide angle . . . insures constant balance and high quality reproduction throughout the whole room.

*This trademark identifies an advanced-design loudspeaker . . . with performance to meet today's exacting requirements for faithful music reproduction . . . achieved through the most modern applications of acoustics.*

JENSEN MFG. CO. CHICAGO

MADE IN U.S.A.



# Jensen

WIDE RANGE

Division of the Muter Company

6625 SOUTH LARAMIE AVENUE • CHICAGO 38, ILLINOIS

In Canada: Copper Wire Products, Ltd., 351 Carlaw Avenue, Toronto

**411 CVM**

The finest in television... gives clear-as-a-bell pictures of 82 square inches.

**409 TVM**

Full 140 square inch picture... perfectly matched with rich FM sound. Sure-fire sales-maker!

**406 TVM**

Sells on sight! Crystal clear, undistorted picture—fully 12% larger than the ordinary 12" picture size.

**407 TVM**

Big 16 inch with 140 square inch screen. Amazingly life-like pictures. Period Style Mahogany Console. Priced right.

**401 TVM**

More for your TV dollar! A full 60 square inches of picture. In a beautiful hand rubbed mahogany cabinet.

*top of the heap*

# PROFIT WISE, PERFORMANCE, TOO!

PROFIT-WISE . . . Sentinel is your line. Sensational models that sell . . . that make you money. There's a table model or console and a picture size to please every buyer . . . you make sales and profits when you have Sentinel on the floor.

PERFORMANCE-WISE . . . too, Sentinel is your line. Known for a generation as builders of fine radio. Sentinel now brings you the best in TELEVISION. You can depend on Sentinel performance to sell for you . . . to stay sold.

**400 TV**

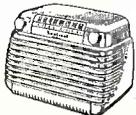
Eye-catching portable! In luggage style leather grain case. 12 channel operation.

# Sentinel Radio and Television

EVANSTON, ILLINOIS

And Sentinel's new, profitable, full line radios!

**314-I**—Sound money-maker! Simplified slide-rule dial, automatic volume control makes tuning-in quick and easy.



**316**—3-way personal portable. Light-weight. 4 "Personality Colors." Exciting in tan, red, white or green.



**333-W**—FM-AM at a price that sells! Built-in antenna. Loaded with sales appeal! Ideal for that extra radio, in any home.



**331-W**—Priced for volume sales! Radio's grandest achievement in design and engineering. A little beauty.



**332-I**—Super sensitive for long-range reception... Full range tone control. Beautiful walnut finish plastic.



# How to soften up your best Chicago prospects for hardlines merchandise

**A**RE YOU taking full advantage of the Chicago advertising medium that can give you the edge in today's more competitive selling? You do so when you build your promotion around the Chicago Tribune—the newspaper known to the trade as the volume producer.

Advertise in the Tribune and you reach the audience that accounts for the bulk of the hardlines items sold in this key market—hundreds of thousands more families than other Chicago newspapers reach.

Manufacturers and distributors make plain their conviction that Tribune readers make up Chicago's biggest and most responsive market for hardlines merchandise. As shown by the chart, during the first six months of 1949, these advertisers of hardlines placed in the Tribune 208.9% more linage than they placed in any other Chicago newspaper—and 26.0% more than they placed in all other Chicago newspapers combined.

The more pressure you put on the Chicago Tribune market, the easier it is for you to get more of what you want in this market—now and in the months ahead. Rates per line per 100,000 circulation are among the lowest in America.

## Chicago Tribune

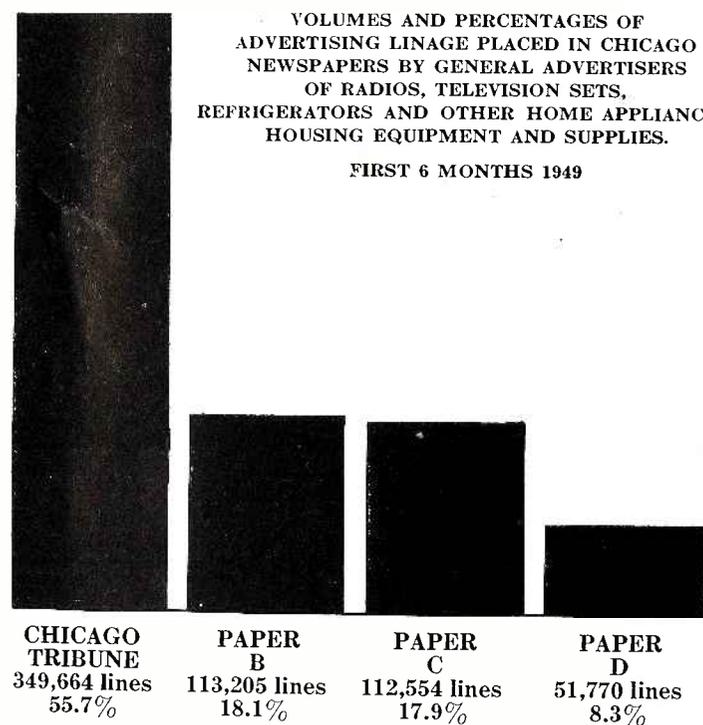
THE WORLD'S GREATEST NEWSPAPER

July average net paid total circulation:  
Daily, Over 935,000—Sunday, Over 1,475,000

Chicago Tribune representatives: A. W. Dreier, 810 Tribune Tower, Chicago 11; E. P. Struhsacker, 220 East 42nd St., New York City 17; W. E. Bates, Penobscot Bldg., Detroit 26; Fitzpatrick and Chamberlin, 155 Montgomery St., San Francisco 4; also 448 S. Hill St., Los Angeles 13. MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

VOLUMES AND PERCENTAGES OF ADVERTISING LINAGE PLACED IN CHICAGO NEWSPAPERS BY GENERAL ADVERTISERS OF RADIOS, TELEVISION SETS, REFRIGERATORS AND OTHER HOME APPLIANCES, HOUSING EQUIPMENT AND SUPPLIES.

FIRST 6 MONTHS 1949



## 186 FULL PAGES OF CHICAGO TRIBUNE SELECTIVE AREA PLAN ADVERTISING PLACED IN 18 MONTHS!

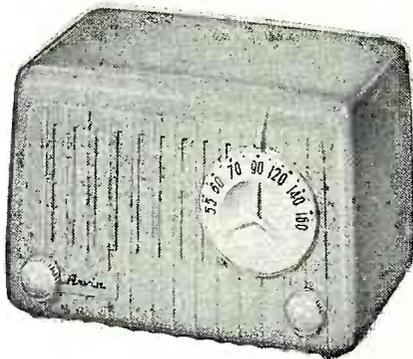
Manufacturers, distributors and dealers continue to use an increasing volume of advertising placed under the Chicago Tribune's Selective Area plan. Selective Area volume since January 1, 1948, amounted to 463,320 lines—equivalent to more than 186 full pages of advertising.

Designed to produce action at the retail level, the plan has been used by more than 1,100 of the 2,013 appliance retailers in Chicago and suburbs and by 75 appliance manufacturers and distributors representing virtually every leading appliance line in the industry since the Tribune launched the plan three years ago. For complete information to help you put this plan of low-cost, factory-controlled, agency-placed advertising to work for you, consult your advertising counsel or nearest Tribune representative.



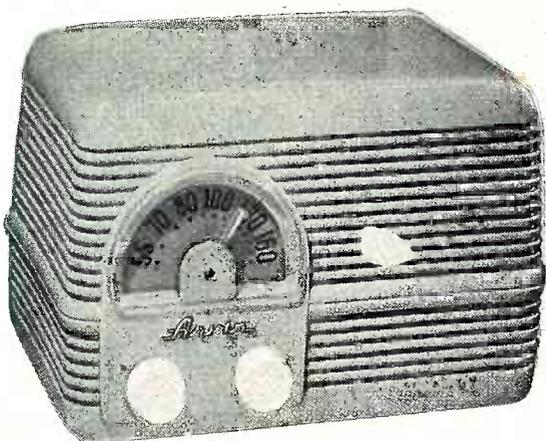
### ARVIN MODEL 341T

Capture the parents' market with this shatter-proof, kidproof value-leader! AC/DC superhet circuit. Sandalwood finish with Burgundy trim. Exceptional range and tone quality. **\$12.95** Underwriters' listed.



### ARVIN MODELS 356-357T

Beautiful Sandalwood or modern Willow Green finish, gold-trimmed for eye appeal. AC/DC superhet, 5 tubes including rectifier; built-in antenna; Alnico V speaker. Amazing **\$16.95** value at this price!



### ARVIN MODELS 358-359T

Willow Green or Sandalwood, gold-trimmed. Outstanding for beauty, for range, for fine tone quality! Built-in antenna; Alnico V speaker. Far and away the value of the day! **\$19.95** Underwriters' listed.

# ARVIN

## GIVES YOU ALL THREE!

## 1 PROFITS

*Maximum Discounts on all models*

## 2 PRICES

*Low competitive list prices*

## 3 PROMOTION

*National Advertising in*

- THE SATURDAY EVENING POST
- COUNTRY GENTLEMAN
- FARM JOURNAL

**PLUS** Complete Lay-Away Club Promotion

**PLUS** Dynamic, Colorful Displays

**PLUS** Powerful Newspaper Mats



**Score your biggest fall business with Arvin's mighty triple-threat combination!**

### CALL YOUR ARVIN DISTRIBUTOR!

*Radio and Television Division*

**NOBLITT-SPARKS INDUSTRIES, INC., COLUMBUS, INDIANA**

**THE COMPLETE TABLE MODEL LINE!**

**Only Trav-ler offers all these features for just . . .**

**\$299.95**  
retail

**SENSATIONAL NEW**

**TRAV-LER**

**LIFE-SIZE 145<sup>SQ.</sup> INCH CONSOLE**



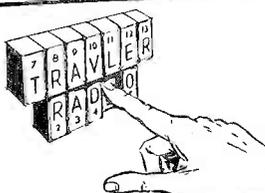
12½-INCH CONSOLE, only \$249.95

**ALL THE FEATURES FOR BETTER VIEWING**



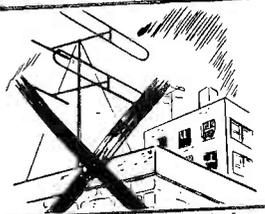
**Big 16-inch Tube**

Not 61—not 92—but 145 huge square inches of the sharpest, clearest life-size picture you've ever seen!



**Push Button Tuning**

Just push the button and you get True picture . . . True sound—Instantly! Simplest tuning of all!



**Built-In T-V Aerial**

Assures finest reception in most locations without expensive installation or aerial charges!



**Super Power**

Assures outstanding performance even in fringe areas where ordinary sets fail to bring in a clear picture!

SEE THE TRAV-LER DISTRIBUTOR IN YOUR TERRITORY NOW!

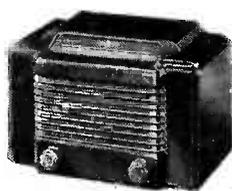
**TRAV-LER RADIO CORPORATION, 571 W. Jackson Blvd., Chicago 6**

★ A few territories open for live-wire distributors. Write, giving qualifications.

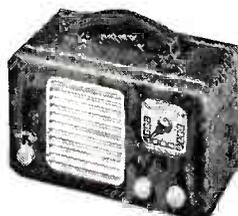
**HIGHLIGHTS OF THE NEW 1950 LINE OF TRAV-LER RADIOS AND PHONOGRAPHS**



**6053—**  
3-Speed Automatic Record Changer and Radio with Webster-Chicago changer, \$69.95



**5015—**Plastic Table Radio, \$14.95



**5028A—**3-Way Personal Portable, \$19.95



**7017—**  
De Luxe Portable Phonograph, \$19.95

Prices slightly higher south and west of Rockies.

**THERE'S**

**PROFIT, PROFIT, PROFIT**

in the

**"Sounds Your Customers Want to Save"**

with the

**WEBSTER-CHICAGO**  
**Electronic Memory**  
**Wire Recorder**



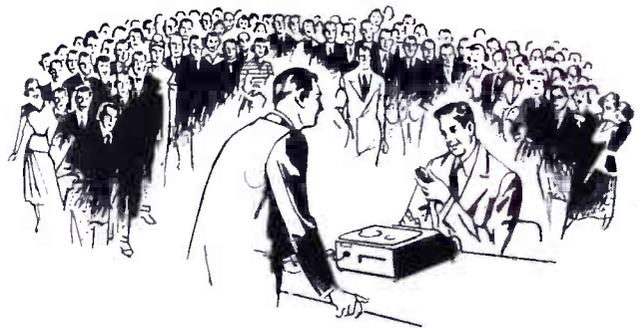
**SALES MADE EASY BY AN**  
**IMPELLING APPEAL**

Prospects quickly associate themselves with Webster-Chicago *Electronic Memory* Wire Recorders. Once they hear their voice played back, you are on your way to an easy sale. Your prospects, and you have many of them, will be enthusiastic about the versatility and pleasure of wire recording.

The theme for Webster-Chicago's fall and Christmas promotion, "The Sounds You Want to Save," capitalizes on these facts. This theme will stir the imagination of a great number of people.

**YOU HAVE THOUSANDS**  
**OF PROSPECTS . . . A FRESH,**  
**UNTOUCHED MARKET**

There is a huge market for wire recorders. Furthermore, it's a fresh, new market which has hardly been touched. Though many families want one—few have them. There is no "saturation"—no trade-in nuisances. There *is* an unlimited sales potential of quick, easy, profitable sales. Dollars and cents in your pocket.



**NOW**

**Sound a New High in Profits**  
**and Sales with WEBSTER-CHICAGO**  
**Electronic Memory Wire Recorders**

# From Now 'til Christmas

**THE PROMOTIONAL PUSH BEHIND THE  
FAMOUS WEBSTER-CHICAGO PRODUCTS  
WILL MAKE YOUR SELLING EASIER**

**W**EBSTER-CHICAGO *Electronic Memory* Wire Recorders, quality wise, are among the most saleable items. You have a large unexploited market. It is a demand item, ideally suited for fall and Christmas selling. To turn all of these plusses into sales and profits for you, the product is backed by vigorous promotion. Just look at these business-building national ads.

## **PERFECT**

### **FOR CHRISTMAS SELLING**

These fast-moving Webster-Chicago Wire Recorders are perfect for Christmas selling because they make ideal Christmas gifts. Here is a product that is new enough and different enough to capture the imagination—and yet so useful and entertaining that it will soon become a cherished possession of the satisfied owner. The low price brings it within reach of a great many Christmas shoppers *right in your locality*.

# HERE

**ARE YOUR FAST-SELLING,  
BUSINESS-BUILDING  
WEBSTER-CHICAGO  
ELECTRONIC MEMORY  
WIRE RECORDERS**



#### **PORTABLE MODEL 180**

The Model 180 is completely portable in its all-wood, burgundy leatherette covered carrying case. It is especially well suited for home use, the educational field, the small business and professional market—wherever portability is an important factor. Complete with microphone and three spools of wire, the Model 180 retails for \$149.50.

# **WEBSTER-CHICAGO**

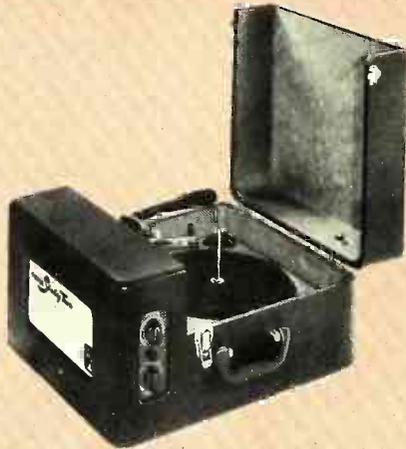


# YOU'LL PROFIT FROM WEBSTER-CHICAGO'S ACCEPTED SUPERIORITY IN RECORD REPRODUCTION

Public acceptance makes selling much easier. The Webster-Chicago reputation for fine engineering, honest workmanship and quality materials means more sales and more profits with less

effort on your part. You'll find that a *complete* line is important too—no matter what the record playing needs of your customers may be, there is a Webster-Chicago model to fill that need.

## AUTOMATIC PHONOGRAPHS



**MODEL 362—Three-Speed**

The Model 362 plays a full one-inch stack of 7-, 10- or 12-inch records at speeds of 33 $\frac{1}{3}$ , 45, or 78 rpm. A complete, lightweight portable phonograph with self-contained speaker and amplifier...an all-time favorite—constantly in demand.



**MODEL 160—For Standard Records**

Plays ten 12-inch or twelve 10-inch standard 78 rpm records at one loading. Practically distortionless at full room volume. A low price unit, attractive to price conscious shoppers.

**MODEL 760—For Seven-inch  
33 $\frac{1}{3}$  and 45 rpm Records**



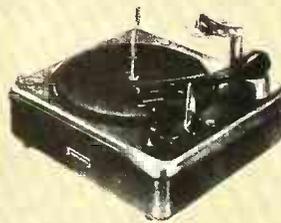
This handsome table model plays up to eight 7-inch records—33 $\frac{1}{3}$  or 45 rpm. Superb record reproduction and a quick three-second record change "from music to music." The hottest thing in the new 7-inch field.



**MODEL 762—Portable Phonograph For  
Seven-Inch Records**

The Model 762 is the portable version of the Model 760 (shown above). It is housed in a burgundy leatherette covered carrying case.

## AUTOMATIC RECORD CHANGERS—play through any radio. Ready to plug into radio or amplifier.



**MODEL 355—Three-Speed**

The Webster-Chicago Model 355 plays a full one-inch stack of 7-, 10- or 12-in. records at all speeds—33 $\frac{1}{3}$ , 45, or 78 rpm completely automatically. The attractive unit is housed in an enclosed base for room to room portability. A high quality changer in the medium price range.



**MODEL 357—Automatic Three-Speed  
Changer**

The Model 357 is the deluxe Webster-Chicago automatic three-speed changer. Plays a full one-inch stack of 7-, 10- or 12-inch records at speeds of 33 $\frac{1}{3}$ , 45, or 78 rpm. The chassis is completely enclosed for limited portability. The Model 357 is a superb changer for those who insist on the best.

**MODEL 357-27**—Equipped with interchangeable tone arm plug-in heads for G. E. Variable Reluctance pick-up. It's a big seller in the Hi-Fi market.

**Turn Your Interest Into Action—Get Your Share of the Fall  
and Christmas Business with these "Sound" Money-Makers**



# WEBSTER-CHICAGO

5610 BLOOMINGDALE AVENUE • CHICAGO 39, ILLINOIS

it's a fact!



**Olympic**

HAS TOP-QUALITY

16" tele★TESTED\*

**television**

to retail for

- Huge 145 sq. in. picture
- Super-powered chassis
- "Local — Long Distance" Switch
- Selected matched mahogany cabinet

**\$299<sup>95</sup>**

Other Olympic Models From \$179<sup>95</sup>

slightly higher west of Rockies

it's a fact!

**Only Olympic**

★ tells the whole television story!

★ sells your customers before they buy!



"Television Facts", a completely new approach in television selling... a consumer's guide that's building goodwill and boosting television sales everywhere. Helpful... informative... interesting... amusing... and it packs a sales message that's subtle yet irresistible.

\* Trademark

Olympic Radio & Television Inc. Long Island City 1, N.Y.



OLYMPIC RADIO AND TELEVISION, INC.  
34-01 38TH AVE.  
LONG ISLAND CITY, N. Y.

- Please mail me a free copy of "Television Facts"
- Please have a representative call with my free copy of "Television Facts"

Name.....Store.....

Address.....Zone.....

City.....State.....

# More than ever before... Magnavox

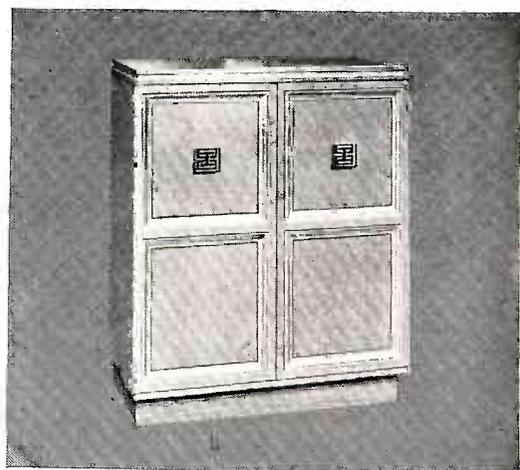
**P**PRICE integrity! That's the famous policy which has made Magnavox the most respected name in the radio-phonograph-television industry. Uncompromising even today, that policy now pays Magnavox dealers greater dividends than ever. No other franchise offers protection against the unfair price cutting that reduces your profits. The Magnavox Co., Fort Wayne 4, Ind.



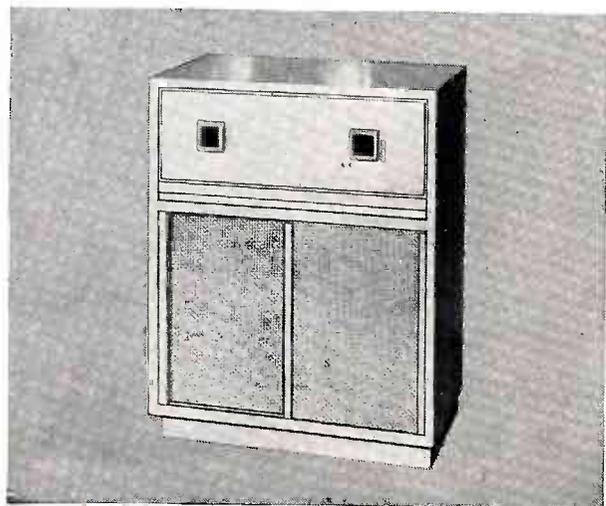
#### THE CONSTELLATION

... with Magnascope "150", 16-inch tube—a new standard of quality in big-picture television—only...

**\$399<sup>50</sup>**



**THE AMERICAN MODERN** ... America's finest radio-phonograph plus TV with Magnascope "150", 16-inch tube... **\$795<sup>00</sup>**



#### A New Magnavox **RADIO-PHONOGRAPH**

at **\$159<sup>50</sup>**

The radio-phonograph business now has its second breath—and Magnavox more than ever stands out as the quality leader.

This MODERN CONCERTO at \$159.50 will capture sales among those who want best performance at minimum price.

# is your one best profit opportunity

## Dealer Advantages Galore!

What makes Magnavox the industry's most profit-making franchise? First, 25 different models offering the widest range of prices and fine furniture styles—8 television receivers, 7 three-way combinations plus 10 radio-phonographs! Second, high mark-up! Third, attractive prices on the industry's finest merchandise! Just

look at the sales advantages that Magnavox dealers enjoy:

1. Greatest Product Value.
2. Most Exclusive Features.
3. Price Protection.
4. Direct-to-dealer Distribution.
5. Widest Range of Prices and Models.
6. Most Respected Name in Radio and Television

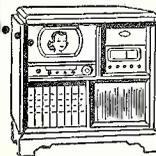


**THE CONTEMPORARY** . . . with Magnascope "150", 16-inch tube and high fidelity 12-inch speaker, only . . . . . **\$495<sup>00</sup>**

**THE AMERICAN TRADITIONAL** . . . magnificent radio-phonograph to which Magnascope "90", 12½-inch tube can be added at any time. As radio-phonograph only . . . . . **\$298<sup>50</sup>**

### Exclusive ADD-A-TELEVISION Feature Sells Both Radio-Phonographs and Television

This Magnavox innovation gives dealers a big edge on competition. For they can sell radio-phonographs now, install television later—or they can sell the complete combination at once. The American Modern and the American Traditional are two models of the magnificent Magnavox Add-A-Television line.



When television is desired the Magnavox TV chassis may be installed into space formerly used for record storage.

Television Receivers from \$199.50 to \$595.00

Radio-Phonographs from \$159.50 to \$895.00

*the magnificent*

# Magnavox

*television-radio-phonograph*

# TOP VALUE

with a big **PLUS**

**New Stromberg-Carlson Brentwood**

at **\$359<sup>95</sup>\*** with

**compartment for 45 RPM changer!**

- ★ **EXPANDED 12 1/2-INCH TUBE**
- ★ **LOCKED-IN CLARITY**
- ★ **SUPERB TONE ON 12" SPEAKER**
- ★ **DECORATOR-DESIGNED CABINET**



**THE BRENTWOOD** Smart cabinet, in selected mahogany veneers, #TC-125-LM. (Also in blond avodiré veneers, #TC-125-LA . . . \$369.95\*)

*\*Plus installation and \$1.37 excise tax. Slightly higher in South and West.*

**STROMBERG-CARLSON** again brings you what the public wants most—outstanding value at a price well within reach of a majority of customers!

And again, Stromberg-Carlson gives you an extra selling feature to help close sales. In this new Brentwood, it's the side-door 45 rpm changer compartment—that practically makes a combination of the console at minimum price!

As for the television, it is unsurpassed for brilliance and definition, for excellent performance even in critical, distant and fringe areas.

With its 12-inch speaker, simplified tuning, beautifully executed cabinet and attractive price, the Brentwood has sales *clinchers by the half dozen!* Your order placed now will insure early delivery.

*See it better*



*Hear it better*

# STROMBERG-CARLSON

**THERE IS NOTHING FINER**

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

# RADIO & TELEVISION RETAILING

Including "Radio & Television" and "Radio & Television Today"

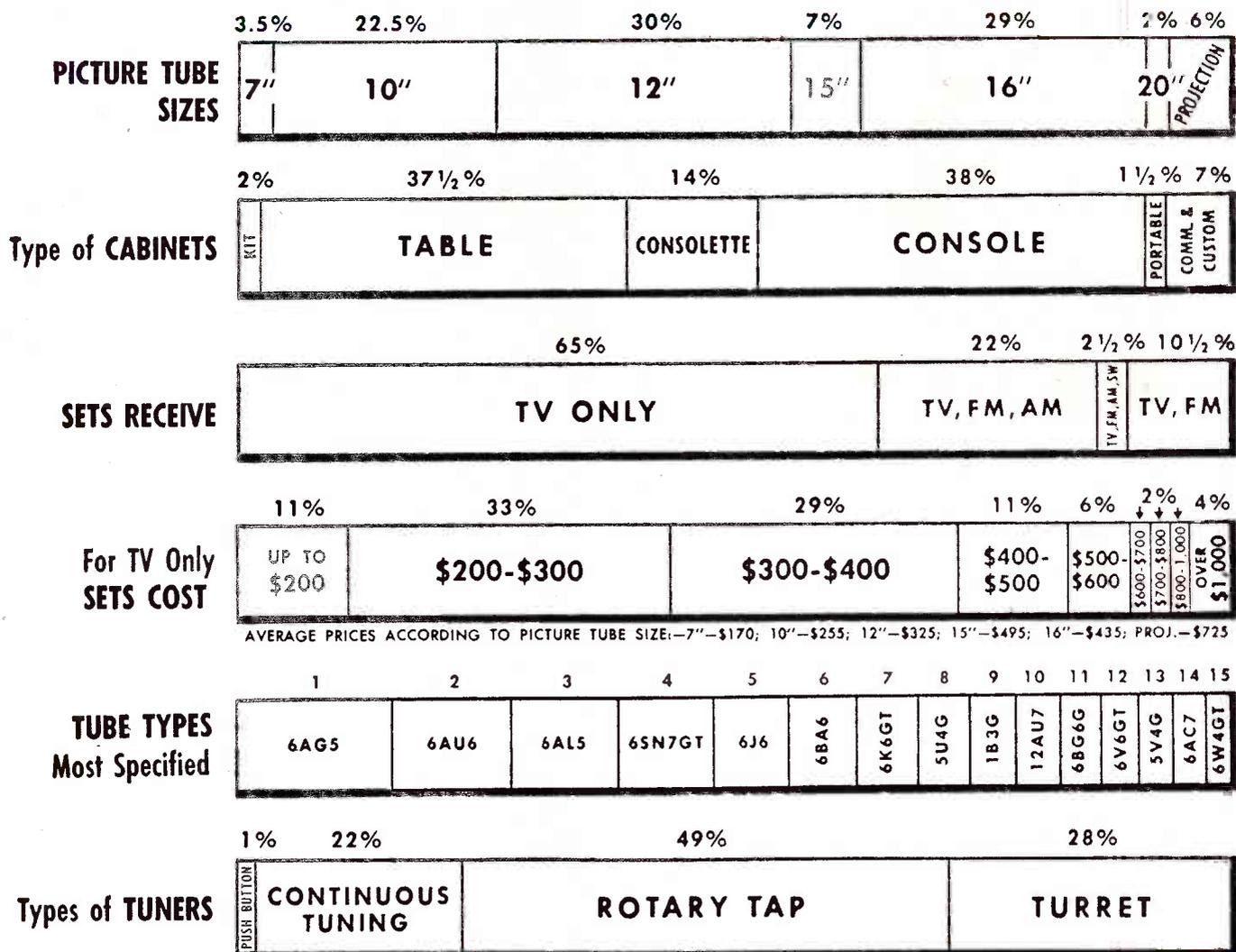
Established in 1922 as ELECTRICAL RETAILING

D. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

## Current Trends in Price and Design of New TV Sets



Specifications of 526 current models of TV manufacturers have been analyzed by the editors of RADIO & TELEVISION RETAILING as to features, sizes, prices, etc., as shown in the graphs on this page. The figures shown represent percentages of all the models reported by 87 manufacturers, and indicate trends revealed by the data analyzed. Some comparisons with a similar analysis made a year ago by this magazine are as follows:  
 In 1948, 42 1/2% of the models reported were 10-inch; in 1949, 22 1/2%

In 1948, no 16-inch models were reported; in 1949, 29% were 16-inch  
 In 1948, 55% of the models listed were table sets; in 1949, 37 1/2%  
 In 1948, 54% of the models received TV only; in 1949, 65%  
 In 1948, average price of 10-inch models was \$406; in 1949, \$255  
 In 1948, 69 manufacturers listed 170 models; in 1949, 87 manufacturers listed 526

# What's Ahead!—in Radio,

**PRICE PROTECTION PLANS A BIG STEP** in the right direction. Being undertaken by numbers of manufacturers, this policy will encourage wholesalers and retailers to maintain larger inventories; will curb the "surprise" launching of new models, and hence, should reduce the volume of distressed merchandise. In addition to aiding in the fight against price-cutting, the various plans, because of the time-limits they set, should stimulate selling.

**HAND-TO-MOUTH BUYING BY RETAILERS** who'd previously been caught with numbers of models involved in the recent wave of price reductions brought about the "price protection" plans. With dealer inventories down to rock-bottom levels, manufacturers launched the price-protection plans strictly from hunger, but deserve congratulations, nonetheless, for coming up with a possible solution.

**"LET'S START TELEVISION RIGHT!"**—was the subject of an editorial in the March, 1939, issue of *Radio Today*. Editor Caldwell's words of 10 years ago might well be heeded today: "Let us see that television avoids the mistakes and pitfalls that have cursed radio. . . Models, prices and discounts must all be planned carefully . . . A television Code of Ethics is in order. . . . Certainly this is a time to call together all those who will have a hand in this new art, to combine ideas, and to see that no careless 'monkey-wrench' is tossed into the shimmering structure now being erected."

**"SOME AMAZING FIGURES" ON EXPORT.** *V-M Corporation, Benton Harbor, Michigan, made a survey of its sales in 1948, and found that 18 per cent of total production was exported. The firm, feeling that the foreign market warrants considerable attention, expects to reach the 20 to 25 per cent figure in exports. V-M makes phono record changers.*

**NATIONAL ASSOCIATION OF ELECTRICAL DISTRIBUTORS** is new name of NEWA (National Electrical Wholesalers Association). Commenting on the background of the association, managing director Charles G. Pyle tells of the first meeting in 1908, at Niagara Falls, Canada, when 75 jobbers got together and formed the Electrical Supply Jobbers Associated. Products handled included "battery salts, annunciators, wires, bells, buzzers and arc lamps."

## TV Station Timetable

The following stations are expected to come on the air this month: *WOC-TV, Davenport, Iowa; WDAF-TV, Kansas City, Mo.; KRON-TV, San Francisco, Calif.; WSYR-TV, Syracuse, N. Y.; WJIM-TV, Lansing, Michigan. Sets in use in the U. S. as of October 1 have reached 2,610,000, with 84 stations on the air.*

**REFRIGERATORS WERE COMING OUT** of our ears not long ago. Now they're in short supply due to production cut-backs and to hand-to-mouth buying by numbers of dealers and wholesalers.

**LONG-TERM EXPANSION** is ahead for American Business, say economic seers, despite slight slowing-up seen for next Spring. Based on 100% for 1949, they estimate 1950 at 97%, 1951 at 99%, 1952 at 106% and 1953 at 97%. In 1954, they think, the business curve will again turn upward, reaching 122% by 1957 and 128% by 1960!

**CONSIDERABLE CONFUSION OVER** legal angles involved in sales of service and guarantee contracts to consumers by some dealers at the retail level. Look for this situation to iron itself out very quickly with the widespread adoption of a more or less standardized policy within the industry.

**NO EVIDENCE OF A DEPRESSION.** *Returning from a five-week 9,000 mile "grassroots" trip through some 30 of the 48 states, Millard C. Faught, president, The Faught Co., New York public relations firm, says that "if there is a depression, or even a significant recession . . . I couldn't find any drastic evidence of it . . . judging from such tangibles as: the millions of dollars worth of new equipment with which farmers are harvesting bumper crops; the new car traffic congestion on the Nation's Main streets; the well-dressed crowds of shoppers in stores; . . . the hordes of tourists on the roads . . ."*

**BUILT-IN ANTENNAS FOR TV** likely to be universal within six months, now that numbers of the major manufacturers have incorporated this feature. There will still be a place for the roof antenna for a while yet, however, as set makers claim "satisfactory reception in most strong-signal areas for built-in antennas"; make no claims for long distance.

**DISTANCE INCREASES FOR TV AND FM.** *Commander E. F. McDonald, Jr., president, Zenith Radio Corporation, reports unusual reception at his summer home on Mackinac Island, which is about 150 feet above lake level. "I am consistently logging 21 FM stations, day and night," Commander McDonald states. TV stations were received with good clarity from Chicago (over 300 miles), Milwaukee and Detroit (over 200 miles).*

**"TELEVISION PRICES STABILIZED** at last. It seems to us that finally the TV industry has arrived at a plateau where TV set prices are fairly stable. This opinion is supported by the fact that most leading manufacturers are guaranteeing their prices against decline."—Bulletin from The Harry Alter Company, Chicago jobbers.

# Appliances, Records and Television

WITH DECCA THE LATEST TO MAKE the headlines with its 33 1-3 RPM move, all's quiet on the phonograph record news-front for the time being. In the meantime, many dealers report that the platter business is picking up, due chiefly to two things: (A) impact on public of big ad campaigns, and (B) all-out sales effort at the retail level.

THE CHICAGO RADIO PARTS SHOW will be held at the Hotel Stevens during the week of May 22. Dedicated primarily to all electronic parts jobbers, there will be no attendance restrictions in 1950. Jerome J. Kahn was elected president of the Show Corporation, succeeding William O. Schoring, who becomes secretary. Walter W. Jablon is vice-president, and Les A. Hayer, treasurer. Kenneth C. Prince continues as show manager.

"RECENT TECHNOLOGICAL AND PRODUCTION developments in receiver and picture tube design so narrow the manufacturing cost gap between 10-inch and 12½-inch picture tube sets that the continuance of the small picture tube set is no longer justifiable."—Frank Freimann, vice-president of the Magnavox Company.

DEALERS IN MANY SECTIONS of the country are turning to meter-plan selling, particularly on refrigerators, a technique practiced before the war. While many large outlets favor the meter-plan, most smaller establishments are unwilling to assume the risks involved in this method of merchandising.

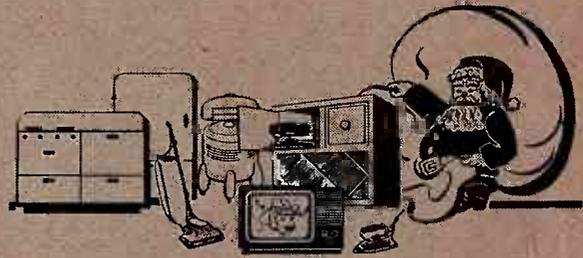
"THE LONG SELLERS' MARKET AGGRAVATED THE PROBLEM. As the buyers' market began, the executive of a large Chicago store, 82% of whose employees had been hired since 1941, said, 'they have no concept of customer service except under wartime conditions when the customer tore things out of their hands.'"—Joseph Reiss, Reiss Advertising, New York.

NEW APPLIANCE PRODUCTS LAUNCHED by GE: A fan heater at \$15.95; an automatic toaster at \$11.50; sandwich grill-waffle iron at \$14.95 and a triple-hip mixer at \$34.95. GE has available a new "traffic appliance center," 68 inches high, 60 inches wide, and 17 inches deep, selling to dealers for \$65.00, plus shipping charges.

"WASHINGTON SEEMS TO BE ONE of the few towns where 'no down payments' are not gaining headway. Although a few stores here offer terms below 10% down, most of them hold pretty close to 20% although the length of time allowed for payment has generally been extended over the past few months."—From bulletin of The Electric Institute, Washington.

NATIONAL RADIO & TV Week, October 30 to November 5. Good theme for special show windows, ad copy, and for articles by merchant for the local papers.

USES FEDERAL RESERVE SYSTEM figures to inspire dealers. Roy Davey, promotional manager, Allied Appliance Co., Boston distributing firm, uses material from the recent Federal Reserve survey in a bulletin to encourage merchants to sell more aggressively to "people who are as well off (or better off) this year as last year."



SO FAR AS THE DEALER IS concerned, Christmas is right around the corner. Now's the time to do Christmas buying, and to prepare for Christmas selling. Stretch the Xmas season by urging your customers to do their shopping early.

"THIS AMAZING NEW INDUSTRY is virtually depression proof. That is, there will be an enormous number of television sets purchased this fall, whether conditions get better or worse—many more than were purchased in the fall of '48."—Robert C. Tait, president Stromberg-Carlson Company.

75 PER CENT OF FARMS IN U.S. NOW ELECTRIFIED. In 1938 only about 11 per cent were hooked up to the high-lines. 11 million farm people now enjoy what Assistant Secretary of Agriculture Knox T. Hutchinson describes as "the blessings of electricity."

## FUTURE EVENTS OF INTEREST TO READERS

CT. 1-OCT. 9: National Electrical Living Week, Chicago.

CT. 8, 9: NEDA Board of Directors, Cleveland Hotel, Cleveland, O.

CT. 12-15: 14th Annual Conference, International Association of Electrical Leagues, Cleveland Hotel, Cleveland, O.

OCT. 27-29: Audio Fair, Audio Engineering Society, Hotel New Yorker, New York City.

OCT. 30-NOV. 5: National Radio & Television Week.

NOV. 14-18: National Electrical Manufacturers Association, Chalfonte-Haddon Hall, Atlantic City, N. J.

NOV. 14-18: 6th All-Industry Air Conditioning & Refrigeration Exposition, Atlantic City, N. J.

DEC. 4-7: The American Society of Refrigerating Engineers, 45th Annual Meet, Edgewater Beach Hotel, Chicago.

MAY 22-26: Chicago Radio Parts Show, Hotel Stevens, Chicago.



**ONLY RCA VICTOR  
HAS THE  
"GOLDEN THROAT"**

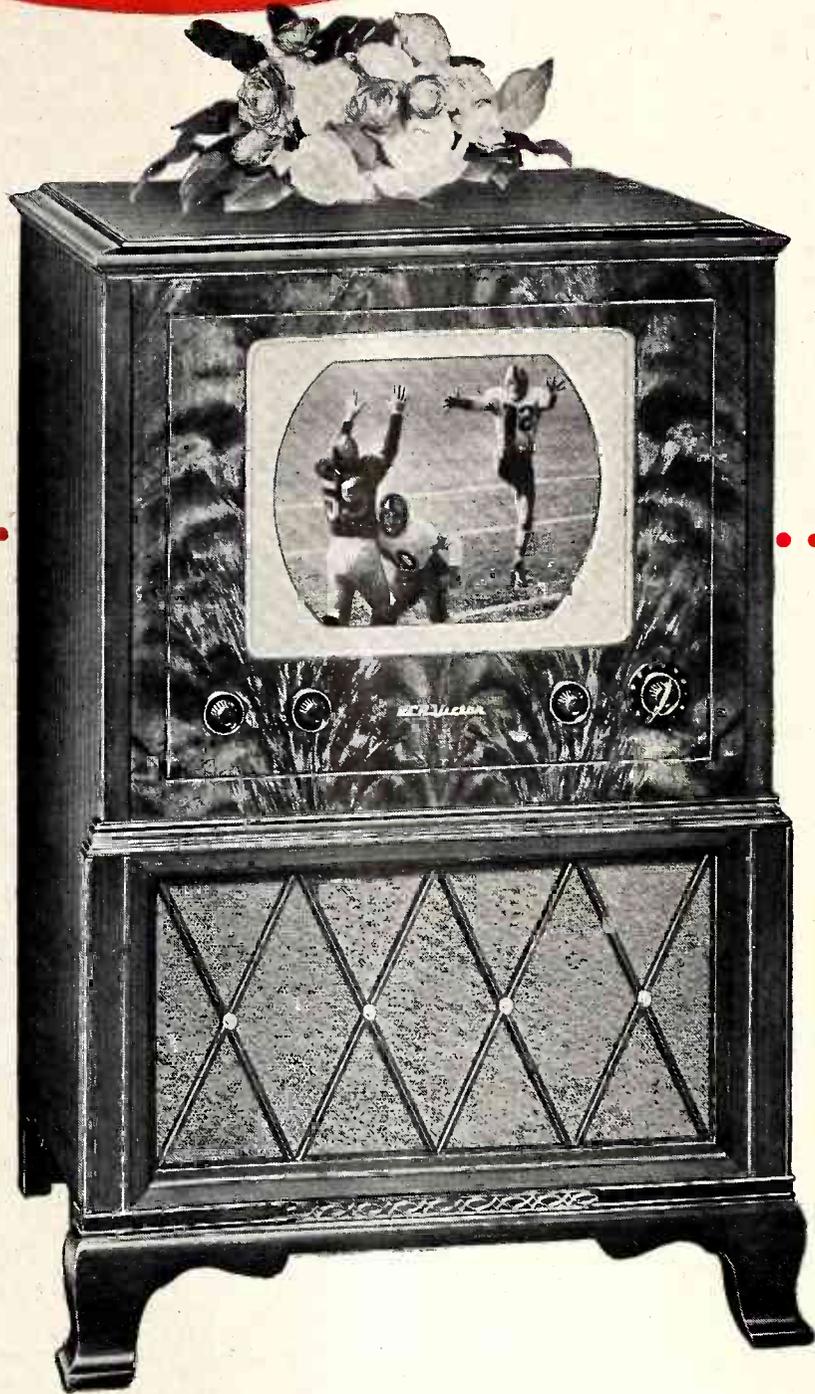
It gives your customers tops  
in football . . . It gives you  
tops in profits!

## the RCA VICTOR 9TC247!

If your customers are looking for  
a television set to bring their favorite  
football games right into their homes . . .  
show them the RCA Victor 9TC247!

They'll go for that large 12½-inch  
picture tube, with pictures locked in tune  
by the Eye Witness Picture Synchronizer—  
plus rich, mellow tone through the famous  
"Golden Throat." All this in a lovely  
Traditional console cabinet that will make  
a handsome addition to any home!

The 9TC247, like all RCA Victor  
instruments, has fast turnover because  
it offers your customers highest possible  
quality at a fair price. Sell the entire  
RCA Victor line for more satisfied  
customers . . . greater profits!



# RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

RADIO & TELEVISION RETAILING • October, 1949

# Here's why your profits are greater with this RCA VICTOR

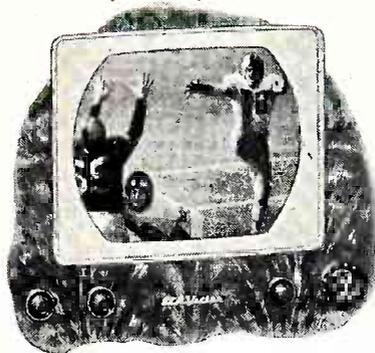
*Higher quality and outstanding selling points of  
ALL RCA VICTOR instruments keep turnover high!*

Football fans are perfect prospects for Model 9TC247



**REFEREE'S VIEW OF  
EVERY PLAY ON BIG  
12½-INCH PICTURE TUBE—**

Be sure to demonstrate to your football fan customers how they'll have a luxury 50-yard line seat for the game right in their own home with the RCA Victor 9TC247.



**THOSE BRIGHT, CLEAR, STEADY  
EYE-WITNESS PICTURES!—**

Show customers how they catch every play with pictures *locked in tune* by the Eye Witness Picture Synchronizer . . . an RCA Victor exclusive development. And demonstrate how they'll hear it described in the incomparable vibrant voice of the "Golden Throat."



**CHARMING PERIOD  
CONSOLE CABINET—**

Sell it as a lovely addition to any home. For in the 9TC247 cabinet, RCA Victor stylists have duplicated the rare dignity, beauty and grace found only in the Traditional mode of furniture design. In mahogany, walnut or blond finish.



*Don't forget  
your  
"Sell-up" Set!*

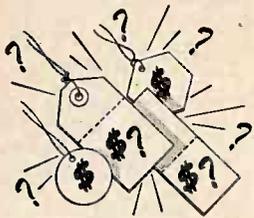


It's the 9T246 . . . RCA Victor's Anniversary Model. The same high quality that has made RCA Victor America's favorite television. The unbelievably low *special* price makes it your store-wide sales leader. You can make it your Number One "Sell-up" Set to the *more profitable* 9TC247.

**ONLY RCA VICTOR MAKES THE VICTROLA**  
"Victrola"—T. M. Reg. U. S. Pat. Off.

**RCA VICTOR—World Leader in Radio . . . First in Recorded Music . . . First in Television**

# Here's Television



## PRICE SITUATION

The price situation during the late spring and the summer has been described as chaotic, but is definitely seen to be "firming down" and "looking up" this fall . . . Three factors influenced price uncertainty during the warm weather: dealers cut prices on their own in order to maintain traffic, get rid of slow-movers or discontinued numbers . . . manufacturers authorized price cuts on many numbers which were over-priced to start with, or which were about to be replaced by new models . . . And finally, manufacturers brought out many models with fewer tubes, smaller cabinets, etc., at a price much lower than comparable merchandise had been last winter.

Also, prices came down on some components, particularly picture tubes, enabling manufacturers to lower lists . . . Most people in key places believe that prices "have gone about as far as they can go" for the present, and that most of the deadwood has been cleared from inventories . . . With fall business picking up fast, look for prices to remain stable, until after Christmas at least . . . TV set prices will continue to go down, however, for the next five or ten years, as one would naturally expect.



## TRADE-INS

There has been very little dealer experience as yet in trading-in TV sets . . . Trade-in offers so far have mostly been of the concealed mark-down variety, where the customer is invited to trade-in his old radio (regardless of condition) or anything else he can find laying around, to get \$50 or \$100 off on a TV set . . . But legitimate trading of TV for TV has been exploited very little, although it might well develop into a flourishing business since most users desire a larger screen set.

The resale of TV receivers appears to be moving well, with prices averaging about 30% off the original sale price during the first year and 50% off during the second year . . . None of the sets produced since 1947 is actually obsolete yet, and many dealers find a ready market for a "tried and

true" 30-tube model . . . As has been the case in the heavy appliance business, trade-ins and resales of this nature often provide as much (and sometimes more) profit as the original sale.



## SATURATION

At the present writing there are 84 TV stations in 53 cities in 31 states, reaching about 22 million families. About 3 million of these families have TV sets or about 7 families out of every 100 . . . By the end of 1950 we expect 25 more stations . . . And there should be 7 million sets in use by that time . . . As of this writing, 14 states do not have any TV stations authorized, although some of these states will get TV reception from across their borders.

It is expected that new UHF allocations will provide for channels in all states, but it is unlikely that stations will get on the air in those fourteen during 1950 . . . TV saturation is no longer being held up by set production, which can now keep abreast of sales . . . It is expected that adding new stations in 12 cities which already have one will be an incentive to set sales in those cities . . . Network connection via coaxial cable or microwave relay is also expected to stir enthusiasm in cities now "isolated."



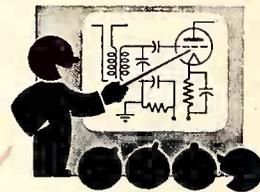
## DEALER

## DISCOUNTS

One of the most recurrent dealer complaints about TV merchandising has been about the short discounts, which have been running around 25 to 28%, whereas pre-war radio discounts were 40% and sometimes more . . . A trend toward longer discounts can already be observed, with some distributors offering 35%, and many firms concealing increased discounts in special "deals" and gimmicks . . . We can expect this trend to continue and to accelerate until the old order of discounts is prevalent all along the line.

It is a truism in business that the smaller the risk, the smaller the margin of profit . . . And so it was that when TV sets were walking off dealers' floors, discounts were low . . . And as business becomes more competitive (which is

really the normal state of affairs), discounts get longer, to compensate the dealer for the additional sales effort and expense he must incur in order to move merchandise.



## TRENDS in INSTALLATION & SERVICE

The pattern for the "first stage" of TV merchandising was set by RCA Victor which, through its own service company, set up one-year guarantee policies covering installation and service for a fee added to the purchase price, and made such policies compulsory . . . There is no doubt that such a program was necessary and helpful in the initial stages of TV's postwar development, but it was inevitable that TV should eventually evolve to the standard RMA 90-day guarantee . . . The trend is in that direction today, with many firms already limiting guarantees to 90 days and, where indoor installations are satisfactory, at no extra charge.

Other firms are giving the customer a choice between 90-day and 1-year guarantees, and a lower charge where indoor installations are made . . . A few firms are leaving the matter entirely in the hands of the dealer . . . Installation and maintenance are still of vital importance in TV merchandising, and it will probably be a number of years before the matter is left in the hands of the customer, as it is with most radios today.



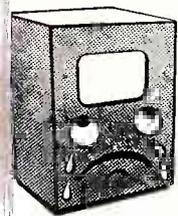
## UHF and COLOR BROADCASTING

Present TV channels 2-13 (54-213 megacycles) lie in the band known as Very High Frequency (VHF) . . . The FCC has announced that it will allocate UHF (Ultra High Frequency) channels in order that practically every geographical area in the U. S. may eventually be covered by TV . . . The dividing line between VHF and UHF is 300 megacycles, and the new TV channels will be in the neighborhood of 500 megacycles . . . Actually, allocating these channels is only a beginning, as the propagation of TV signals at a frequency of 500 megacycles is still in the experimental stage . . . Tubes and transmitters have not yet

**Merchandising Evils Plague Industry, But  
Outlook Is Bright. Sales, Trade  
Practices and Trends Outlined**

**Today**

been put into action which will broadcast such signals for a usable distance. The operation of receivers at such frequencies is also in the testing stage. . . . However, the receiver problem is less considerable than the broadcasting problem, and there is no doubt that it will be solved in plenty of time, so that when UHF stations come on the air (not expected before 1951) receivers and converters will be available. . . . Broadcasting and receiving color TV presents even more problems than UHF (color will be in UHF, too), and it is not expected to be on a commercial basis for five years.



**DISTRESSED  
MERCHANDISE**

There has been comparatively little distressed merchandise in dealers' TV inventories so far, and it is unlikely that the situation will change any in the immediate future. . . . As a matter of fact, dealers who have stocked fast-selling brands, and who have maintained a continuous and vigorous sales program just haven't had any dust-raisers in their stores.

By the end of this past summer, dealer inventories were actually at a low level because of cautious buying accompanied by sales activity due to vigorous newspaper advertising campaigns, bolstered in many cases by co-op funds. . . . A wide sampling of opinion among retailers reveals that many merchants plan to stock more in depth in fewer lines than they carried heretofore, concentrating on brands which have given them the most cooperation, the most active sales, and the least service headaches.

**OUTDOOR SELLING**



While many retailers claim that the scarcity of good salesmen and the higher cost of outside-store soliciting make outdoor selling inadvisable, a number of aggressive merchandisers are doing a land-office business in this manner. . . . Home selling does not necessarily imply "door-to-door," or "cold canvassing". . . . Prospects can be developed through store follow-ups, advertising, direct mail and telephone calls, so that the door is open to the

salesman when he arrives. . . . With this big hurdle out of the way, the salesman is in a situation in which all the "deciding" members of the family are present, and in a receptive mood. . . . Also, there are no competitive elements of any sort in his way.

Although the demonstration with temporary installation may fall short of perfection, the customer can usually be made to understand the limitations of such a demonstration, and the percentage of on-the-spot sales has been quite high. . . . We look for an increase in this type of merchandising as selling becomes more competitive. . . . Another extremely successful outside selling technique is the "rental plan," under which the customer signs a contract, permitting him to apply payments against purchase price. Some dealers have reported that they close as sales more than 90 per cent of such transactions.

**FINANCING**



The increasing number of newspaper advertisements offering TV sets at "\$3.50 per week" instead of showing the list price is evidence of the growing percentage of TV sales which are being made on a time-pay basis. . . . With Regulation "W" out, down payments as low as 10% are being accepted, with 24 months to pay, which means that a \$200 set (and many 10-inch sets are now as low as that) can be sold for a very small weekly payment.

This puts TV within the reach of practically everyone. . . . Many dealers who are actively pursuing this type of business are finding more than 50% of their sales in this category. . . . Which is another way of saying that their TV sales are more than double what

they would be if people with the ready cash were the only customers. . . . Dealers themselves are making more use of financing in the form of "floor planning," due to the relatively high cost of a TV inventory. . . . Following the pattern set by finance companies, banks are found to be more willing to extend this type of credit than they were a year or so ago, and they are also accepting retail paper more readily.

**What the  
FUTURE HOLDS**



For the immediate future (1 to 2 years) look for continued efforts by manufacturers to reduce the cost of sets. . . . by reducing number and cost of components; by reducing size and cost of cabinets: with rectangular cathode ray tubes, shorter cathode ray tubes; by using less costly materials in cabinets. . . . Also look for increasing use of "built-in-antennas," and projection TV, and look for more and better programs, more critical technical standards for broadcasting.

In the more distant future (5 to 10 years) we can expect color TV in the home, more than one TV set in every home, increased use of TV in theaters (where it is expected to become very common), great simplification of TV sets, complete national coverage of TV programming via coast-to-coast and branch networks, and "black trace" TV tubes unaffected by room light. . . . As to whether TV will replace radio—how can it, when it is simply an improvement on the radio, as sound motion pictures were an improvement on silent films? . . . But we do predict that there will be relatively little audio without video.

**HOW TO COPE WITH PRICE-CUTTING**

**MANUFACTURER:** Price lines realistically • Don't "surprise" the market with unannounced new models or price changes at unpredictable intervals • Bring lines out at regular periods, giving merchandisers notice and time to clear decks of old models • Try to gauge output so that you will not produce too many sets, or too many of unwanted types • In this way you will avoid clogging the pipelines.

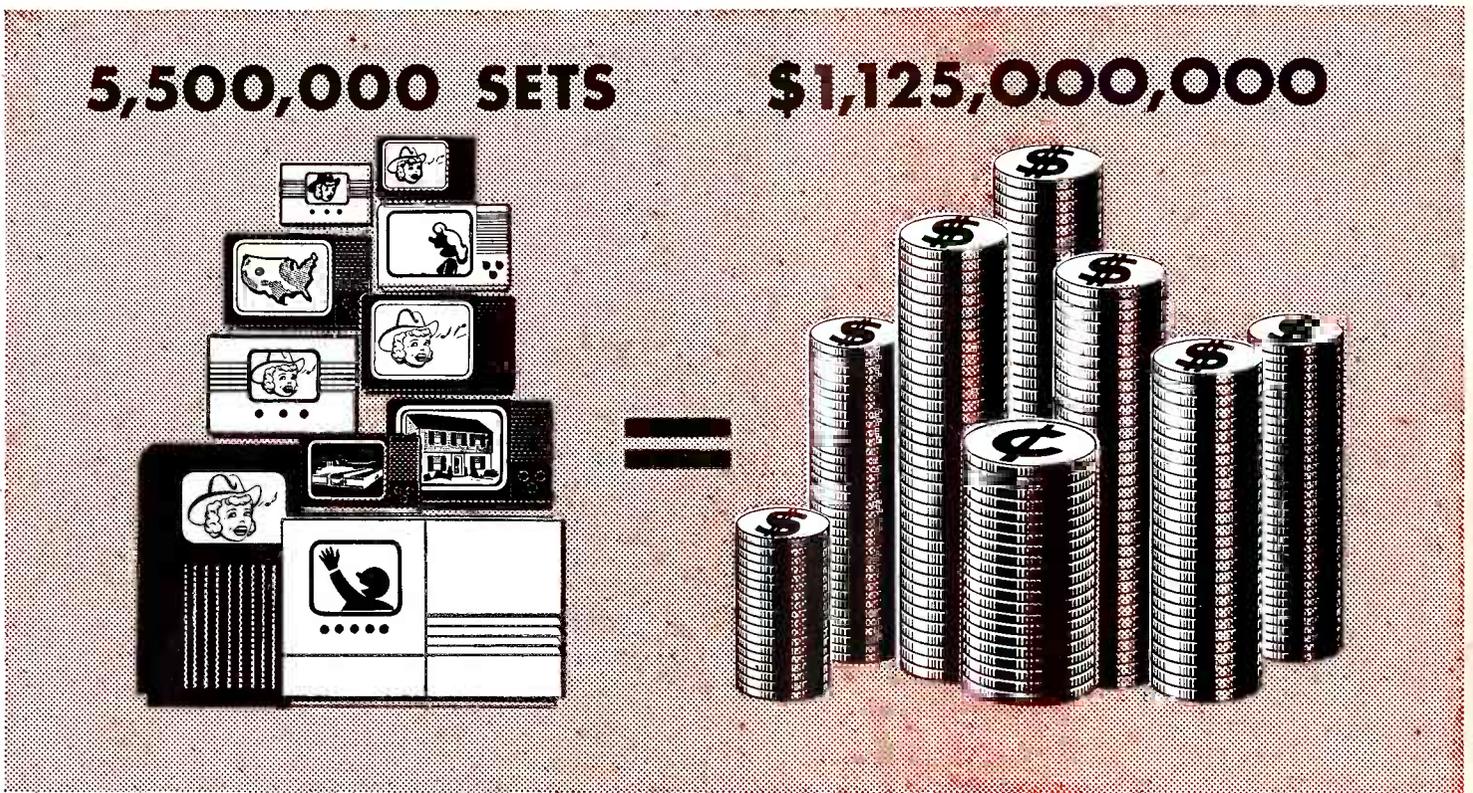
**WHOLESALE:** Keep franchise list down in size so that each merchant has a chance to do business • Price-cutting can be expected when there are too many dealers selling the same line in a small area • Keep an eye on dealers' sales so as to have an accurate idea of what volume each can handle, what types sell most readily • With these figures in mind, avoid over-selling • Adhere to your an-

nounced discount schedule • Preferential discounts to "pet" accounts will result in price-cutting • Fight back-door selling.

**RETAILER:** Buy carefully, in quantity, in types, and in brands—so that you may have a reasonable expectation of turning the merchandise over quickly at list • Maintain and publicize top-flight service • Cultivate customers—bypass "price shoppers" • Sell—don't chisel • Use salesmanship always • Seek a reputation for being "fair"—not "cheap." • Give the customer something extra in service, to justify charging a little more (than price-cutters) • "Shop" other stores to keep posted on prices • Don't lose sleep over the other fellows tactics • Maintain your own high standards and stand out from him by contrast.

# TELEVISION SALES

**1950 Seen a Banner Year—Big Increase in Receiver Sales, Coverage, Sponsors, Parts and Accessories—Large Volume Between Now and Xmas**



Estimated sales of TV receivers between October 1, 1949, and the end of 1950, forecast by the editors of RADIO & TELEVISION RETAILING

• Television is big business, and it's getting bigger every day. Set sales will continue to soar. More and more areas will be opened up to video broadcasting; more sponsors will buy time to bring pictures and spoken messages to the millions. What's ahead in 1950 is forecast on these two pages. The esti-

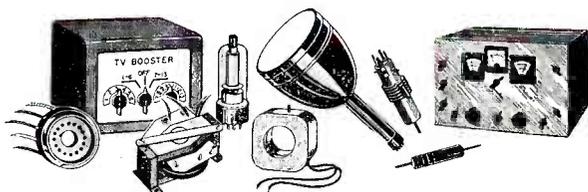
mated figures should be most encouraging to manufacturers of sets, parts and accessories, and, of course, to the nation's wholesalers and retailers.

Starting practically from scratch after the war, TV has grown up to challenge America's huge and old-established industries in size and in bids for the con-

sumer's dollar. The magic word "Television" is on every tongue. It is played up in every newspaper and magazine. The people *want* television—and they are going to buy and buy and buy from here on!

Selling such consumers TV the right way will bring profits to all.

## TV SERVICE, PARTS & ACCESSORIES



**\$60,000,000** estimated total sales of TV antennas and accessories from October 1949 to December 1950.

## TV SPONSORS

by End of 1950

**1 200**

Estimated number of sponsors buying TV time between October 1949 and December 1950. More and more national advertisers are being attracted to this new and exciting medium as the networks spread out over the country.





**Attractive Set-Ups, Profitable Promotions  
and Service Know-How Build Customer  
Good-Will — Increase Volume**



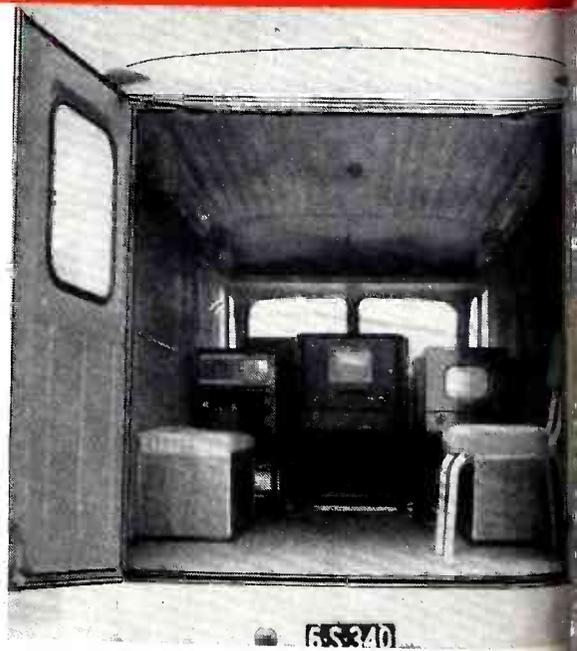
The magic of TV spreads over the land; everyone wants a receiver, and the country's leading dealers are doing their best to make it easy for people to buy.



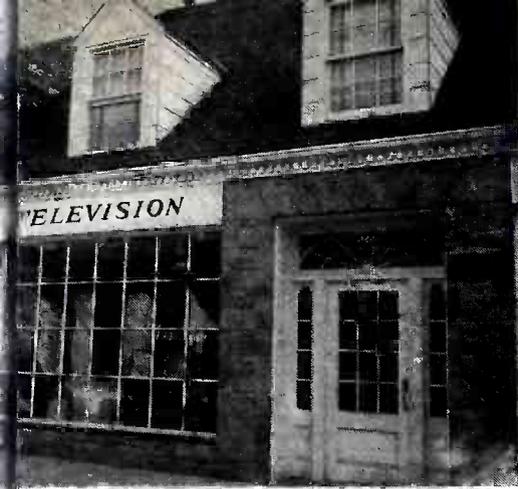
▲ Ideal location at 18455 Livernois, Detroit, is one factor helping the newly-established Television Center to get business. The TV "theatre" technique is a popular method for getting people in the store. Shown is a crowd enjoying a show at Friend's Appliances, Inc., in St. Louis. They're watching a boxing program.



# More TV Sales



Service know-how, backed up by fair-dealing and modern display methods sells TV, radio and records for The Record Shop, Market St., Youngstown, Ohio. Above, interior of Ford truck used by firm.



branch outlet opened by Andrew Eisler, who founded the radio-appliance firm in 1924. Here TV is sold exclusively. Eisler considers his customers to be his best sales people; renders expert service and sells leading brands.



Above and below, John G. Zitis, manager radio and television department of one of New York's leading stores—Haynes-Griffin, demonstrates TV sets. In both cases Mr. Zitis is at left. The old-established firm is now operating under a new owner, Robert D. O'Brien.

There are many factors entering into the successful merchandising of television receivers. Reports from all over the country indicate that retailers are using lots of ingenuity these days in promoting sales of TV. Some of the ideas that have been working for others are outlined in captions, and illustrated with photographs on these pages.



# in "Sell-More" Stores



At left, attractive front of the new Television Center store at Detroit. (Interior shown at upper right of opposite page.) Above, a shop on wheels owned and operated by M. Stoffi, pioneer TV merchant of Stamford, Conn. Description of contents of truck appeared in the October, 1948 issue of RADIO & TELEVISION RETAILING.

# Plan NOW to Increase Your Christmas Sales

## Buy Early and Display Early to Stretch Out the Yuletide Selling Season

• During the past decade there has been a decided trend on the part of the consumer to do his Christmas shopping early. This has been brought about to a great extent by the effort on the part of merchants to encourage that very thing. They've done it by getting the Christmas atmosphere into their stores well in advance of the Yule season.

Early Christmas shopping benefits everyone. The customer gains peace of mind, and more time to enjoy the holiday. The dealer obtains a larger volume of business, and is able to sell more big-ticket products.

Right now is the time for the profit-minded retailer to get into the Christmas business. His chore of gift-selecting for his customers is at hand. He needs to do his Christmas buying and his Christmas planning well in advance.

### Buying, Order of the Day

This year the merchant will have to buy with the utmost caution in order to maintain a well balanced inventory. He will need adequate stocks of products that have sold well in the past, and should, therefore, sell well in the future.

Many merchants stock a variety of "gift" items exclusively for Christmas. Buying such products requires considerable skill on the part of the dealer. He must be able to gauge the prospective sales volume with a high degree of accuracy in order to eliminate the possibility of being forced to carry over large stocks of seasonal merchandise.

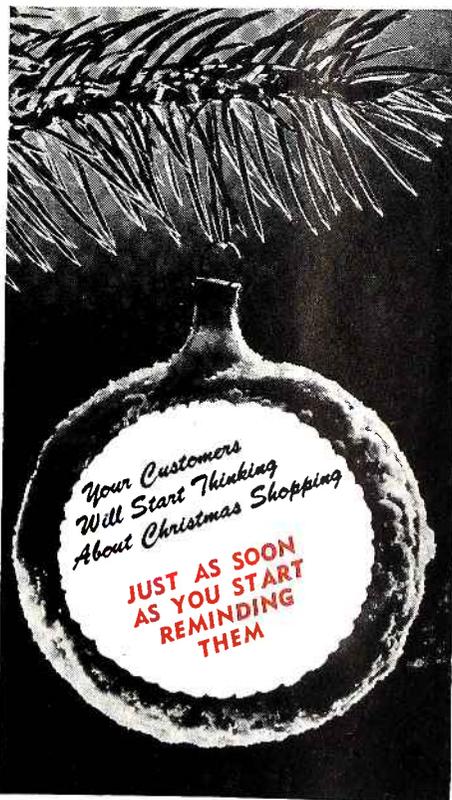
The early buying of "regular" products has many things in its favor. First, such procedure is likely to be more profitable than last-minute order-giving because the merchant has more time to select, and doesn't have to make snap judgment as to quantities. Second, the dealer is usually able to make better "deals" well in advance of the Christmas season than would be possible at a later date when supplies may be short and demand heavy.

### Display and Promotion

Now is the time, too, to plan display, advertising and sales promotion. Since the first show-windows stressing Christmas merchandise should go in right after Thanksgiving, it's not too early to make some rough drawings of display themes for show-windows and for store interiors.

Merchants who are planning alteration or redecorating projects should make sure that all of such work is completed far in advance of the Christmas season.

Early budgeting of advertising funds is sound practice, as is the tentative scheduling of ads in the various mediums used by the merchant. Getting an early start sales promotion-wise does away with the possibility of going overboard in last-minute space-buying activities.



Other things to do now: 1. Plan to make up display cards listing all of the products you sell. Helpful to customer; profitable to dealer. 2. Purchase decorative material. 3. Arrange to get adequate supplies of manufacturer-supplied display material. 4. Make up (or buy) price-tickets for use in show-windows and in the store. Buy (or build) the extra fixtures, such as tables, counters, etc., needed for the display of Christmas gifts.

### Selling Plans Ready?

Encourage early buying, especially of the big-ticket products which some-

times present installation problems. Stress time-payment plans to customers; urge early buying so that customers can be sure of delivery and installation before Christmas. In selling TV sets, for instance, be sure to point out to the would-be buyer that he'll want the receiver set up and operating perfectly before Christmas.

In order to meet competition, no dealer, large or small, should overlook the importance of setting up gift-wrapping facilities for his customers. The modern store should also be able to handle all requests to ship gifts to distant points. In such instances, it is customary for the customer to pay the shipping charges. To speed up such services, rate books should be at hand so that salespeople can quote charges accurately.

Some sales-speeding hints: 1. Provide adequate, well-arranged space for the extra merchandise, as well as for empty cartons which must be found in cases where products are sold directly from displays. 2. If you think you'll need extra help for Christmas, try to make arrangements to hire the "extras" well in advance of the selling season. 3. Plan to keep price tags on all items. Fumbling around for prices slows up sales, and not only annoys the customer but frequently causes him to question the price when it is eventually quoted.

### Service Department

Christmas is always a busy time for the service department. In addition to checking up on products sold, and in installation work, there is usually an extra volume of repair jobs. Dealers who render service on a variety of products find themselves flooded with requests to repair many "seasonal" items such as electric trains, tree lamp sets, etc., in addition to increased calls for maintenance on radios, refrigerators, ranges and other products customers want operating in tip-top condition for the big occasion.

The dealer who maintains a good service department needs to gear it up to handle the extra volume of work on the way, and to advertise service in his Christmas display windows.

The merchant who realizes that Christmas is but a short time off, and who takes time by the forelock in making his plans, will make his Christmas selling season not only longer but much more profitable.

# RADIO & TELEVISION RETAILING

# 1949 • DIRECTORY • 1950

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PRODUCT INDEX ON PAGE 76 IN THIS SECTION • ALPHABETICAL LIST OF MANUFACTURERS PAGES 74, 75 THIS SECTION

## Receivers:

- Auto radio ..... RA
  - Camera, vest pocket ..... RCV
  - Combo. Radio-Phono ..... RCRP
  - Combo. Recorder-Radio ..... RCR
  - Combo. TV-Phono. .... RTPR
  - Radio, AM, FM, AM-FM ..... RH
  - Portable, Battery ..... RPB
  - Portable, 3-Way ..... RPBE
  - Television only ..... TO
  - Television & AM ..... RTA
  - Television & FM ..... RTF
  - Television, FM & AM ..... RTFA
  - Phonographs, electric ..... PE
  - Phonographs, mechanical ..... PM
  - Recorders, disc ..... RD
  - Recorders, tape ..... RT
  - Recorders, wire ..... RW
  - Communication, amateur sets ..... SCA
  - Communication, commercial ..... SCC
  - Converters, FM (low to high band) ... C
  - Tuners, FM (for AM sets & PA) ..... T
- 
- Admiral Corp., 3800 Cortland, Chicago, Ill.—RPB, RPBE, RH, T, TO, RTA, RTF, RTFA, RCRP, RCR, RTPR, C
  - Aero Metal Products Corp., 4704 W. Arthington St., Chicago 44, Ill.—PE
  - Aim Industries, 41 Union Square, New York 3, N. Y.—PE
  - Aireon Mfg. Corp., 1401 Fairfax Trafficway, Kansas City 15, Kans.—TO, RCRP, RTPR, PE
  - Air King Products Co., Inc., 170 53rd St., Brooklyn 32, N. Y.—RC, RCV, RPB, RPBE, RH, TO, RTA, RTF, RTFA, RCRP, RCR, RTPR, PE, RW
  - Airtronix Development Corp., 20 W. 22nd St., New York 10, N. Y.—PE
  - Alamo Electronics Corp., 105 W. Romana, San Antonio, Texas—RPB, RPBE, RH
  - Allied Radio Corp., 833 W. Jackson Blvd., Chicago 7, Ill.—RPBE, RH, TO, RW, RT, RD
  - Altec Lansing Corp., 1161 N. Vine St., Hollywood 38, Calif.—TO
  - American Merri-Lei Corp., 918 Halsey St., Brooklyn 33, N. Y.—RCV, RPB
  - Amplifier Corp. of America, 398 Broadway, New York 13, N. Y.—RT
  - Amplitone Corp., 1229 N. Broad St., Philadelphia, Pa.—PE
  - Ampro Corp., 2835 N. Western Ave., Chicago 18, Ill.—RT
  - Andrea Radio Corp., 27-01 Bridge Plaza N., Long Island City 1, N. Y.—RPBE, TO, RTPR
  - Ansley Mfg. Co., Arthur, Doylestown, Pa.—PE
  - Ansley Radio & Television, Inc., 41 St. Joe's Ave., Trenton 9, N. J.—RH, TO, RTFA, RCRP, RTPR
  - Approved Electronic Instrument Corp., 142 Liberty St., New York 6, N. Y.—T, RTA, RTF, RTFA
  - Art Luxe & Technique, 200½ W. 24th St., New York, N. Y.—RH
  - Associated Distributors, 1627 Pacific Ave., Dallas, Texas—RCV
  - Atlas Coil Winders, Inc., 392 State St., Stamford, Conn.—T, TO, RTF

- Atlas Radio & Television, Inc., 726 E. 151st St., Bronx 55, N. Y.—TO
- Atwater Television Corp., 360 Furman St., Brooklyn, N. Y.—TO
- Audar Inc., Walnut & Maple Sts., Argos, Ind.—RCRP, RCR, PE, RW, RD, SCA, SCC
- Audio Industries, 1001 Green St., Michigan City, Ind.—RCRP, RCR, PE, RT, RD
- Audio-Master Co., 425 5th Ave., New York 16, N. Y.—PE
- Aurex, Corp., 1117 N. Franklin St., Chicago 10, Ill.—RT, RW
- Autocrat Radio Co., 3855 N. Hamilton Ave., Chicago 18, Ill.—RH, PE
- Automatic Radio Mfg. Co., Inc., 122 Brookline Ave., Boston 15, Mass.—RA, RCV, RPB, RPBE, RH, TO, RCRP, RCR
- Bace Television Corp., Green & Leuning St., So. Hackensack, N. J.—TO
- Beam Radionics Corp., 3700 W. Roosevelt Rd., Chicago 24, Ill.—PE, PM
- Bel Canto Electronic Labs., Inc., 7556 Melrose Ave., Los Angeles 46, Calif.—RCRP, RTPR, PE
- Bell & Howell Co., 7100 McCormick Rd., Chicago 45, Ill.—PE
- Bell Radio Co., 125 E. 46th St., New York 17, N. Y.—RH, RTA, RCR
- Bell Sound Systems, Inc., 555 Marion Rd., Columbus 7, Ohio—RT, RD
- Bell Television, Inc., 552 W. 53rd St., New York 19, N. Y.—TO
- Belmont Radio Corp., 5921 W. Dickens Ave., Chicago 39, Ill.—RA, RH, TO, RTF, RTFA, RCRP, RTPR, SCC
- Bendix Radio Div., Bendix Aviation Corp., Baltimore 4, Md.—RH, RCRP, TO, RTPR
- Berger Communications, 109-01 72nd Rd., Forest Hills, L. I., N. Y.—TO, RTA, RCRP
- Boetsch Bros., 221 E. 144th St., New York 51, N. Y.—PE, PM
- Bogen Co., Inc., David, 663 Broadway, New York 12, N. Y.—T, PE
- Bowen & Co., Inc., 4712 Bethesda Ave., Bethesda 14, Md.—RTFA, RTPR, PE, PM
- Bowers Battery & Spark Plug Co., Box 1262, Reading, Pa.—TO, RTFA
- Brite-Ray Television Co., 7 Clinton St., Brooklyn 2, N. Y.—TO
- Brociner Electronics Lab., 1546 2nd Ave., New York 28, N. Y.—RCRP, RTPR
- Browning Labs., Inc., 750 Main St., Winchester, Mass.—T
- Brunswick Radio & Television, Div. of Radio & Tel., Inc., 244 Madison Ave., New York 16, N. Y.—TO, RTFA, RCRP, RTPR
- Brush Development Co., 3405 Perkins Ave., Cleveland 3, Ohio—RW, RT
- B. R. Z. Cabinet Co., Inc., 6 Varet St., Brooklyn 6, N. Y.—PE
- Cage Projects, Inc., 393 Grove St., Upper Montclair, N. J.—TO
- Calbest Engrg. & Electronics Co., 823 N. Highland Ave., Hollywood 38, Calif.—RH, T, TO, RTFA, RCRP, RTPR
- Califone Corp., 1041 N. Sycamore Ave., Hollywood 38, Calif.—PE
- Capelhart-Farnsworth Corp., Ft. Wayne, Ind.—TO, RTFA, RCRP, RTPR
- Capitol Records, Inc., Sunset & Vine Sts., Hollywood 28, Calif.—PE
- Carboneau Industries, Grand Rapids, Mich.—PE
- Carron Mfg. Co., 741 W. Harrison St., Chicago 7, Ill.—PE

- Cascade Television Co., 179 South St., Newark 5, N. J.—TO
- Certified Radio Labs., 5507 13th Ave., Brooklyn 19, N. Y.—TO
- Citizen's Radio Corp., 1869 Prospect Ave., Cleveland 15, Ohio—SCA
- Collins Audio Products Co., P. O. Box 368, Westfield, N. J.—RA, T
- Colonial Radio Corp., 1280 Main St., Buffalo 9, N. Y.—RA, RH, TO, RTF, RTFA, RCRP
- Columbia Records, Inc., 1473 Barnum Ave., Bridgeport, Conn.—PE
- Comet Corp., 540 Lake Shore Drive, Chicago 11, Ill.—PE
- Communications Co., Inc., 300 Greco Ave., Coral Gables 34, Fla.—SCC
- Connecticut Telephone & Electric Div., Great American Industries, Inc., 70 Britannia St., Meriden, Conn.—SCA, SCC
- Conrac, Inc., 649 W. Foothill Blvd., Glendale, Calif.—TO
- Continental Electronics Ltd., 252 Norman Ave., Brooklyn 22, N. Y.—RCRP, PE
- Convertible Television, Inc., 630 5th Ave., New York 20, N. Y.—TO
- Coronet Radio & Television Corp., 500 W. 52nd St., New York 19, N. Y.—RA, RPB, RPBE, RH, TO, PE
- Covall Industries, Inc., 55 Ferris St., Brooklyn 31, N. Y.—PE, PM
- Crescent Industries, Inc., 4132 W. Belmont Ave., Chicago 41, Ill.—PE, RW
- Crestwood Products Corp., 218 S. Wabash Ave., Chicago 4, Ill.—RT

(Continued on next page)

*Radio, FM, TV  
Receivers,  
Recorders &  
Phonographs*

## Radio, FM, TV Receivers, Recorders & Phonographs (Continued)

Crosley Div., Avco Mfg. Corp., 1329 Arlington St., Cincinnati 25, Ohio.—RPB, RPBE, RH, TO, RCRP, RTPR, RTF, PE  
 Crystal Devices, Co., Inc., 50 Mill Rd., Freeport, N. Y.—T, PE, PM, C  
 Delco Radio Division, General Motors Corp., 1446 Home Ave., Kokomo, Ind.—RA, RPBE, RH, RCRP  
 DeWald Radio Mfg. Corp., 35-15 37th Ave., Long Island City, N. Y.—RPB, RPBE, T, TO, RCRP, C  
 DuMont Labs., Inc., Allen B., 515 Madison Ave., New York 22, N. Y.—RTF, RTFA, RTPR  
 Dynavox Corp., 40-05 21st St., Long Island City, N. Y.—PE  
 Eastern States Radio & Television Co., 427 E. 138th St., New York 54, N. Y.—RTF  
 Eckstein Radio & Television Co., Le Roy, Minn.—RA, RH, SCA, SCC  
 Eicor Inc., 1501 W. Congress, Chicago, Ill.—RT  
 Electromatic Mfg. Corp., 88 University Pl., New York, N. Y.—TO  
 Electro-Mite Co., Inc., 156 Chambers St., New York 7, N. Y.—PE  
 Electronic Controls, Inc., 69 Glenwood Pl., E. Orange, N. J.—RTF  
 Electronic Creations Co., Inc., 367 Greenwich St., New York 13, N. Y.—TO, RCRP, PE, PM  
 Electronic Products, 2430 Atlantic Ave., Brooklyn 33, N. Y.—RW, RCR  
 Electronic Systems Corp., 112 W. 18th St., Kansas City 8, Mo.—RCV, RPB  
 Electro Technical Industries, 1432 N. Broad St., Philadelphia 21, Pa.—TO  
 Electro-Vision Industries, Div. H. D. Campbell Co., Rochelle, Ill.—RTF, RTFA, RTPR  
 El-tronics, Inc., 2647 N. Howard St., Philadelphia 33, Pa.—SCA, SCC  
 Emerson Radio & Phonograph Corp., 111 8th Ave., New York 11, N. Y.—RPB, RH, TO, RTPR, RCV, PE  
 Empire Radio, 125 E. 46th St., New York 17, N. Y.—TO, RTPR, RW  
 Erco Radio Laboratories, Stewart Ave., Garden City, L. I., N. Y.—SCC  
 Espey Mfg. Co., Inc., 528 E. 72nd St., New York 21, N. Y.—RH, T, RCRP, PE, RPB, SCC, SCA  
 Fada Radio & Electric Co., Inc., 525 Main St., Belleville, N. J.—RPB, RPBE, RH, T, TO, RTA, RTF, RTFA, RCRP, RTPR, PE, PM  
 Fairchild Camera & Instrument Corp., 88-06 Van Wyck Blvd., Jamaica, N. Y.—PE, RT  
 Favorite Mfg. Co., 105 E. 12th St., New York, N. Y.—PE  
 Federal Television Corp., 137 Duane St., New York 13, N. Y.—TO, RTA, RTF, RTFA, RTPR  
 Federal Video Corp., 108-10 Jamaica Ave., Richmond Hill 18, N. Y.—RTFA, RTPR  
 Feiler Engineering Co., 945 W. George St., Chicago 14, Ill.—PE  
 Ferrar Radio & Television Corp., 55 W. 26th St., New York 10, N. Y.—RH, RCRP, PE, SCC  
 Finch Telecommunications, Inc., 10 E. 40th St., New York 16, N. Y.—SCC  
 Fisher Radio Corp., 41 E. 47th St., New York 17, N. Y.—RCRP, TO, RTPR  
 Flush Wall Radio Co., 9 W. Park St., Newark 2, N. J.—RH  
 Fonotalk Corp., 11 S. LaSalle St., Chicago 3, Ill.—RH, PE  
 Freed Radio Corp., 200 Hudson St., New York 13, N. Y.—TO, RTFA, RCRP, RTPR  
 Garod Electronics Corp., 70 Washington St., Brooklyn 1, N. Y.—RH, TO, RPBE, RTPR, RPB  
 Garrard Sales Corp., 164 Duane St., New York 13, N. Y.—PE  
 Garrett-Buckley Radio & Television Corp., 524 S. Michigan Ave., Chicago, Ill.—TO  
 General Electric Co., Receiver Div., Electronics Park, Syracuse, N. Y.—RA, RPB, RPBE, RH, TO, RTA, RTFA, RCRP, RTPR, PE  
 General Industries Co., Olive & Taylor Sts., Elyria, Ohio—PE, RD  
 General Instrument Corp., 829 Newark Ave., Elizabeth 3, N. J.—PE  
 Glenwood Co., E. Orange, N. J.—PE  
 Gosnet Co., 72 E. Tujunga, Burbank, Calif.—SCA, SCC  
 Gramavox Radio & Phonograph Co., 799 Broadway, New York, N. Y.—PE  
 Greene Mfg. Co., L. Charleton, 9 Eliot St., Watertown 72, Mass.—PE  
 Hallcrafters Co., 4401 W. 5th Ave., Chicago 24, Ill.—RPBE, RH, TO, SCA  
 Hamilton Electronics, 2726 Pratt Ave., Chicago 45, Ill.—PE  
 Hammarlund Mfg. Co., Inc., 460 W. 34th St., New York 1, N. Y.—SCA, SCC  
 Harrison Mfg. Co., 1446 N. St. Louis St., Chicago, Ill.—RW  
 Harvey-Wells Electronics, Inc., North St., Southbridge, Mass.—SCA, SCC  
 H & B Electronics Co., 1915 50th St., Brooklyn 4, N. Y.—PE  
 Hedco Mfg. Corp., 4564 Broadway, Chicago 40, Ill.—RCRP, PE, PM  
 Hedco Mfg. Co., 1282 Burke Ave., Bronx 67, N. Y.—PE, RCRP  
 Herold Mfg. Co., Inc., 3267 3rd Ave., Bronx 56, N. Y.—PE, PM  
 Hoffman Radio Corp., 3761 So. Hill St., Los Angeles, Calif.—RH, RTA, RTF, RTFA, RCRP, RCR, RTPR, RD, SCC  
 Hollywood Electronics, 7460 Melrose Ave., Hollywood 46, Calif.—PE  
 Hudson American Corp., 25 W. 43rd St., New York, N. Y.—SCC

Hudson Electronics, 451 S. 5th St., Mt. Vernon, N. Y.—PE  
 Industrial Development Eng'g. Associates, 55 N. Jersey St., Indianapolis 4, Ind.—RH  
 Industrial Television, Inc., 359 Lexington Ave., Clifton, N. J.—TO, RTFA, RTPR  
 International Television Corp., 238 William St., New York 7, N. Y.—TO, RTF, RTFA  
 Interstate Television Corp., 2320 Valentine Ave., New York 57, N. Y.—TO  
 Islip Radio Mfg. Corp., Beech St., Islip, N. Y.—SCC  
 Jackson Industries, Inc., 58 E. Cullerton St., Chicago 16, Ill.—TO, RTPR  
 Jamaica Television Mfg. Co., 95-26 Sutphin Blvd., Jamaica 4, N. Y.—T, RTA, RTF, RTFA, RTPR, PE, C, SCA, SCC  
 Jewel Radio Corp., 10-40 45th Ave., Long Island City 1, N. Y.—RPB, RPBE, RH, RTA  
 Ketay Mfg. Corp., 18 W. 20th St., New York, N. Y.—PE  
 Kingston Radio Co., Kokomo, Ind.—RPBE, RH, TO, RCRP, RTPR  
 Kraft Mfg. Co., 1027 Findlay Ave., Bronx, N. Y.—RH, PE, PM  
 La Magna Mfg. Co., Inc., 51 Clinton Pl., E. Rutherford, N. J.—RPBE, PE, PM, C  
 Lance Television Labs., Inc., 1738 Jerome Ave., Bronx 53, N. Y.—RTFA  
 Lear, Inc., 110 Ionia St., N. W., Grand Rapids 2, Mich.—RPB, RPBE, RCR, PE, RW, RT, SCC  
 Lincoln Engineering Co., 5701 Natural Bridge Ave., St. Louis, Mo.—PE  
 Link Radio Corp., 125 W. 17th St., New York, N. Y.—SCC  
 Lipan Radio & Television Co., 2430 Atlantic Ave., Brooklyn 3, N. Y.—PE  
 London Gramophone Corp., 16 W. 22nd St., New York 10, N. Y.—RW, RD  
 Lytle & Co., 4721 N. Kedzie Ave., Chicago 25, Ill.—RH, T, RTA, RTF, RTFA, RCRP, RCR, RTPR, C, SCC  
 Magnavox Co., 2131 Beuter Rd., Fort Wayne 4, Ind.—RH, T, TO, RCRP, RTPR  
 Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.—RT  
 Magnetic Motors Corp., Fox Island Rd., Port Chester, N. Y.—PE  
 Major Electronics Co., 1088 Bedford Ave., Brooklyn 5, N. Y.—PE, PM  
 Manufacturers Television Co., 99 Featherbed Lane, New York 52, N. Y.—T, RTFA, RTPR, TO  
 Markel Electric Products, Inc., Playmaster Div., 145 Seneca St., Buffalo 3, N. Y.—PE  
 Mars Television, Inc., 29-05 40th Rd., Long Island City 1, N. Y.—TO, RTF, RTFA, RTPR  
 Mattison Television & Radio Corp., 220 Fifth Ave., New York 1, N. Y.—TO, RTF, RTFA  
 McGohan Inc., Don., 3700 W. Roosevelt Rd., Chicago 24, Ill.—PE  
 Meck Industries, Inc., John, Liberty St., Plymouth, Ind.—RPBE, RPB, RH, T, TO, RTA, RTF, RTFA, RCRP, RTPR, PE  
 Meissner Mfg. Div., Maguire Industries, Inc., 7th & Belmont Sts., Mt. Carmel, Ill.—HR, T, TO, RCRP, RCR, RD, C, SCA  
 Micro Electronic Products, Inc., 11 W. Fifth St., Peru, Ind.—RCV  
 Micro-Verter, Inc., 53 Park Place, New York 7, N. Y.—PE  
 Miles Reproducer Co., Inc., 812 Broadway, New York 3, N. Y.—RT, RW, RD  
 Millen Mfg. Co., James, 150 Exchange St., Malden, Mass.—SCA, SCC  
 Milwaukee Stamping Co., 800 S. 72nd St., Milwaukee 14, Wisc.—PE  
 Minnesota Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn.—RT  
 Modernage Electric Inc., 79 Clinton Ave., Newark, N. J.—TO  
 Mohawk Business Machines Corp., 743 5th Ave., New York 22, N. Y.—RW  
 Molded Insulation Co., 335 E. Price St., Philadelphia 44, Pa.—RH, RCR, RW, RD  
 Motorola Inc., 4545 Augusta Blvd., Chicago 51, Ill.—RA, RPB, RPBE, RH, TO, RTFA, RCRP, RTPR, SCC  
 MP Concert Installations, Fairfield 10, Conn.—TO, RTFA, RCRP, RTPR, PE, RD  
 Multiple Television Mfg. Co., 987 Hegeman Ave., Brooklyn 8, N. Y.—TO  
 National Acoustic Products, 120 N. Green St., Chicago 7, Ill.—PE  
 National Co., Inc., 61 Sherman St., Malden 48, Mass.—T, TO, SCA, SCC  
 National Merchandise & Sales Co., 19437 Livernois Ave., Detroit 21, Mich.—PE  
 Newcomb Audio Products Co., 6824 Lexington Ave., Hollywood 38, Calif.—PE  
 Nielsen Television Corp., Newtown Ave. at Crawford Rd., Norwalk, Conn.—TO  
 Noblitt-Sparks Industries, Inc., Columbus, Ind.—RPB, RPBE, RH, TO (Arvin)  
 Northern Radio Co., 314 Bell St., Seattle 1, Wash.—SCC  
 Oak Manufacturing Co., 1260 Clybourn Ave., Chicago 10, Ill.—PE  
 Olympic Radio & Television, Inc., 34-01 38th Ave., Long Island City 1, N. Y.—RPB, RPBE, RH, TO, RTFA, RCRP, RTPR  
 Operadio Mfg. Co., St. Charles, Ill.—RT  
 Orthon Corp., 196 Albion Ave., Paterson 2, N. J.—RPB, RPBE, RH, T, RCRP, RCR, RW, RT, SCC  
 Pacific Electronics Inc., 16 Lyndon Ave., Los Gatos, Calif.—TO

Packard-Bell Co., 3443 Wilshire Blvd., Los Angeles 5, Calif.—RPBE, RH, T, TO, RTF, RTFA, RCRP, RCR, RTPR, PE  
 Packard Mfg. Corp., 115 N. Noble, Indianapolis 5, Ind.—PE  
 Panoramic Radio Corp., 92 Gold St., New York, N. Y.—SCA, SCC  
 Pathe Television Corp., 5302 2nd Ave., Brooklyn 32, N. Y.—TO, RTA, RTF, RTFA  
 Peerless Television & Radio Co., 6508 Euclid Ave., Cleveland 3, Ohio—TO, PE  
 Peirce Wire Recorder Co., 1328 Sherman Ave., Evanston, Ill.—RW  
 Pelco Industries, 629 Second Ave., New York 16, N. Y.—RT  
 Pentron Corp., 611 W. Division St., Chicago 10, Ill.—RCR, PE, RW, RT  
 Perfect Products Co., 82-27 217th St., Queens Village, N. Y.—T  
 Philco Corp., C & Tioga Sts., Philadelphia 34, Pa.—RA, RPB, RPBE, RH, TO, RTA, RT, RTF, RTFA, RCRP, RTPR, SCC, PE  
 Philharmonic Radio Co., 119 W. 57th St., New York, N. Y.—TO, RTFA, RTPR  
 Phoenix Electronics, Inc., Lawrence & Canal Sts., Lawrence, Mass.—TO  
 Pilot Radio Corp., 37-06 36th St., Long Island City 1, N. Y.—TO, RTF, RTFA, RTPR  
 Pioneer Television Co., 3219 Woodland Ave., Philadelphia 4, Pa.—TO, RTPR  
 Pix-O-Fone Corp., E. Gloucester, Mass.—PE  
 Plaza Mfg. Co., Inc., 869 Broadway, New York, N. Y.—PE  
 Portofonic Mfg. Co., 4116 1st Ave., Brooklyn, N. Y.—PE  
 Precision Audio Products, Inc., 1133 Broadway, New York 33, N. Y.—RCR, RW  
 Precision Electronics, Inc., 641 Milwaukee Ave., Chicago 22, Ill.—PE  
 Premier Electronic Labs., 382 Lafayette St., New York 3, N. Y.—RT, RW  
 Press Wireless Mfg. Co., Inc., Hicksville, N. Y.—RT, SCA, SCC  
 Presto Recording Corp., P. O. Box 500, Hackensack, N. J.—RD, PE  
 Radio Apparatus Corp., 303 Fountain Sq. Theatre Bldg., Indianapolis, Ind.—RH  
 Radio Components, Inc., 28 N. Halsted St., Chicago 6, Ill.—PE  
 Radio Corp. of America, RCA Victor Div., Front & Cooper Sts., Camden, N. J.—RCV, RPB, RPBE, RH, TO, RTA, RTFA, RCRP, RTPR, PE, RW, RT, RD, SCA, SCC  
 Radio Craftsmen, Inc., 1617 S. Michigan Ave., Chicago 16, Ill.—T, TO  
 Radio Engineering Laboratories, Inc., 35-54 Thirty-sixth St., Long Island City 1, N. Y.—SCC  
 Radiomarine Corp. of America, 75 Varick St., New York 13, N. Y.—SCC  
 Radio Mfg. Engineers, Inc., 300 First Ave., Peoria 6, Ill.—SCA  
 Radio-Music Corp., 84 So. Water St., Port Chester, N. Y.—PE  
 Radio Receptor Co., Inc., 84 N. 9th St., Brooklyn 11, N. Y.—SCC  
 Radio & Television Products, 12 7th Ave., So., Hopkins, Minn.—RA, RH  
 Ray-dyne Mfg. Corp., 347 E. 22nd St., Paterson, N. J.—RCRP, PE, PM  
 Recorder Sales Co., 218 S. Wabash Ave., Chicago 4, Ill.—RW, RT, RD  
 Regal Electronics Corp., 603 W. 130th St., New York, N. Y.—RA, RPB, RPBE, RH, TO, RTA, RTF, RTFA  
 Rek-O-Kut Co., Inc., 38-01 Queens Blvd., Long Island City 1, N. Y.—RD  
 Remington Radio Corp., 80 Main St., White Plains, N. Y.—RTF  
 Remler Co., Ltd., 2101 Bryant St., San Francisco 10, Calif.—RPBE, RH, TO, RCRP, RCR  
 Reverse Camera Co., 320 E. 21 St., Chicago, Ill.—RT  
 Ristaurat, Inc., Kaukauna, Wisc.—PE  
 Robinson Recording Labs., 35 S. 9th St., Philadelphia 7, Pa.—RD  
 Rod Radio Mfg. Co., 4226 S. Lawndale St., Lyons, Ill.—RPBE, RH, TO  
 Royal Television & Radio Corp., 81 Willoughby St., Brooklyn 1, N. Y.—TO, RTFA, RTPR  
 Sargent-Raymont Co., 212 9th St., Oakland 7, Calif.—RH, T  
 Sarvi Electronics Mfg. Co., 297 Broadway, Brooklyn 11, N. Y.—PE  
 Scott Radio Labs., Inc., 4541 Ravenswood, Chicago 40, Ill.—RH, TO, RTF, RTFA, RCRP, RTPR  
 Seeburg Radio Corp., J. P., 1500 Dayton St., Chicago 22, Ill.—PE  
 Sentinel Radio Corp., 2100 Dempster St., Evanston, Ill.—RPBE, TO, RTPR, RH  
 Setchell Carlson, Inc., 330 5th Ave., New Brighton, Minn.—RPBE, RH, RCRP  
 Shevers, Inc., Harold, 33 W. 46th St., New York 19, N. Y.—RH, T, TO, RTFA, RCRP, RTPR, PE  
 Sightmaster Corp., 20 E. 35th St., New York 16, N. Y.—TO, RTF  
 Simpson Mfg. Co., Inc., Mark, 32-28 49th St., Long Island City 3, N. Y.—PE, RT, RD  
 Snider Television Corp., 540 Bushwick Ave., Brooklyn 6, N. Y.—TO, RTF  
 Sonar Radio Corp., 59 Myrtle Ave., Brooklyn, N. Y.—RT, SCA, SCC  
 Sonic Industries Inc., 221 W. 17th St., New York 11, N. Y.—PE  
 Sonora Radio & Television Corp., 325 N. Hoyne Ave., Chicago 12, Ill.—RA, RPBE, RH, TO, RCRP

## Radio, FM, TV Receivers, Recorders & Phonographs (Continued)

and Engineering Laboratories, 2325 Madison Ave., Toledo 2, Ohio.—PE

Sandview Marine Co., Inc., 267 City Island Ave., City Island, Bronx 64, N. Y.—RPB

Sereign Television Co., 5508 New Utrecht Ave., Brooklyn 19, N. Y.—TO

Sinton Radio-Television, Div. of the Sparks Withington Co., 2400 E. Ganson St., Jackson, Mich.—RPBE, RH, TO, RTFA, RCRP, RTPR

Stak-O-Phone Recording & Eqpt. Co., 23 W. 60th St., New York 23, N. Y.—PE, RD, SCO

Stelman Television Co., Inc., 130 W. 24th St., New York 11, N. Y.—TO

Soco Mfg., Inc., 16607 S. Halldale Ave., Gardena, Calif.—RH

Stark Sound Engineering Corp., 2131 Fairfield Ave., Ft. Wayne, Ind.—PE

St. Products Co., 611 W. Division St., Chicago, Ill.—PE

Sturteff Television Corp., 601 W. 26th St., New York 1, N. Y.—TO, RTA, RTF, RTFA, RTPR

Stelman Radio Corp., 742 E. Tremont Ave., New York 7, N. Y.—PE

Stewart-Warner Electric, 1826 Diversey Pkwy., Chicago 14, Ill.—RPBE, RH, TO, RTA, RTFA, RCRP, RTPR, SCC

St. Le Engrg. & Mfg. Co., 3970 S. Grand Ave., Los Angeles 37, Calif.—TO

Stromberg-Carlson Co., 100 Carlson Rd., Rochester 3, N. Y.—RA, RH, TO, RTF, RTFA, RCRP

Strophonette Corp., 112 E. Walton St., Chicago 11, Ill.—RCRP, PE, PM

Strophonic Radio & Electronic Corp., 292 Main St., Cambridge 42, Mass.—TO, RCRP, PE

Strophony Radio & Television Corp., 825 W. Pico Blvd., Los Angeles 15, Calif.—RCV, RPB, RPBE, RH, TO, RCRP, RCR, PE, RD

Sturteff Radio & Television Co., 2530 Belmont Ave., Bronx 58, N. Y.—RPB, RPBE, RH, T, RCR

Stetone Mfg. Corp., 202 Tillary St., Brooklyn 1, N. Y.—RT

Taybarn Equipment Co., Inc., 120 Greenwich St., New York 6, N. Y.—TO, RTA, RTF, RTFA, RTPR, SCC

Tech-Master Products Co., 443 Broadway, New York 13, N. Y.—TO

Tech-Tone Products, Inc., 211 E. Main St., Gloucester, Mass.—PE

Telecoin Corp., 12 E. 44th St., New York 17, N. Y.—TO

Telecraft Corp., 2 W. 15th St., New York 11, N. Y.—TO

Tele-King Corp., 601 W. 26th St., New York 1, N. Y.—TO

Telegrip Radio Co., 1901 S. Washtenaw, Chicago 8, Ill.—RPB, TO, PE, RPBE

Tele-tone Radio Corp., 540 W. 58th St., New York 19, N. Y.—RPBE, RH, TO, PE

Tele-Video Corp., 10 E. 52nd St., New York 22, N. Y.—TO

Television Assembly Co., 540 Bushwick St., Brooklyn, N. Y.—RTF

Televista Corp. of America, 1201 44th Ave., Long Island City, N. Y.—TO

Telindustries, Inc., 4921 Exposition Blvd., Los Angeles 16, Calif.—TO

Temco Service Corp., 345 Hudson St., New York, N. Y.—SCO

Toman & Co., Inc., E., 2621 W. 21st Pl., Chicago 8, Ill.—PE

Tractoradio, Inc., 2305 Penway St., Kansas City 8, Mo.—RA

Trad Television Corp., 1001 First Ave., Asbury Park, N. J.—TO, RTA, RTF, RTFA

Transmitter Equipment Mfg. Co., Inc., 345 Hudson St., New York 14, N. Y.—SCA, SCC

Transvision, Inc., 460 North Ave., New Rochelle, N. Y.—TO, RTF, RTFA, PE

Trans Vue Corp., 1139 S. Wabash Ave., Chicago 5, Ill.—RTA, RTF, RTFA, RCRP, RTPR, TO

Trav-Ler Radio Corp., 571 W. Jackson Blvd., Chicago 6, Ill.—RPB, RPBE, RH, TO, RCRP, PE

Trylon Radio Laboratories, 1136 N. American St., Philadelphia 23, Pa.—PE, PM, RW, RT, SCC

U. S. Television Mfg. Corp., 3 W. 61st St., New York 23, N. Y.—TO, RTF, RTFA, RCRP

Universal Moulded Products Corp., 1500 Walnut St., Philadelphia, Pa.—RT

Universal Television System, 3015 First Ave., Kansas City 3, Mo.—RTFA

Univox Corp., 83 Murray St., New York 7, N. Y.—TO, PE

Vaughn Mfg. Co., Inc., 722 E. Washington Blvd., Los Angeles 21, Calif.—RPB

Vidcraft Television Corp., 780 E. 137th St., New York, N. Y.—TO, RCRP

Video Corp. of America, 229 W. 28th St., New York 1, N. Y.—TO, RTF, RTFA, RTPR

Videodyne, Inc., 33 Jefferson St., Stamford, Conn.—TO, RTF

Video Products Corp., 42 West St., Red Bank, N. J.—TO, RTF, RTFA, RTPR

V-M Corp., 3rd & Park Sts., Benton Harbor, Mich.—PE

Wagner Recorder Mfg. Corp., 292 Madison Ave., New York 17, N. Y.—RD

Walco Products, Inc., 60 Franklin St., E. Orange, N. J.—PE

Waters Conley Co., Rochester, Minn.—RCRP, PE, PM

Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.—PE, RW

Webster Electric Co., 1900 Clark St., Racine, Wis.—RW

Wells-Gardner & Co., 2701 N. Kildare Ave., Chicago 39, Ill.—RA, RPBE, RH, TO, RTFA, RCRP, RTPR

Western Sound & Elect. Labs., 805 S. 5th St., Milwaukee 4, Wis.—PE

Westinghouse Electric Corp., 1354 Susquehanna Ave., Sunbury, Pa.—RPBE, RH, TO, RTFA, RCRP, RTPR

Wilcox-Gay Corp., 604 W. Seminary St., Charlotte, Mich.—TO, RCRP, RCR, PE, RT, RD

Wi-Rwider Corp., 7055 Intervale, Detroit 4, Mich.—RW

Wireway Corp. of America, 1331 Halsey St., Brooklyn 27, N. Y.—RW

Zenith Radio Corp., 6001 W. Dickens, Chicago 39, Ill.—PE, RPB, RPBE, RH, TO, RTPR

Zephyr Products Co., 160 E. 116th St., New York, N. Y.—RCR, PE, RW, RT

## (2) Phonograph Records

Adventure Record Co., 1674 Broadway, New York 19, N. Y.

Addin Records & Score Records, 4918 Santa Monica Blvd., Los Angeles 27, Calif.

Ad Records—Musart Records, 7265 Melrose Ave., Los Angeles 46, Calif.

Aegro Records, 5 Columbus Circle, New York 19, N. Y.

Apollo Records, Inc., 457 W. 45th St., New York 19, N. Y.

Arist Records, 2534 W. Pico Blvd., Los Angeles 6, Calif.

Arist Recording Corp., 301 W. 54th St., New York 19, N. Y.

Ariston Record Co., 117 W. 48th St., New York 19, N. Y.

Arist Records, 964 So. Fedora St., Los Angeles 6, Calif.

Ariston Record Co., 1416 Wood St., Philadelphia 40, Pa.

Arrowwagon Records, Inc., 7 West 46th St., New York 19, N. Y.

Arner Records, Inc., 33 Union Square, New York 3, N. Y.

Arda Record & Publishing Co., 35 N. Arroyo Pkwy., Pasadena 1, Calif.

Ar Records, Inc., 2382 Pitkin Ave., Brooklyn 7, N. Y.

Arger Communications, 109-01 72nd Rd., Forest Hills, L. I., N. Y.

Ar Records, 163 W. 23rd St., New York 11, N. Y.

Aretone Records, Inc., 354 4th Ave., New York 10, N. Y.

Arck & White Recording Co., 4910 Santa Monica Blvd., Los Angeles 27, Calif.

Ar Note Records, 767 Lexington Ave., New York 21, N. Y.

Armand Music Box Record Co., 333 5th Ave., Pelham 5, N. Y.

Arnet Recording & Transcription Co., 421 Broad, Nashville 3, Tenn.

Arpitol Records, Inc., Sunset & Vine, Hollywood 28, Calif.

Aravan Records, Inc., 43 W. 57th St., New York 19, N. Y.

Aristle Records, Inc., 1118 Washington Blvd., Venice, Calif.

Aristic Record Co., 152 W. 42nd St., New York, N. Y.

Arbury Record Co., 737 Fox St., Bronx 55, N. Y.

Ar-Soria Records, 43 W. 64th St., New York 23, N. Y.

Arms Records, c/o Phil Spitalny, Hotel Park Central, New York, N. Y.

Arckle Sound, Inc., 13 E. 3rd St., New York 3, N. Y.

Arck Phonograph Record Co., Inc., 718 Wilhelm St., Harrison, N. J.

Arver Records, 964 S. Fedora St., Los Angeles 6, Calif.

Coda Record Co., 1291 Sixth Ave., New York 19, N. Y.

Columbia Records Inc., 1473 Barnum Ave., Bridgeport 8, Conn.

Commodore Record Co., Inc., 289 Nepperhan Ave., Yonkers 2, N. Y.

Concert Hall Society, Inc., 250 W. 57th St., New York 19, N. Y.

Continental Record Co., Inc., 263 W. 54th St., New York, N. Y.

Coral Records, Inc., 48 W. 57th St., New York, N. Y.

Country Music Co. of Chicago, 20 E. Jackson Blvd., Chicago 4, Ill.

Cowboy Record Co., 122 N. 12th St., Philadelphia 7, Pa.

Cross Publications & Records, 116 John St., New York 7, N. Y.

C. R. S. Historical Records, 2060 First Ave., New York 29, N. Y.

Damon Recording Studios, Inc., 1221 Baltimore Ave., Kansas City, Mo.

Dana Records, Inc., 115 W. 45th St., New York 19, N. Y.

Day Distributing Miltone Record Co., 709 E. 29th St., Los Angeles 11, Calif.

DC Records, 1425 Van Buren St., N.W., Washington 12, D. C.

Decca Records, Inc., 50 W. 57th St., New York 19, N. Y.

DeLuxe Record Co., Inc., 20 E. Elizabeth Ave., Linden, N. J.

Dial Records, Inc., 520 W. 50th St., New York 19, N. Y.

Discovery Records, Inc., 6207 Santa Monica Blvd., Hollywood 38, Calif.

Empire Record Corp., 2060 First Ave., New York 29, N. Y.

Fantasy Record Co., 489 Fifth Ave., New York 17, N. Y.

Folkways Record & Service Corp., 117 W. 46th St., New York 19, N. Y.

Fox Records for Children, 1558 N. Vine St., Hollywood 28, Calif.

Gala Records, 2160 Broadway, New York, N. Y.

Gem Records, Inc., 34 Hillside Ave., New York 34, N. Y.

Globe Record Co., 3122 S. Main St., Los Angeles 7, Calif.

Hargall Records, 130 W. 56th St., New York 19, N. Y.

Harmonia Records Corp., 1328 Broadway, New York 1, N. Y.

Harmony Records, Inc., 47 W. 63rd St., New York 23, N. Y.

Hart-Van Recording Co., 109 W. Calendar Ave., La Grange, Ill.

Holiday Record Co., P. O. Box 157, Escondido, Calif.

Hollywood Rhythms Recording Co., Box 162, Culver City, Calif.

Home Recording Prod. Corp., 50 Mill Rd., Freeport, N. Y.

Howard Recordings, Mary, 37 E. 49th St., New York 17, N. Y.

Imperial Record Co., 137 N. Western Ave., Los Angeles 4, Calif.

Israel Music Foundation, 11 W. 42nd St., New York, N. Y.

Jazz Man Record Shop, 6420 Santa Monica Blvd., Hollywood 38, Calif.

Keystone Records, 1415 Locust St., Philadelphia 2, Pa.

King Records, Inc., 1540 Brewster Ave., Cincinnati 7, Ohio

Kismet Record Co., 227 E. 14th St., New York 3, N. Y.

Leslie Records, Inc., 2091 Broadway, New York, N. Y.

Lincoln Records, 8 W. 40th St., New York, N. Y.

London Gramophone Corp., 16 W. 22nd St., New York 10, N. Y.

Magnolia Records Co., 119 5th Ave., New York, N. Y.

Mars Record Mfg. Co., 310 Cedar Ave., N. Sacramento, Calif.

Mayfair Record & Recording Corp., 1650 Broadway, New York 19, N. Y.

Mello-Strain Records Ltd., 1658 Broadway, New York 19, N. Y.

Melodee Records, Inc., 314 W. 52nd St., New York 19, N. Y.

Melody Trail Records, 1031 Beach St., Lancaster, Calif.

Mercury Record Corp., 839 S. Wabash, Chicago, Ill.

M-G-M Records, 701 7th Ave., New York 19, N. Y.

Miracle Record Co., Inc., 500 E. 63rd St., Chicago 15, Ill.

Musette Publishers, Inc., 113 W. 57th St., New York 19, N. Y.

Music You Enjoy, Inc., 96 Warren St., New York, N. Y.

# Phonograph Records

## Phonograph Records (Continued)

National Records, 1841 Broadway, New York 23, N. Y.  
 Palda Record Co., 8406 Lyons Ave., Philadelphia 42, Pa.  
 Pan American Records Inc., P. O. Box 3613, Terminal Annex, Los Angeles 54, Calif.  
 Phonograph Records, Inc., 32-58 62nd St., Woodside, N. Y.  
 Picturone Records, Inc., 116 Imley St., Brooklyn 31, N. Y.  
 Pleasant Records, 1619 Broadway, New York 19, N. Y.  
 President Records, 109 Main St., Little Rock, Ark.  
 Radio Artist Records, 811 Race St., Cincinnati 2, Ohio  
 Radio Corp. of America, RCA Victor Div., Camden, N. J.  
 Rainbow Records, 156 W. 44th St., New York, N. Y.  
 Raxor Corp., 43 W. 64th St., New York 23, N. Y.  
 Record Guild of America, Inc., 882 3rd Ave., Brooklyn 32, N. Y.  
 Recordisc Corp., 395 Broadway, New York 17, N. Y.  
 Red Bird Records, Lincoln Highway East, Ft. Wayne 8, Ind.  
 Reina Record Co., c/o Bell Song Publ. Co., 6132 De Longpre Ave., Hollywood 28, Calif.  
 Remington Records, Inc., 263 W. 54th St., New York, N. Y.  
 Rich-R-Tone Co., 113 W. Main St., Johnson City, Tenn.  
 Rondo Records, Inc., 329 S. Wood St., Chicago 12, Ill.

Sacramento Recording Co., 624 22nd St., Sacramento, Calif.  
 Sacred Records, Inc., 1206 South Hill St., Los Angeles 15, Calif.  
 Savoy Record Co., 58 Market St., Newark, N. J.  
 Scandinavia Music House, Inc., 625 Lexington Ave., New York 22, N. Y.  
 S. D. Records, 1637 N. Ashland Ave., Chicago 22, Ill.  
 Seaco Records, Inc., 1393 5th Ave., New York, N. Y.  
 Seva Record Corp., 45 E. 49th St., New York 17, N. Y.  
 Signature Hi-Tone Recording Co., 485 Madison Ave., New York 22, N. Y.  
 Skating Rhythms Recording Co., P. O. Box 1838, Santa Ana, Calif.  
 Songcraft, Inc., 1650 Broadway, New York 19, N. Y.  
 Specialty Records, Inc., 8508 Sunset Blvd., Hollywood 46, Calif.  
 Spiro Record Corp., 1133 Broadway, New York 10, N. Y.  
 Standard Phonograph Co., 163 W. 23rd St., New York, N. Y.  
 Stapleton Industries, Inc., 792 The Arcade, Cleveland 14, Ohio  
 Stellar Records Inc., 21 Park Square, Boston, Mass.  
 Stinson Distributors Corp., 27 Union Square, W., New York 3, N. Y.  
 Sun Recording Corp., 260 E. 161st St., New York 51, N. Y.  
 Synthetic Plastics Sales Co., 461 8th Ave., New York, N. Y.

Tara Irish Records Co., 4903 Girard Ave., Philadelphia 31, Pa.  
 Technichord Records, 83-a Washington St., Brookline 46, Mass.  
 Tempo Record Co. of America, 8540 Sunset Blvd., Hollywood 46, Calif.  
 Tru-Blue Record Co., 1619 Broadway, New York 19, N. Y.  
 Tune-Disk Records, Collegeville, Pa.  
 Universal Recording Corp., 100 E. Ohio St., Chicago, Ill.  
 Uptown Records, P. O. Box 867, Newark 1, N. J.  
 Thomas J. Valentino, Inc., 1600 Broadway, New York, N. Y.  
 Varsity Records, Inc., 47 W. 63rd St., New York 23, N. Y.  
 Verne Recording Co. of America, 1724 Madison Ave., New York, N. Y.  
 Vocalion Records, Inc., 50 W. 57th St., New York, N. Y.  
 Voco, Inc., 33 34th St., Brooklyn 32, N. Y.  
 Vox Productions, Inc., 236 W. 55th St., New York, N. Y.  
 Wal-Field Co., 443 Broadway, New York, N. Y.  
 Willida Records Inc., 1595 Broadway, New York 19, N. Y.  
 Yale Record Co., 87 High St., Montclair, N. J.  
 Young People's Records, Inc., 100 6th Ave., New York 13, N. Y.

# Phonograph Accessories

### (3) Phonograph Record Accessories

Albums	A
Blanks, Home Recording	BL
See also Blanks, recording (disc) #16	
Brushes, Record	BR
Cabinets, Home Record Storage	CA
Holders, Portable Record, etc.	H
Needles, Phonograph	N
Racks for Store Display	R
Systems, Indexing	S
Counters & Booths	CB
Turntables, Display	TD

Acton Inc., H. W., 370 Seventh Ave., New York 1, N. Y.—N  
 Aero Needle Co., 619 N. Michigan Ave., Chicago 11, N. Y.—N  
 Aim Industries, 41 Union Square, New York 3, N. Y.—N, A, R  
 Album Corp. of America, 239 St. Marks Ave., Brooklyn 17, N. Y.—A  
 Astatic Corp., Harbor & Jackson Sts., Conneaut, Ohio—N  
 Audak Co., 500 Fifth Ave., New York, N. Y.—N  
 Audio Devices, Inc., 444 Madison Ave., New York, N. Y.—BL, N  
 Bitter Construction Co., A., 721 E. 133rd St., Bronx 54, N. Y.—CA, R, CB

Bonot Co., 114 Manhattan St., Stamford, Conn.—N  
 Cardinal Corp., P. O. Box 72, Louisville, Ohio—R, CB  
 Chicago Album Specialty Co., 503 S. Jefferson St., Chicago 7, Ill.—A  
 Clarkstan Corp., 11927 W. Pico Blvd., Los Angeles 34, Calif.—N  
 Columbia Records, Inc., 1473 Barnum Ave., Bridgeport 8, Conn.—N  
 Duetone, Inc., 799 Broadway, New York 3, N. Y.—BL, BR, N  
 Electro-voice, Inc., Buchanan, Mich.—N  
 Electrovox Co. Inc., 60 Franklin St., E. Orange, N. J.—N  
 Gatti Inc., Aurele M., 1909 Liberty St., Trenton, N. J.—N  
 General Die & Stamping Co., 262 Mott St., New York, N. Y.—TD  
 General Industries Co., 3537 Taylor St., Elyria, Ohio—N  
 General Phonograph Mfg. Co., Putnam, Conn.—N  
 Globe Album Co., 3811 Third Ave., New York, N. Y.—A  
 Hamburger Co., M. C., 1625 2nd St., N. E., Minneapolis 13, Minn.—CA, R, CB  
 Home Recording Products Corp., 50 Mill Rd., Freeport, N. Y.—BL  
 Ill. Wood Products Corp., 1656 N. Besly Ct., Chicago 22, Ill.—CA  
 Industrial Sapphire Corp., Main & Juniper Sts., Quakertown, Pa.—N  
 International Merit Products Corp., 4574 Broadway, New York 34, N. Y.—N  
 Jensen Industries Inc., 329 S. Wood St., Chicago 12, Ill.—N  
 JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 25, N. Y.—N  
 Micro-Master Co., 2733 N. Crawford, Chicago 39, Ill.—N  
 Miles Reproducer Co., 812 Broadway, New York 3, N. Y.—N  
 Miller Mfg. Co., M. A., 1169 E. 43rd St., Chicago 15, Ill.—N  
 Musagrind Products Co., Inc., 32-50 Ross St., Brooklyn, N. Y.—CA  
 National Hollywood, 1475 El Mirador Dr., Pasadena 2, Calif.—BL, N  
 Peerless Album Co., Inc., 800 Union St., Brooklyn 15, N. Y.—A  
 Permo, Inc., 6415 Ravenswood Ave., Chicago 26, Ill.—N  
 Pfanstiehl Chemical Co., Metallurgical Div., 104 Lake View Ave., Waukegan, Ill.—N  
 Philco Corp., Tioga & C Sts., Philadelphia 34, Pa.—N, R  
 Pickering & Co., Inc., 309 Woods Ave., Oceanside, N. Y.—N

Presto Recording Corp., P. O. Box 500, Hackensack, N. J.—BL  
 Progressive Album Co., 59 Pearl St., Brooklyn, N. Y.—A  
 Radio Corp. of America, RCA Victor Div., Front & Cooper Sts., Camden, N. J.—N  
 Recordaid, Inc., 5521 N. 5th St., Philadelphia 20, Pa.—S  
 Record Accessories Corp., 314 W. 52nd St., New York 19, N. Y.—A  
 Recordex Co., 34 University Pl., New York 3, N. Y.—H  
 Recordisc Corp., 395 Broadway, New York 17, N. Y.—BL, N  
 Recordplate Co., 16 E. Holly St., Pasadena 1, Calif.—S  
 Recoton Corp., 251 4th Ave., New York 10, N. Y.—BL, N  
 Reeves Soundcraft Corp., 10 E. 52nd St., New York 22, N. Y.—BL, N  
 Rek-O-Kut Co., Inc., 38-01 Queens Blvd., Long Island City 1, N. Y.—BL  
 Replogle Globes, Inc., 315 N. Hoyne Ave., Chicago 12, Ill.—H  
 Scott Industries, Inc., 52 S. 11th St., Brooklyn 11, N. Y.—CA, CB  
 Smith Co., H. Royer, 10th & Walnut Sts., Philadelphia 7, Pa.—A, N, S, H  
 Sonic Recording Products, Inc., 50 Mill Rd., Freeport, L. I., N. Y.—BL  
 Speak-O-Phone Recording & Equipment Co., 23 W. 60th St., New York 23, N. Y.—BL, N  
 Stark Sound Engineering Corp., 2131 Fairfield Ave., Ft. Wayne, Ind.—N  
 Symons Associates, L. H., 345 Hudson St., New York 14, N. Y.—A, H  
 Symphony Radio & Television Corp., 825 W. Pico Blvd., Los Angeles 15, Calif.—N  
 Tetrad Corp., 60 N. Broadway, Yonkers 2, N. Y.—N  
 Verne Recording Corp. of America, 1724 Madison Ave., New York 29, N. Y.—N  
 Walco Products, Inc., 60 Franklin St., E. Orange, N. J.—N  
 Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.—N  
 Webster Electric Co., 1902 Clark St., Racine, Wisc.—N  
 Wheelindex Record Service Co., Inc., 910 S. Olive St., Los Angeles 15, Calif.—S  
 Wilcox-Gay Corp., 604 W. Seminary St., Charlotte, Mich.—N  
 Zephyr Products Co., 160 E. 116th St., New York, N. Y.—N

Specifications of new phonographs, including the latest multi-speed units, appeared in the July, 1949 issue of **RADIO & TELEVISION RETAILING**. For listings of manufacturers of recorders of all types, see Section 1, this issue.

For 1949-1950 TV receiver specifications, see Part 2, **RADIO & TELEVISION RETAILING**, September, 1949.

## (4) Antennas & Antenna Accessories

Antennas, AM	AA
Antennas, Auto Radio	AR
Antennas, FM	AF
Antennas, TV	AT
Antennas, Loop	AL
Accessories, antenna misc.	AC
Insulators, antenna	IA
Masts, antenna	MA
Mounts, antenna	OA
Rotators, antenna	RA
Towers, antenna	TA

Airport Corp., 3800 Cortlandt St., Chicago, Ill.—AT  
 Arrol Electronic Hardware Corp., 24 Cliff St., Jersey City 6, N. J.—AT, AC, IA, OA  
 Arrol, Inc., 195 William St., New York 7, N. Y.—AA, AF  
 Arrow Corp., 7 Elm Row, New Brunswick, N. J.—RA  
 Arrow Radio Service, 2846 Milwaukee Ave., Chicago 47, Ill.—OA  
 Arrow Products Co., 113 St. Clair Ave., N.E., Cleveland, Ohio—RA  
 Arrow Design, Inc., 10 E. 52nd St., New York 22, N. Y.—AT, AC  
 Arrow Mfg. Co., Lake Park Blvd., Alliance, Ohio—RA  
 Arrow Mfg. Co., 466 St. Francis St., Redwood City, Calif.—MA, OA, TA  
 Arrow Prod. Inc., Mineral Wells, Texas—TA  
 Arrow Phenolic Corp., 1830 So. 54th Ave., Chicago 24, Ill.—AF, AT, AC, IA, MA, OA  
 Arrow Radio Hardware Co., Inc., 152 McQuestion Parkway, Mt. Vernon, N. Y.—AA, AT  
 Arrow Tube Products, Inc., Riverdale Bldg., Natick, R. I.—AT, MA, OA  
 Arrow Power Co., 109 W. Hubbard St., Chicago 26, Ill.—AT  
 Arrow, Aceves & King, 11 W. 42nd St., New York, N. Y.—AA, AF, AT, AC  
 Arrow Radio Corp., 2115 S. St. Louis Ave., Chicago 23, Ill.—RA  
 Arrow Corp., 363 E. 75th St., Chicago 18, Ill.—AT  
 Arrow Antenna Products, 1809 N. Ashland Ave., Chicago 22, Ill.—AT, AC  
 Arrow Research Lab., Inc., 797 Thomas Lane, Columbus 2, Ohio—AF, AT, AC  
 Arrow Autoflex Corp., 101 Park Ave., New York 17, N. Y.—AF, AT, AR  
 Arrow Mfg. Co., 133 Enterprise St., Evansville, Wisc.—AC, TA  
 Arrow and It Co., 2550 Walnut St., Denver 5, Colo.—OA  
 Arrow Mfg. Co., 4647 W. Van Buren St., Chicago 44, Ill.—AA, AF, AC  
 Arrow View Products, 247 Centre St., New York 13, N. Y.—AF, AT, AC, MA, OA  
 Arrowbach Radio Co., Inc., 145 Hudson St., New York 13, N. Y.—AF, AT, AC, IA  
 Arrow Batters & Spark Plug Co., Box 1262, Reading, Pa.—AT  
 Arrow Mfg. Corp., L. S., 200 Central Ave., Newark 4, N. J.—AA, AR, AF, AT, AC, OA  
 Arrow Radio, Inc., 2118 E. 55th St., Cleveland 3, Ohio—AC, OA  
 Arrow Service Co., 178 W. 168th St., New York 52, N. Y.—AT  
 Arrowburn, Inc., 32-40 57th St., Woodside, N. Y.—AR, AF, AT, AC, IA, MA, OA  
 Arrow & G Tool Mfg., Inc., 39 Main St., E. Orange, N. J.—RA  
 Arrow Channel Master Co., 15 Chapel St., Ellenville, N. Y.—AT, AF, MA  
 Arrow Chester Cable Corp., Chester, N. Y.—AC  
 Arrow Year Beam Television Antennas, 618 N. LaBrea St., Los Angeles 36, Calif.—AT  
 Arrow Cleveland Aircraft Products Co., 113 E. St. Clair Ave., Cleveland 14, Ohio—RA  
 Arrow Colen-Gruhn Co., Inc., 387 Fourth Ave., New York, N. Y.—AT  
 Arrow Cole-Worner Corp., 345 Albert Ave., Mansfield, Ohio—AT, AC, MA, OA  
 Arrow Collins Antenna Co., Div. Collins Machine Co., 158 Albany Post Rd., Buchanan, N. Y.—AT  
 Arrow Columbia Wire & Supply Co., 2850 Irving Park Road, Chicago 18, Ill.—AO  
 Arrow Communication Coil Co., 2839 N. Narragansett Ave., Chicago 34, Ill.—AT  
 Arrow Communication Measurements Lab., Inc., 120 Greenwich St., New York 6, N. Y.—AF, AT  
 Arrow Consolidated Wire & Associated Companies, 1635 S. Clinton St., Chicago 16, Ill.—AT  
 Arrow Cornell-Dubilier Electric Corp., So. Plainfield, N. J.—AR, AF, AT, OA, RA  
 Arrow Cornish Wire Co., Inc., 15 Park Row, New York 7, N. Y.—AC  
 Arrow Crown Controls Co., Inc., 124 S. Washington St., New Bremen, Ohio—RA  
 Arrow Drum's, Inc., Mfg. Div., 128 S. Market St., Wooster, Ohio—OA  
 Arrow Crystal Devices Co., Inc., 50 Mill Road, Freeport, N. Y.—AC  
 Arrow Elson Mfg. Co., 126 11th Ave., New York, N. Y.—AA, AF, AT, AC, MA, OA  
 Arrow Electric Products Co., 125 Virginia Ave., Jersey City 5, N. J.—AT  
 Arrow Easy-Up Tower Co., 3800 Kinzie Ave., Racine, Wisc.—AC, OA, TA  
 Arrow Electro Engineering & Mfg. Co., 627 W. Alexandrine, Detroit, Mich.—AC  
 Arrow Electronic Corp., 53 Wyckoff St., Brooklyn 2, N. Y.—AA, AF, AT, AC, IA, MA, OA  
 Arrow Electronic Measurements Corp., 423 Broome St., New York 13, N. Y.—AC, RA  
 Arrow Electro-Steel Prod., Inc., 112 N. 7th St., Philadelphia 6, Pa.—AT

Electro-Vision Industries Div. H. D. Campbell Co., Rochelle, Ill.—AA, AF, AT  
 Etraco Mfg. Co., Inc., Woods Church Road, Flemington, N. J.—AT, MA, RA, TA  
 Federal Engineering Co., 37 Murray St., New York 7, N. Y.—AT, AC, OA  
 Federal Television Corp., 137 Duane St., New York 13, N. Y.—AT  
 Fleron & Son, M. M., 113 N. Broad St., Trenton 8, N. J.—AA, AF, AT, AL, AC, IA  
 Frazier Engineering Co., 1965 Peck St., Muskegon, Mich.—AF, AT, OA  
 General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—AA, AR, AT, AC, IA, MA, OA, TA  
 General Electric Co., Electronics Park, Syracuse, N. Y.—AT  
 Gonset Co., 72 E. Tujunga Ave., Burbank, Calif.—AT, AC  
 Grayhill, 4534 Madison St., Chicago, Ill.—AC  
 Grem Engineering Co., 206 8th Ave., Brooklyn 15, N. Y.—AT, RA, AF  
 Hamilton Electronics, 2726 Pratt Ave., Chicago 45, Ill.—AC  
 Hedco Mfg. Co., 1282 Burke Ave., Bronx 67, N. Y.—AT  
 Hi-Par Products Co., 347 Lunenburg St., Fitchburg, Mass.—AF, AT, OA  
 Hy-Lite Antennae, Inc., 1060 Washington Ave., Bronx 56, N. Y.—AF, AT, MA  
 Instrument Electronics, 42-17 Douglaston Parkway, Douglaston, N. Y.—RA  
 Insuline Corp. of America, 3602 35th Ave., Long Island City 1, N. Y.—AA, AR, AF, AT, AC, IA, MA, OA, AL  
 Intra-Video Corp. of America, 851 Madison Ave., New York 21, N. Y.—AA, AF, AT, AC  
 Islip Radio Mfg. Corp., Beech St., Islip, N. Y.—AA  
 Jaco Products, 6408 Euclid Ave., Cleveland 3, Ohio—AC, OA, RA  
 Jerrold Electronics Corp., 121 N. Broad St., Philadelphia 7, Pa.—AF, AT  
 JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 25, N. Y.—AA, AR, AF, AT, AL, AC, IA, MA, OA  
 Koenig Engineering Co., H. G., 735 Southwest Blvd., Kansas City 3, Kansas—AC, RA  
 La Magna Mfg. Co., Inc., 51 Clinton Pl., E. Rutherford, N. J.—AT  
 La Pointe-Plascomold Corp., Unionville, Conn.—AF, AT, AC, MA, OA, TA  
 Laco Mfg. Co., 4422 W. Armitage Ave., Chicago 39, Ill.—AF, AT  
 Lyman Electronic Corp., 12 Cass St., Springfield 4, Mass.—AF, AT  
 Lyte Parts Co., 11 Washington Ave., Plainfield, N. J.—AT  
 Marine Radio Co., 203 Greenwich St., New York 7, N. Y.—AT  
 Marvin Radio-Television, 8906 Buckeye Road, Cleveland 4, Ohio—OA, TA  
 Mastercraft Products, 60 South St., Boston 11, Mass.—OA  
 Mattison Television & Radio Corp., 220 Fifth Ave., New York 1, N. Y.—AT  
 Metalace Corp., 2101 Grand Concourse, New York 53, N. Y.—AC, MA, OA  
 Miller Co., J. W., 5917 S. Main St., Los Angeles 3, Calif.—AC  
 Modern-Aire Mfg. Corp., 4436 W. Roosevelt Road, Chicago 24, Ill.—AC, IA, MA  
 Molded Insulation Co., 335 E. Price St., Philadelphia 44, Pa.—IA  
 Mueller Electric Co., 1583 E. 31st St., Cleveland 14, Ohio—AC  
 Muter Co., 1255 So. Michigan Ave., Chicago 5, Ill.—AA  
 National Co., Inc., 61 Sherman St., Malden, Mass.—IA  
 Network Mfg. Corp., 213 W. 5th St., Bayonne 7, N. J.—AA, AF, AT, AC, OA  
 Nicholas Equipment Co., Bellevue, Ohio—AT  
 NST Corp., 2642 South 5th St., Philadelphia, Pa.—AT  
 Omega Laboratories, Inc., 23 Maple Ave., Pine Brook, N. J.—AT  
 Orthon Corp., 196 Albion Ave., Paterson 2, N. J.—AA  
 Otis Radio & Elec. Corp., 918 Central Ave., Hawarden, Iowa—AL  
 Paragon Plastic Corp., 515 W. 29th St., New York 1, N. Y.—AC  
 Peek, Inc., Walter E., 2842 W. 30th St., Indianapolis 22, Ind.—AF, AT, AC  
 Peerless Products Industries, 812 N. Pulaski Rd., Chicago 51, Ill.—AT  
 Penn Boiler & Burner Mfg. Corp., Lancaster, Pa.—TA  
 Peters, A. A., 231 N. 7th St., Allentown, Pa.—MA, TA  
 Philco Corp., Accessory Div., C & Tioga Sts., Philadelphia, Pa.—AA, AR, AF, AT, AL, AC, IA, MA, OA  
 Philson Mfg. Co., Inc., 156 Chambers St., New York 7, N. Y.—AA, AR, AF, AT, AC  
 Phoenix Electronics, Inc., Lawrence, Mass.—OA, AC  
 Plastek, Inc., 18 Beech St., E. Port Chester, Conn.—AT, AC, MA, OA  
 Porcelain Products, Inc., P. O. Box 300, Findlay, Ohio—AC, IA  
 Precision Plastic Products, Inc., 628 W. Lake St., Chicago 6, Ill.—AT  
 Premax Products Div., Chisholm-Ryder Co., Inc., Highland & College Aves., Niagara Falls, N. Y.—AA, AR, AF, AT, AC, IA, MA, OA  
 Printup Antenna Co., 8543 Glencoe Circle, Milwaukee, Wisc.—AF, AT  
 Products Engineering Co., 4743 No. B'way, Chicago, Ill.—AC  
 Progress Mfg. Co., 2165 Morris Ave., Union, N. J.—OA  
 Public Operating Corp., 100 W. 42nd St., New York 18, N. Y.—AT, MA  
 Rad-El-Co Mfg. Co., 6300 Euclid Ave., Cleveland 3, Ohio—AR, AF, AT

# Service & Sound

Radiart Corp., 3571 W. 62nd St., Cleveland 2, Ohio—AA, AR, AF, AT, AC, IA, MA, RA  
 Radio Corp. of America, RCA Victor Div., Front & Cooper Sts., Camden, N. J.—AF, AT, AC, MA, OA  
 Radio Corp. of America, Tube Dept., 415 So. 5th St., Harrison, N. J.—AF, AT, AC, MA, OA  
 Radio Craftsmen, Inc., 1617 S. Michigan Ave., Chicago 16, Ill.—AT, AF  
 Radio Merchandise Sales, Inc., 550 Westchester Ave., New York 55, N. Y.—AT, AC, IA, MA, OA  
 Radion Corp., 1137 Milwaukee Ave., Chicago 22, Ill.—AA, AF, AT  
 Radio Tube Merchandising Co., 508 Clifford St., Flint, Mich.—AT, IA, MA, AC  
 Ramsey Tower Co., P. O. Box 45, Ramsey, Ill.—TA  
 Rauland Corp., 4245 N. Knox Ave., Chicago 41, Ill.—AT  
 Raytron, 331 Summit, Toledo, Ohio—AT, AC, MA, OA  
 Rostan Corp., 202 E. 44th St., New York 17, N. Y.—TA  
 Safe Flight Instrument Co., Techni-Vision Div., 21 Russell St., White Plains, N. Y.—AF, AT, IA, MA  
 S/C Laboratories, Inc., 37 George St., Newark 5, N. J.—AF, AT, AC, MA, OA  
 Schott Co., Walter L., 9306 Santa Monica Blvd., Beverly Hills, Calif.—AF, AT, AC, IA, MA, OA  
 Sewell, Inc., Norman M., Susquehanna Ave. & Derisline, Landale, Pa.—AT  
 Shore Engineering, Inc., P. O. Box 325, Long Branch, N. J.—AF, AT, AC, IA, MA, OA, TA  
 Shure-Antenna Mount, Inc., 266 Sea Cliff Ave., Sea Cliff, N. Y.—AT, OA  
 Smith, Inc., Herman H., 405 44th St., Brooklyn 20, N. Y.—AC, IA, OA  
 Snyder Mfg. Co., 22nd & Ontario Sts., Philadelphia 40, Pa.—AA, AR, AF, AT, AC, MA, OA  
 South River Metal Products Co., South River, N. J.—MA  
 Spiriting Products Co., 64 Grand St., New York, N. Y.—AT  
 Square Root Mfg. Co., 901 Nepperhan Ave., Yonkers 3, N. Y.—AL, AT  
 Stanwyck Winding Co., 104 So. Lander St., Newburgh 17, N. Y.—AL  
 Star Expansion Products Co., 147 Cedar St., New York 6, N. Y.—AC  
 Symphony Radio & Television Corp., 825 W. Pico Blvd., Los Angeles 15, Calif.—AT  
 Technical Appliance Corp., Sherburne, N. Y.—AA, AF, AT, AC, IA, MA, OA  
 Tel-A-Ray Mfg. Co., 20800 St. Clair Ave., Cleveland 23, Ohio—AF, AT  
 Telcite Television Corp., Carleton Ave., E. Islip, N. Y.—AL, AC  
 Telco Mfg. Co., New Castle, Pa.—TA  
 Telematic Industries, Inc., 32 Wyckoff St., Bklyn. 2, N. Y.—AT  
 Tele-Steel Towers, P. O. Box 21, Normandy 21, Mo.—TA  
 Television Equipment Corp., 238 William St., New York 7, N. Y.—AC, IA  
 Television Laboratories, Inc., 1408 Wilmington Ave., New Castle, Pa.—AT, AC  
 Television Laboratories, Inc., 542 Parkside Ave., Chicago 44, Ill.—AC  
 Televue Corp. of America, 339 Laurel Ave., Lakewood, N. J.—RA  
 Telrex, Inc., Rutherford Ave. & Route 35, Ashbury Park, N. J.—AC, AF, AT, MA  
 TELVISION Laboratories, Inc., 542 N. Parkside Ave., Chicago 44, Ill.—AT  
 Towers Corp., 3332 E. 55th St., Cleveland 4, Ohio—AC, MA, OA, TA  
 Transvision, Inc., 480 North Ave., New Rochelle, N. Y.—AF, AT, AC, IA, OA, MA  
 Tricraft Products Co., 1535 N. Ashland Ave., Chicago, Ill.—AA, AF, AT  
 Trio Mfg. Co., Griggsville 1, Ill.—AF, AT, AL, AC, IA, MA, OA  
 T-V Products Co., 152 Sandford St., Brooklyn 5, N. Y.—AT, AC, IA, MA, OA  
 Universal Products Co., Rt. 3, Box 178, Racine, Wisc.—MA, TA  
 Veri-Best Television Products, Inc., 233 Spring St., New York 13, N. Y.—AF, AT, AL, AC, IA, MA, OA, RA, TA  
 Vertrod Corp., 17 William Ave., Brooklyn, N. Y.—AT  
 Video Television Mfg. Div. Oakridge Antenna Co., 239 E. 127th St., New York 35, N. Y.—AA, AF, AT, AL, AC, IA, MA, OA  
 Wabash Mfg. Co., 2318 S. Western Ave., Chicago 8, Ill.—AT, AF  
 Walco Products, Inc., 60 Franklin St., E. Orange, N. J.—AT, AC, MA, OA, RA, TA  
 (Continued on next page)

## Service & Sound (Continued)

Ward Products Corp., 1523 E. 45th St., Cleveland 3, Ohio—AA, AR, AF, AT, AC, IA, MA, OA  
 Warren Mfg. Co., Inc., 461 Main St., E. Haven, Conn.—AF, AT, AC, IA, OA  
 Welin Div., Continental Copper & Steel Industries, Perth Amboy, N. J.—AT  
 Western Coil & Electrical Co., 215 State St., Racine, Wisc.—AC, IA, MA, OA, TA  
 Wincharger Corp., E. 7th & Division, Sioux City, Iowa—MA, OA, TA  
 Wind Turbine Co., E. Market St. & Pennsylvania R. R., West Chester, Pa.—AF, MA, OA, TA  
 Workshop Associates, 66 Needham St., Newton Highlands 61, Mass.—AT, AF, AC, IA, MA, OA, RA  
 Zenith Radio Corp., 6001 W. Dickens Ave., Chicago, Ill.—AF, AT

### (5) Batteries

Batteries, dry (portable radio) . . . . . **BD**  
 Batteries, farm radio . . . . . **BF**  
 Batteries, flashlight . . . . . **BL**  
 Batteries, hearing aid . . . . . **BH**  
 Batteries, ignition . . . . . **BI**  
 Batteries, storage, gen'l purpose . . . . . **BG**  
 Batteries, storage, portable radio . . . . . **BP**

Acme Battery Corp., 59 Pearl St., Brooklyn 1, N. Y.—FL  
 Bond Electric Corp., Div. Olin Industries, Inc., New Haven 4, Conn.—BD, BF, BL, BH, BI  
 Bowers Battery & Spark Plug Co., Box 1262, Reading, Pa.—BI, BG  
 Bright Star Battery Co., 200 Crooks Ave., Clifton, N. J.—BD, BF, BL  
 Burgess Battery Co., Freeport, Ill.—BD, BF, BL, BH, BI  
 National Carbon Co., Inc., 30 E. 42nd St., New York 17, N. Y.—BD, BF, BL, BH, BI  
 National Union Radio Corp., 350 Scotland Road, Orange, N. J.—BD, BF, BL  
 Olin Industries, Inc., Electrical Div., New Haven 4, Conn.—BD, BF, BL, BH, BI  
 Philco Corp., Accessory Div., Tioga and C Sts., Philadelphia, Pa.—BD, BF, BL  
 Radio Corp. of America, RCA Victor Div., Front & Cooper Sts., Camden, N. J.—BD, BF, BL, BI  
 Radio Corp. of America, Tube Dept., 415 S. 5th St., Harrison, N. J.—BD, BF, BL, BI  
 Ray-O-Vac Co., 212 E. Washington Ave., Madison 10, Wisc.—BD, BF, BL, BI  
 Silvercell Corp., 227 W. 77th St., New York 24, N. Y.—BD, BF, BL, BH, BI, BG, BP  
 Telex, Inc., Telex Park, Minneapolis 1, Minn.—BH  
 U. S. Electric Mfg. Corp., 222 W. 14th St., New York, N. Y.—BD  
 Vitamite Co., 227 W. 64th St., New York 23, N. Y.—RH, BG, BP  
 Willard Storage Battery Co., 246 E. 131st St., Cleveland, Ohio—BD  
 Winchester Repeating Arms, Div. Olin Industries, Inc., New Haven 4, Conn.—BD, BF, BL, BH, BI

### (6) Books & Data, Service

Arco Publishing Co., 480 Lexington Ave., New York, N. Y.  
 Boland & Boyce, 460 Bloomfield Ave., Montclair, N. J.  
 Caldwell-Clements, Inc., 480 Lexington Avenue, New York, N. Y.  
 Clarkston Corp., 11927 W. Pico Blvd., Los Angeles 34, Calif.  
 General Electric Company, Electronics Park, Syracuse, N. Y.  
 Macmillan Co., 60 Fifth Ave., New York 11, N. Y.  
 Mallory & Co., Inc., P. R., 3029 E. Washington St., Indianapolis 6, Ind.  
 Microcircuits Co., New Buffalo, Mich.  
 Murray Hill Books, Inc., 232 Madison Ave., New York 16, N. Y.  
 National Union Radio Corp., 350 Scotland Road, Orange, N. J.  
 Nelda Publications, Inc., 855 Ave. of the Americas, New York 1, N. Y.  
 Oelrich Publications, 4135 N. Lawler Ave., Chicago, Ill.  
 Philco Corp., Tioga & C Sts., Philadelphia, Pa.  
 Prentice-Hall, Inc., 70 Fifth Ave., New York 11, N. Y.  
 Radio Corp. of America, RCA Victor Div., Front & Cooper Sts., Camden, N. J.  
 Radio Corp. of America, Tube Dept., 415 So. 5th St., Harrison, N. J.  
 Rider Publisher, Inc., John F., 480 Canal St., New York 13, N. Y.  
 Sams & Co., Inc., Howard W., 955 N. Rural St., Indianapolis 1, Ind.  
 Standard Register Co., Albany & Campbell Sts., Dayton 1, Ohio  
 Supreme Publications, 3727 W. 13th St., Chicago 23, Ill.  
 Sylvania Electric Products Inc., 500 5th Ave., New York 18, N. Y.  
 Tech-Master Products Co., 443 Broadway, New York 13, N. Y.  
 Technical Advertising Associates, Cheltenham, Pa.  
 Transvision, Inc., 460 North Ave., New Rochelle, N. Y.  
 Van Nostrand Co., Inc., D., 250 Fourth Ave., New York 3, N. Y.  
 Wiley & Sons, John, 440 4th Ave., New York, N. Y.

### (7) Boosters, Filters, Lenses

Boosters, TV . . . . . **BO**  
 Filters, Optical, TV . . . . . **FI**  
 Lenses, magnifying TV . . . . . **LE**

Aberdeen Auto Parts, Box 283, Aberdeen, Md.—FI  
 Aero Needle Co., 619 N. Michigan Ave., Chicago, Ill.—LE  
 Aim Industries, 41 Union Square, New York 3, N. Y.—LE  
 Alphabest Products Co., 181 Navy St., Brooklyn, N. Y.—LE  
 Anchor Radio Corp., 2115 S. St. Louis Ave., Chicago 23, Ill.—BO  
 Astatic Corp., Harbor & Jackson Sts., Conneaut, Ohio—BO  
 Atlas Sound Corp., 1449 39th St., Brooklyn 18, N. Y.—LE  
 Bowers Battery & Spark Plug Co., Box 1262, Reading, Pa.—BO  
 Bud Radio, Inc., 2118 E. 55th St., Cleveland 3, Ohio—BO  
 Celomat Corp., 521 W. 23rd St., New York, N. Y.—FI, LE  
 Coastwise Electronics Co., Inc., 130 No. Beaudry, Los Angeles 12, Calif.—BO  
 Courmand & Co., E. L., 3835 Ninth Ave., New York 34, N. Y.—FI, LE  
 C & R Plastics Co., 251 Fourth Ave., Brooklyn, N. Y.—LE  
 Celutone Co., 23 East 26th St., N. Y. 10, N. Y.—FI  
 Clarkstan Corp., 11927 W. Pico Blvd., Los Angeles 34, Calif.—LE  
 Croasdale & de Angelis, Inc., Lenni Mills, Pa.—LE  
 Crystal Devices Co., Inc., 50 Mill Road, Freeport, N. Y.—BO  
 CrystalX Corp., West Lenni Rd., Lenni Mills, Pa.—LE  
 Deitz Miracle Lens Co., 141 President St., Passaic, N. J.—LE  
 Duotone Co., Inc., 799 Broadway, N. Y. 3, N. Y.—FI, LE  
 Durable Formed Products, 6 Greene St., New York 13, N. Y.—FI, LE  
 Durst Mfg. Co., 11100 Cumpston St., No. Hollywood, Calif.—FI  
 Electro-Steel Prod., Inc., 112 N. 7th St., Philadelphia 6, Pa.—FI, LE  
 Federal Television Corp., 137 Duane St., New York 13, N. Y.—BO  
 Filter Engineering Co., 945 W. George St., Chicago 14, Ill.—BO  
 Flexon Products Corp., 249 W. 34th St., New York, N. Y.—FI  
 General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—FI  
 House of Television, 601 W. 26th St., New York 1, N. Y.—FI, LE  
 Hunton Plastics Co., 178 S. Van Brunt St., Englewood 1, N. J.—FI, LE  
 Industrial Development Engineering Associates, Inc., 55 N. New Jersey St., Indianapolis 1, Ind.—BO  
 Industrial Products Suppliers, 434 Broadway, New York 13, N. Y.—FI  
 Inland Plastics of America, 20 W. 30th St., New York, N. Y.—FI, LE  
 Insuline Corp. of America, 3602 35th Ave., Long Island City 1, N. Y.—FI  
 Jerrold Electronics, 121 N. Broad St., Philadelphia 7, Pa.—BO  
 JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 25, N. Y.—BO, FI  
 Liquid Lens Corp., 77-17 Parsons Blvd., Flushing, N. Y.—LE  
 Lyman Electronic Corp., 12 Cass St., Springfield 4, Mass.—BO  
 Marvel-Lens Industries, Malvern, Pa.—LE  
 Mattison Television & Radio Corp., 220 Fifth Ave., New York 1, N. Y.—LE  
 Molded Insulation Co., 335 E. Price St., Philadelphia 44, Pa.—LE  
 National Co., Inc., 61 Sherman St., Malden, Mass.—BO  
 Northside Sales Co., 337 E. Price St., Philadelphia, Pa.—LE  
 Optigen, Inc., 322 E. 39th St., New York 16, N. Y.—FI, LE  
 Orthon Corp., 196 Albion Ave., Paterson 2, N. J.—BO  
 Paragon Plastic Corp., 515 W. 29th St., New York 1, N. Y.—FI, LE  
 Philco Corp., Accessories Div., Tioga & C Sts., Philadelphia, Pa.—BO  
 Pioneer Scientific Corp., 295 Lafayette St., New York 12, N. Y.—FI  
 Plasteck, Inc., 18 Beech St., E. Port Chester, Conn.—LE  
 Plus Television Filter Co., 1154 Stratford Ave., New York 59, N. Y.—FI  
 Precision Electronics, Inc., 641 Milwaukee Ave., Chicago 22, Ill.—BO  
 Precision Plastic Products, Inc., 628 W. Lake St., Chicago 6, Ill.—BO, FI, LE  
 Radio Corp. of America, RCA Victor Div., Front & Cooper Sts., Camden, N. J.—LE  
 Radio Corp. of America, Tube Dept., 415 So. 5th St., Harrison, N. J.—LE  
 Radio Materials Corp., 1708 W. Belmont Ave., Chicago 13, Ill.—BO  
 Radio Merchandise Sales, Inc., 550 Westchester Ave., New York 55, N. Y.—BO, FI, LE  
 Silver Co., McMurdo, 1240 Main St., Hartford, Conn.—BO  
 Simson Mfg. Co., Inc., Mark, 32-28 49th St., Long Island City 3, N. Y.—BO

Tech-Master Products Co., 443 Broadway, New York 13, N. Y.—BO  
 Tee Vee Lens Co., 2800 Limekiln Pike, North Hills, Pa.—FI, LE  
 Telcite Television Corp., Carleton Ave., E. Islip, L. I., N. Y.—BO  
 Television Accessories & Products, 6145 W. Century Blvd., Los Angeles, Calif.—LE  
 Television Filter Co., 225 W. 34th St., New York 1, N. Y.—FI  
 TELEVISION Laboratories, Inc., 542 N. Parkside Ave., Chicago 44, Ill.—FI  
 Thall Plastic Eng'g. Co., 155 Chambers St., New York 7, N. Y.—FI, LE  
 Transmira Products Corp., 1650 Broadway, New York 19, N. Y.—FI  
 Transvision, Inc., 460 North Ave., New Rochelle, N. Y.—BO, FI, LE  
 Walco Products, Inc., 60 Franklin St., E. Orange, N. J.—BO, FI, LE  
 Warren Mfg. Co., Inc., 461 Main St., E. Haven, Conn.—BO, LE  
 Willson Magazine Camera Co., 6022 Media St., Philadelphia 31, Pa.—LE

### (8) Cabinets & Cases

Cabinets, plastic, radio, TV . . . . . **CP**  
 Cabinets, wood, radio, TV . . . . . **CW**  
 Cases, phonograph . . . . . **PC**  
 Cases, portable radio . . . . . **RC**  
 Tables, television . . . . . **T**

Acro Wood Products, 47 Watkins St., Brooklyn 12, N. Y.—CW  
 Alphabest Products Corp., 181 Navy St., Brooklyn 1, N. Y.—CP  
 American Communications Corp., 306 Broadway, New York, N. Y.—CW  
 A. & M. Woodcraft, Inc., 419 W. 49th St., New York 19, N. Y.—CW  
 Bogen Co., Inc., David, 663 Broadway, New York 12, N. Y.—CW, PC  
 B. R. Z. Cabinet Co., Inc., 6 Varet St., Brooklyn 6, N. Y.—CW  
 Cameron-Craft, 959 32nd St., Oakland 8, Calif.—CW, PC  
 Colortone Co., 1720 Mishawaka Ave., South Bend 15, Ind.—CW  
 Crescent Industries, Inc., 4132 W. Belmont Ave., Chicago 41, Ill.—PC  
 Daleo Enterprises, 752 E. 137th St., New York, N. Y.—CW  
 Electronic Creations Co., Inc., 367 Greenwich St., New York 13, N. Y.—PC  
 Electro-Vision Industries Div., H. D. Campbell Co., Rochelle, Ill.—CW  
 Ellar Woodcraft Corp., 431 W. 23th St., New York, N. Y.—CW  
 Ellis Mfg. Co., 130 W. 3rd St., New York, N. Y.—T  
 Freeman Electronic Sales Organization, 114 Central Ave., Newark 2, N. J.—CW  
 General Electric Co., Electronics Park, Syracuse, N. Y.—CW  
 General Industries Co., Olive & Taylor Sts., Elyria, Ohio—CP  
 Gordon, Louis, 71 Warren St., Paterson 4, N. J.—CW  
 Hobbs, Guy, Dallastown, Pa.—T  
 Illinois Wood Products Corp., 1656 N. Besly Court, Chicago 22, Ill.—CW, PC, RC, T  
 Inland Plastics of America, 20 W. 30th St., New York, N. Y.—CP  
 Insuline Corp. of America, 3602 35th Ave., Long Island City 1, N. Y.—PC  
 Jensen Mfg. Co., Div. of The Muter Co., 6601 S. Laramie Ave., Chicago 38, Ill.—CW  
 Krenco Mfg. Co., 231 S. La Salle St., Chicago 4, Ill.—T  
 Lyman Electronic Corp., 12 Cass St., Springfield 4, Mass.—CP  
 Mattison Television & Radio Corp., 220 Fifth Ave., New York 1, N. Y.—CP  
 Millcraft, Inc., 1510 W. 29th St., Kansas City 8, Mo.—CW  
 Mississippi Products Inc., Box 492, Jackson, Miss.—CW, T  
 Modern-Aire Mfg. Corp., 4436 W. Roosevelt Rd., Chicago 24, Ill.—T  
 Molded Insulation Co., 335 E. Price St., Philadelphia 44, Pa.—CP  
 Nemes Furniture Factory, 2631 Lehmann Ct., Chicago 14, Ill.—CW  
 Omara Furniture Mfg. Co., 2141 W. Hubbard St., Chicago 12, Ill.—T  
 Orthon Corp., 196 Albion Ave., Paterson 2, N. J.—CW, PC  
 Pentron Corp., 611 W. Division St., Chicago 10, Ill.—CW, PC, RC  
 Philco Corp., C & Tioga Sts., Philadelphia, Pa.—CP, CW  
 Precision Plastic Products, Inc., 628 W. Lake St., Chicago 6, Ill.—CP, PC, RC  
 Radio Merchandise Sales, Inc., 550 W. Chester Ave., New York 55, N. Y.—CW, PC  
 Sateen Products Co., Inc., 266 47th St., Brooklyn 20, N. Y.—CW  
 Scott Industries, Inc., 52 So. 11th St., Brooklyn 11, N. Y.—CW, PC, RC, T  
 Sound Engineering Laboratories, 2325 Madison Ave., Toledo 2, Ohio—PC  
 Steiner Products, 317 Sherman St., Chicago 4, Ill.—CW  
 Star Products Co., 611 W. Division St., Chicago 10, Ill.—CW, PC, RC

## Service & Sound (Continued)

Symphony Radio & Television Corp., 825 W. Pico Blvd., Los Angeles 15, Calif.—CW  
 Table Corp. of America, Cheltenham, Pa.—T  
 Tech-Master Products Co., 443 Broadway, New York 13, N. Y.—CW  
 Templeone Radio Mfg. Corp., New London, Conn.—CW  
 Tonk Mfg. Co., 1912 N. Magnolia Ave., Chicago, Ill.—T  
 Topping Radio Co., 60 Benton Ave., San Francisco, Calif.—CW  
 Transvision, Inc., 460 North Ave., New Rochelle, N. Y.—CW  
 Universal Woodcrafters, Inc., State & Tyler Sts., La Porte, Ind.—T  
 Vermont American Furniture Corp., 45 John St., New York 7, N. Y.—CW, T  
 Vibracoe Corp., 425 Bush St., San Francisco 8, Calif.—CW  
 Video Television Co., Inc., 239 E. 127th St., New York 35, N. Y.—T  
 Wolff Woodcraft Corp., Robert, 1125 Union Ave., Bronx 59, N. Y.—CW  
 Wright, Inc., 2233 University Ave., St. Paul W4, Minn.—CW

### (9) Coils and Transformers

**Chokes, AF** . . . . . CA  
**Chokes, power filter** . . . . . CF  
**Chokes, RF** . . . . . CR  
**Coils, RF, IF, & Oscillator** . . . . . CT  
**Coils, magnetic deflection & focus for CRT** . . . . . CM  
**Coils, peaking** . . . . . CP  
**Coils, speaker voice** . . . . . CS  
**Fields, speaker** . . . . . FS  
**Transformers, audio** . . . . . TA  
**Transformers, high voltage (TV)** . . . . . TH  
**Transformers, power** . . . . . TP  
**Transformers, RF, IF, & Oscillator** . . . . . TO  
**Transformers, Voltage regulator** . . . . . TV  
**Traps & Filters, Radio and/or TV interference elimination** . . . . . TF

Acme Electric Corp., 401 Water St., Cuba, N. Y.—CA, CR, TA, TH, TP, TO, TV  
 Acro Products Co., 5328 Baltimore Ave., Philadelphia 43, Pa.—CA, CF, TA, TH, TP  
 Aerolite Electronic Hardware Corp., 24 Cliff St., Jersey City 6, N. J.—CR, CT, CP, TO, TF  
 Airdesign, Inc., 10 E. 52nd St., New York 22, N. Y.—CA, CF, CR, CT, CP, TA, TP, TF  
 Alliance Mfg. Co., Lake Park Blvd., Alliance, Ohio—CM  
 Altec Lansing Corp., 1161 N. Vine St., Hollywood 38, Calif.—CS  
 American Television & Radio Co., 300 E. 4th St., St. Paul 1, Minn.—CF, TP  
 Amplifier Corp. of America, 398 Broadway, New York 13, N. Y.—CA, TA, TP  
 Atlas Condenser Products Co., Inc., 548 Westchester Ave., New York 55, N. Y.—TO  
 Audio Development Co., 2833 13th Ave., So., Minneapolis 8, Minn.—CA, CF, TA, TH, TP  
 Barker & Williamson, Inc., 237 Fairfield Ave., Upper Darby, Pa.—CT  
 Bell Sound Systems, Inc., 555 Marion Road, Columbus 7, Ohio—PR  
 Bogen Co., Inc., David, 663 Broadway, New York 12, N. Y.—TA, TP  
 Bud Radio, Inc., 2118 E. 55th St., Cleveland 3, Ohio—CR, CT, TF  
 C. B. Mfg. Co., 412 W. 37th St., New York, N. Y.—CT  
 Chicago Transformer, Div. Essex Wire Corp., 3501 Addison St., Chicago 18, Ill.—CA, CF, TA, TH, TP, TF  
 Clarkstan Corp., 11927 W. Pico Blvd., Los Angeles 34, Calif.—TA  
 Clarostat Mfg. Co., Inc., Washington St., Dover, N. H.—CR  
 Cleveland Electronics, Inc., 6611 Euclid Ave., Cleveland 3, Ohio—CS, FS  
 Crystal Devices Co., Inc., 50 Mill Road, Freeport, N. Y.—TF  
 Custom Craft Mfg. Co., 256 E. 98th St., Brooklyn 12, N. Y.—TF  
 Dayco Radio Corp., 915 Valley St., Dayton 4, Ohio—TP  
 D & M Mfg. Co., 434 Lincoln Ave., Midland Park, N. J.—CA, CF, TA, TP  
 Dormitzer Electric & Mfg. Corp., 782 Commonwealth Ave., Boston 15, Mass.—CA, CF, TA, TH, TP  
 Durst Mfg. Co., 11100 Cumpston St., No. Hollywood, Calif.—TF  
 DX Radio Products Co., 2304 W. Armitage Ave., Chicago 47, Ill.—CM, TH  
 Electrical Reactance Corp., Elm St., Franklinville, N. Y.—CR  
 Electronic Indicator Corp., 53 Wyckoff St., Brooklyn 2, N. Y.—CR, CT  
 Empire Coil Co., Inc., 238 Huguenot St., New Rochelle, N. Y.—CM, TP  
 Etraco Mfg. Co., Inc., Woods Church Road, Flemington, N. J.—TA, TH, TP, TV  
 Federal Telephone & Radio Corp., 900 Passaic Ave., Newark, N. J.—TA, TH, TP  
 Freed Transformer Co., Inc., 1718-36 Weirfield St., Brooklyn 27, N. Y.—CA, CF, TA, TH, TP, TF  
 General Electric Co., Electronics Park, Syracuse, N. Y.—CA, CF, CR, CT, CM, TO

General Transformer Corp., 4321 North Knox Ave., Chicago 41, Ill.—TP, TV  
 Guardian Electric Mfg. Co., 1621 W. Walnut St., Chicago 12, Ill.—CM  
 Halldorson Co., 4500 Ravenswood, Chicago 40, Ill.—CF, TA, TH, TP, TV  
 Hammarlund Mfg. Co., Inc., 460 W. 34th St., New York 1, N. Y.—TO  
 Hillburn Electronic Products Co., 55 Nassau Ave., Brooklyn 22, N. Y.—CR, CT, CM, CP, TH, TO, TF  
 House of Television, 601 W. 26th St., New York 1, N. Y.—TF  
 Illinois Transformer Co., 412 So. Green St., Chicago 7, Ill.—CA, CF, FS, TA, TP, TV  
 Insuline Corp. of America, 3602 35th Ave., Long Island City 1, N. Y.—CR, TF  
 Islip Radio Mfg. Corp., Beech St., Islip, N. Y.—CF, TA, TH, TP  
 Jensen Mfg. Co., Div. of The Muter Co., 6601 S. Laramie Ave., Chicago 38, Ill.—TA  
 JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 25, N. Y.—TP, TV  
 Kenyon Transformer Co., Inc., 840 Barry St., Bronx 59, N. Y.—CA, CF, TA, TH, TP  
 Leece-Neville Co., 5109 Hamilton Ave., Cleveland 14, Ohio—TP  
 Mallory & Co., Inc., P. R., 3029 E. Washington St., Indianapolis 6, Ind.—CR, TF  
 Meissner Mfg. Div., Maguire Industries, Inc., 7th & Belmont Sts., Mt. Carmel, Ill.—CT, TF  
 Merit Coil & Transformer Corp., 4427 N. Clark St., Chicago 40, Ill.—CA, CF, TA, TH, TP, TO  
 Mid-West Coil & Transformer Co., 1642 N. Halsted St., Chicago 14, Ill.—CA, CF, TA, TP, TV  
 Miller Co., J. W., 5917 S. Main St., Los Angeles 3, Calif.—CR, CT, TO, TF  
 Muter Co., 1255 So. Michigan Ave., Chicago 5, Ill.—CA, CR, CT, CM, CP, CS, FS, TO, TF  
 National Co., Inc., 61 Sherman St., Malden 48, Mass.—CA, CF, CR, CT, CM, CP, TA, TH, TP, TO  
 Network Mfg. Corp., 213 W. Fifth St., Bayonne 7, N. J.—TF  
 New York Transformer Co., Inc., Third Ave., Alpha, N. J.—CA, TA, CT  
 North American Philips Co., Inc., 100 E. 42nd St., New York 17, N. Y.—CM, TV  
 Ohmite Mfg. Co., 4835 W. Flournoy St., Chicago 44, Ill.—CF, CR  
 Orthon Corp., 196 Albion Ave., Paterson 2, N. J.—TF  
 Otis Radio & Elec. Corp., 918 Central Ave., Hawarden, Iowa—CA, CR, CT, CM, CP, TO  
 Peerless Electrical Products Div. Altec Lansing Corp., 1161 N. Vine St., Hollywood 38, Calif.—CA, CF, TA, TH, TP  
 Permoflux Corp., 4900 W. Grand Ave., Chicago 39, Ill.—CA, TA  
 Philco Corporation, Accessory Div., Tioga and C Streets, Philadelphia, Pa.—CA, CF, CR, CT, CM, CP, TA, TH, TP, TO, TF  
 Precision Electronics, Inc., 641 Milwaukee Ave., Chicago 22, Ill.—TF  
 Radio Components, Inc., 28 N. Halsted St., Chicago 6, Ill.—TA, TP  
 Radio Corp. of America, Tube Dept., 415 So. 5th St., Harrison, N. J.—CA, CF, CR, CT, CM, CP, CS, FS, TA, TH, TP, TO, TF  
 Radio Corp. of America, RCA Victor Division, Front & Cooper Sts., Camden, N. J.—CT, CM, CP, TA, TH, TP, TO, TF  
 Radio Speakers, Inc., 221 E. Cullerton St., Chicago 16, Ill.—CS, CM  
 R. E. F. Electronic Corp., 4509 White Plains Rd., Bronx 66, N. Y.—CR, CT, CM, CP, TO  
 Remington Radio Corp., 80 Main St., White Plains, N. Y.—CW  
 Shalldross Mfg. Co., Jackson & Pusey Aves., Collingdale, Pa.—CR  
 Shure Bros., Inc., 225 W. Huron St., Chicago 10, Ill.—TA  
 Siekles Co., F. W., Sub. of General Instrument Corp., P. O. Box 330, Chicopee, Mass.—CT, CM, TH, CR  
 SNC Mfg. Co., Inc., P. O. Box 277, Oshkosh, Wis.—CA, CF, TA, TH, TP, TV, TF  
 Sola Electric Co., 4633 W. 16th St., Chicago—TV  
 Standard Electrical Products Co., 402 E. First St., Dayton 2, Ohio—CA, CF, CR, CM, TA, TH, TP, TV  
 Standard Transformer Corp., Elston, Kedzie & Addison, Chicago 18, Ill.—CA, CF, CM, TA, TH, TP, TV  
 Stanwyck Winding Co., 104 So. Lander St., Newburgh 17, N. Y.—CR, CT, CP, TH, TO, TF  
 Super Electric Products Co., 1057 Summit Ave., Jersey City, N. J.—CA, CF, CR, CT, CP, TA, TH, TP, TO, TF  
 Superior Electric Co., Bristol, Conn.—TP  
 Telcite Television Corp., Carleton Ave., E. Islip, L. I., N. Y.—CT, TF  
 Telectron Co., 4019 Prospect Ave., Cleveland 3, Ohio—CT, CM, TH, TO  
 Telex, Inc., Telex Park, Minneapolis—CA, TA  
 Television Laboratories, Inc., 542 N. Parkside Ave., Chicago 44, Ill.—CM  
 Thordarson Elec. Mfg. Div., Maguire Industries, Inc., 500 W. Huron St., Chicago 10, Ill.—CA, CF, CP, TA, TH, TP, TV, TF  
 Transvision, Inc., 460 North Ave., New Rochelle, N. Y.—CA, CR, CT, CM, CP, TA, TH, TP, TO, TF  
 Triwee Transformer Co., 3261 Milwaukee, Chicago 18, Ill.—CA, TA, TH, TP  
 United Transformer Co., 150 Varick St., New York 13, N. Y.—CA, CF, TA, TH, TP, TV  
 Utah, Inc., 1123 E. Franklin St., Huntington, Ind.—CS, FS, TA

Walco Products, Inc., 60 Franklin St., E. Orange, N. J.—TF  
 Waldom Electronics, Inc., 911 N. Larrabee St., Chicago 10, Ill.—CS, FS  
 Wheeler Insulated Wire Co., Inc., 150 E. Aurora St., Waterbury 91, Conn.—CA, CF, CM, TA, TP

### (10) Condensers

**Capacitors, fixed, ceramic** . . . . . CC  
**Capacitors, fixed, dry electrolytic** . . . . . CD  
**Capacitors, fixed, wet electrolytic** . . . . . CW  
**Capacitors, fixed, mica** . . . . . CM  
**Capacitors, fixed, paper** . . . . . CP  
**Capacitors, variable, trimmer:**  
     **air trimmer** . . . . . CA  
     **Capacitors, variable, trimmer: mica** . . . . . CR  
**Capacitors, variable, tuning** . . . . . CT  
**Filters, line noise** . . . . . FL

Aerolite Electronic Hardware Corp., 24 Cliff St., Jersey City 6, N. J.—FL  
 Aerovox Corp., 740 Belleville Ave., New Bedford, Mass.—CD, CM, CP, FL  
 American Condenser Co., 4410 N. Ravenswood Ave., Chicago 40, Ill.—CW, CD  
 American Radionic Co., Inc., 72 Rockwell Pl., Brooklyn 17, N. Y.—CP, FL  
 Approved Electronic Instrument Corp., 142 Liberty St., New York 6, N. Y.—CT  
 Atlas Condenser Products Co., Inc., 548 Westchester Ave., New York 55, N. Y.—FL  
 Bud Radio, Inc., 2118 E. 55th St., Cleveland 3, Ohio—CA, CT  
 Cage Projects, Inc., 393 Grove St., Upper Montclair, N. J.—CO  
 Centralab Div. of Globe-Union, Inc., 900 E. Keefe Ave., Milwaukee 1, Wisc.—CC, CA  
 Chicago Condenser Corp., 3255 W. Armitage Ave., Chicago 47, Ill.—CP  
 Condenser Products Co., 1375 No. Branch St., Chicago 22, Ill.—CC  
 Continental Carbon, Inc., 13900 Lorain Ave., Cleveland 11, Ohio—CP, FL  
 Cornell-Dubilier Electric Corp., S. Plainfield, N. J.—CC, CD, CW, CM, CP, FL  
 Cosmic Radio Corp., 699 E. 135th St., N. Y., N. Y.—CP, CD  
 Crown Capacitor Co., Minot and Depot Sts., Wrentham, Mass.—CP, FL  
 Delson Mfg. Co., 126 11th Ave., N. Y. 11, N. Y.—FL  
 Deutschmann Corp., Tobe, Canton, Mass.—CP, CT  
 Du Mont Electric, 308 Dyckman St., New York, N. Y.—CP, FL  
 Electrical Reactance Corp., Elm St., Franklinville, N. Y.—CC  
 Erie Resistor Corp., 640 W. 12th St., Erie, Pa.—CC, CM, CA, CR  
 Fast & Co., John E., 3147 N. Pulaski Rd., Chicago 41, Ill.—CD, CP  
 General Electric Co., Electronics Park, Syracuse, N. Y.—FL  
 General Instrument Corp., 829 Newark Ave., Elizabeth 3, N. J.—CT  
 Girard-Hopkins, 1000 40th Ave., Oakland 1, Calif.—CD, CW, CP, FL  
 Goodall Electric Mfg. Co., Osabala, Nebr.—CC, CP  
 Gudeman Co., 361 W. Superior St., Chicago 10, Ill.—CD, CP, FL  
 Hammarlund Mfg. Co., Inc., 460 W. 34th St., New York 1, N. Y.—CA, CT, CM  
 Johnson Co., E. F., Waseco, Minn.—CT  
 Illinois Condenser Co., 1616 N. Throop St., Chicago 22, Ill.—CD  
 Industrial Condenser Corp., 3243 N. California Ave., Chicago 18, Ill.—CD, CP  
 Insuline Corp. of America, 3602 35th Ave., Long Island City 1, N. Y.—CR, FL, CT  
 JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 25, N. Y.—FL  
 Kings Electronics Co., Inc., 811 Lexington Ave., Brooklyn 5, N. Y.—CT  
 Mallory & Co., Inc., P. R., 3029 E. Washington St., Indianapolis 6, Ind.—CC, CD, CM, CP, CA, CR, FL  
 Measurements Corp., Boonton, N. J.—CC, CM, CA, CT  
 Meissner Mfg. Div., Maguire Industries, Inc., 7th & Belmont Sts., Mt. Carmel, Ill.—CA, CR, FL  
 Micamold Radio Corp., 1087 Flushing Ave., Brooklyn 6, N. Y.—CD, CM, CP  
 Millen Mfg. Co., Inc., James, 150 Exchange St., Malden 48, Mass.—CR, CT, FL  
 Miller Co., J. W., 5917 S. Main St., Los Angeles 3, Calif.—FL  
 Molded Insulation Co., 335 E. Price St., Philadelphia 44, Pa.—CT  
 Muter Co., 1255 So. Michigan Ave., Chicago 5, Ill.—CC, FL, CA, CR  
 National Co., Inc., 61 Sherman St., Malden 48, Mass.—CA, CR, CT  
 Network Mfg. Corp., 213 W. Fifth St., Bayonne 7, N. J.—FL  
 Oak Mfg. Co., 1260 Clybourn Ave., Chicago 10, Ill.—CT  
 Philco Corp., Accessory Div., Tioga & C Sts., Philadelphia, Pa.—CC, CD, CW, CM, CP, CA, CR, CT  
 Planet Mfg. Corp., 225 Belleville Ave., Bloomfield, N. J.—CD  
 Pyramid Electric Co., 155 Oxford St., Paterson 2, N. J.—CD, CP, FL

(Continued on next page)

## Service & Sound (Continued)

Radio Components, Inc., 28 N. Halsted St., Chicago 6, Ill.—CD, CM, CP  
 Radio Materials Corp., 1708 W. Belmont Ave., Chicago 13, Ill.—CC  
 Sangamo Electric Co., 11th & Converse, Springfield, Ill.—CD, CM, CP  
 Solar Capacitor Sales Corp., 1445 Hudson Blvd., No. Bergen, N. J.—CD, CW, CM, CP, FL  
 Special Products Co., 9115 Brookville Road, Silver Spring, Md.—CR  
 Sprague Products Co., 89 Marshall St., No. Adams, Mass.—CC, CD, CM, CP, FL  
 Telex, Inc., Telex Park, Minneapolis 1, Minn.—CC  
 Transvision, Inc., 460 North Ave., New Rochelle, N. Y.—CC, CD, CM, CP, CA, CR, CT, CW  
 United Condenser Corp., 337 E. 139th St., New York 54, N. Y.—CC, CP

### (11) Converters

**Converters, (frequency) FM . . . . . CF**  
**Converters (frequency) UHF TV . . . . . CU**

Crystal Devices Co., Inc., 50 Mill Road, Freeport, N. Y.—CF, CU  
 Industrial Development Engineering Associates, Inc., 55 N. New Jersey St., Indianapolis 1, Ind.—CF, CU  
 Orthon Corp., 196 Albion Ave., Paterson 2, N. J.—CU  
 Radio Corp. of America, RCA Victor Division, Front & Cooper Sts., Camden, N. J.—CU  
 Radio Materials Corp., 1708 W. Belmont Ave., Chicago 13, Ill.—CF

### (12) Crystals

**Crystals, frequency control . . . . . CF**  
**Crystals, microphone . . . . . CM**  
**Crystals, phono cartridge . . . . . CP**  
**Crystals, rectifier . . . . . CR**  
**Rectifiers, instrument—see Test Equip.**

American Microphone Co., 370 S. Fair Oaks, Pasadena 1, Calif.—CM, CP  
 Bliley Electric Co., Union Station Bldg., Erie, Pa.—CF  
 Brush Development Co., 3405 Perkins Ave., Cleveland 3, Ohio—CP  
 Crystal Products, Inc., 1519 McGee Trafficway, Kansas City 8, Mo.—CF  
 General Electric Co., Electronics Park, Syracuse, N. Y.—CF, CP, CR  
 Goodall Electric Mfg. Co., Ogallala, Nebr.—CF  
 Philco Corp., Accessory Div., C & Tioga Sts., Philadelphia 34, Pa.—CF, CP, CR  
 Potter Radio Co., 1314 McGee St., Kansas City 6, Mo.—CF  
 Premier Crystal Laboratories, Inc., 78 Seventh Ave., New York 11, N. Y.—CF  
 Radio Corp. of America, Tube Dept., 415 So. 5th St., Harrison, N. J.—CP  
 Radio Corp. of America, RCA Victor Division, Front & Cooper Sts., Camden, N. J.—CP  
 Radio Specialty Mfg. Co., 2023 S. E. 6th Ave., Portland 14, Ore.—CF  
 Scientific Radio Products Co., 738 W. Broadway, Council Bluffs, Iowa—CF  
 Sylvania Electric Products, Inc., 500 Fifth Ave., New York 18, N. Y.—CR  
 Turner Co., 909 17th St., N. E., Cedar Rapids, Iowa—CM  
 Webster Electric Co., 1900 Clark St., Racine, Wis.—CP

### (13) Kits, Construction

**Kits, amplifier . . . . . K**  
**Kits, radio . . . . . KR**  
**Kits, test equipment . . . . . KE**  
**Kits, TV . . . . . KT**

Admiral Corp., 3800 Cortland, Chicago, Ill.—KR, KT  
 Air King Products Co., Inc., 170 53rd St., Brooklyn 32, N. Y.—KR, KT  
 Allied Radio Corp., 833 W. Jackson Blvd., Chicago 7, Ill.—KR  
 Altec Lansing Corp., 1161 No. Vine St., Hollywood 38, Calif.—K  
 Approved Electronic Instrument Corp., 142 Liberty St., New York 6, N. Y.—K, KE, KT  
 Bowers Battery & Spark Plug Co., Box 1262, Reading, Pa.—KT  
 Bradshaw Instruments Co., 42 Flatbush Ave., Brooklyn 17, N. Y.—KR, KE  
 Calbest Engineering & Electronics Co., 828 N. Highland Ave., Hollywood 38, Calif.—KR  
 Central Radio Vision Service, 114 Central Ave., Newark, N. J.—KT  
 Certified Radio Laboratories, 5507 13th Ave., Brooklyn 19, N. Y.—KT  
 Collins Audio Products Co., P. O. Box 368, Westfield, N. J.—KR  
 Coronet Radio & Television Corp., 500 W. 52nd St., New York 19, N. Y.—KR, KT  
 Cortley Television Co., Inc., 15 W. 27th St., New York 11, N. Y.—KT  
 Eanle Electronics, Inc., 88 Walker St., N. Y. 13, N. Y.—KT  
 Electronic Instrument Co., Inc., 276 Newport St., Brooklyn 12, N. Y.—KE  
 Electronic Measurements Corp., 423 Broome St., N. Y. 13, N. Y.—KE

Electro Technical Industries, 1432 N. Broad St., Philadelphia 21, Pa.—KT  
 Espey Mfg. Co., Inc., 528 E. 72nd St., New York 21, N. Y.—KR, KT  
 Fada Radio & Electric Co., Inc., 525 Main St., Belleville, N. J.—KR, KT  
 Feiler Engineering Co., 945 W. George St., Chicago 14, Ill.—K, KR, KE, KT  
 Ferrar Radio & Television Corp., 55 W. 26th St., New York 10, N. Y.—KR  
 General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—KT  
 Greene Mfg. Co., L. Charlton, 9 Eliot St., Watertown 72, Mass.—KT  
 Hallicrafters Co., 4401 W. Fifth Ave., Chicago 24, Ill.—KT  
 Heath Co., 305 Territorial, Benton Harbor, Mich.—KE  
 Major Electronics Co., 1088 Bedford Ave., Brooklyn 5, N. Y.—KR  
 Marion Electrical Instrument Co., 400 Canal St., Manchester, N. H.—KE  
 Mattison Television & Radio Corp., 220 Fifth Ave., New York 1, N. Y.—KR, KT  
 Meissner Mfg. Div., Maguire Industries, Inc., 7th & Belmont Sts., Mt. Carmel, Ill.—KR  
 Miller Co., J. W., 5917 S. Main St., Los Angeles 3, Calif.—KR  
 National Co. Inc., 61 Sherman St., Malden 48, Mass.—KT  
 Orthon Corp., 196 Albion Ave., Paterson 2, N. J.—K, KR, KT  
 Otis Radio & Elec. Corp., 918 Central Ave., Hawarden, Iowa—K  
 Philmore Mfg. Co., Inc., 113 University Place, New York, N. Y.—KT  
 Precision Electronics, Inc., 641 Milwaukee Ave., Chicago 22, Ill.—K, KE  
 Premax Products Div., Chisholm-Ryder Co., Inc., Highland & College Aves., Niagara Falls, N. Y.—KT  
 Radio City Products Co., Inc., 152 W. 25th St., New York 1, N. Y.—KE  
 Radio Craftsmen, Inc., 1617 S. Michigan Ave., Chicago 16, Ill.—KT  
 Radio Kits, Inc., 120 Cedar St., New York 6, N. Y.—K, KR, KE, KT  
 Regal Electronics Corp., 603 W. 130th St., New York, N. Y.—KT  
 Republic Television Co., 7 E. Madison Ave., Dumont, N. J.—KT  
 Shore Engineering, Inc., P. O. Box 325, Long Branch, N. J.—KR, KT  
 Simpson Mfg. Co., Inc., Mark, 32-28 49th St., Long Island City 3, N. Y.—K  
 Snaider Television Corp., 540 Bushwick Ave., Brooklyn 6, N. Y.—KT  
 Sovereign Television Co., 5508 New Utrecht Ave., B'klyn 19, N. Y.—KT  
 Special Products Co., 9115 Brookville Road, Silver Spring, Md.—KE  
 Standard Transformer Corp., Elston, Kedzie & Addison, Chicago 18, Ill.—KR  
 Tech-Master Products Co., 443 Broadway, New York 13, N. Y.—KT  
 Telcrite Television Corp., Carleton Ave., E. Islip, L. I., N. Y.—KT  
 Television Assembly Co., 540 Bushwick Ave., Brooklyn, N. Y.—KT  
 Thordarson Elec. Mfg. Div., Maguire Industries, Inc., 500 W. Huron St., Chicago 10, Ill.—K  
 Transvision, Inc., 460 North Ave., New Rochelle, N. Y.—KT  
 Trylon Radio Labs., 1136 N. American St., Philadelphia 23, Pa.—K, KR, KE, KT  
 Universal General Corp., 305 Canal St., New York 13, N. Y.—K, KR, KE, KT  
 Video Products Corp., 42 West St., Red Bank, N. J.—KT

### (14) Motors, Electric

**Motors, antenna rotating . . . . . M**  
**Motors, generator—see Power Supply**  
**Motors, recording . . . . . MR**  
**Motors, spring wound . . . . . MS**  
**Motors, tuning unit . . . . . MU**  
**Motors, turntable, phono . . . . . MT**

Alliance Mfg. Co., Lake Park Blvd., Alliance, Ohio—M, MS, MR, MT  
 Audio Industries, Michigan City, Ind.—MT  
 Beam Radionics Corp., 3700 Roosevelt Rd., Chicago 24, Ill.—MT  
 Caron Mfg. Co., 741 W. Harrison St., Chicago 7, Ill.—MT  
 Cyclohm Motor Corp., 1251 Mound Ave., Racine, Wis.—M, MR  
 Ecor, Inc., 1501 W. Congress, Chicago 7, Ill.—MR  
 Empire Radio, 125 E. 46th St., New York, N. Y.—MT  
 General Industries Co., Olive & Taylor Sts., Elyria, Ohio—MR, MS, MT  
 General Phonograph Mfg. Co., Putnam, Conn.—MT  
 Jaco Products, 6408 Euclid Ave., Cleveland 3, Ohio—M  
 LaMagna Mfg. Co., 51 Clinton Place, E. Rutherford, N. J.—MT  
 Magnetic Motor Corp., Fox Island Road, Port Chester, N. Y.—M, MR, MU, MT  
 Nicholas Equipment Co., Bellevue, Ohio—M  
 Philco Corp., Accessory Div., C & Tioga Sts., Philadelphia 34, Pa.—MU, MT  
 Radex Corp., 2076 Elston Ave., Chicago 14, Ill.—M, MS

Radio Corp. of America, Tube Dept., 415 So. 5th St., Harrison, N. J.—MT  
 Radio-Music Corp., 84 S. Water St., Port Chester, N. Y.—MT  
 Rek-O-Kut Co., 38-01 Queens Blvd., Long Island City 1, N. Y.—MT  
 Russell Electric Co., 4501 S. Western Blvd., Chicago 9, Ill.—MT  
 Symphonic Radio & Electronic Corp., 292 Main St., Cambridge 42, Mass.—MT  
 Workshop Associates, Inc., 66 Needham St., Newton Highlands 61, Mass.—M

### (15) Parts, Accessories, Hardware

**Assemblies, dial, complete . . . . . A**  
**Assemblies, dial light . . . . . AS**  
**Belts, dial . . . . . B**  
**Bushings . . . . . BU**  
**Chassis . . . . . C**  
**Clamps, cable . . . . . CL**  
**Clips, fuse . . . . . CF**  
**Connectors, cable & wire . . . . . CO**  
**Cords, dial . . . . . CD**  
**Dials . . . . . D**  
**Escutcheons . . . . . E**  
**Fuses . . . . . F**  
**Grommets . . . . . G**  
**Hardware, radio, misc. . . . . H**  
**Holders, fuse . . . . . HF**  
**Insulation, electric . . . . . I**  
**Insulation, wire . . . . . IW**  
**Jacks . . . . . J**  
**Knobs . . . . . K**  
**Lights, dial . . . . . L**  
**Lights, pilot . . . . . LP**  
**Mounts, shockproof . . . . . M**  
**Nameplates . . . . . N**  
**Panels . . . . . P**  
**Parts, stamped . . . . . PA**  
**Plugs . . . . . PL**  
**Posts, binding . . . . . PO**  
**Racks . . . . . R**  
**Shields, tubes & coils . . . . . S**  
**Sleeving, spaghetti . . . . . SL**  
**Sockets, tube . . . . . SO**  
**Straighteners, tube pin . . . . . ST**  
**Terminals, solderless . . . . . T**  
**Windows, dial, glass . . . . . W**  
**Windows, dial, plastic . . . . . WP**

Academy Electrical Products Corp., 4849 Broadway, New York 34, N. Y.—PL  
 Aerolite Electronic Hardware Corp., 24 Cliff St., Jersey City 6, N. J.—AS, BU, CL, CF, G, H, HF, J, L, LP, M, PA, PL, PO, T  
 Aircraft-Marine Products, Inc., 1523 N. 4th St., Harrisburg, Pa.—CO, T  
 Alden Products Co., 117 N. Main St., Brockton 64, Mass.—C, HF, LP, PL, PA  
 Alphabet Products Corp., 181 Navy St., Brooklyn 1, N. Y.—N, WP  
 Alpha Wire Corp., 50 Howard St., New York 13, N. Y.—CD, SL  
 American Communications Corp., 306 Broadway, New York, N. Y.—PO  
 American Phenolic Corp., 1830 So. 54th Ave., Chicago 24, Ill.—CL, CO, I, IW, J, PL, SL, SO  
 American Radio Hardware Co., Inc., 152 MacQueston Parkway Mt. Vernon, N. Y.—J, P, C, SO, CL, K, H  
 Arrow-Hart & Hegeman Electric Co., Hartford, Conn.—PL  
 Audio Equipment Sales, 153 W. 33rd St., New York 1, N. Y.—J, PL  
 Autoflex Corp., 101 Park Ave., New York 17, N. Y.—CO  
 Band-It Co., 2550 Walnut St., Denver 5, Colo.—CL  
 Barker & Williamson, Inc., 237 Fairfield Ave., Upper Darby, Pa.—M  
 Bevin-Wilcox Line Co., East Hampton, Conn.—CD  
 Birnbach Radio Co., Inc., 145 Hudson St., New York 13, N. Y.—CD, H, IW, J, K, PL  
 Brady Co., W. H., 808 N. Third St., Milwaukee 3, Wis.—E, N  
 Bryant Electric Co., Bridgeport, Conn.—PL  
 Bud Radio, Inc., 2118 E. 55th St., Cleveland 3, Ohio—AS, BU, C, D, H, J, K, L, N, P, PL, PO, R  
 Cannon Electric Development Co., Div. Cannon Mfg. Corp., 3209 Humboldt St., Los Angeles 31, Calif.—CL, PL, T  
 Carter Parts Co., 213 Institute Place, Chicago 10, Ill.—J, PL  
 Celomat Corp., 521 W. 23rd St., New York, N. Y.—D, E  
 Chester Cable Corp., Chester, N. Y.—I, IW  
 Cinch-Jones Sales Div., Cinch Mfg. Corp., 1026 S. Homan Ave., Chicago 24, Ill.—AS, CL, CF, CO, H, J, M, PL, PO, S, SO, T, HF  
 Cornish Wire Co., Inc., 15 Park Row, New York 7, N. Y.—IW  
 Courmand & Co., E. L., 3835 Ninth Ave., New York 34, N. Y.—WP  
 Croname, Inc., 3701 N. Ravenswood Ave., Chicago 30, Ill.—K  
 Crouse-Hinds Co., Syracuse, N. Y.—PL  
 Cutler-Hammer, Inc., 312 N. 12 St., Milwaukee, Wis.—PL  
 Dial Light Co. of America, 900 Broadway, N. Y., N. Y.—L  
 D & M Mfg. Co., 434 Lincoln Ave., Midland Park, N. J.—LP

## Service & Sound (Continued)

Drake Mfg. Co., 1709 W. Hubbard St., Chicago 22, Ill.—L, LP  
 Eagle Electric Mfg. Co., Inc., 23-10 Bridge Plaza Square, Long Island City, N. Y.—PL  
 Eitel-McCullough, Inc., San Bruno, Calif.—SO  
 Electronic Indicator Corp., 53 Wyckoff St., B'klyn 2, N. Y.—PA  
 Electronic Mechanics, Inc., 70 Clifton Blvd., Clifton, N. J.—I  
 Etraco Mfg. Co., Inc., Woods Church Road, Flemington, N. J.—PL  
 Felt Products Manufacturing Co., 1504 Carroll Ave., Chicago 7, Ill.—H, P, PA  
 Franklin Mfg. Corp., A. W., 43-20 34th St., Long Island City 1, N. Y.—SO  
 Gee-Lar Products Co., 4741 W. Montrose Ave., Chicago 41, Ill.—BU, G, K  
 General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—AS, B, BU, CL, CF, CO, CD, G, H, HF, I, IW, J, K, L, M, PA, PL, PO, SL, ST, T, W, WP  
 General Electric Co., Lamp Dept., Nela Park, Cleveland 12, Ohio—L, LP  
 General Electric Co., Electronics Park, Syracuse, N. Y.—SO  
 General Laminated Products, Inc., 2857 South Halsted St., Chicago 8, Ill.—PL, SO  
 Grayhill, 4524 W. Madison St., Chicago 24, Ill.—CO  
 Grem Engineering Co., 206 8th Ave., Brooklyn 15, N. Y.—IW, PA, WP  
 Hatfield Wire & Cable Co., East Newark, N. J.—PL  
 Holub Industries, Inc., 413 De Kalb Ave., Sycamore, Ill.—CL, CO  
 Hopax Electric, Inc., 547 Greenwich St., New York, N. Y.—PL  
 Hubbell, Harvey, Inc., Bridgeport, Conn.—PL  
 Industrial Devices, Inc., 22 State Road, Edgewater, N. J.—AS, CL, HF, L, LP  
 Insuline Corp. of America, 3602 35th Ave., Long Island City 1, N. Y.—A, BU, C, CL, CF, CO, D, F, G, H, HF, I, J, K, N, P, PA, PL, PO, R, S, SL, SO, T  
 Jaco Products, 6408 Euclid Ave., Cleveland 3, Ohio—PA  
 JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 25, N. Y.—B, CL, CO, CD, D, G, H, IW, J, K, PL, PO, S, SL, SO, W, WP  
 Jones, Howard B., 2460 W. George St., Chicago 18, Ill.—PL  
 Kings Electronics Co., Inc., 811 Lexington Ave., Brooklyn 5, N. Y.—CO, J, PL  
 Leviton Mfg. Co., 236 Greenpoint Ave., Brooklyn, N. Y.—PL  
 Littelfuse, Inc., 4757 Ravenswood Ave., Chicago 40, Ill.—CF, F, HF  
 Mallory & Co., Inc., P. R., 3029 E. Washington St., Indianapolis 6, Ind.—D, J, K  
 Matchless Electric Co., 1423 W. Lake St., Chicago 7, Ill.—L, LP  
 Millen Mfg. Co., Inc., James, 150 Exchange St., Malden 48, Mass.—D, K, PO, S, SO  
 Milwaukee Stamping Co., 800 So. 72nd St., Milwaukee 14, Wisc.—PA  
 Minnesota Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn.—I, IW  
 Modern-Aire Mfg. Corp., 4436 W. Roosevelt Road, Chicago 24, Ill.—C, CL, E, H, P, PA  
 Molded Insulation Co., 335 E. Price St., Philadelphia 44, Pa.—BU, K  
 Muter Co., 1255 So. Michigan Ave., Chicago 5, Ill.—S  
 National Co., Inc., 61 Sherman St., Malden 48, Mass.—BU, C, D, J, K, P, PO, R, S, SO  
 National Union Radio Corp., 350 Scotland Road, Orange, N. J.—L, LP  
 Pane Industries, P. O. Box 927, Hollywood 28, Calif.—PL  
 Par-Metal Products Corp., 32-62 49th St., Long Island City 3, N. Y.—C, P, R  
 Philco Corp., Accessory Div., C & Tioga Sts., Philadelphia 34, Pa.—A, AS, B, BU, CL, CF, CO, CD, D, E, F, G, H, HF, IW, J, K, L, LP, M, N, PL, PO, S, SL, SO, T, W, WP  
 Plasteck, Inc., 18 Beech St., E. Port Chester, Conn.—WP  
 Poray, Inc., 3345-69 West Grand Ave., Chicago, Ill.—C, H  
 Porcelain Products, Inc., P. O. Box 300, Findlay, Ohio—I  
 Precision Plastic Products, Inc., 628 W. Lake St., Chicago 6, Ill.—E, P, WP, N, PA  
 Products Engineering Co., 4753 N. Broadway, Chicago 40, Ill.—CO  
 Radiart Corp., 3571 W. 62nd St., Cleveland 2, Ohio—PL  
 Radio City Products Co., Inc., 152 W. 25th St., New York 1, N. Y.—K  
 Radio Corp. of America, Tube Dept., 415 So. 5th St., Harrison, N. J.—L, LP  
 Radio Corp. of America, RCA Victor Division, Front & Cooper Sts., Camden, N. J.—L, LP, P, R  
 Reiner Electronics Co., 152 W. 25th St., New York, N. Y.—K  
 Rodale Mfg. Co., Inc., Emmaus, Pa.—PL  
 Schott Co., Walter L., 9306 Santa Monica Blvd., Beverly Hills, Calif.—B, CL, CF, CD, G, H, HF, J, M, PL, SL, T, WP  
 Sheldon Electric Co., Div. Allied Electric Products, Inc., 68-96 Colt St., Irvington 11, N. J.—PL  
 Smith, Inc., Herman H., 405 44th St., Brooklyn 20, N. Y.—AS, BU, CL, CF, CO, CD, F, G, H, HF, J, K, L, LP, PA, PL, PO, S, SL, T  
 Star Expansion Products Co., 147 Cedar St., New York 6, N. Y.—ST  
 Switchcraft, Inc., 1328 N. Halsted St., Chicago 39, Ill.—J, PL  
 Sylvania Electric Products, Inc., 500 Fifth Ave., New York 18, N. Y.—L

Thali Plastic Eng'g Co., 155 Chambers St., New York 7, N. Y.—D, E  
 Toman & Co., Inc., E., 2621 W. 21st Place, Chicago 8, Ill.—N, PA  
 Trimm, Inc., Libertyville, Ill.—J, P  
 Tung-Sol Lamp Works, Inc., 95 Eighth Ave., Newark 4, N. J.—L, LP  
 T-V Products Co., 152 Sandford St., Brooklyn 5, N. Y.—PA  
 United Screw & Bolt Corp., 2513 W. Cullerton Ave., Chicago, Ill.—H  
 Urell, Tom Moore, Tioga, Pa.—CO, PL  
 Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.—T  
 Veri-Best Television Products, Inc., 233 Spring St., New York 13, N. Y.—G, H  
 Walco Products, Inc., 60 Franklin St., E. Orange, N. J.—E  
 Workshop Associates, Inc., 66 Needham St., Newton Highlands 61, Mass.—CO

Rek-O-Kut Co. Inc., 38-01 Queens Blvd., Long Island City 1, N. Y.—T  
 Robinson Recording Laboratories, 35 S. Ninth St., Philadelphia 7, Pa.—CM  
 Rohden Mfg. Co., 4739 W. Montrose Ave., Chicago 41, Ill.—H, K  
 Schott Co., Walter L., 9306 Santa Monica Blvd., Beverly Hills, Calif.—R  
 Shure Bros., Inc., 225 W. Huron St., Chicago 10, Ill.—AT, C, CC, H  
 Sonotone Corp., Elmsford, N. Y.—C  
 Sound Projects Co., 2810 W. Harrison St., Chicago 12, Ill.—PP  
 Symphony Radio & Television Corp., 825 W. Pico Blvd., Los Angeles 15, Calif.—C, CC, PP, T  
 Technical Products International, 453 W. 47th St., New York, N. Y.—CC  
 Toman & Co. Inc., E., 2621 W. 21st Pl., Chicago 8, Ill.—AT, P  
 Walco Products, Inc., 60 Franklin St., E. Orange, N. J.—AP, AT  
 Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.—M  
 Webster Electric Co., 1900 Clark St., Racine, Wisc.—AT, CC, CM  
 Wincharger Corp., E. 7th & Division, Sioux City, Iowa—M

## (16) Phonograph Equipment

Accessories, phono misc. . . . . AP  
 Arms, tone, phono . . . . . AT  
 Blanks, recording, (disc) . . . . . B  
 See also Blanks, home recording, #3  
 Cartridges, phono pickup, ceramic . . . . . C  
 Cartridges, phono pickup, crystal . . . . . CC  
 Cartridges, phono pickup, magnetic . . . . . CM  
 Heads, recording (disc) . . . . . H  
 Motors, electric, phono turntable . . . . . M  
 Motors, spring wound, phono turntable . . . . . MS  
 Parts, acoustic phonograph . . . . . P  
 Parts, phono misc. . . . . PP  
 Records, test, phono . . . . . R  
 Turntables, phono . . . . . T

Aim Industries, 41 Union Square, New York 3, N. Y.—B  
 Alliance Mfg. Co., Lake Park Blvd., Alliance, Ohio—M, T  
 Alpine Motor Devices, Inc., 225 W. 66 St., N. Y., N. Y.—M  
 American Microphone Co., 370 S. Fair Oaks, Pasadena 1, Calif.—AT, C, CC, H  
 Astatic Corp., Harbor & Jackson Sts., Conneaut, Ohio—AP, AT, C, CC, CM, H  
 Audak Co., 500 Fifth Ave., New York 18, N. Y.—AT, CM, H  
 Audar, Inc., Walnut & Maple Sts., Argos, Ind.—B  
 Audio-Tone Oscillator Co., 237 John St., Bridgeport 3, Conn.—R  
 Barber & Howard, Westerly, R. I.—CC  
 Caltron Products Co., 1406 S. Hobart Blvd., Los Angeles 6, Calif.—AT, B, CM, H  
 Carbonneau Industries, 21 Iona Ave., N. W., Grand Rapids, Mich.—AP  
 Clarkstan Corp., 11927 W. Pico Blvd., Los Angeles 34, Calif.—AP, AT, CM, R  
 Crescent Industries, Inc., 4132 W. Belmont Ave., Chicago 41, Ill.—AP  
 Electro-Voice, Inc., Cecil-Carroll, Buchanan, Mich.—AT, C, CC, CM  
 Electrovox Co., Inc., 60 Franklin St., E. Orange, N. J.—CC  
 Fairchild Camera & Instrument Corp., 88-06 Van Wyck Blvd., Jamaica, L. I., N. Y.—CM  
 Freed & Co., Leo, 420 Lexington Ave., N. Y., N. Y.—AP  
 Garrard Sales Corp., 164 Duane St., N. Y. 13, N. Y.—M, MS  
 General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—P, PP  
 General Electric Co., Electronics Park, Syracuse, N. Y.—CC, CM, P, PP  
 General Industries Co., Olive & Taylor Sts., Elyria, Ohio—M, MS, P, PP, T  
 Hamilton Electronics, 2726 Pratt Ave., Chicago 45, Ill.—M, T  
 Hudson Electronics Corp., 110 E. Third St., Mt. Vernon, N. Y.—AP, C, CC, M, PP, T  
 JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 25, N. Y.—AP  
 Jones, Howard B., 2460 W. George St., Chicago 18, Ill.—CO, SO  
 Magnavox Co. Ltd., 2131 Bueter Rd., Ft. Wayne, Ind.—CC  
 Magnetic Motors Corp., Fox Island Rd., Port Chester, N. Y.—M, P, T  
 Miles Reproducer Co. Inc., 812 Broadway, New York 3, N. Y.—AP, CM, H  
 Milwaukee Stamping Co., 800 S. 72nd St., Milwaukee 14, Wisc.—AT, T  
 Modern-Aire Mfg. Corp., 4436 W. Roosevelt Rd., Chicago 24, Ill.—T  
 M. P. Concert Installations, RFD No. 10, Fairfield, Conn.—CC  
 Pentron Corp., 611 W. Division St., Chicago 10, Ill.—T  
 Philco Corp., Accessory Div., C & Tioga Sts., Philadelphia 34, Pa.—AP, AT, B, CC, CM, M, PP, T  
 Pickering & Co., Inc., 309 Woods Ave., Oceanside, N. Y.—AP, AT, CM  
 Radio Corp. of America, Tube Dept., 415 S. 5th St., Harrison, N. J.—AP, AT, CC, CM, M, T  
 Radio Corp. of America, RCA Victor Div., Front & Cooper Sts., Camden, N. J.—AP, AT, CC, M  
 Recoton Corp., 251 Fourth Ave., New York 10, N. Y.—CM, B

## (17) Power Supply Accessories, Components & Parts

Chargers, battery . . . . . CB  
 Converters . . . . . CO  
 Dynamotors . . . . . DY  
 Eliminators, battery . . . . . E  
 Generators . . . . . G  
 Rectifiers, metallic . . . . . R  
 Regulators, voltage . . . . . RV  
 Supplies, power . . . . . S  
 Units, rectifier . . . . . U  
 Vibrators, auto radio . . . . . VA  
 Vibrators, farm radio . . . . . VF  
 Vibrators, inverter (DC-AC) . . . . . VI

Acme Electric Corp., 401 Water St., Cuba, N. Y.—CB, R, RV, VI  
 Acro Products Co., 5328 Baltimore Ave., Philadelphia 43, Pa.—R, U  
 American Communications Corp., 306 Broadway, New York, N. Y.—CB, E, R, RV, S  
 American Television & Radio Co., 300 E. 4th St., St. Paul 1, Minn.—CB, CO, E, R, S, U, VA, VF, VI  
 Approved Electronic Instrument Corp., 142 Liberty St., New York 6, N. Y.—S  
 Atlas Aircraft Products Corp., 5-17 46th Road, Long Island City, N. Y.—G  
 Audio Equipment Sales, 153 W. 33rd St., New York 1, N. Y.—E, S  
 Benwood-Linze Co., Div. of the Sherry Corp., 1815 Locust St., St. Louis 3, Mo.—CB  
 Brociner Electronics Lab., 1546 Second Ave., New York 28, N. Y.—S  
 Cage Projects, Inc., 393 Grove St., Upper Montclair, N. J.—S  
 Carter Motor Co., 2644 N. Maplewood Ave., Chicago 47, Ill.—CO, DY, G  
 Cascade Television Co., 179 South St., Newark 5, N. J.—S  
 Condenser Products Co., 1375 No. Branch St., Chicago 22, Ill.—S  
 Cornell-Dubilier Electric Corp., South Plainfield, N. J.—CO, S, U, VA, VF, VI  
 Cyclohm Motor Corp., 1251 Mound Ave., Racine, Wisc.—G  
 Delson Mfg. Co., 126 11th Ave., New York 11, N. Y.—VI  
 Dormitzer Electric & Mfg. Corp., 782 Commonwealth Ave., Boston 15, Mass.—CB  
 Eicor, Inc., 1501 W. Congress, Chicago 7, Ill.—CO, DY, G  
 EL-tronics, Inc., 2647 N. Howard St., Philadelphia 33, Pa.—S  
 Electro Products Laboratories, 4501 N. Ravenswood Ave., Chicago 40, Ill.—CB, E, S  
 Federal Telephone & Radio Corp., 900 Passaic Ave., E. Newark, N. J.—CB, CO, E, R, S, U  
 General Electric Co., Electronics Park, Syracuse, N. Y.—G, R, RV, S  
 General Transformer Corp., 4321 N. Knox Ave., Chicago 41, Ill.—E  
 Goodall Electric Mfg. Co., Ogallala, Nebraska—CB  
 International Rectifier Corp., 6809 So. Victoria Ave., Los Angeles 43, Calif.—R  
 Islip Radio Mfg. Corp., Beech St., Islip, N. Y.—S  
 James Vibrapow Co., 3224 W. Armitage Ave., Chicago 47, Ill.—S, VA, VF, VI  
 JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 25, N. Y.—RV  
 Kato Engineering Co., 1415 First Ave., Mankato, Minn.—CB, CO, G  
 Kurman Electric Co., Inc., 35-18 37th St., Long Island City 1, N. Y.—VI  
 Leece-Neville Co., 5109 Hamilton Ave., Cleveland 14, Ohio—G  
 Mallory & Co., Inc., P. R., 3029 E. Washington St., Indianapolis 6, Ind.—CB, R, S, VA, VF  
 (Continued on next page)

(19) Resistors—Controls:  
Volume, Tone, etc.

Manufacturers Television Co., 99 Featherbed Lane, New York 52, N. Y.—S  
 Miles Reproducer Co., Inc., 812 Broadway, New York 3, N. Y.—CO, VI  
 Millen Mfg. Co., Inc., James, 150 Exchange St., Malden 48, Mass.—S  
 National Union Radio Corp., 350 Scotland Road, Orange, N. J.—VA  
 Network Mfg. Corp., 213 W. Fifth St., Bayonne 7, N. J.—S  
 Oak Mfg. Co., 1260 Clybourn Ave., Chicago 10, Ill.—VA  
 Onan & Sons, Inc., D. W., 43 Royalston Ave., N., Minneapolis 5, Minn.—CB, G  
 Orthon Corp., 196 Albion Ave., Paterson 2, N. J.—CB, S  
 Philco Corp., Accessory Div., C & Tioga Sts., Philadelphia 34, Pa.—DY, RV, VA, VF  
 Radiart Corp., 3571 W. 62nd St., Cleveland 2, Ohio—CB, CO, E, S, VA, VF, VI  
 Radio Corp. of America, Tube Dept., 415 So. 5th St., Harrison, N. J.—E, RV, S  
 Radio Corp. of America, RCA Victor Division, Front & Cooper Sts., Camden, N. J.—S  
 Radio Receptor Co., Inc., 84 N. 9th St., Brooklyn 11, N. Y.—R  
 Raytheon Mfg. Co., Radio Receiving Tube Div., 55 Chapel St., Newton 58, Mass.—RV  
 Schauer Machine Co., 2043 Reading Road, Cincinnati 2, Ohio—CB, E, R, S, U  
 Scott, Inc., Hermon Hosmer, 385 Putnam Ave., Cambridge 39, Mass.—S  
 Sola Electric Co., 4633 W. 16th St., Chicago 50, Ill.—RV  
 Sound Projects Co., 2810 W. Harrison St., Chicago 12, Ill.—VA  
 Spellman Television Co., Inc., 130 W. 24th St., New York 11, N. Y.—S  
 Standard Arcturus Corp., 54 Clark St., Newark 4, N. J.—R  
 Standard Electrical Products Co., 402 E. First St., Dayton 2, Ohio—RV  
 Standard Transformer Corp., Elston, Kedzie & Addison, Chicago 18, Ill.—CB, E, S, U  
 Super Electric Products Corp., 1057 Summit Ave., Jersey City, N. J.—S  
 Superior Electric Co., Bristol, Conn.—RV  
 Sylvania Electric Products, Inc., 500 Fifth Ave., New York 18, N. Y.—R  
 Telex, Inc., Telex Park, Minneapolis 1, Minn.—CB  
 Trylon Radio Labs., 1136 N. American St., Philadelphia 23, Pa.—S  
 Vickers, Inc., 1815 Locust St., St. Louis 3, Mo.—CB, E, R, S, U  
 Vitamite Co., 227 W. 64th St., New York 23, N. Y.—CB  
 Wincharger Corp., E. 7th & Division, Sioux City, Iowa—CO, DY

(18) Relays

Advance Electric & Relay Co., 1260 W. Second St., Los Angeles 26, Calif.  
 Amperite Co., Inc., 561 Broadway, New York 12, N. Y.  
 Automatic Electric Co., 1019 W. Van Buren St., Chicago, Ill.  
 Custom Craft Mfg. Co., 256 E. 98th St., Brooklyn 12, N. Y.  
 De-Tec-Tronic Labs., Inc., 1227 N. Clark St., Chicago 10, Ill.  
 Ebert Eng'g & Mfg. Co., Hollis, L. I., N. Y.  
 Eitel-McCullough, Inc., San Bruno, Calif.  
 General Electric Co., Electronics Park, Syracuse, N. Y.  
 Guardian Electric Mfg. Co., 1621 W. Walnut St., Chicago 12, Ill.  
 Kurman Electric Co., Inc., 35-18 37th St., Long Island City 1, N. Y.  
 Leach Relay Co., 5915 Avalon Blvd., Los Angeles 3, Calif.  
 Miles Reproducer Co., Inc., 812 Broadway, New York 3, N. Y.  
 Montgomery Mfg. Co., 549 W. Washington St., Chicago, Ill.  
 Muter Co., 1255 So. Michigan Ave., Chicago 5, Ill.  
 Philco Corp., Accessory Div., C & Tioga Sts., Philadelphia 34, Pa.  
 Photobell Co., 116 Nassau St., New York 7, N. Y.  
 Potter & Brumfield, 549 W. Washington Blvd., Chicago 6, Ill.  
 Radio Condenser Co., Davis & Copewood Sts., Camden 4, N. J.  
 Roller-Smith, 1760 W. Market St., Bethlehem, Pa.  
 Sangamo Electric Co., 11th & Converse, Springfield, Ill.  
 Signet Development Co., 118 W. Randolph St., Chicago 1, Ill.  
 Simpson Electric Co., 5208 W. Kinzie St., Chicago 44, Ill.  
 Standard Electrical Products Co., 402 E. First St., Dayton 2, Ohio  
 Struthers Dunn, Inc., 150 N. 13th St., Philadelphia 7, Pa.  
 Triplett Electrical Instrument Co., Harmon Road, Bluffton, Ohio  
 Ward Leonard Electric Co., Radio & Electronic Distributor Div., 53 W. Jackson Blvd., Chicago 4, Ill.—RV, RV  
 Western Electric Co., 195 Broadway, New York 7, N. Y.  
 Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark 5, N. J.

Attenuators . . . . . A  
 Controls, flexible, Auto radio . . . . . AR  
 Cords, line, resistor . . . . . C  
 Elements, heating, replacement . . . . . E  
 Resistors, adjustable tap . . . . . RA  
 Resistors, fixed, composition . . . . . RF  
 Resistors, fixed, wire wound . . . . . RW  
 Resistors, precision . . . . . RP  
 Resistors, variable . . . . . RV  
 Suppressors, ignition, auto . . . . . S

Aerovox Corp., 740 Belleville Ave., New Bedford, Mass.—RA, RW, RF  
 Alpha Wire Corp., 50 Howard St., New York 13, N. Y.—C  
 American Volume Control Co., 115 Liberty St., New York, N. Y.—C, RV  
 Atlas Resistor Co., 423 Broome St., New York 13, N. Y.—RA, RW, RV  
 Camburn, Inc., 32-40 57th St., Woodside, L. I., N. Y.—S  
 Carter Parts Co., 213 Institute Place, Chicago 10, Ill.—RA, RW, RV  
 Centralab Div., Globe-Union, Inc., 900 E. Keefe Ave., Milwaukee 1, Wisc.—A, RV  
 Cima Corp., 91 Boylston St., Jamaica Plains, Mass.—RA, RW  
 Clarostat Mfg. Co., Inc., Washington St., Dover, N. H.—A, RA, RW, RP, RV  
 Continental Carbon, Inc., 13900 Lorain Ave., Cleveland 11, Ohio—RF, RP, S  
 Croname, Inc., 3701 N. Ravenswood Ave., Chicago 30, Ill.—RV  
 Daven Co., 191 Central Ave., Newark, N. J.—A, RP  
 Electric Auto Light Co., Champlain & Mulberry Sts., Toledo 1, Ohio—S  
 Electrical Reactance Corp., Elm St., Franklinville, N. Y.—RW  
 Electronic Indicator Corp., 53 Wyckoff St., Brooklyn 2, N. Y.—RW, RP  
 Erie Resistor Corp., 640 W. 12th St., Erie, Pa.—S  
 Gates Radio Co., 123 Hampshire St., Quincy, Ill.—A, C  
 Girard-Hopkins, 1000 40th Ave., Oakland 1, Calif.—RF  
 Hardwick, Hindle, Inc., 40 Hermon St., Newark 5, N. J.—RW, RV  
 Insuline Corp. of America, 3602 35th Ave., Long Island City 1, N. Y.—C, S  
 International Resistance Co., 401 N. Broad St., Philadelphia 8, Pa.—RA, RF, RW, RP, RV, S  
 JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 25, N. Y.—A, C, S  
 Lectrohm, Inc., 5939 Archer Ave., Chicago 38, Ill.—RA, RW, RV  
 Mallory & Co., Inc., P. R., 3029 E. Washington St., Indianapolis 6, Ind.—A, RA, RF, RW, RV, S, AR  
 Mepeco, Inc., 37 Abnett Ave., Morristown, N. J.—RW, RP  
 Micamold Radio Corp., 1087 Flushing Ave., Brooklyn 6, N. Y.—RV  
 Model Engrg. & Mfg. Co., Inc., 237 E. Park Dr., Huntington, Ind.—RA, RW  
 Muter Co., 1255 So. Michigan Ave., Chicago 5, Ill.—RW, RV, RP  
 Ohio Carbon Co., 12505 Berea Rd., Cleveland 11, Ohio—RF, RW  
 Ohmite Mfg. Co., 4835 W. Flournoy St., Chicago 44, Ill.—A, RA, RF, RW, RP, RV  
 Philco Corp., Accessory Div., C & Tioga Sts., Philadelphia 34, Pa.—RA, RF, RW, RP, RV, S, AR  
 Radio Components, Inc., 28 N. Halsted St., Chicago 6, Ill.—RF, RW  
 Resistance Products Co., 714 Race St., Harrisburg, Pa.—RP  
 Shallcross Mfg. Co., Jackson & Pusey Aves., Collingdale, Pa.—A, RP  
 Sner Resistor Corp., St. Marys, Pa.—RF  
 Sprague Products Co., 89 Marshall St., No. Adams, Mass.—RV, RP  
 Stackpole Carbon Co., St. Marys 3, Pa.—RV  
 Telex, Inc., Telex Park, Minneapolis 1, Minn.—RF, RV  
 Transvision, Inc., 460 North Ave., New Rochelle, N. Y.—RF, RW, RP, RV  
 Ward Leonard Electric Co., Radio & Electronic Distributor Div., 53 W. Jackson Blvd., Chicago 4, Ill.—RV, RV  
 Wirt Co., 5221 Greene St., Philadelphia 44, Pa.—RA, RW, RV, S

(20) Sound Equipment

Accessories, magnetic recording misc . . . . . AR  
 Accessories, microphone misc. . . . . MA  
 Accessories, speaker, misc. . . . . AS  
 Amplifiers . . . . . AM  
 Baffles, speaker . . . . . B  
 Cable, microphone . . . . . C  
 Coils, field, speaker—see also . . . . . C  
 Coils . . . . . CF

Cloth, grille, speaker . . . . . CG  
 Cones, loudspeaker . . . . . CL  
 Connectors, microphone . . . . . CM  
 Frame, speaker . . . . . F  
 Headphones . . . . . H  
 Heads, recording, magnetic . . . . . HR  
 Horns, speaker . . . . . HS  
 Horns, speaker, multicellular . . . . . HM  
 Intercommunicating Systems . . . . . IS  
 Loudspeakers, cone type . . . . . LC  
 Loudspeakers, horn type . . . . . LH  
 Magnets, speaker . . . . . M  
 Microphones, carbon . . . . . MI  
 Microphones, ceramic . . . . . MC  
 Microphones, crystal . . . . . MR  
 Microphones, dynamic . . . . . MD  
 Microphones, ribbon . . . . . MB  
 Microphones, velocity . . . . . MV  
 Parts, magnetic recording misc. . . . . PM  
 Parts, microphone, misc. . . . . MP  
 Parts, speaker, misc. . . . . PS  
 Projectors, speaker horn . . . . . PR  
 Sound Systems, complete . . . . . SS  
 Stands, microphone . . . . . SM  
 Tape, recording, magnetic . . . . . TR  
 Transformers, microphone . . . . . TM  
 Wire, recording, magnetic (see also Wire & Cable) . . . . . W

Acme Electric Corp., 401 Water St., Cuba, N. Y.—TM  
 Acro Products Co., 5328 Baltimore Ave., Philadelphia 43, Pa.—AM, TM  
 Aerolite Electronic Hardware Corp., 24 Cliff St., Jersey City 6, N. J.—CM  
 Aero-Tone Mfg. Co., Inc., 4836 Joy Rd., Detroit 4, Mich.—LC  
 Airdesign, Inc., 10 E. 52nd St., New York 22, N. Y.—AM, TM  
 Airtronix Development Corp., 20 W. 22 St., New York 10, N. Y.—AM, SS  
 Allied Radio Corp., 833 W. Jackson Blvd., Chicago 7, Ill.—AM  
 Alpha Wire Corp., 50 Howard St., New York 13, N. Y.—C  
 Altec Lansing Corp., 1161 No. Vine St., Hollywood 38, Calif.—AM, B, HS, HM, LC, LH, PR, SS, MC  
 American Communications Corp., 306 Broadway, New York, N. Y.—AM, B, IS, SS  
 American Microphone Co., 370 S. Fair Oaks, Pasadena 1, Calif.—MI, MC, MR, MD, MP, SM  
 American Phenolic Corp., 1830 So. 54th Ave., Chicago 24, Ill.—CM  
 Amperite Co., Inc., 561 Broadway, New York 12, N. Y.—MD, MB, SM  
 Amplifier Corp. of America, 398 Broadway, New York 13, N. Y.—AR, AM  
 Ampower Co., 109 W. Hubbard St., Chicago 26, Ill.—AM  
 Approved Electronic Instrument Corp., 142 Liberty St., New York 6, N. Y.—AM, SS  
 Astatic Corp., Harbor & Jackson Sts., Conneaut, Ohio—MA, HR, MC, MR, MD, MP, SM, AM  
 Atlas Sound Corp., 1449 39th St., Brooklyn 18, N. Y.—MA, AS, B, HS, LH, PS, PR, SM  
 Audak Co., 500 Fifth Ave., New York 18, N. Y.—HR  
 Audar, Inc., Walnut & Maple Sts., Argos, Ind.—AM, SS  
 Audio Development Co., 2833 13th Ave., So., Minneapolis 8, Minn.—AM, TM  
 Audio Devices, Inc., 444 Madison Ave., New York, N. Y.—TR  
 Audio-Tone Oscillator Co., 237 John St., Bridgeport 3, Conn.—AM, B  
 Aurex Corp., 1117 N. Franklin St., Chicago 10, Ill.—AM  
 Bell & Howell Co., 7100 McCormick Rd., Chicago 45, Ill.—AM, B  
 Bell Sound Systems, Inc., 555 Marion Road, Columbus 7, Ohio—AM, SS, B, IS, SM  
 Bogen Co., Inc., David, 663 Broadway, New York 12, N. Y.—AM, B, IS, SS, SM  
 Brociner Electronics Lab., 1546 Second Ave., New York 28, N. Y.—AM, HS, HM, LH, SS  
 Brook Electronics, Inc., 34 De Hart Place, Elizabeth 2, N. J.—AM, TM  
 Brush Development Co., 3405 Perkins Ave., Cleveland 3, Ohio—HR, MR, PM, TR, W  
 B. R. Z. Cabinet Co., Inc., 6 Varet St., Brooklyn 6, N. Y.—B  
 Bud Radio, Inc., 2118 E. 55th St., Cleveland 3, Ohio—B  
 Caltron Products Co., 1406 S. Hobart Blvd., Los Angeles 6, Calif.—AM  
 Cameron-Craft, 959 32nd St., Oakland 8, Calif.—B  
 Cannon Co., C. F., Springwater, N. Y.—H  
 Cannon Electric Development Co., Div. Cannon Mfg. Corp., 3209 Humboldt St., Los Angeles 31, Calif.—CM  
 Carbonneau Industries, 21 Ionia Ave., N. W., Grand Rapids, Mich.—LC  
 Challenger Amplifier Co., 663 Broadway, New York 12, N. Y.—AM, SS  
 Chester Cable Corp., Chester, N. Y.—C  
 Cinaudagraph Speakers, Div. of Airon Mfg. Corp., 1401 Fairfax Trafficway, Kansas City 15, Kansas—AS, LC  
 Cleveland Electronics, Inc., 6611 Euclid Ave., Cleveland 3, Ohio—AS, CL, LC, PS  
 Collins Audio Products Co., P. O. Box 368, Westfield, N. J.—AM

## Service & Sound (Continued)

Colortone Co., 1720 Mishawaka Ave., South Bend 15, Ind.—B, LC  
 Connecticut Telephone & Electric Div., Great American Industries, Inc., 70 Britannia St., Meriden, Conn.—IS  
 Cornish Wire Co., Inc., 15 Park Row, New York 7, N. Y.—C  
 Crescent Industries, Inc., 4132 W. Belmont Ave., Chicago 41, Ill.—AR, MA, AS, HR, LC, MR, W  
 Delson Mfg. Co., 128 11th Ave., New York 11, N. Y.—IS  
 Dictograph Products, Inc., 580 Fifth Ave., New York, N. Y.—IS  
 Dormitzer Electric & Mfg. Corp., 782 Commonwealth Ave., Boston 15, Mass.—AM  
 DX Radio Products Co., 2304 W. Armitage Ave., Chicago 47, Ill.—LC  
 Eicor, Inc., 1501 W. Congress St., Chicago 7, Ill.—TR  
 Electro-Voice, Inc., Cecit-Carrol, Buchanan, Mich.—MA, MI, MR, MD, MB, MV, SM, C, CM, MC, MP, TM  
 Electro-Vision Industries Div., H. D. Campbell Co., Rochelle, Ill.—AM  
 Elmhurst Sound Equipment Co., 58-23 79th St., Elmhurst, L. I., N. Y.—AM, IS, SS  
 El-Tronics, Inc., 2647 N. Howard St., Philadelphia 33, Pa.—AM, SS  
 Federal Telephone & Radio Corp., 900 Passaic Ave., E. Newark, N. J.—C  
 Feiler Engineering Co., 945 W. George St., Chicago 14, Ill.—AM  
 Fisher Radio Corp., 41 E. 47th St., New York 17, N. Y.—AM  
 General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—CO, MI, TR, W  
 General Electric Co., Electronics Park, Syracuse, N. Y.—AM, B, LC, PS  
 General Industries Co., Olive and Taylor Sts., Elyria, Ohio—TR  
 Geraton Research & Development Corp., 2115 N. Charles St., Baltimore 18, Md.—AM  
 Greene Mfg. Co., L. Charlton, 9 Eliot St., Watertown 72, Mass.—IS  
 Hallforsen Co., 4500 Ravenswood, Chicago 40, Ill.—TM  
 Hamilton Electronics, 2726 Pratt Ave., Chicago 45, Ill.—MA, AM, B, SS, SM  
 Illinois Transformer Co., 412 So. Green St., Chicago 7, Ill.—TM  
 Illinois Wood Products Corp., 1656 N. Besly Court, Chicago 22, Ill.—B  
 Indiana Steel Products Co., 6 N. Michigan, Chicago 2, Ill.—HR  
 Insuline Corp. of America, 3602 35th Ave., Long Island City 1, N. Y.—CM, H  
 J & A Television & Mfg. Co., 5066 Broadway, Chicago 40, Ill.—IS  
 Jensen Mfg. Co., Div. of The Muter Co., 6601 S. Laramie Ave., Chicago 38, Ill.—AS, B, CF, CG, CL, F, HS, HM, LC, LH, M, PR  
 JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 25, N. Y.—C, CG, CM  
 Kellogg Switchboard & Supply Co., 6650 S. Cicero Ave., Chicago 38, Ill.—IS  
 Kings Electronics Co., Inc., 811 Lexington Ave., Brooklyn 5, N. Y.—CM  
 Langevin Co., 37 W. 65th St., New York, N. Y.—AM  
 Leotone Radio Co., 63 Dey St., New York, N. Y.—LC, LH, PS  
 Loge Sound Engineers, J. M., 2171 W. Washington Blvd., Los Angeles 7, Calif.—AM, IS  
 Lowell Metal Products Corp., 1531 Branch St., St. Louis 7, Mo.—AS, B, HS, LC  
 Lyman Electronic Corp., 12 Cass St., Springfield 4, Mass.—AM, B, IS, SS  
 Magna Electronics Co., Inc., 3707 W. Jefferson Blvd., Los Angeles 16, Calif.—AM, SS  
 Magnecord, Inc., 360 No. Michigan Ave., Chicago 1, Ill.—AR, AM, HR, PM  
 Merit Coil & Transformer Corp., 4427 N. Clark St., Chicago 40, Ill.—TM  
 Miles Reproducer Co., Inc., 812 Broadway, New York 3, N. Y.—AR, MA, AM, C, CM, H, HR, MI, MD, PM, MP, SS, TR  
 Minnesota Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn.—TR  
 Molded Insulation Co., 335 E. Price St., Philadelphia 44, Pa.—LC, W  
 Muter Co., 1255 So. Michigan Ave., Chicago 5, Ill.—LC, LH  
 Network Mfg. Corp., 213 W. Fifth St., Bayonne 7, N. J.—AM  
 Newcomb Audio Products Co., 6824 Lexington Ave., Hollywood 38, Calif.—AM, MA, B, SS, TM  
 Operadio Mfg. Co., St. Charles, Ill.—AR, AS, AM, B, HS, IS, LC, LH, SS, TR  
 Orthon Corp., 196 Albion Ave., Paterson 2, N. J.—AM, IS  
 Oxford Electric Corp., 3911 S. Michigan Blvd., Chicago 15, Ill.—LC  
 Peerless Electrical Products Div., Altec Lansing Corp., 1161 N. Vine St., Hollywood 38, Calif.—TM  
 Pentron Corp., 611 W. Division St., Chicago 10, Ill.—AR, PM, TR, W, B, HR, TM  
 Perfection Electric Co., 829 S. State St., Chicago 5, Ill.—LC  
 Permo, Inc., 6415 Ravenswood Ave., Chicago 26, Ill.—TR  
 Permoflux Corp., 4900 W. Grand Ave., Chicago 39, Ill.—MA, AS, AM, B, H, LC, MB, TM

Phalo Plastics Corp., 25 Foster St., Worcester 8, Mass.—C  
 Philco Corp., Accessory Div., C & Tioga Sts., Philadelphia 34, Pa.—B, C, CG, CM, LC  
 Pickering & Co., Inc., 309 Woods Ave., Oceanside, N. Y.—AM  
 Precision Electronics, Inc., 641 Milwaukee Ave., Chicago 22, Ill.—AM, IS, SS  
 Quam Nichols Co., 33rd Place & Cottage Grove Ave., Chicago 16, Ill.—LC  
 Racon Electric Co., Inc., 52 E. 19th St., New York 3, N. Y.—AS, B, CL, CM, HS, HM, IS, LC, LH, M, MD, MP, PS, PR  
 Radio Components, Inc., 28 N. Halsted St., Chicago 6, Ill.—B, F, LC, M  
 Radio Corp. of America, Tube Dept., 415 So. 5th St., Harrison, N. J.—CF, CL, F, LC  
 Radio Corp. of America, RCA Victor Division, Front & Cooper Sts., Camden, N. J.—MA, AS, AM, B, C, CM, HS, HM, IS, LC, LH, MD, MB, MV, PR, SS, SM  
 Radio Craftsmen, Inc., 1617 S. Michigan Ave., Chicago 16, Ill.—AM  
 Radio Merchandise Sales, Inc., 550 Westchester Ave., New York 55, N. Y.—B  
 Radio Sonic Corp., 186 Union Ave., New Rochelle, N. Y.—M  
 Radio Speakers, Inc., 221 E. Cullerton St., Chicago 16, Ill.—LC  
 Rauland-Borg Corp., 3523 W. Addison St., Chicago 18, Ill.—AM, B, IS, SS  
 Recora Co., 7419 So. Western Ave., Chicago 36, Ill.—IS  
 Rek-O-Kut Co., Inc., 38-01 Queens Blvd., Long Island City 2, N. Y.—AM, TR  
 Riggs & Jeffreys, Inc., 140 Glenridge Rd., Montclair, N. J.—AM  
 Sargent-Rayment Co., 212 9th St., Oakland 7, Calif.—AM  
 Schott Co., Walter L., 9306 Santa Monica Blvd., Beverly Hills, Calif.—CG  
 Scott, Inc., Hermon Hosmer, 385 Putnam Ave., Cambridge 39, Mass.—AM  
 Setchell Carlson, Inc., 330 Fifth Ave., New Brighton, Minn.—AM, IS  
 Shure Bros., Inc., 225 W. Huron St., Chicago 10, Ill.—MA, C, CM, HR, MI, MR, MD, PM, MP, SM, TR, TM, W  
 Signet Development Co., 188 W. Randolph St., Chicago 1, Ill.—LC  
 Silver Co., Inc., McMurdo, 1249 Main St., Hartford, Conn.—IS  
 Simpson Mfg. Co., Inc., Mark, 32-28 49th St., Long Island City 3, N. Y.—AR, MA, AS, AM, B, IS, LC, LH, MI, MC, MR, MD, MB, MV, PM, SS, SM, TR  
 Snyder Mfg. Co., 22nd & Ontario Sts., Philadelphia 40, Pa.—SM  
 Sonotone Corp., Elmsford, N. Y.—MC  
 Sound Engineering Laboratories, 2325 Madison Ave., Toledo 2, Ohio—SS  
 Sound, Inc., 221 E. Cullerton, Chicago 16, Ill.—AM, HR, IS, SS, TR  
 Sound Projects Co., 2810 W. Harrison St., Chicago 12, Ill.—AM, MP  
 Special Products Co., 9115 Brookville Road, Silver Spring, Md.—AM, SM  
 Specialty Products Co., 16615 S. Halldale Ave., Gardena, Calif.—AM  
 Standard Transformer Corp., Elston, Kedzie & Addison, Chicago 18, Ill.—TM  
 Stark Sound Engineering Corp., 2131 Fairfield, Ft. Wayne 6, Ind.—AM, IS, SS  
 Stephens Mfg. Corp., 8538 Warner Drive, Culver City, Calif.—MA, AS, B, CM, F, HS, HM, LC, LH, MP, PS, MD  
 Stromberg-Carlson Co., 302 N. Goodman St., Rochester 3, N. Y.—AM, B, CL, HS, IS, LC, PR, SS  
 Symphony Radio & Television Corp., 825 W. Pico Blvd., Los Angeles 15, Calif.—AM, B  
 Talk-A-Phone Co., 1512 S. Pulaski Road, Chicago 23, Ill.—IS  
 Tartak Speaker Co., 3120 E. Pico Blvd., Los Angeles, Calif.—LC, LH  
 Taybern Equipment Co., Inc., 120 Greenwich St., New York 6, N. Y.—H, LH  
 Telex, Inc., Telex Park, Minneapolis 1, Minn.—H, M  
 Thordarson Elec. Mfg. Div., Maguire Industries, Inc., 500 W. Huron St., Chicago 10, Ill.—AM, SS, TM  
 Topping Radio Co., 60 Benton Ave., San Francisco, Calif.—B, SS  
 Trylon Radio Labs., 1136 N. American St., Philadelphia 23, Pa.—AM, IS, SS, TR  
 Turner Co., 909 17th St., N. E., Cedar Rapids, Iowa —MA, MI, MC, MR, MD, MB, MP, SM, MV  
 U. S. Instrument Co., Summit, N. J.—IS  
 Universal Broadcast Ept. Corp., 6035 Northwest Highway, Chicago 31, Ill.—AM  
 Universal Microphone Co., 1424 S. Main St., Los Angeles 15, Calif.—MA, MI, MC, MR, MD, MB, MV, MP, SM, TM  
 University Loudspeakers, Inc., 80 So. Kensico Ave., White Plains, N. Y.—B, HS, HM, LC, LH, MD, PR  
 Univox Corp., 83 Murray St., New York 7, N. Y.—AM, LC, SS  
 Utah, Inc., 1123 E. Franklin St., Huntington, Ind.—B, CF, CL, F, H, LC, PS  
 Van Druff Specialties, 8695 State St., South Gate, Calif.—B  
 Vibratoc Corp., 425 Bush St., San Francisco 8, Calif.—B

Waldom Electronics, Inc., 911 N. Larrabee St., Chicago 10, Ill.—CF, CL, PS  
 Waterman Products Co., Inc., 2445 Emerald St., Philadelphia 25, Pa.—AM  
 Webster Electric Co., 1900 Clark St., Racine, Wisc.—IS  
 Western Electric Co., 195 Broadway, New York, N. Y.—AM, LC, SS  
 Western Sound & Elec. Labs., Inc., 805 S. 5th St., Milwaukee 4, Wisc.—AM, IS  
 Wheeler Insulated Wire Co., Inc., 150 E. Aurora St., Waterbury 91, Conn.—IS  
 Wilcox-Gay Corp., 604 W. Seminary St., Charlotte, Mich.—TR  
 Wright, Inc., 2233 University Ave., St. Paul W4, Minn.—B, LC

### (21) Switches

Switches, electronic	S
Switches, knife	SK
Switches, push button	SP
Switches, rotary	SR
Switches, toggle	ST

American Phenolic Corp., 1830 S. 54th Ave., Chicago 24, Ill.—SR  
 Birnbach Radio Co., Inc., 145 Hudson St., New York 13, N. Y.—SK, SP, SR, ST  
 Bud Radio, Inc., 2118 E. 55th St., Cleveland 3, Ohio —SP, SR, ST  
 Carter Parts Co., 213 Institute Place, Chicago 10, Ill.—S, SP  
 Centralab Div. of Globe-Union, Inc., 900 E. Keefe Ave., Milwaukee 1, Wisc.—SP, SR  
 Clarostat Mfg. Co., Inc., Washington St., Dover, N. H.—SR  
 Daven Co., 191 Central Ave., Newark 4, N. J.—SR  
 De-Tec-Tronic Labs., Inc., 1227 N. Clark St., Chicago 10, Ill.—S  
 Elpar Co., Bank & Marlton Ave., Camden, N. J.—ST  
 General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—S, SP, SR, ST  
 General Electric Co., Electronics Park, Syracuse, N. Y.—S  
 Grayhill, 4524 W. Madison St., Chicago 24, Ill.—SP, SR  
 Grigsby-Allison Co., Inc., 407 N. Salem Ave., Arlington Heights, Ill.—S, SP, SR  
 Insuline Corp. of America, 3602 35th Ave., Long Island City 1, N. Y.—SK, SP, SR, ST  
 JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 25, N. Y.—SK  
 Kellogg Switchboard & Supply Co., 6650 S. Cicero Ave., Chicago 38, Ill.—SP  
 Mallory & Co., Inc., P. R., 3029 E. Washington St., Indianapolis 6, Ind.—S, SP, SR, ST  
 Muter Co., 1255 So. Michigan Ave., Chicago 5, Ill.—S, SK, SP  
 Ohmite Mfg. Co., 4835 W. Flournoy St., Chicago 44, Ill.—SR  
 Philco Corp., Accessory Div., C & Tioga Sts., Philadelphia 34, Pa.—SP, SR, ST  
 Radio Corp. of America, RCA Victor Division, Front & Cooper Sts., Camden, N. J.—SR  
 Roller-Smith, 1760 W. Market St., Bethlehem, Pa.—SR  
 Shallcross Mfg. Co., Jackson & Pusey Aves., Collingdale, Pa.—SR  
 Shure Bros., Inc., 225 W. Huron St., Chicago 10, Ill.—SP, SR  
 Smith, Inc., Herman H., 405 44th St., Brooklyn 20, N. Y.—S, SK, SP, SR, ST  
 Stackpole Carbon Co., St. Marys 3, Pa.—SR  
 Switchcraft, Inc., 1328 N. Halsted St., Chicago 39, Ill.—SP, SR  
 Wirt Co., 5221 Greene St., Philadelphia 44, Pa.—ST  
 Workshop Associates, Inc., 66 Needham St., Newton Highlands 61, Mass.—S, SR

### (22) Test Equipment, Servicing

Analyzers, capacity	A
Cells, photoelectric	C
Generators, signal, RF	GR
Generators, signal, sweep	GS
Generators, signal, TV, RF (VHF)	GT
Meters	M
Meters field strength	MF
Meters, noise level	MN
Meters, multi-meters	MM
Oscillators, audio	OA
Oscilloscopes, cathode-ray	O
Parts, instrument	PI
Parts, meter	PM
Rectifiers, instrument	R
Testers, appliance	T
Testers, tube	TT
Testers, tube & set combination	TC
Tracers, signal	TS
Voltmeters	V

Aerovox Corp., 740 Belleville Ave., New Bedford, Mass.—A  
 Altec Lansing Corp., 1161 No. Vine St., Hollywood 38, Calif.—M

(Continued on next page)

**Service & Sound (Continued)**

Approved Electronic Instrument Corp., 142 Liberty St., New York 6, N. Y.—GR, GS, GT, MF, O, TS  
 Audio-Tone Oscillator Co., 237 John St., Bridgeport 3, Conn.—GS, OA  
 Bradshaw Instruments Co., 42 Flatbush Ave., Brooklyn 17, N. Y.—A, GR, M, MM, O, V  
 Bud Radio, Inc., 2118 E. 55th St., Cleveland 3, Ohio—MF, OA  
 Burlington Instrument Co., 203 No. 3rd St., Burlington, Iowa—M, PI, PM  
 Chicago Industrial Instrument Co., 536 W. Elm St., Chicago 10, Ill.—MM  
 Clarkstan Corp., 11927 W. Pico Blvd., Los Angeles 34, Calif.—GS  
 Clippard Instrument Lab., Inc., 1125 Bank St., Cincinnati 14, Ohio—TS, V  
 Clough-Brengle Co., 6014 Broadway, Chicago, Ill.—GS  
 Coastwise Electronics Co., Inc., 130 No. Beaudry, Los Angeles 12, Calif.—GR, GS, OA, TT, TS, V  
 Cornell-Dubilier Electric Corp., South Plainfield, N. J.—A  
 Crystal Devices Co., Inc., 50 Mill Road, Freeport, N. Y.—GT  
 Custom Craft Mfg. Co., 256 E. 98th St., Brooklyn 12, N. Y.—T  
 Daven Co., 191 Central Ave., Newark 4, N. J.—V  
 Dayco Radio Corp., 915 Valley St., Dayton 4, Ohio—TT  
 Electronic Development Co., 2402 E. Locust St., Omaha 10, Nebr.—M, MM, V  
 Electronic Development Labs., 2655 W. 19th St., Chicago 19, Ill.—O  
 Electronic Instrument Co., Inc., 276 Newport St., Bklyn. 12, N. Y.—GR, GS, MM, O, OA, TT, TS, V  
 Electronic Mfg. Co., 140 South 2nd St., Harrisburg, Pa.—M  
 Electronic Measurements Corp., 423 Broome St., New York 13, N. Y.—A, GR, MM, TT, TC, V, GT  
 Electronic Tube Corp., 1200 E. Mermaid Ave., Philadelphia 18, Pa.—O  
 Et-Tronics, Inc., 2647 N. Howard St., Philadelphia 33, Pa.—GT, O, OA  
 Federal Engineering Co., 37 Murray St., New York 7, N. Y.—GT  
 Federal Telephone & Radio Corp., 900 Passaic Ave., E. Newark, N. J.—R  
 Feiler Engineering Co., 945 W. George St., Chicago 14, Ill.—A, GR, GS, GT, MM, O, OA, T, TT, TS, V  
 General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—T  
 General Electric Co., Electronics Park, Syracuse, N. Y.—A, GR, GS, GT, M, MM, O, OA, TC, TT, V  
 Goodall Electric Mfg. Co., Ogallala, Nebr.—A  
 Heath Co., 305 Territorial, Benton Harbor, Mich.—A, GR, GT, M, O, TT, TS, V  
 Hewlett-Packard Co., 395 Page Mill Road, Palo Alto, Calif.—GR, GT, OA, V  
 Hickok Electrical Instrument Co., 10514 Dupont Ave., Cleveland 8, Ohio—A, GR, GS, GT, M, MM, O, OA, T, TT, TC, TS, V  
 Industrial Devices, Inc., 22 State Road, Edgewater, N. J.—A, M, T, V  
 Instrument Electronics, 42-17 Douglaston Pkwy., Douglaston, N. Y.—M  
 International Instruments, Inc., 331 East St., New Haven 11, Conn.—M, MM  
 International Rectifier Corp., 6809 So. Victoria Ave., Los Angeles 43, Calif.—C  
 J & A Television & Mfg. Co., 5066 Broadway, Chicago 40, Ill.—M  
 Jackson Electrical Instrument Co., 18 So. Patterson Blvd., Dayton 1, Ohio—A, GR, GS, GT, MM, O, OA, TT, TC, V  
 J. B. T. Instruments, 441 Chapel St., New Haven, Conn.—M  
 Kay Electric Co., Pine Brook, N. J.—GR, GS, GT, M  
 Lyman Electronic Corp., 12 Cass St., Springfield 4, Mass.—TT  
 MB Instruments, Inc., 330 East St., New Haven, Conn.—M  
 Marion Electrical Instrument Co., Manchester, N. H.—M  
 Measurements Corp., Boonton, N. J.—A, GR, GT, MF, TS, V  
 Metropolitan Electronics & Instruments Co., 106 Fifth Ave., New York 11, N. Y.—A, GR, GS, GT, MM, O, OA, PI, T, TT, TC, TS, R, V  
 Millen Mfg. Co., Inc., James, 150 Exchange St., Malden 48, Mass.—M, O  
 Monarch Mfg. Co., 2014 N. Major St., Chicago, Ill.—GR  
 Network Mfg. Corp., 213 W. Fifth St., Bayonne 7, N. J.—A  
 Philco Corp., Accessory Div., C & Tioga Sts., Philadelphia 34, Pa.—C, GR, GS, GT, M, MM, O, PI, T, TT, TS, R, V  
 Photovolt Corp., 95 Madison Ave., New York, N. Y.—M  
 Precision Electronics, Inc., 641 Milwaukee Ave., Chicago 22, Ill.—TS, V  
 Premier Crystal Laboratories, Inc., 79 Seventh Ave., New York 11, N. Y.—GT  
 Premier Electronic Laboratories, 382 Lafayette St., New York 3, N. Y.—GR  
 Radex Corp., 2076 Elston Ave., Chicago 14, Ill.—A, TS  
 Radio City Products Co., Inc., 152 W. 25th St., New York 1, N. Y.—GR, GS, GT, MM, O, OA, T, TT, TC, TS, V, PI, R

Radio Corp. of America, Tube Dept., 415 South 5th St., Harrison, N. J.—A, GR, GS, GT, MM, O, OA, TT, TS, V  
 Radio Corp. of America, RCA Victor Division, Front & Cooper Sts., Camden, N. J.—A, GR, GS, GT, MN, O, OA, TS, V  
 Radio Frequency Labs., Inc., Boonton, N. J.—MF  
 Radio Kits Co., 120 Cedar St., New York, N. Y.—GR, GS, MM, PI, TT, TC, V  
 Reiner Electronics Co., 152 W. 25th St., New York, N. Y.—GR, O, M  
 Roller-Smith, 1760 W. Market St., Bethlehem, Pa.—M, MM, T  
 Schauer Machine Co., 2043 Reading Road, Cincinnati 2, Ohio—R  
 Scott, Inc., Hermon Hosmer, 385 Putnam Ave., Cambridge 39, Mass.—MM  
 Shallcross Mfg. Co., Jackson & Pusey Aves., Collingdale, Pa.—M, PI  
 Silver Co., Inc., McMurdo, 1240 Main St., Hartford, Conn.—M  
 Simpson Electric Co., 5208 W. Kinzie St., Chicago 44, Ill.—A, GR, GS, GT, M, MF, MN, MM, O, OA, PI, PM, T, TT, TC, TS, R, V  
 Solar Capacitor Sales Corp., 1445 Hudson Blvd., No. Bergen, N. J.—A  
 Special Products Co., 9115 Brookville Road, Silver Spring, Md.—TS  
 Spellman Television Co., Inc., 130 W. 24th St., New York 11, N. Y.—M  
 Sprague Products Co., 89 Marshall St., No. Adams, Mass.—A  
 Star Measurements Co., 442 E. 166th St., New York 56, N. Y.—MM, TT, TC  
 Superior Instruments Co., 227 Fulton St., New York 7, N. Y.—GR, GT, MM, T, TT, TC, TS  
 Supreme, Inc., 1714 Carrollton Ave., Greenwood, Miss.—A, GR, GS, GT, M, MM, O, OA, PI, PM, T, TT, TC, TS, R, V  
 Sylvania Electric Products, Inc., 500 Fifth Ave., New York 18, N. Y.—GR, GS, M, MM, O, OA, TT, V  
 Telegrip Radio Co., 1901 S. Washtenaw, Chicago 8, Ill.—O, GT  
 Television Equipment Corp., 238 William St., New York 7, N. Y.—GS, O  
 Test Craft Instruments Co., 106 Fifth Ave., New York 11, N. Y.—A, C, GR, GS, GT, M, MF, MN, MM, O, OA, PI, PM, T, TT, TC, TS, R, V  
 Testing Instruments, Inc., Hulman Bldg., Dayton 2, Ohio—TT, TC, TS  
 Transvision, Inc., 460 North Ave., New Rochelle, N. Y.—GS, MF, O  
 Triplett Electrical Instrument Co., Harmon Road, Bluffton, Ohio—GS, M, MN, MM, O, T, TT, R  
 Trylon Radio Labs., 1136 N. American St., Philadelphia 23, Pa.—GR, GS, MN, MM, O, OA, T, TT, TC, TS  
 Waterman Products Co., Inc., 2445 Emerald St., Philadelphia 25, Pa.—O  
 Western Electric Co., 195 Broadway, New York, N. Y.—MN  
 Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark 5, N. J.—A, C, M, MN, MM, T, TT, TC, R, V

American Phenolic Corp., 1830 S. 54th Ave., Chicago 24, Ill.—DS, CR  
 American Radio Hardware Co., Inc., 152 MacQueston Pkwy., Mt. Vernon, N. Y.—DS, L, TA  
 Arnt & Associates, Charles, 3042 Irving Pk. Rd., Chicago 18, Ill.—ST  
 Aurora Equipment Co., 422 Cleveland Ave., Aurora, Ill.—B  
 Bradshaw Instruments Co., 42 Flatbush Ave., Brooklyn 17, N. Y.—L  
 British Industries Corp., 164 Duane St., New York 13, N. Y.—SO  
 Bud Radio, Inc., 2118 E. 55 St., Cleveland 3, Ohio—B  
 Cincinnati Ventilating Co., Covington, Ky.—B  
 Clark Co., Robert H., 9330 Santa Monica Blvd., Beverly Hills, Calif.—BE  
 Division Lead Co., 836 Kinzie St., Chicago 22, Ill.—F, SO  
 Drake Electric Works, 3656 Lincoln Ave., Chicago 13, Ill.—I  
 Durst Mfg. Co., 1100 Cumpston St., N. Hollywood, Calif.—P  
 Electric Soldering Iron Co., Inc., Deep River, Conn.—I  
 Electro-Steel Products, Inc., 112 N. 7th St., Philadelphia 6, Pa.—CW, ST  
 Fastener Corp., 860 Fletcher St., Chicago 14, Ill.—SL  
 General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—A, C, CR, CW, F, HC, I, L, B, P, PA, PT, ST, TN, TA, W  
 General Hardware Mfg. Co., Inc., 117 Duane St., New York 7, N. Y.—CC, PR, ST  
 Goodall Electric Mfg. Co., Ogallala, Nebr.—F  
 Greenlee Tool Co., 2136 12th St., Rockford, Ill.—BE, DS, PR  
 Grem Engineering Co., 206 8th Ave., Brooklyn 15, N. Y.—GS, GT, TS, TT  
 Hamer-Drill Co., Box 158, Planetarium Station, New York 24, N. Y.—D, H  
 Heller Co., 2135 Superior Ave., N. E., Cleveland 14, Ohio—SL  
 Hexacon Electric Co., 161 W. Clay Ave., Roselle Park, N. J.—I  
 Holub Industries, Inc., 413 DeKalb Ave., Sycamore, Ill.—D, ST  
 Housing Foundation, Inc., Deep River, Conn.—I  
 Ideal Industries, Inc., Park Ave., Sycamore, Ill.—I, ST  
 Industrial Devices, Inc., 22 State Rd., Edgewater, N. J.—PA, TN  
 Industrial Engineered Products Co., 7416 Melrose Ave., Los Angeles 46, Calif.—I, SS  
 Instant Tool Corp., 231 W. 29th St., New York, N. Y.—I  
 Insuline Corp. of America, 3602 35th Ave., Long Island City 1, N. Y.—C, CC, I, DN, DS, L, PT, PR, TA, W, I, B  
 Jaco Products, 6408 Euclid Ave., Cleveland 3, Ohio—L, ST, TA  
 Jet Thermal Devices Co., 21-73 86th St., Brooklyn 14, N. Y.—I  
 JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 25, N. Y.—C, CR, HC, L, B, ST, TA  
 Jones Motorola Corp., 432 Fairfield Ave., Stamford, Conn.—D  
 Kellems Co., 15 Williams St., Stonington, Conn.—PT  
 Kelnor Mfg. Corp., 215 Kearny St., San Francisco 8, Calif.—I  
 Kemode Mfg. Co., Inc., 161 W. 18th St., New York 11, N. Y.—I  
 Kester Solder Co., 4201 Wrightwood Ave., Chicago 39, Ill.—F, SO  
 Krauter & Co., Inc., 585 18th Ave., Newark 3, N. J.—P  
 Kwikheat Mfg. Co., 3732 San Fernando Rd., Glendale 4, Calif.—I  
 Lenk Mfg. Co., 30 Cummington St., Boston 15, Mass.—F, I, SO  
 Littelfuse, Inc., 4757 Ravenswood Ave., Chicago 40, Ill.—TN  
 L & R Mfg. Co., 577 Elm St., Arlington, N. J.—SO  
 Mallory & Co., Inc., P. R., 3029 E. Washington St., Indianapolis 6, Ind.—I  
 Markwell Mfg. Co., Inc., 200 Hudson St., N. Y. 13, N. Y.—SL  
 Merix Chemical Co., 1021 E. 55th St., Chicago 15, Ill.—CR  
 Microcircuits Co., New Buffalo, Mich.—CR  
 Mine Safety Appliances Co., Pittsburgh, Pa.—DN  
 Modern-Aire Mfg. Corp., 4436 W. Roosevelt Rd., Chicago 24, Ill.—B, PR  
 Mueller Electric Co., 1583 E. 31st St., Cleveland 14, Ohio—C  
 National Co., Inc., 61 Sherman St., Malden 48, Mass.—B  
 Park Metalware Co., Inc., Orchard Park, N. Y.—DN, DS, P  
 Par Metal Products Corp., 32-62 49th St., Long Island City 3, N. Y.—B  
 Philco Corp., Accessory Dept., C & Tioga Sts., Philadelphia 34, Pa.—C, CR, CC, CW, DN, DS, I, L, P, TA, W  
 Phillips Mfg. Co., Inc., 2816 Aldrich Ave., S., Minneapolis 8, Minn.—I, SS  
 Pioneer Broach Co., 1424 S. Main St., Los Angeles 15, Calif.—CC, PR, T  
 Porter, Inc., H. K., Somerville 43, Mass.—CW  
 R-L Electronic Corp., 314 S. Wells St., Chicago, Ill.—I  
 Radio City Products Co., Inc., 152 W. 25th St., New York 1, N. Y.—A, L

**(23) Tools for Servicing**

Adapters, analyzer	A
Bins & Cabinets for parts	B
Bits, expansion	BE
Chemicals, radio	CR
Clios, alligator, battery, test	C
Cutters, circle	CC
Cutters, wire	CW
Drills, electric, hand, masonry	D
Drivers, nut	DN
Drivers, screw	DS
Flux, soldering	F
Hammers	H
Holders, chassis, radio	HC
Irons, soldering	I
Leads & Prods, test	L
Pliers	P
Plugs, analyzer	PA
Puller, tube	PT
Punches, radio chassis	PR
Saws, hacksaw	S
Solder	SO
Stands, soldering	SS
Staplers, line	SL
Stripper, wire	ST
Taps, & Dies	T
Tester, neon	TN
Tools, alignment	TA
Wrenches, socket	W

Acro Tool & Die Works, 4554 Broadway, Chicago 40, Ill.—HC  
 Aerolite Electronic Hardware Corp., 24 Cliff St., Jersey City 6, N. J.—C, I, L  
 Aero Tool Co., 6930 Avalon Blvd., Los Angeles 3, Calif.—DS  
 Aircraft-Marine Products, Inc., 1523 N. 4th St., Harrisburg, Pa.—ST  
 Alliance Mfg. Co., Lake Park Blvd., Alliance, Ohio—B  
 Alpha Metals, Inc., 363 Hudson Ave., Brooklyn 1, N. Y.—F, SO  
 Alpha Wire Corp., 50 Howard St., New York 13, N. Y.—L  
 American Electrical Heater Co., 6110 Cass Ave., Detroit 2, Mich.—I, SS

## Service & Sound (Continued)

Radio Corp. of America, Tube Dept., 415 S. 5th St., Harrison, N. J.—A  
 Reiner Electronics Co., 152 W. 25th St., New York, N. Y.—L  
 Roto-Power Corp., 233 Greene Ave., Brooklyn 5, N. Y.—D, DN, DS, H  
 Schott Co., Walter L., 9306 Santa Monica Blvd., Beverly Hills, Calif.—CR, CW, DS, B, PT, ST, TA, W, SL  
 Servelux Mfg. Co., 138 Thirty-ninth St., S. W., Grand Rapids 8, Mich.—B  
 Smilan Tool Co., 2848 W. Pico Blvd., Los Angeles 6, Calif.—D  
 Smith, Inc., Herman H., 405 44th St., Brooklyn 20, N. Y.—C, DS, L, TA  
 Snap-On-Tools Corp., 8120 28th Ave., Kenosha, Wisc.—W  
 Special Products Co., 9115 Brookville Rd., Silver Spring, Md.—P  
 Speed Way Mfg. Co., 1834 S. 52nd Ave., Cicero 50, Ill.—D  
 Stevens Walden, Inc., 475 Shrewsbury St., Worcester 4, Mass.—CC, CW, DN, DS, H, P, PR, S, TA, W  
 Super Tool Co., 21650 Hoover Rd., Detroit 13, Mich.—D  
 Transvision, Inc., 460 North Ave., New Rochelle, N. Y.—I, P  
 Triton Mfg. Co., E. Haddam, Conn.—I  
 T-V Products Co., 152 Sandford St., Brooklyn 5, N. Y.—ST  
 Ungar Electric Tools Co., 615 Ducommun St., Los Angeles, Calif.—SO  
 Utica Drop Forge & Tool Corp., 2415 Whitesboro St., Utica 4, N. Y.—CW, P  
 Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.—DN, DS, TA  
 Walker-Turner Co., Plainfield, N. J.—D, S  
 Weller Mfg. Co., 808 Packer St., Easton, Pa.—I  
 Wilton Tool Mfg. Co., 925 Wrightwood Ave., Chicago 14, Ill.—HC

### (24) Tubes

Tubes, ballast ..... T  
 Tubes, cathode ray (indicator) ..... TI  
 Tubes, cathode ray (oscillograph) ..... TO  
 Tubes, cathode ray (television) ..... TT  
 Tubes, miniature ..... TM  
 Tubes, receiving ..... TR  
 Tubes, special purpose ..... TP  
 Tubes, sub-miniature ..... TS

American Television, Inc., 523 S. Plymouth Ct., Chicago, Ill.—TT  
 Amperex Electronic Corp., 25 Washington St., Brooklyn 1, N. Y.—TP  
 Amperite Co., Inc., 561 Broadway, New York 12, N. Y.—T  
 Cane Projects, Inc., 393 Grove St., Upper Montclair, N. J.—TT  
 Clarostat Mfg. Co., Inc., Washington St., Dover, N. H.—T  
 Concert Master Radio & Television Co., 1800 Winnetmac Ave., Chicago, Ill.—TR  
 Continental Electric Co., 715 Hamilton St., Geneva, Ill.—TP  
 Eitel-McCullough, Inc., San Bruno, Calif.—TT, TP  
 Electronic Tube Corp., 1200 E. Mermaid Ave., Philadelphia 18, Pa.—TO  
 El-Tronics, Inc., 2647 N. Howard St., Philadelphia 33, Pa.—TP  
 Eureka Television & Tube Corp., 69 Fifth Ave., Hawthorne, N. J.—TT  
 General Electric Co., Electronics Park, Syracuse, N. Y.—T, TI, TO, TT, TM, TR, TP, TS  
 Gram Engineering Co., 206 8th Ave., Brooklyn 15, N. Y.—BE, CW, F, P  
 Hytron Radio & Electronics Corp., 76 Lafayette St., Salem, Mass.—T, TT, TM, TR, TP  
 JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 25, N. Y.—T  
 Major Television Corp., 19 W. 44th St., New York, N. Y.—TT  
 Muter Co., 1255 So. Michigan Ave., Chicago 5, Ill.—T  
 National Union Radio Corp., 350 Scotland Road, Orange, N. J.—T, TI, TO, TT, TM, TR, TP, TS  
 National Video Corp., 3019 W. 47th St., Chicago 32, Ill.—TT  
 North American Philips Co., Inc., 100 E. 42nd St., New York 17, N. Y.—TT  
 Philco Corp., Accessory Div., C & Tioga Sts., Philadelphia 34, Pa.—T, TO, TT, TM, TR, TP  
 Radio Corp. of America, Tube Dept., 415 South 5th St., Harrison, N. J.—TI, TO, TT, TM, TR, TP, TS  
 Radio Corp. of America, RCA Victor Division, Front & Cooper Sts., Camden, N. J.—TI, TO, TT, TM, TR, TP, TS  
 Radio Materials Corp., 1708 W. Belmont Ave., Chicago 13, Ill.—TT

Rauland Corp., 4245 N. Knox Ave., Chicago 41, Ill.—TT  
 Raytheon Mfg. Co., Radio Receiving Tube Div., 55 Chapel St., Newton 58, Mass.—TT, TM, TR, TP, TS  
 Remington Rand, Inc., Electronics Div., 1 Atlantic St., Stamford, Conn.—TI, TT  
 Rex Products Co., 1313 W. Randolph St., Chicago, Ill.—TR, T  
 Sarks Tarzian Tube Co., 214 Central Ave., Hawthorne, N. J.—TT  
 Sheldon Electric Co., Inc., Div. Allied Electric Products Co., 68-98 Coit St., Irvington, N. J.—TT, TR  
 Sonotone Corp., Elmsford, N. Y.—TM, TS  
 Standard Arcurus Corp., 54 Clark St., Newark 4, N. J.—T, TM, TR, TP  
 Sylvania Electric Products, Inc., 500 Fifth Ave., New York 18, N. Y.—TI, TO, TT, TM, TR, TP, TS  
 Taylor Tubes, Inc., 2312 Wabansia Ave., Chicago 47, Ill.—TT, TP  
 Tel-O-Tube Corp. of America, 165 Marshall St., Paterson, N. J.—TT  
 Thomas Electronics, Inc., 118 Ninth St., Passaic, N. J.—TT  
 Transvision, Inc., 460 North Ave., New Rochelle, N. Y.—TT  
 Tung-Sol Lamp Works, Inc., 95 Eighth Ave., Newark 4, N. J.—TT, TM, TR, TP  
 Vacuum Tube Products, 203 N. Clementine St., Oceanside, Calif.—TI, TO, TT, TP  
 Waterman Products Co., Inc., 2445 Emerald St., Philadelphia 25, Pa.—TO  
 Zetka Television Tubes, Inc., 131 Getty Ave., Clifton, N. J.—TT

### (25) Tuning Units

Mechanism, automatic tuning, auto-radio ..... MA  
 Mechanism, automatic tuning, home radio ..... MH  
 Tuners, front end TV ..... TT

American Steel Package Co., Defiance, Ohio—TT  
 Approved Electronic Instrument Corp., 142 Liberty St., Cane Projects, Inc., 393 Grove St., Upper Montclair, N. J.—TT  
 New York 6, N. Y.—TT  
 DuMont Labs., Inc., Allen B., 515 Madison Ave., N. Y. 22, N. Y.—TT  
 Crystal Devices Co., Inc., 50 Mill Road, Freeport, N. Y.—TT  
 Edwards Television Corp., 168 Washington St., New York 6, N. Y.—TT  
 General Instrument Corp., 829 Newark Ave., Elizabeth 3, N. J.—TT, MH  
 Grigsby-Allison Co., 407 N. Salem Ave., Arlington Heights, Ill.—MA  
 Guardian Electric Mfg. Co., 1621 W. Walnut St., Chicago 12, Ill.—MH  
 Kingston Radio Co., Kokomo, Ind.—TT  
 Lytle & Co., 4721 No. Kedsie Ave., Chicago 25, Ill.—TT  
 Mallory & Co., Inc., P. R., 3029 E. Washington St., Indianapolis 6, Ind.—TT  
 National Co., Inc., 61 Sherman St., Malden 48, Mass.—TT  
 Oak Mfg. Co., 1260 Clybourn Ave., Chicago 10, Ill.—TT  
 Philco Corp., Accessory Div., C & Tioga Sts., Philadelphia 34, Pa.—MA, MH, TT  
 Radio Corp. of America, Tube Dept., 415 South 5th St., Harrison, N. J.—TT  
 Radio Corp. of America, RCA Victor Division, Front & Cooper Sts., Camden, N. J.—TT  
 Sarks Tarzian Tube Co., 214 Central Ave., Hawthorne, N. J.—TT  
 Sickles Co., F. W., Sub. of General Instrument Corp., P. O. Box 330, Chicopee, Mass.—TT  
 Standard Coil Products Co., Inc., 2329 N. Pulaski Rd., Chicago 39, Ill.—TT  
 Telcite Television Corp., Carleton Ave., E. Islip, L. I., N. Y.—TT  
 Television Development Labs., Inc., 302 W. 68th St., New York 23, N. Y.—TT  
 Transvision, Inc., 460 North Ave., New Rochelle, N. Y.—TT  
 Univox Corp., 83 Murray St., New York 7, N. Y.—TT  
 Vitamite Co., 227 W. 64 St., New York 23, N. Y.—MA

### (26) Wire & Cable

Cable, coaxial ..... C  
 Cable, electric power ..... CE  
 Cable, microphone ..... CM  
 Cords, line ..... CL

Wire, hook-up ..... W  
 Wire, magnetic recording ..... WM  
 Wire, misc. ..... WR  
 Wire, shielded ..... WS  
 Wire, TV Antenna transmission line ..... WT

Accurate Insulated Wire Corp., 32 Fox St., New Haven, Conn.—CL  
 Aerolite Electronic Hardware Corp., 24 Cliff St., Jersey City 6, N. J.—WT  
 Alden Products Co., 117 N. Main St., Brockton, Mass.—CL, W  
 Alpha Wire Corp., 50 Howard St., New York 13, N. Y.—C, CE, CM, CL, W, WS, WT  
 American Microphone Co., 370 S. Fair Oaks, Pasadena 1, Calif.—CM  
 American Phenolic Corp., 1830 So. 54th Ave., Chicago 24, Ill.—C, CM, W, WS, WT  
 Arnt & Associates, Charles, 3042 Irving Park Road, Chicago 18, Ill.—CL, W, WT  
 Belden Mfg. Co., 4647 W. Van Buren St., Chicago 44, Ill.—C, CE, CM, CL, W, WS, WT  
 Birnbach Radio Co., Inc., 145 Hudson St., New York 13, N. Y.—C, CM, CL, W, WS, WT  
 Brush Development Co., 3405 Perkins Ave., Cleveland 3, Ohio—WM  
 Chester Cable Corp., Chester, N. Y.—C, CE, CM, CL, W, WS, WT  
 Columbia Wire & Supply Co., 2850 Irving Park Road, Chicago 18, Ill.—C, CE, CM, CL, W, WS, WT  
 Cornish Wire Co., Inc., 15 Park Row, New York 7, N. Y.—CE, CM, CL, W, WS, WT  
 Crescent Insulated Wire & Cable Co., Trenton, N. J.—CL  
 Electronic Indicator Corp., 53 Wyckoff St., Brooklyn 2, N. Y.—WT  
 Etraco Mfg. Co., Inc., Woods Church Road, Flemington, N. J.—CL, W, WT  
 Federal Telephone & Radio Corp., 900 Passaic Ave., E. Newark, N. J.—C, CM, W, WS, WT  
 General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—CL, WT  
 General Electric Co., Electronics Park, Syracuse, N. Y.—C  
 General Electric Co., Bridgeport, Conn.—CL  
 General Insulated Wire Corp., 69 Gordon Ave., Providence, R. I.—CL  
 Gosnet Co., 72 E. Tujunga, Burbank, Calif.—WT  
 Insuline Corp. of America, 3602 35th Ave., Long Island City 1, N. Y.—CL, WS, WT  
 JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 25, N. Y.—C, CM, CL, W, WS, WT  
 Kellogg Switchboard & Supply Co., 6650 S. Cicero Ave., Chicago 38, Ill.—W, WS  
 Koiled Kords, Inc., Hamden, New Haven, Conn.—CL  
 Lenz Electric Mfg. Co., 1751 N. Western Ave., Chicago 47, Ill.—CE, CM, W, WS  
 Leviton Mfg. Co., 236 Greenpoint Ave., B'klyn, N. Y.—CL  
 Nicholas Equipment Co., Bellevue, Ohio—WT  
 Okonite Company, Canal St., Passaic, N. J.—CL  
 Pentron Corp., 611 W. Division St., Chicago 10, Ill.—WM  
 Phalo Plastics Corp., 25 Foster St., Worcester 8, Mass.—C, CM, CL, W, WS, WT  
 Philco Corp., Accessory Div., C & Tioga Sts., Philadelphia 34, Pa.—C, CE, CM, CL, W  
 Plastoid Corp., Hamburg, N. J.—C, CE, CM, CL, W, WS, WT  
 Radio Corp. of America, Tube Dept., 415 South 5th St., Harrison, N. J.—WT  
 Radio Corp. of America, RCA Victor Division, Front & Cooper Sts., Camden, N. J.—CM, WT  
 Rea Magnet Wire Co., Inc., 3610 E. Pontiac St., Fort Wayne 4, Ind.—O  
 Schott Co., Walter L., 9306 Santa Monica Blvd., Beverly Hills, Calif.—W  
 Sheldon Electric Co., Div. Allied Electric Products, Inc., 69-98 Coit St., Irvington 11, N. J.—CL  
 Shure Bros., Inc., 225 W. Huron St., Chicago 10, Ill.—CM  
 Technical Appliance Corp., Sherburne, N. Y.—WT  
 Transvision, Inc., 460 North Ave., New Rochelle, N. Y.—C, CL, WT  
 T-V Products Co., 152 Sandford St., Brooklyn 5, N. Y.—C, WT  
 U. S. Rubber Co., 1230 Sixth Ave., N. Y., N. Y.—CL  
 Video Television, Mfg. Div., Oakridge Antenna Co., 239 E. 127th St., New York 35, N. Y.—WT  
 Walco Products, Inc., 60 Franklin St., E. Orange, N. J.—WT  
 Ward Products Corp., 1523 E. 45th St., Cleveland 3, Ohio—C  
 Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.—WM  
 Wire Corp., 19 Jackson St., Worcester 8, Mass.—WM  
 Workshop Associates, Inc., 66 Needham St., Newton Highlands 61, Mass.—C, WT

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**RADIO & TELEVISION RETAILING, September, 1949**

Directory of Electrical Appliance manufacturers will  
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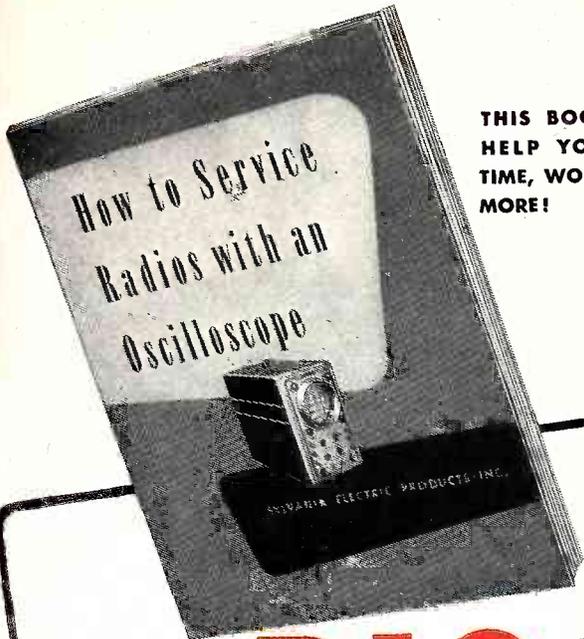
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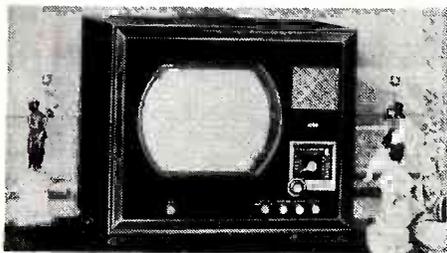
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# Newest TV Receivers

## Du Mont 15-INCH TABLE SET

The "Hastings" table model TV receiver has 132-square inch picture, FM radio, and



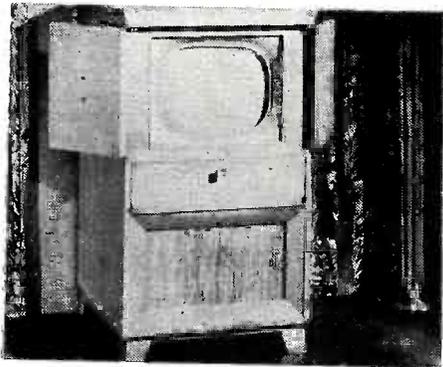
phono jack and is equipped with 30 tubes and a "tuning eye" for precise tuning. The set will retail for \$425. Allen B. Dumont Laboratories, Inc., 2 Main Ave., Passaic, N.J.—RADIO & TELEVISION RETAILING.

## Westinghouse TV COMBINATION

Model 231 is equipped with a 10-inch tube and utilizes "electronic magnifier" to provide close-ups of central action on the screen. A console model, the set includes AM-FM radio and three-speed record changer, and has 39 tubes, including picture tube and 6 rectifiers. Westinghouse Electric Corp., 306 Fourth Ave., Pittsburgh 30, Penna.—RADIO & TELEVISION RETAILING.

## Freed-Eisemann TV CONSOLE

The "Modern" is a 16-inch console TV receiver with 29-tube chassis and 12-inch extended range loudspeaker. The retail price is \$495. The Hepplewhite, a period



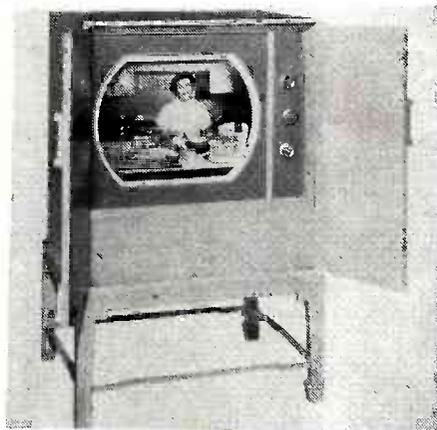
version of the same set, retails for \$479.50. Freed Radio Corp., 200 Hudson St., New York 13, N.Y.—RADIO & TELEVISION RETAILING.

## Vue-Scope TV MAGNIFIER

The new Vue-Scope TV magnifying lens is said to give more side vision, greater magnification and a sharper picture due to being designed to follow the contour of the tube. 7, 10 and 12-inch models are available. Celomat Corp., 521 W. 23rd St., New York, N.Y.—RADIO & TELEVISION RETAILING.

## Hallicrafters HOME TV LINE

The new line includes six models featuring one basic chassis with only three control knobs, and a built-in antenna system which may be oriented electronically by turning a knob. Prices range from \$189.95 for the 10-



inch table model 600 to \$545 for the blonde console model 606 (shown), with the new 19-inch picture tube. The line will be sold through regular appliance distributors rather than radio parts jobbers, as was formerly the case. The Hallicrafters Co., 4401 W. Fifth Ave., Chicago 24, Ill.—RADIO & TELEVISION RETAILING.

## Motorola TABLE TV SET

Model 9VT-1 is a table model featuring the 8½-inch picture tube, said to offer 50% more picture area than 7-inch sets. Weighing 26 pounds, the compact set sells for



\$149.95. Like other models in the 1950 line, this set has "Bilt-in-Tenna" and simplified operation, with only three controls on the front. Motorola, Inc., 4545 Augusta Blvd., Chicago, Ill.—RADIO & TELEVISION RETAILING.

## Trav-Ler TV SETS

The new line includes model 10TM, 10-inch console in mahogany, and 10TB in blonde; 12TM, 12-inch console in mahogany, and 12TB in blonde; and model 16TM is a 16-inch console in mahogany. All models feature push-button tuning, and automatic gain control. Trav-Ler Radio Corp., 571 W. Jackson Blvd., Chicago 6, Ill.—RADIO & TELEVISION RETAILING.

## RCA 16-INCH TABLE TV

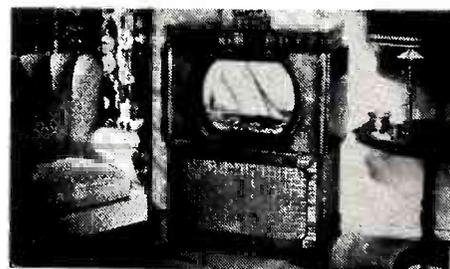
Model 9-T-270 is a table model with the 16-inch metal-cone picture tube and is equip-



ped with 23 tubes and 4 rectifiers. A phono jack is provided. List price is \$395 in walnut or mahogany finish, \$415 in limed oak. RCA Victor Division, Camden, N.J.—RADIO & TELEVISION RETAILING.

## Stromberg-Carlson TV SETS

Three new models have been added to the line: the "Century," a 12½-inch table set with 8-inch speaker and phono jack priced at \$295, the "Brentwood," a 12½-



inch console with 12-inch loudspeaker and phono jack, and the "Emperor," (shown) featuring the new 19-inch picture tube, 12-inch speaker. Stromberg-Carlson Co., Rochester 3, N.Y.—RADIO & TELEVISION RETAILING.

## DeWald 16-INCH SET

Model DT-160 is a 16-inch TV table receiver with 22 tubes including rectifiers, and



a built-in antenna. List price is \$339.95. DeWald Radio Mfg. Corp., 35-15 37th Ave., Long Island City 1, N.Y.—RADIO & TELEVISION RETAILING.

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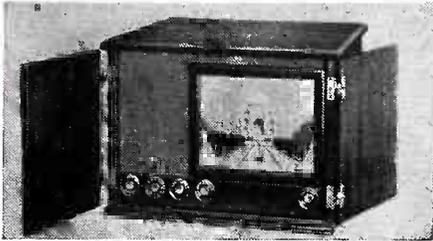
Allen B. DuMont Laboratories, Inc.  
Home Offices and Plants, Passaic, N. J.

General Television Sales Offices and the DuMont Television Network, 515 Madison Avenue, New York 22, New York  
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# Ready for Big Market

## Altec Lansing TV SETS

The Altec Lansing Corporation has announced its entry into the TV field with four models, two of which are chassis and two are complete with cabinets. Model ALC-203 (shown) is a 12½-inch table set priced at



\$367, and ALC-204 is a 12½-inch console table at \$408. Both sets have 8-inch speakers. ALC-202 is a 12½-inch chassis at \$308, and ALC-205 is a 16-inch chassis at \$376. Altec Lansing Corp., 1161 N. Vine St., Hollywood 38, Calif.—RADIO & TELEVISION RETAILING.

## Hoffman TV SETS

New line includes models 831 and 915 which come in the traditional cabinet, the former being straight TV, the latter includes AM-FM and 2-speed phono. Models 830 and 914 come in the modern cabinet, the first being straight TV, the latter with AM-FM-phono. All 4 models have 12½-inch picture tubes. Hoffman Radio Corp., 3761 S. Hill St., Los Angeles 7, Calif.—RADIO & TELEVISION RETAILING.

## Teletone 1950 TV LINE

Highlights of the new line, which includes 10", 12½" and 16" receivers, is a 10-inch table set priced at \$149.95, a 10-inch table set with built-in antenna at \$169.95, and a console set (shown) featuring a 16-inch "black tube" glare-eliminat-



ing model at \$299.95. In between the 10-inch and 16-inch units, the firm offered a 12½-inch table model at \$199.95. A one-year warranty on the cathode-ray tubes accompanies the receivers in the 1950 line, which totals 10 TV models in all. Teletone Radio Corp., 540 W. 58th St., New York 19, N. Y.—RADIO & TELEVISION RETAILING.

## Capehart TV SETS

The eight TV receivers in the new line include two table sets and six consoles, four of which are combination TV-radio-phono. Prices start at \$269.50 for the 12½-inch table set. The "Serenade," shown, is a 12½-inch console with 8-inch speaker in modern



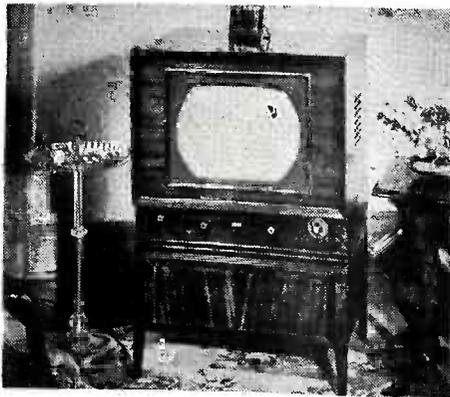
bisque cabinet at \$309.50. All sets in the line feature a built-in antenna which may be rotated by the user. The "Polatron," dark-glass Farnsworth picture tube said to improve sharpness and contrast in the image, is optional on all models for \$10 extra. Capehart-Farnsworth Corp., Fort Wayne 1, Indiana.—RADIO & TELEVISION RETAILING.

## Raytheon HOME TV SETS

The new 1950 line is being produced by Raytheon's Belmont Radio Division and is marketed nationally. The line includes two 7-inch sets, 3 ten-inch, 2 twelve-inch and 2 sixteen-inch, with prices ranging from \$129.95 for the 7-inch table set to \$339.95 for the 16-inch console. All models include built-in antennas and simplified tuning. Raytheon Mfg. Co., Newton, Mass.—RADIO & TELEVISION RETAILING.

## Meck TV CONSOLETTES

Two new sets, a 12-inch unit retailing at \$249, and a 16-inch receiver (shown) at \$299, are the first floor models to be made by this firm. Both sets incorporate



high sensitivity, automatic frequency control, and come in grained mahogany cabinets. John Meck Industries, Inc., Plymouth, Indiana.—RADIO & TELEVISION RETAILING.

## Sylvania TV LINE

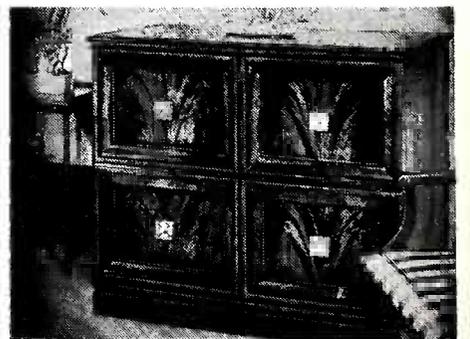
Sylvania has introduced a line of TV receivers to be sold under the brand name, Sylvania Television, and manufactured by its subsidiary, Colonial Radio Corporation of Buffalo, N. Y. Seven models in 10" and 12½" table, console and combinations have been announced, all with built-in antennas.



The four 10-inch sets consist of 2 table sets, 1 console, and one console combination. The three 12½-inch sets consist of 1 table, 1 console, and 1 combination. The combinations include AM-FM radio and 3-speed record changers. Model 075, shown, is a 10-inch table model priced at \$229.95, table optional at extra cost. Sylvania Electric Products, Inc., 500 Fifth Ave., New York 18, N. Y.—RADIO & TELEVISION RETAILING.

## Starrett TV CONSOLE

The "Gotham" is a 16-inch console combination with AM-FM radio and 3-speed record changer, 43 tubes, including 5 rectifiers and picture tube, and 14 watts audio



power output. Priced at \$1095, the set can also be bought with a breakfront top for \$1295. Starrett Television Corp., 601 W. 26th St., New York 1, N. Y.—RADIO & TELEVISION RETAILING.

## Hotel Radio COIN METER

A new 25c coin meter is designed for home sales promotional activities in connection with TV, refrigeration and other appliances. Available in 1, 2, 12 and 24 hour timings, the meter is priced at \$7.95 F.O.B. Hotel Radio Corp., 3000 E. Jefferson, Detroit 7, Michigan.—RADIO & TELEVISION RETAILING.

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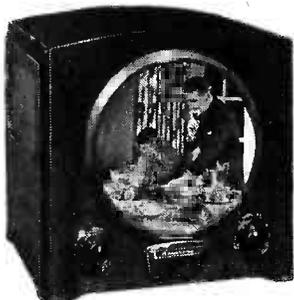
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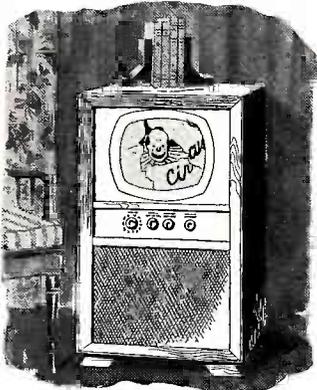
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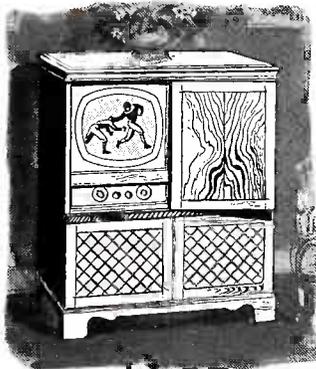
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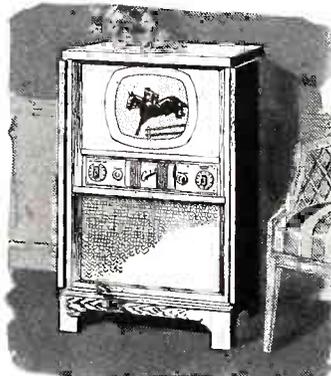
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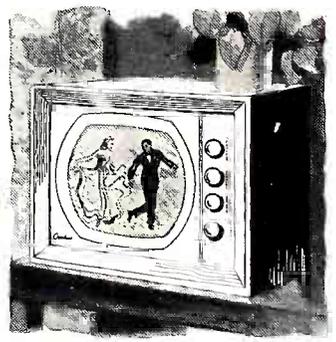
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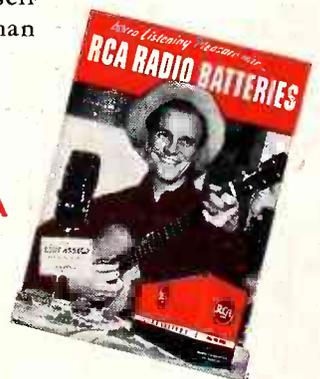
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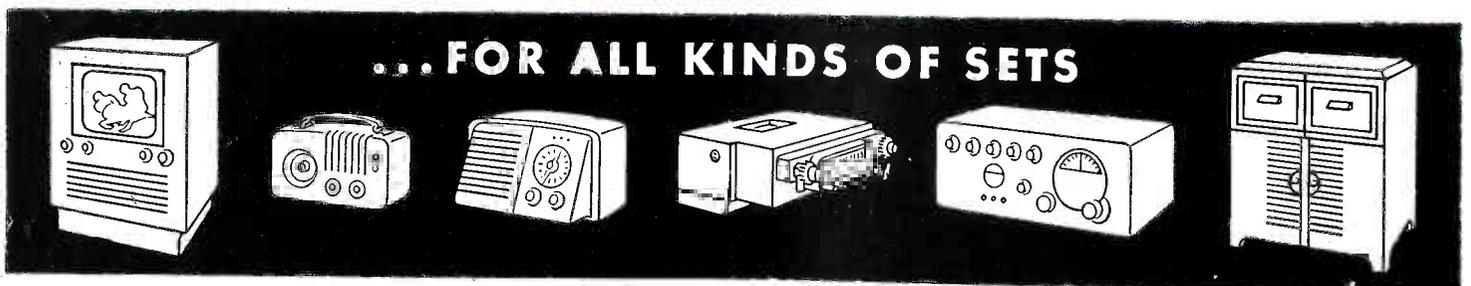
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# RECORDS

Section of **RADIO & TELEVISION RETAILING**

## New Discs for Holidays Ahead

### CLASSICAL WORKS

**BACH:** "A Bach Program," *The Philadelphia Orchestra, Eugene Ormandy, conductor. Columbia MM-947; ML-2058*

Ormandy has chosen a group consisting of the "Passacaglia and Fugue in C Minor," the "Tocatta and Fugue in D Minor," "Jesu, Joy of Man's Desiring," and the "Chorale-Prelude: Sleepers Awake." It is a well chosen collection which dealers should recommend to Bach collectors, and especially to those who are starting their collections.

**BEETHOVEN:** "Symphony No. 5, in C Minor," *Serge Koussevitzky, conductor, Boston Symphony Orchestra. RCA Victor WDM-1313; DM-1313*

Koussevitzky's interpretation of the Beethoven work provides an interesting addition to the RCA Victor catalog, which already boasts a Toscanini and Furtwangler rendition. This is the fifth in a series of Beethoven recordings made by the conductor at the Berkshire Music Festival this year.

**BEETHOVEN:** "Concerto in C Major for Violin, Cello, Piano and Orchestra, Op. 56," *John Corigliano, violin; Leonard Rose, cello; Walter Hendl, piano; with Bruno Walter conducting the Philharmonic-Symphony Orchestra of New York. Columbia MM-842; ML-2059*

The "Triple" concerto features three distinguished soloists, who are all closely allied with conductor Walter and the Philharmonic. Of especial interest to Beethoven collectors, this album is heralded as the authoritative interpretation of the concerto.

**DEBUSSY:** "Suite from 'Pelleas and Melisande,'" *Erich Leinsdorf conducting the Cleveland Orchestra. Columbia MM-845; ML-4090*

Erich Leinsdorf has arranged the orchestral interludes from the Debussy opera into this remarkably effective suite. The result is a tone poem—that

should appeal to a wide segment of listeners.

**"MUSIC OF LECUONA":** *Morton Gould conducting the Robin Hood Dell Orchestra of Philadelphia. Columbia MX-318*

Four notable Lecuona works, arranged for full orchestra, melodically presented in this collection. Cuban melodies and dance rhythms highlighted.

**SAINT-SAENS:** "The Swan"; **MYRON-OFF,** "Caprice," *William Primrose, violist. RCA Victor 49-0474; 10-1476*

Lyrical first side a familiar composition that every one knows and recognizes; "Caprice" a virtuoso piece by a contemporary composer.

**SIBELIUS:** "Tapiola, Op. 112," *Sir Thomas Beecham, Bart., conducting the Royal Philharmonic Orchestra. RCA Victor WDM-1311; DM-1311*

Recorded in England, this Sibelius tone poem is performed by the noted conductor at the composer's suggestion. Recording quality high.

**WAGNER:** "The Flying Dutchman: Overture," *Boston Symphony Orchestra, Serge Koussevitzky, conductor. RCA Victor 49-9473; 12-0958*

Stirring performance of the Wagner work, previously unlisted in the label's catalog. Makes a good addition to dealer's stocks.

**BJOERLING, JUSSI:** "Donna Non Vida Mai," (from Puccini's "Manon Lescaut"); "Siciliana, O Lola" (Mascagni's "Cavalleria Rusticana.") *RCA Victor 49-0475; 10-1477*

Lyric bel canto of the tenor aptly demonstrated on these arias, which reveal emotion and a wide range of projection.

**DON COSSACK CHORUS:** "Don Cossack Concert," *Serge Jaroff, conductor. Columbia MM 844 (Soon to be available on LP)*

Russian liturgical, folk and operatic selections contained in the album. Chorus, as usual, performs with vigor.

**LYNCH, CHRISTOPHER:** "Blow Me Eyes"—"My Lagan Love." *Columbia 7637-M; 3-247*

"Blow Me Eyes" has a bit of humor to it, for a fine Irish tune; "Lagan Love" in a more romantic, but equally Irish mood.

**TRAUBEL, HELEN:** "Negro Spirituals" *Columbia MM-851; ML-4221*

The superb voice of the Metropolitan Opera soprano is heard to advantage in selections which include: "Swing Low, Sweet Chariot," "Nobody Knows the Trouble I've Seen," "Go Down Moses," and "Deep River."



**BENEKE, TEX:** "Blues in the Night"—"The One Who Gets You" *RCA Victor 47-2989; 20-3513*

From film "Blues in the Night"—number is a familiar Glen Miller tune; other side a bouncy bit, with some riff-styled choruses, and featuring the Beneke sax.

**BROWN, LES:** "Cross Town Trolley"—"Just a Gigolo" *Columbia 38536; 1-285*

"Trolley" a danceable bit, sparked with realistic trolley sound effects; flip a new rendition of the old-time hit.

**CARSON, MINDY:** "Song of Surrender"—"Blame My Absent-Minded Heart" *RCA Victor 47-2980; 20-3508*

This is the songbird's second disc for the label. "Surrender" from the film of the same name. "Absent-Minded Heart" another movie melody from "Blues in the Night."

**COMO, PERRY:** "Give Me Your Hand"—"I Wish I had a Record" *RCA Victor 47-2997; 20-3521*

First side a stirring song . . . which Como performs with emotion and dramatic emphasis for a really top tune. Reverse a mood switch with fast tempo, and a nice beat provided by Mitch Ayres and orchestra.

(Continued on page 92)

# New Discs for Holidays

Selections to Suit All Tastes and Pocketbooks Available for Early Selling

**CROSBY, BING:** "The Meadows of Heaven" — "I'll See You in My Dreams" Decca 24721

"Meadows" a top ballad, that looks good; reverse is the popular old favorite, sparked by the inimitable Crosby touch.

**DORSEY, TOMMY:** "Dry Bones"—"Summertime" RCA Victor 47-3002; 20-3523

Standard pairing that gives T. D. and aggregation chance to "show off" a bit—and they demonstrate their abilities for closely knit, tantalizing instrumentation.

**ECKSTINE, BILLY:** "Body and Soul"—"If Love Is Trouble" MGM 10501

The Eckstine version of the popular torch ballad is practically a "classic." "If Love Is Trouble" a new ballad, with a hint-of-blues in it that fits the singer's vocal style.

**FARRELL, BILL:** "You've Changed"—"And It Still Goes" MGM 10519

Second recording for the label by this rising young singer, seems to bear out reports from dealers that Farrell's got

"something." "You've Changed," a ballad that he's been featuring in personal appearances; . . . "It Still Goes," one of season's top tunes.

**FONTANE SISTERS:** "The Bumpety Bus"—"Twenty Four Hours of Sunshine" RCA Victor 47-2976; 20-3504

Singing threesome were with Perry Como on his radio show—have a pert style which is appealing.

**GODFREY, ARTHUR:** "Heap Big Schmoe"—"The Man with the Weird Beard" Columbia 38537; 1-286

Godfrey tells tale of an Indian (Heap Big Schmoe) for an entertaining disc; "Weird Beard" side will delight children as well as the grown-ups.

**HAINES, CONNIE-GRAYDON, JOE:** "Wouldn't It Be Fun"—"Good for You" Coral 60094

"Wouldn't It Be Fun" marks the Coral duo as top entertainers . . . Sides are good additions to the dealers "duet" catalogs.

**HAYES, RICHARD:** "Lingering Down the Lane"—"A Breathless Promise"

Mercury 5318

Hayes has been getting some publicity in the East via a television show . . . this Mercury release shows the youngster displaying a nice baritone.

**HEARTH, MILT:** "Last Mile Home"—"Pretty Girl" Decca 60096

Organ version of "Last Mile" tune should go over well, as song has been recorded by almost all labels, and is getting big publicity build-up.

**INK SPOTS:** "Land of Love"—"Echoes" Decca 24741

Romantic vocals, with orchestra backing; mellow coupling that should pull well.

**JEFFRIES, HERB:** "Pagan Love Song"—"Twilight" Columbia 38538; 1-287

Up-and-coming baritone, Herb Jeffries, will win many new fans as a result of this top discing—definitely in the romantic manner.

**KNIGHT, EVELYN:** "Counterfeit Love"—"Play That Barber Shop Chord" Decca 24719

This is another in the recent succes-



A large catalog of albums has been released by Decca Records, Inc., on 33 1/3 long play micro-groove unbreakable records, of which a few are shown. In the future all newly released albums will be available for both 78 and 33 1/3 rpm speeds. Single Decca platters will continue to be pressed at 78 rpm only.

# Ahead



Nathan Milstein, violinist, has recorded for RCA Victor Glazounoff's "Concerto in A Minor, op. 82," William Steinberg conducting the RCA Victor Symphony Orchestra.



Columbia Records complete opera version of "Madame Butterfly" features Eleanor Steber, soprano, shown above, Richard Tucker, tenor, and Max Rudolf, conducting the chorus and orchestra of the Metropolitan Opera Assn. Columbia (MOP-30; SL-4-104)

sion of hits by the Knight girl. "Play That Barber Shop Chord," getting a nice play.

**MONROE, VAUGHN:** "Make Believe" —"That Lucky Old Sun" RCA-Victor 47-3018; 20-3531

"Make Believe" a tune from out of the 20's—modernized by Monroe.

**THE RAVENS:** "If You Didn't Mean It" —"Someday" National 9089

"Someday" again features Ricky in the foreground, with the other three assisting in some splendid harmonizing;

Bob Eberle does a smooth job of song-selling on "Vieni Sue" for Coral.



reverse "If You Didn't Mean It" is picked as a "sleeper" by the label.

**ROBERTS, KENNY:** "Jealous Heart" —"Bluebird on Your Window Sill" Coral 64021

Follow-up release to Kenny Roberts' "Maggie" success shows the lad in equally appealing voice and style.

**SINATRA, FRANK:** "I Only Have Eyes for You"—"It All Depends on You" Columbia 38550; 1-307

From the film, "Jolson Sings Again," Sinatra gives his own interpretation of

"Madame Bovary" film making the rounds now—MGM is encouraging dealers to plan tie-in displays.



the tunes to make his rendition something "different."

**WHITING, MARGARET:** "It's a Most Unusual Day"—"St. Louis Blues" Capitol 57-724

La Whiting has a lilting way with a song, that makes "Unusual Day" exceptionally good listening. Reverse gets equally good treatment.

Woody Herman and Jim Conkling of Capitol's repertoire department listen to play-back of "Tenderly" and "Jamaica Rhumba" discs.



# 3 GREAT NEW TITONES

meet changing pickup needs!

NOW a full line of Titone's amazing ceramic pick ups—made by famous Sonotone! All with these great basic features: Full frequency (response from 50 to 10,000 cycles.) Bell-like supertone makes new or old players thrilling. Climate-proof, moisture-proof, fungus-proof! Lightest pressure saves needle wear, revives worn records. NO needle talk! NO crystals, magnets, filaments to fail. NO pre-amplifiers. Performs perfectly for years!

## 3 NEWEST! TITONE MICROGROOVE PICKUP

For all 45 and 33 1/3 rpm players. Highest compliance and 5 to 6 grams needle pressure give minimum wear on record and needle! Aluminum case—1-mil permanent sapphire needle.

Order # W 7530 ..... \$7.95 list

## 2 NEWER! TITONE 3-MIL PICKUP

New superlight aluminum pickup complements famous original Titone pickup below. 15 grams needle pressure gives unparalleled reproduction, lowest wear!

Order # W 7540 ..... \$7.95 list

## 1 NEW! ORIGINAL CERAMIC TITONE

Within a few scant months in widest use from coast to coast! Plays at 20 grams needle pressure. Used instead of the newer aluminum Titone above for changers requiring over 15 grams pressure to "flip" records.

Order # 7500 ..... \$7.50 list

NO TONE LIKE TITONE



Call your Jobber or write to SONOTONE, Box 5, Elmsford, N. Y.

## Record News Notes

A nationwide distributor-dealer promotion on three new popular discs has been launched by RCA Victor on Spike Jones' "Dance of the Hours," Perry Como's "Give Me Your Hand" and Vaughn Monroe's "Someday." D. J. Finn, advertising manager for the RCA Victor Record Department, has announced a national distributors and dealers contest to estimate which of the three discs will sell the most copies by November 30.

Featured in the second Bluebird release are "Hop Scotch Polka" and "The Story of Annie Laurie," by Ella Logan; Cab Calloway and his Cab Drivers on the novelty "Old Joe Louis" and "Your Voice." Ralph Flanagan and his orchestra play four currently popular tunes, "You're Breaking My Heart," "You're So Understanding," "It All Depends On You" and "The Wedding of Lili Marlene."

Decca Records, Inc., catalog of albums on 33 1/3 long play microgroove records include the following titles: "Bing Crosby Song Hits," "Bing Crosby-Jerome Kern," "Waltzes Played by Guy Lombardo," "Jolson Sings Again," "Dancing in the Dark, Carmen Cavallaro," "Johann Strauss Waltzes," "Miss Liberty," "El Bingo—Bing Crosby," "Dick Haymes Souvenir Album," "Ethel Smith Souvenir Album," "Hawaiian Paradise," "Dick Haymes Sings," "Sidewalks of New York," "Fiesta Time," "Al Jolson," "Viennese Memories," "Ichabod Crane," "The Desert Song," "Radio City Music Hall Souvenir Album," "Oklahoma," "Heifetz Plays the Music of Gershwin," "Annie Get Your Gun," "Song of Norway," "Carousel," "The Merry Widow," "Roberta," "Judith Anderson in 'Medea'."

The following three new Decca distributors have been named: Gulf States Distributing Co., Inc., Chattanooga, Tenn.; J. A. Williams Co., Inc., Pittsburgh, Pa.; Carol Distributing Co., Charlotte, N. C.

Dario Soria of Cetra-Soria Records, 43 W. 64th St., New York City, announces the first catalog of long-playing 33 1/3 rpm recordings: Complete operas include Verdi's "La Forza del Destino," LP 1201, \$11.90; Mascagni's "L'Amico Fritz," LP 1203, \$11.90; Bellini's "Norma," LP 1204, \$17.85; Donizetti's "Lucia Di Lammermoor," LP 1205, \$17.85, and Puccini's "Turandot," LP 1206, \$17.85.

Permo, Inc., Chicago, producer of phonograph needles, is offering dealers a series of "deals," featuring low-priced Fidelitone needles. A detailed announcement is being mailed to dealers individually; complete information is also given in the "Fidelitone News."

Bornand Music Box Record Co., 333 Fifth Ave., Pelham 65, N. Y., has a collection of single records of old music box melodies, music box tunes especially reproduced for children which they are recommending for holiday selling. Several albums for adults are also available.

Capitol Records, Hollywood, has announced the signing of the following artists: Benny Strong, "Sugar Chile" Robinson, and Harry Belafante.

tri-o-matic  
EASIEST TO  
OPERATE!



Model 407

- Simple, Centralized Controls
- Plays all Records, all Sizes, all Speeds —ALL AUTOMATICALLY
- Intermixes 10" and 12" records, same speed
- AUTOMATICALLY SHUTS OFF after last record
- Dual Needle Reversible Cartridge—one Tone Arm
- Positive Record Protection
- Quick, Quiet Change Cycle
- Available on Plug-In Base and as Replacement Unit
- Immediate Delivery!

Get full facts from your local distributor on the new V-M Tri-O-Matic. Act today!

V-M Corporation

BENTON HARBOR, MICHIGAN

Enjoy the ADDED Beauty of Your Lighted Tree in MOTION . . .

### KASSON ELECTRIC CHRISTMAS TREE TURNER

Revolves 3 times a Minute

Adjustable to most Tree Sizes!



Ideal for holiday windows and for Christmas displays throughout the store. Sturdy, dependable A.C. motor. Will last for years

Modern Merchandise Displays Need LIGHTED MOTION!

New Model 712 revolves 3 RPM while permitting novel, self-contained lighting effects, or operation of electrical devices. 200 lbs. capacity. 18" dia. turntable. Will revolutionize your window trim!

KASSON Roto-Sho ELECTRIC TURNTABLES



• Write for complete turntable catalog! GENERAL DIE AND STAMPING CO. Dept. TV, 262 Mott St., New York 12, N. Y.

**FOR EASIER,  
QUICKER SALES—**

# SELL THE AMAZING LOW COST

## OF THE RCA VICTOR "45" SYSTEM

**Clinch sales with  
these great features of the  
Victrola "45" system!**

- ✓ Superior Tone
- ✓ Low cost
- ✓ Simple, trouble-free
- ✓ Easier to load—no more "spindle-seeking"
- ✓ Non-breakable records
- ✓ Small, easy-to-store records
- ✓ Color-coded for easy selection

Greatest advance in 50 years of recorded music, RCA Victor's 45 rpm system brings additional enjoyment for less money:

- **FINER records cost less!** The new 45 rpm records are the only ones ever designed that are completely distortion-free! Non-breakable! Ten times longer wear! *And they cost less than ordinary conventional records.*
- **FINER players cost less!** By designing both record and changer together, an entirely new changer principle has made 45 rpm record playing the easiest, most convenient ever achieved. Finest, fastest automatic changers and players as low as \$12.95!
- It's easy to show that 45 RPM IS A WHALE OF A BUY!

**RED SEAL RECORDS**

ONLY

**95¢**

(plus excise tax)

**ALL OTHERS**

ONLY

**65¢**

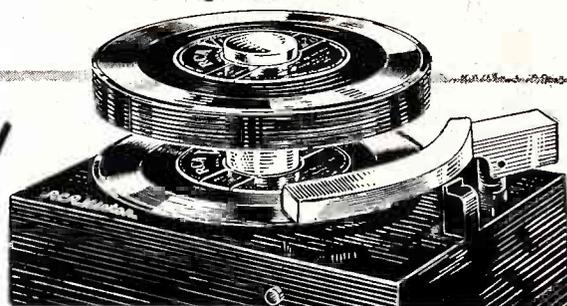
**WORLD'S FASTEST AUTOMATIC CHANGER**

NOW  
ONLY

**\$12.95**

# VICTROLA "45"

**RECORDS AND PLAYERS**



RCA VICTOR DIVISION, RADIO CORP. OF AMERICA  
"Victrola"—T. M. Reg. U. S. Pat. Off.

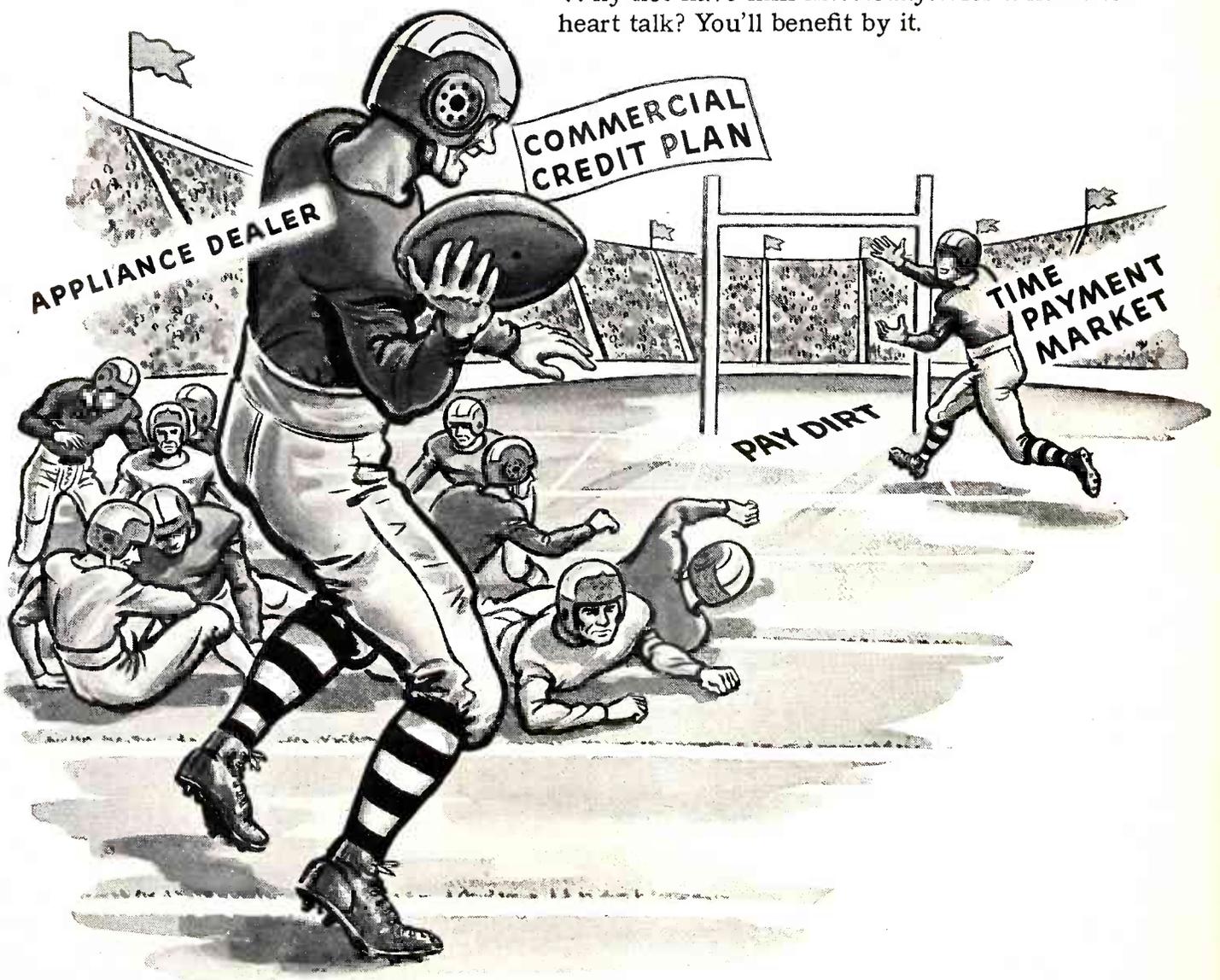
# "Hit that target!"

The cash market for major appliance sales has been plowed under and run over. The real pay-dirt now lies in the time payment field.

You can score here, frequently and profitably, if you have the right kind of finance plan to offer your customer and the right kind of financing "know how" and service to protect your profits.

This is where your Commercial Credit representative can help you. Every detail of sound financing service is in the complete package he offers you.

Why not have him in...today...for a heart-to-heart talk? You'll benefit by it.



## COMMERCIAL CREDIT CORPORATION

A Subsidiary of  
Commercial Credit Company, Baltimore • Capital and Surplus \$100,000,000

MORE THAN 300 OFFICES IN PRINCIPAL CITIES OF THE UNITED STATES AND CANADA

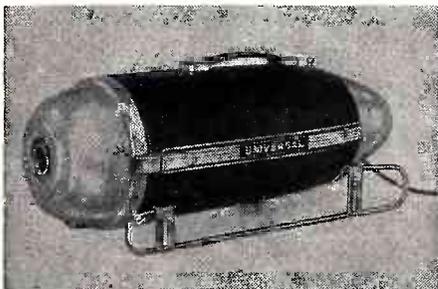
# ELECTRICAL APPLIANCES

Section of **RADIO & TELEVISION RETAILING**

## New Profit Makers

### Universal TANK CLEANER

"Budgeteer" Clean Air cleaner retails for \$49.95; full-sized, super-powered first quality cleaner in two tones brown baked enamel. Features: thread-picking, self-cleaning nozzle which picks up thread; never



gets clogged; will not seal, or drag any rug; no lost suction; easy to connect or disconnect; toe switch eliminates bending; scientifically designed strap handle provides easy carrying and lifting. Six special cleaning attachments; 8 ft. fabric covered hose assembly, two lightweight wands, one carpet nozzle, one drapery nozzle and one radiator tool. Extra deluxe attachment kit with carry-all available at extra cost. Landers, Frary & Clark, New Britain, Conn.—RADIO & TELEVISION RETAILING.

### GE DISPOSALL

Model FA3-JR Disposall designed especially for elimination of food waste in homes where existing plumbing complicates installation; unit can be conveniently installed in sinks if the distance between the center line of the wall drain and the bottom of the sink is at least 7 inches. It is 16 inches long; will operate on either a sewer or a septic tank. General Electric Corp., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING.

### Philco REFRIGERATORS

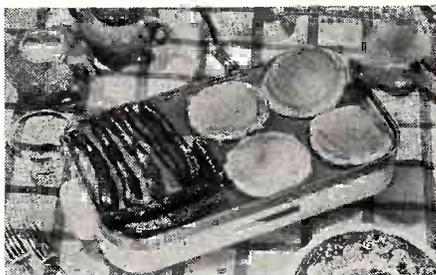
Model 792, 7 cu. ft. model is priced at \$199.50, is of the newest, space-saving design that fits in the floor area of 4 cu. ft. refrigerator. Features: glass-covered crisp-drawer, a self-closing door latch, glass

tray for food storage and defrosting; 7.2 cu. ft. of storage space and 12.1 sq. ft. of shelf area.

Model 795, offers plus values of the "zero zone," Full-Width home freezer, adjustable shelves, summer-winter control of humidity. Unit has 7.6 cu. ft. capacity, with 14.9 cu. ft. of shelf area; two glass covered crispers; meat storage drawer; dry storage bin. Philco Corp., Philadelphia, Pa.—RADIO & TELEVISION RETAILING.

### Westinghouse APPLIANCES

"Menu Master" griddle, shown, retails for \$14.95; grill surface has an area of 120 square inches; is a one-piece aluminum



grid with a cast-in Corox heating element. Base of the model is white; handles white plastic.

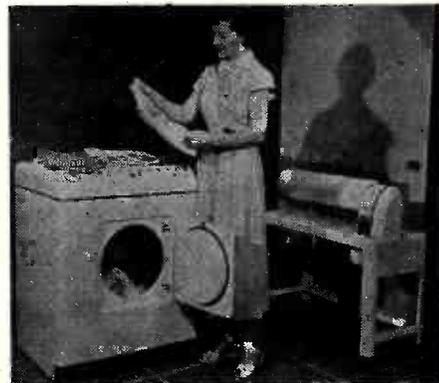
Twin Waffle Baker is the companion model to the Adjust-O-matic Waffle Baker; it is priced at \$17.95. Features two separate nickel-chromium wire heating elements; pre-treated aluminum grids to eliminate need for greasing or "breaking-in" period; built-in batter rim to catch overflow.

Model U-4, undercounter 4 cu. ft. refrigerator is designed for limited space areas. It is 34½ inches high, 24 inches wide, 27 inches deep. Model requires only 24 inches of space for an 80-degree door opening. Model features a freezer, room for tall bottles, meat storage tray and interior light. Suggested retail price is \$189.95.

Small-size electric milk cooler to serve farms which have fewer than ten cows in their dairy herds also introduced. Cooleret milk cooler, model S2-7A, retails for \$210; has room for either three 5 gallon or two 10 gallon cans. Westinghouse Electric Appliance Division, Mansfield, O.—RADIO & TELEVISION RETAILING.

### Whirlpool DRYER

Electric automatic dryer priced at \$199.95, features: automatic stopping, germicidal lamp gives off ultra-violet rays;



drum interior illuminated; lint cannot accumulate; convection heat drying; safety thermostats; hardened shafts for long wearing; porous bronze bearings; easy servicing; for easier handling, clothes are cooled before unit stops. Unit is 35 inches high, 29 inches wide, 24¾ to 25½ inches deep. Nineteen Hundred Corp., St. Joseph, Mich.—RADIO & TELEVISION RETAILING.

### Aerolux LITES

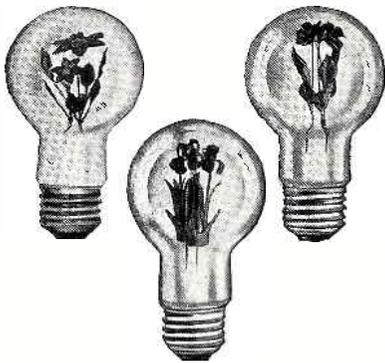


New lights, designed especially for the Christmas season, glow in soft, warm colors. Aerolux Lite Corp., 653 Eleventh Ave., New York City—RADIO & TELEVISION RETAILING.

*Like Something  
out of  
Fairyland*

**"Unreal, fragile,  
the color of the  
inside of a sea shell"**

*In a story by Martha Cheavens  
in McCall's*



**AEROLUX  
CHEER LITES**



*to Merry  
The House*

**"A lovely prelude to the rest  
of your house—you'll love them  
too"**

*House Beautiful*

*Write for catalogue*

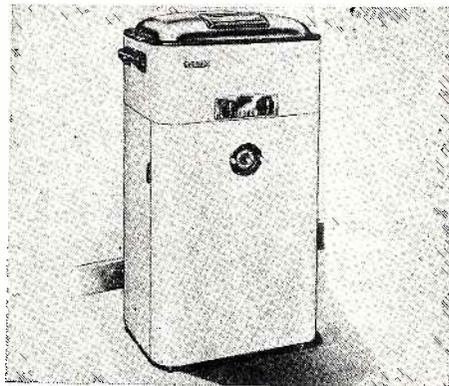
**AEROLUX  
LIGHT CORPORATION**

653—11th Ave., New York 19

# NEW APPLIANCES

## Everhot ROASTER-OVEN

Model 950 roaster-oven, shown, is priced at \$39.95; model 951 cabinet at \$17.95;



timer clock, model 927, is \$10.95. Roaster-oven is made of steel with baked-on white enamel exterior; black plastic dials and knobs. Features: Turn-a-Knob Cover Lifter gives full control of cover in both directions and at all points; cover of aluminum alloy that will not darken; equipped with curved ovenproof glass window; self adjusting steam vent; lift rack; pyrex glass utensil set. The Swartzbaugh Mfg. Co., 1336 W. Bancroft St., Toledo 6, O.—RADIO & TELEVISION RETAILING.

## Lewyt VACUUM CLEANER

Model No. 99 vacuum cleaner, commercial canister-type, for use in hospitals, hotels, theatres, etc. Commercial model provides four times greater dirt capacity than the domestic cleaner; moves easily; has 10 ft. rubberized hose. Features: four-way filter system; permanent cloth filter and micro-dust filter; quietness of unit; paper filter arrangement eliminating dust bag; No. 80 carpet nozzle; Video-Pak prevents television and radio interference. Priced at \$149.50. Variety of attachments available. Lewyt Corp., 60 Broadway, Brooklyn 11, N.Y.—RADIO & TELEVISION RETAILING.

## Vornado HEATER-FAN

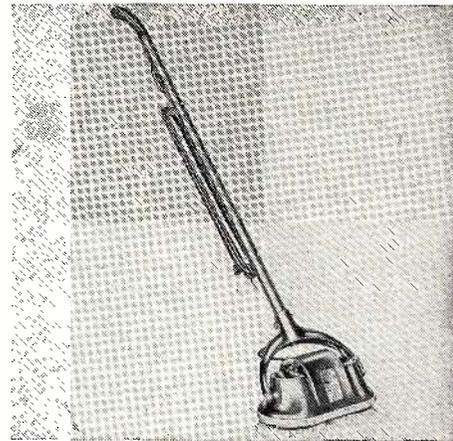
Heater-fan has two way use. As a heater pours 4500 BTU of clean heat into air stream; as a fan moves 750 cu. ft. of air per minute. Streamlined and light weight; equipped with 8 ft. cord. O. A. Sutton Corp., Wichita, Kansas.—RADIO & TELEVISION RETAILING.

## Prevore FLUORESCENT FIXTURE

Thirty-two-watt circular bulb; can be plugged into fixture easily. (Also comes in flush mounting.) Finished in white enamel, polished aluminum, chromium on steel, hand-etched aluminum; anodized colors of green, blue, rose, gold and red. Retails from \$9.95, and up. Prevore Electric Manufacturing Corp., Fulton St. at Clinton Ave., Brooklyn 16, N. Y.—RADIO & TELEVISION RETAILING.

## Universal FLOOR POLISHER

Model VC8710 floor polisher has twin brush action which seems to "float" over floors at touch of a finger tip. Two whirling tough bristle brushes turn 600 times a minute. Polisher gets into corners, and is easily



maneuvered around and under furniture. Brushes are easily attached; no tools needed. Unit is 48 inches high and is made of pressed steel construction, with rubber pistol grip handle with finger-tip control. Landers, Frary & Clark, New Britain, Conn.—RADIO & TELEVISION RETAILING.

## Economite REGISTER

Portable register suitable for writing sales tickets, receipts, memos, and orders. Machine weighs 1½ lbs. fully loaded. Made of aluminum; contains its own file compartment. Holds 50 sets of triplicate forms or 75 duplicates, in either 4¼" x 5 2/3" or 4¼" x 6½" size. Autographic Register Co., 215 Seventh St., Hoboken, N. J.—RADIO & TELEVISION RETAILING.

## Lenco AIR CONDITIONER

Thermostatically controlled room air conditioner, model L-70, which cools, dehumidifies, filters and circulates the air in a room at a desired temperature. Air is drawn from outside or inside the room, passed through a coated spun glass filter to remove dust, etc. before it enters the cooling chamber. Room temperature controlled by thermostat. No controls are visible on unit which is 16 x 27½ x 27½ inches. Cabinet finished in blond or two-tone to blend with any room. Louis Engineering Co., Lenco Div., 214 W. Ontario St., Chicago 10, Ill.—RADIO & TELEVISION RETAILING.

## Auth PUSH BUTTON

Button escutcheon of solid forged brass; contact mechanism of self-cleaning design with phosphor bronze springs. Push button insulated; intended for use with low voltage only. Overall size is 3¾ inches x 1½ inches. Retails at \$1.75. Auth Electric Co., Inc., 34-20 45 St., Long Island City, N. Y.—RADIO & TELEVISION RETAILING.

## Heetaire LINES

New series of wall attachable and wall insert forced air heaters, number H 210 J, incorporates many new and exclusive features of construction and operation. Eight models of the series, four of which are wall attachable and four of the insert type, are characterized by thermostatic temperature control, increased B. T. U. output, additional safety features, high efficiency cooling. Thermostatic control is optional with new Heetaires. Markel Electric Products, Inc., and La Salle Lighting Products, Inc., Buffalo, N. Y.—RADIO & TELEVISION RETAILING.

## Fasco FANS

Twelve inch oscillating fan, heavy duty model 128, powered by extra-size shaded pole induction motor; three speeds; oscillator may be adjusted for straight-blow use; styled with new grey finish; carefully balanced aluminum blades. Retail price is \$29.95. Model 121, for desk or wall mounting is priced at \$23.95. Fasco Industries, Inc., Rochester 2, N. Y.—RADIO & TELEVISION RETAILING.

## Chelsea WINDOW FAN

12-inch adjustable panel type window fan, model WPJ, is a portable, direct drive fan for ventilating smaller areas. Fan fits into upper panel of a standard window permitting the raising and lowering of the upper sash at will. Adjustable from 25 to 36 inches. Finished in baked enamel. Chelsea Fan & Blower Co., Inc., 1206 Grove St., Irvington 11, N. J.—RADIO & TELEVISION RETAILING.

## Wesix WATER HEATER

Corner cabinet model designed to fit perfectly into "dead" space in kitchen counter arrangements; holds 50 gallons of instantly available hot water. Gives additional work surface. Wesix thermostat and heating element are built together in one package unit, removable front panel makes adjustments quickly. Wesix Electric Heater Co., 390 First St., San Francisco 5, Calif.—RADIO & TELEVISION RETAILING.

## Universal APPLIANCES

Beam-O-Lite iron beams light around buttons, pleats, ruffles, etc. Full line of advertising planned for this product, with a campaign which features "snugfit" ironing board cover with built-in asbestos iron rest to be offered at no extra cost with every consumer sale.

Turn-Easy toaster features new styling and operation. It will toast two slices of bread, one side at a time, then by turning the handle both slices are automatically reversed. Mica unit with nichrome wire; unit is finished in gleaming chromium plate with decorative bread racks. Comes with six ft. cord.

## Sno-Breeze COOLER

"Junior" model evaporative cooler weighs 17 lbs. Size: 12 inches high, 16 inches wide, 9½ inches deep. Can be installed temporarily or permanently in any type window opening. Unit disperses 800 cu. ft. filtered, washed, cooler air per minute. Heavy duty, rubber mounted motor drives deep pitch four blade fan which expels cooled air through 10-inch grill covered opening. Cabinet is finished in baked enamel Hammertone. Sells at \$29.75. Palmer Mfg. Corp., Phoenix, Ariz.—RADIO & TELEVISION RETAILING.

## Eagle PIANO LAMP

No. 349 grand piano lamp made to fit baby grands, grands and spinets; can be clamped directly to the music rest by means of two rubber tipped clamping screws and full felted clamps. Light is approximately 15 inches above base of the music rest; shade measures 8 inches long by 2 inches in diameter. Available in baked wrinkled mahogany and rich bronze. Eagle Electric Mfg. Co., Inc., 23-10 Bridge Plaza South, Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING.

**New Radio, TV, FM, Phonograph Products Elsewhere in this Issue. Technical New Products, See Service & Sound Section.**

## ILG VENTILATOR

Ten-inch ceiling Ilgette kitchen ventilator offers complete ease of installation and maintenance; completely automatic, patented spring booster control on the insulated discharge damper opens the damper freely when the ventilator is started, and closes it tightly when the ventilator is turned off. Adjustable mounting plate; handsome grille; exclusive Type Q fan wheel; complete grille and fan assembly is hinged so that it may be quickly detached from the unit for cleaning. Ilg Electric Ventilating Co., 2850 N. Crawford Ave., Chicago 41, Ill.—RADIO & TELEVISION RETAILING.

## Oasis AIR DRIER

Air Drier automatically removes excess moisture from the air, eliminating mildew, mold, rust, etc. Unit is equipped with a



1/6 h.p. hermetically sealed condensing unit; removable, galvanized container is furnished for disposing of water. Unit is 12½ inches wide, 20 inches high, 21¾ inches long. Priced at \$146.75 f.o.b. Columbus, O. The Ebco Mfg. Co., Columbus, O.—RADIO & TELEVISION RETAILING.

## \$1,000 Grand Prize-Winner in the Philco Window Display Contest



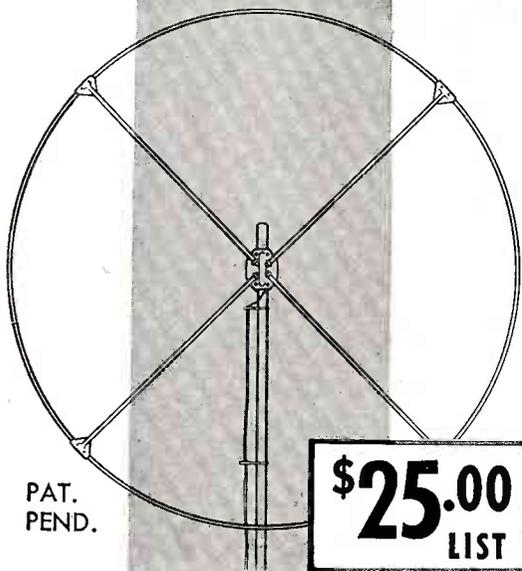
Grunewalds, New Orleans, planned this attractive window grouping to win the first prize in the Philco window display contest. The \$500 second prize was won by Perkins-Timberlake, Wichita Falls, Tex. Three stores tied for third, each receiving \$250: Hovas Furniture Co., Houston; Eastern Department Store, Portland, Ore; Adam Meldrum, and Anderson, Buffalo.

# Compare!

## CIRCLE-X TV ANTENNA TO ANY OTHER TV ANTENNA

The mechanical and electrical construction of Circle-X antenna is unsurpassed. No other type of antenna combines all the features that are engineered into the Circle-X.

	One type Antenna for all jobs	Low Installation Cost	Light Weight	Rigidity	One Wire Lead-in	High Gain	Wide Angle Reception	No High Frequency Head	Eliminates Ghosts	Eliminates Service Recalls
Circle X	X	X	X	X	X	X	X	X	X	X
Brand A		X		X		X				
Brand B				X	X	X	X			X
Brand C				X	X					
Brand D				X				X		
Brand E				X		X				
Brand F		X	X	X		X				



PAT.  
PEND.

**\$25.00**  
LIST

The high gain of the Circle-X is equal to stacked arrays. It is made of the light weight corrosion resistant aluminum alloys that have been used for many years, exposed to salt spray and other adverse atmospheric conditions.

The Circle-X gives clearer, sharper pictures on all channels (no high frequency head needed). It eliminates the necessity of having a rotor or reflectors. It is perfectly matched to 72,150 and 300 ohm receiver input circuits.

Use a Circle-X on your next tough TV installation. Installations have been made 125 miles from transmitting stations and the reception has been ghost free with clear, sharp pictures.

Save Money by using the Circle-X.

### DEALERS:

DEALERS: Air Express or Parcel Post Special Delivery direct from factory to you thru your jobber, if he cannot supply you with the Circle-X from his stock. Your order will be shipped the same day it is received.

Write To

CIRCLE-X ANTENNA CORPORATION  
502 MARKET ST., PERTH AMBOY, N. J.



# SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

## Audio System Measurements

### Part 2: Relating Audio Power to Sound Power and Loudness

● The first part of this series (appearing in the August 1949 issue) discussed instruments and techniques used in making audio frequency response tests, and interpretation of the results in DB. It was stated in that article that "a satisfied listener is the optimum condition toward which to strive." In other words, measurements and curves don't tell the whole story. If, however, we establish a set of "satisfactory" conditions, measurements will tell us whether we are likely to obtain these conditions with the equipment under test.

There are four factors which make it difficult to predict results from audio gain and frequency response measurements. These are: (1) The transformation of electrical power into mechanical energy by the loudspeaker; (2) the acoustic conditions into which the loudspeaker(s) will operate; (3) The audio response of the human ear in general, and the hearing of some person in particular; and (4) The listening tastes and preferences of people in general, and of the purchaser in particular.

We shall first consider the results obtained from the loudspeaker. Truly scientific measurement of the operation of loudspeakers is very difficult and costly, and subject to considerable difference of opinion as to techniques and interpretation. If we stick to our idea that we want the quality and loudness of the speaker to *sound* right instead of just looking right on a graph, however, we can dispose of much of the difficulty and controversial opinion.

Sound waves are understood to create a varying pressure in the air, and this sound pressure can be considered comparable to electrical pressure, or voltage. When this pressure is visualized as working through the resistance of the air, the resulting power is called "intensity," and like electrical power, it is measured in watts. Ratios of sound pressure and sound intensity are quoted in DB, just as voltage and power ratios are expressed in their electrical equivalents,



Frequency CPS	Audio Oscillator		Audio Amplifier				Sound Level Meter Readings in db, 8 ft from Speaker
	Attenu- ator Setting	Voltage Output	Attenu- ator Setting	Volts Across 8 ohm Resistor	Volts Across 8 ohm VC	db in VC ref: .001 watt=0 db	
50	7.2	2 v.	2.0	1.5 v.	2.6 v.	29.4 db	86 db
100	7.3	2 v.	2.5	1.5 v.	1.6 v.	25.5 db	96 db
400	7.4	2 v.	2.8	1.5 v.	1.3 v.	23.2 db	95 db
1000	7.8	2 v.	2.8	1.5 v.	1.8 v.	26.0 db	80 db
2500	7.7	2 v.	2.0	1.5 v.	1.6 v.	25.5 db	89 db
5000	8.5	2 v.	1.8	1.5 v.	2.8 v.	29.9 db	97 db
7500	8.2	2 v.	1.7	1.5 v.	3.0 v.	30.4 db	66 db
10000	7.8	2 v.	1.7	1.5 v.	3.0 v.	30.4 db	58 db

The above are actual measurements taken by the writer, using run-of-the-mill audio equipment. Sound level readings were made on a Western Electric 700-A meter, reference level 0 db = 10<sup>-16</sup> watts/sq. cm. Readings reveal that the amplifier incorporates bass and treble boost, and that the speaker is most efficient at 100 and 400 cycles.

except that the reference level is different. Whereas electrical DB are usually referred to .775 volts in 600 ohms (.001 watts), acoustical DB are referred to .0002 dynes per square centimeter (10<sup>-16</sup> watts per square centimeter).

Sound pressure or intensity in DB are measured on a sound level meter, which consists of a microphone, an amplifier and a meter, all calibrated and compensated for flat or otherwise desired response in accordance with nationally established standards.

It is not necessary for the average PA man to deal with dynes, acoustic watts, or sound meters, but it will be helpful if he can keep in mind a few representative sound intensity levels, and have some idea of how they correlate with audio power output of amplifiers.

The accepted standard for judging the efficiency of loudspeakers is to compare the input to the speaker in watts with the acoustic power produced by the speaker, expressed in acoustical watts.

Such an efficiency figure (usually said to be from 3 to 5% for ordinary cone speakers) is an academic one, since it is based on the somewhat arbitrary definition of sound power.

It will be noted from the accompanying table of measurements that at 400 cycles 1.3 volts, a power of 1/8 watt across the voice coil, produced a sound intensity at 8 feet on the axis of the speaker of 95 DB. 1 watt under similar conditions resulted in 105 DB. A reference to sound intensity tables such as have appeared in this publication and elsewhere approximately the following:

- Noise in average residence . . . . . 35 DB
- Quiet radio in home . . . . . 40 DB
- Noisy office . . . . . 65 DB
- Very loud radio . . . . . 80 DB
- Heavy street traffic . . . . . 85 DB
- Subway (express passing) . . . . . 105 DB
- Thunder . . . . . 110 DB
- Threshold of pain . . . . . 130 DB

Therefore it can be seen that 1 watt across the voice coil produces a very

(Continued on page 110)

# HOW TO MAKE

## Eliminate Recalls and Build Customer Confidence

● Some radio service men can fix a set and it will stay fixed for years. Other mechanics will tackle an identical receiver, and it will continue to break down every month or so.

The reason: the first group of service men replaced all the parts that seemed likely to break down, overhauled the entire receiver. The second group of mechanics were content to merely replace the defective part—again, and again.

It is impossible to prevent all the recalls that plague the service man, but it is quite possible to reduce the number of recalls considerably.

If the service man examines the work on his bench with the following two points in his mind, breakdown prediction will be simplified: 1. The cause behind the breakdown of the particular set component that caused the receiver to stop working. 2. The age of the receiver being examined.

Examine the defective part, and take note of its physical appearance as well as its electrical condition. It may be possible to deduce from this examination what parts should be replaced to prevent future breakdowns.

Here are some frequent breakdowns, the preventive measures to be taken, and the reasoning behind the various deductions.

### Tubes

If a tube does not go bad during its first month of use it will usually live for years. If the tube is a rectifier and has prematurely lost its powers of emission, the set should be examined to discover whether overload caused the early ageing or breakdown. The original power supply design may be poor, placing a constant overload on the tube and associated parts. The power supply load may be defective, placing a permanent or intermittent overload on the rectifier. The line voltage may be too high causing the set to draw too much current from the power supply.

In the case of a tube like the 25Z5 you can see the metal tab from the cathode sleeve to the pin lead. This melts open in cases of extreme overload. With other tubes you have to depend upon the checker to tell you if it can, whether the breakdown was sudden or prolonged. In most cases you will be unable to tell and should make tests to determine the exact cause.

If all the tubes in the receiver have prematurely lost their emission, chances are that the filament voltage is too high.

Either the line voltage is too high, the incorrect transformer tap is being used, the line dropping resistors too small, or the set was re-wired and the new tubes do not have the proper filament voltages.

A common example of this is found

located near a very hot-running resistor, or in an unventilated corner. Or the entire set may have been kept on or near a radiator. Unless the external heat is removed from the condenser, any replacement is going to be short lived.

On the other hand, one section of a

### When Servicing a Set—

1. Check to see what made a part or tube fail before you replace it.
2. Consider the age and condition of the set to determine whether other parts or tubes are in a similar condition to the one replaced.
3. Obtain and analyze a complete report from the customer as to the trouble with the receiver for possible hidden clues to present or future trouble.
4. Give the set a long bench check after repairing, observing tone quality, sensitivity, tendency to overheat, and other signs of possible future breakdown.
5. Return repaired set in good condition, with all knobs in place and tight, back cover screwed back on, dial cord and pilot light operative, etc., to avoid recalls for trifles, as well as to create impression of good workmanship.

in portable four-way receivers. A set may work fine on the line, but weak on batteries. New tubes effect a cure, but after another season on too high a line voltage, the tubes are weak again.

### Electrolytic Condensers

Under normal voltages, electrolytic condensers will gradually lose capacitance, and pass more and more current as time goes by. When one section of an old filter goes, the others are not far behind, and neither are the rest of the electrolytics in the receiver.

Let us assume, however, that the electrolytic is in a fairly new receiver, and the ageing process seems to have been far too rapid.

Overloading will cause a condenser to dry out, and lose its capacity. The applied voltages may have been too high, or the condenser used too low in voltage rating for its job. The capacity of the input condenser of the filter circuit may be too high. This would raise the resultant B+ voltage, overloading the input condenser as well as all the other parts in the set.

Or, the voltages may have been normal, but the temperature too high. The dried out condenser may have been

filter condenser in a brand new set may be found open. It is then logical to assume a defect in manufacture, and simply replace the section.

Then again, the condenser may not be functioning because of a cold solder joint. It is only common sense to inspect the set for more of such joints. The person in the manufacturers' line who made one poor joint may possibly have erred more than once.

### The Age of the Equipment

The actual age of a piece of electronic equipment depends upon many factors beside the passage of years. Some times the age of a receiver can be read from the appearance of its condensers in somewhat the same manner a horse's teeth can be read. If the condensers have lost a lot of wax, if their cases have lost their original color, the set has seen hard times—taken a beating in either time or use. On the other hand, if the under-side of the chassis is as clean as when it was manufactured, the set probably was not used very much. An AC/DC midget in normal use, several hours a day, may be considered old after three years of use.

The point of deciding upon a set's

# PREVENTIVE REPAIRS

*By Analyzing the Cause as Well as the Effect of Trouble*

age is this: If the set is old and one condenser has broken down, chances are that the rest of the condensers will soon follow. There are exceptions: mica condensers seem to go on forever. Paper filter condensers are usually open, shorted or satisfactory. If they develop leaks bad enough to matter, the voltage present usually will very quickly increase the leak to a short. For our purpose, a paper filter condenser that is not open or shorted may be left in the circuit.

If the set is old, and has comparatively few condensers, it pays in the long run to replace all the condensers with the previous noted exceptions. If there are too many condensers to make wholesale replacement feasible, the problem becomes one of deciding which condensers may go bad in the near future. Generally speaking, the higher voltage condensers usually go before the condensers under lower voltage. The audio coupler between a plate and a grid will usually go before the condenser across the cathode bias resistor goes. Also, the leakage that can be tolerated in the coupling circuit is much less than that for the cathode by-pass circuit.

Unfortunately, a condenser cannot be tested for poor connections between the leads and the foil by mauling. Too often the wax at the ends of the paper tube has become crystallized. Any motion of the leads will break the wax, and loosen the connections. Too often a condenser that would have been satisfactory goes bad shortly after it has been pushed around by the service man.

## Resistors

Resistors often describe their troubles by their appearance. If the resistor still has its color, and has cracked open, the cause is either an original defect in construction, or some physical strain. Excessively long mounting leads may have permitted it to vibrate, and so crack. Or the resistor was mounted so firmly that when the chassis mounting bolts were pulled up, and the chassis warped slightly out of shape, a strain was placed on the resistor.

If the resistor still retains its original color but has burned open in the center, chances are the overload was heavy and sudden. If the resistor has lost its color, and has sort of crumbled away, the overload was slight but continuous.

The method of mounting the replacement resistor can easily be changed to relieve the strain. Removal of the short-

ed condenser or other cause of overload will prevent a second resistor burnout. The chronic overload presents a more difficult problem. Was the original resistor too small for its job, or was it being overloaded because of associate circuit defects? To be safe the circuit should be carefully checked. If the replacement resistor is of carbon it should be large enough to carry the load without getting hot: too hot to touch. If it is a vitreous resistor it may be operated at a higher temperature providing its heat does not affect nearby set components.

Rating resistors by the above method will result in using resistors much larger than the originals, but we are concerned with longevity.

## Look For Change In Value

Carbon resistors suffer from serious changes in value as they age. While it is not necessary to replace all the resistors in an old set merely because one resistor has broken down, it is good practice to check the resistance of the others as they may have changed beyond the tolerance permitted for their particular circuit, and may cause set failure elsewhere. An example of this would be the use of a small carbon resistor as a bleeder resistor in a screen voltage supply network. If the bleeder resistor decreased in resistance, the current it drew, and the current passing through the rest of the network would increase. The network might break

down before the loss of voltage was noticed in the operation of the receiver.

Coils, chokes, transformers, and such should be given careful visual inspection. Unfortunately there is little that can be foretold about these parts. One can only hope for the best.

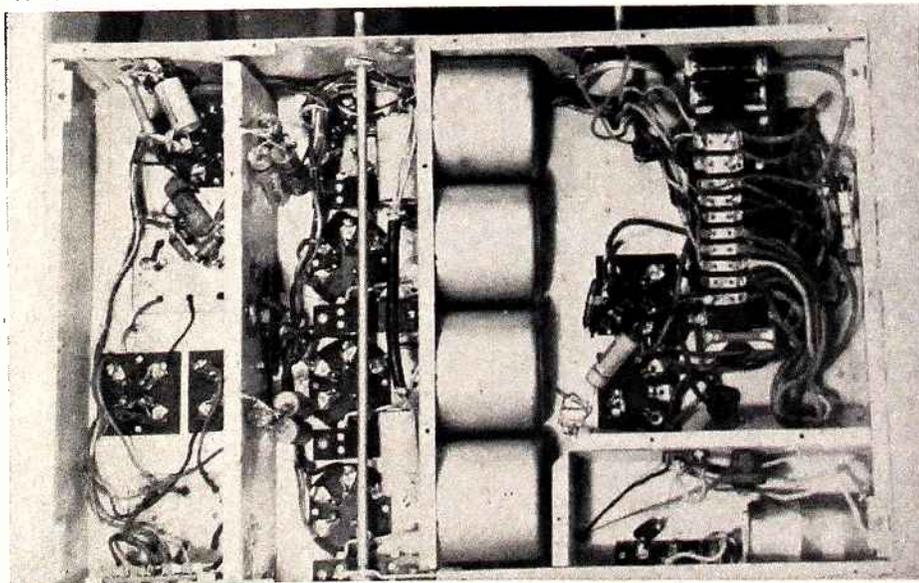
Once the trouble in a receiver has been found and removed, there is the natural tendency to forget the rest of the receiver. While it is true that if you look for trouble you are likely to find it, this is what we want to do. Therefore go on to the rest of the receiver, give it a going over; bang it around. Let it drop a few inches to the top of the bench. Let the receiver run for an hour or more. Check all the controls, the push buttons, the dial settings. Do all the little things like replacing the dial light that is out, cleaning the dial window.

When returning the receiver, make certain that the antenna and ground are satisfactory, and that all the external equipment that may be attached to the receiver like extension speakers, record players, are OK, and that you yourself connect them.

And get those final, seemingly insignificant little touches. Make certain the knobs are on tightly, the back of the receiver is in place, there is no loose wire about.

It is just as much a waste of your time to be called back for a loose knob as for a dead set, and much more embarrassing.

This set is more than 15 years old, and is an example proving that the year of manufacture isn't the only criterion of the "age of the equipment." The paper filter condensers, operated at about 300 volts, are still OK and didn't need to be touched. Some sets two or three years old reveal much more use by wax drippings, and discoloration of condensers and resistors.

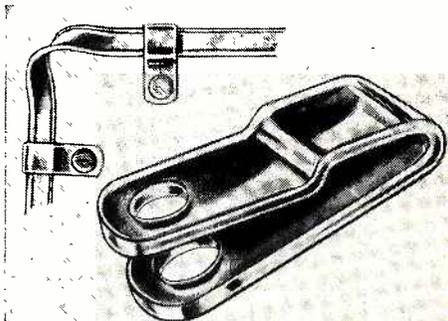


# Television Technician

Section of RADIO & TELEVISION RETAILING

## CPC TWIN-LEAD CLAMP

The CPC-TV plastic clamp facilitates fastening twin-lead to walls, mouldings, etc. The clamp spreads easily to accept the



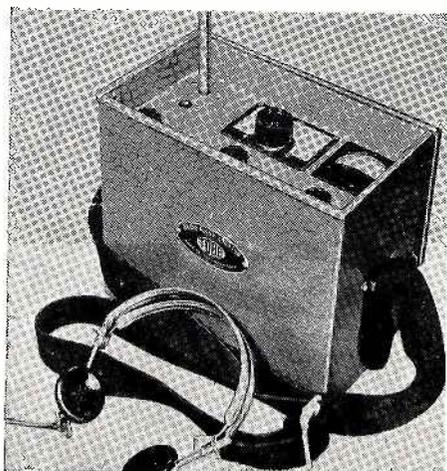
tape, and can be securely held in place with a single nail or screw. For more information write Commercial Plastics, Merchandise Mart, Chicago 54, Ill.—RADIO & TELEVISION RETAILING.

## I.T.I. TV ANTENNA SYSTEM

The "Multivision" antenna system provides satisfactory signals for six TV sets without amplification, and up to 200 sets with amplification. The system is available as a kit for up to six receivers, and on a custom basis for larger installations. Cost of installation (including parts and labor) is said to be under \$25. per outlet for non-amplified systems and under \$35. per outlet for amplified systems. For more information write Industrial Television, Inc., 359 Lexington Ave., Clifton, N. J.—RADIO & TELEVISION RETAILING.

## Deutschmann TVI LOCATOR

Model 248 is a portable locator for identifying sources of radio noise, TV interference, and for checking electrical devices suspected of causing radio interference.



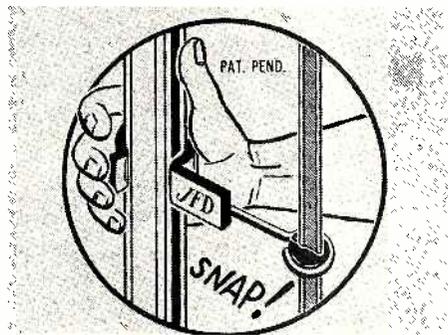
The instrument provides 4-band coverage from 200 KC to 18 MC plus spot checks at 50 and 150 MC. Intensity is indicated in headphones and on a meter. Tobe Deutschmann Corp., Instrument Div., Norwood, Mass.—RADIO & TELEVISION RETAILING.

## C & G TV ROTATOR

"Magne-Rotor" is a weatherproof rotator for TV antennas, designed not only to improve reception for set owners, but to simplify installation, making orientation unnecessary. The device is said not to be an electric motor, but rather a magnetic unit which will not turn in the wind or coast when turned off. List price is \$29.95. C and G Tool Manufacturers, East Orange, N. J.—RADIO & TELEVISION RETAILING.

## JFD TV INSULATOR

The "Snap On" standoff insulator for anchoring lead-in to antenna mast employs a spring steel clamp which snaps on the mast, eliminating all hardware. Made with



polyethylene inserts, the standoffs are made in two types, for 1" masts, and for 1 1/4" masts. JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 4, N. Y.—RADIO & TELEVISION RETAILING.

## Wincharger TV TOWER

New low cost self-supporting towers for roof mounting of TV and FM antennas feature elimination of unsightly and troublesome guy wires. Inclusive of pipe extensions, these towers will support antennas 10' or 20' above the roof. A mast coupling is provided for attaching antennas to the extension pipe. Tower may be installed on either sloping or flat roofs. Wincharger Corp., Sioux City, Iowa—RADIO & TELEVISION RETAILING.

## Felber TV CHIMNEY MOUNT

This mount for TV antenna masts is adaptable to 8x8 and 8x12 chimney flues, 4" flue pipes and 4" cast iron vent pipes. No drilling is required and no tools are needed, as the mount clamps inside by means of an expansion device which may be tightened by hand. List price is \$4.75. Progress Manufacturing Co., Progress Bldg., Union, N. J.—RADIO & TELEVISION RETAILING.

## Phoenix STANDOFF INSULATOR

PAM-11 is a 3 1/2-inch standoff insulator for attaching to TV masts, featuring polyethylene inserts and easy installation. Price is 19¢ each. Phoenix Electronics, Inc., Lawrence, Mass.—RADIO & TELEVISION RETAILING.

## Sola TV TRANSFORMERS

The constant voltage transformer plugs into the AC line between wall-plug and TV receiver, and smoothes line voltage fluctuations to less than 3%. The device is said to eliminate flicker and distortion in TV sets to voltage variations. Transformer for 300 VA load lists for \$37.50. Sola Electric Co., 4633 W. 16th St., Chicago 50, Ill.—RADIO & TELEVISION RETAILING.

## Astatic TV BOOSTER

Model AT-1 booster amplifier for TV sets utilizes four tubes to provide uniform high gain on all twelve channels. A variable



gain control and dual tuning controls are provided for high selectivity. Astatic Corp., Connecticut, Ohio.—RADIO & TELEVISION RETAILING.

## Trylon TV MAST

The mast is triangular in shape, 6 1/2 inches wide on a side, with a lattice-work bracing, all constructed of galvanized steel. According to the manufacturer a 40' mast complete with antenna can be installed by 2 men in 3 hours or less. The mast comes in 10-foot sections which can be joined up to 60 feet at a cost of approximately \$1.00 per foot. It is said to be easily and safely climbed. Tower and Antenna Div., Wind Turbine Co., West Chester, Penna.—RADIO & TELEVISION RETAILING.

## Jerrold TV ANTENNA SYSTEM

The "Mul-TV" antenna system is an amplified system designed to permit simultaneous operation of a large number of TV receivers from one antenna. Said to be extremely flexible, the system can be adapted for one channel, or any number of channels, and accommodates intermixing of 72 ohm and 300 ohm sets. Catalogs #149 and 491 describing the system components and accessories obtainable from Jerrold Electronics Corp., 121 North Broad St., Philadelphia 7, Penna.—RADIO & TELEVISION RETAILING.

## Penn TV TOWER

Teletower is of triangular design, formed by three pieces of steel tubing. The towers are made up of 10-foot sections, and can be erected as high as 100 feet. Adjustable base provides for mounting on an angle, or lowering the whole tower. Penn Boiler and Burner Mfg. Corp., Lancaster, Penna.—RADIO & TELEVISION RETAILING.

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8"	8T-8-1	10000	1"	8.0	8
10"	10T-8-1	10000	1"	8.0	9
12"	12T-8-1	10000	1"	8.0	10

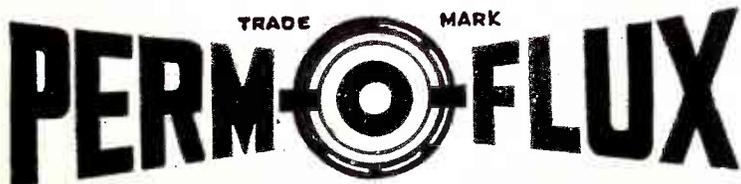
*Super Deluxe High Fidelity Models—Extra Heavy Magnets—With Pot Covers*

8"	8WP-8-1	10000	1 1/4"	8.0	10
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12"	12WP-8-1	10000	1 1/4"	8.0	12
15"	15WP-8-1	10000	1 1/4"	8.0	15

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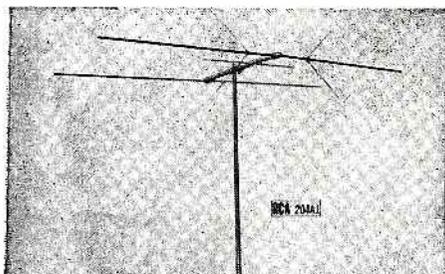
# New Aids for TV Servicicers

## EMC TV ANTENNA ORIENTER

Model TVAO consists of a probe with piercing alligator clips which are fastened to the video lead to the CRT. An extension lead is used to connect the probe to any ordinary voltmeter, and the results of orientation are observed on the roof by the installation man. Price is \$7.95. Electronic Measurement Corp., 423 Broome St., New York, N. Y.—RADIO & TELEVISION RETAILING.

## RCA TV ANTENNA LINE

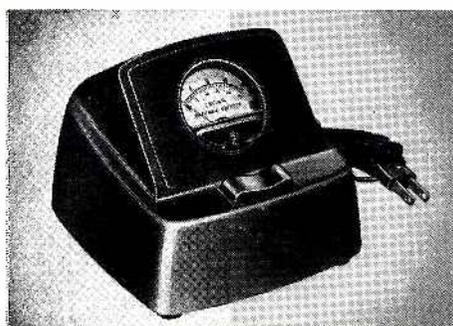
The new line of antennas provides for five different antenna installations. Model 204A1 is an all-purpose antenna with straight dipole and reflector with a small reflector between the two which acts as a high-band reflector. V-attachments on the driven dipole are designed to provide uniform directional characteristics on all 12 channels. 208A1 is a stacking kit which provides an antenna essentially two 204A1's stacked. 206A1 is a high-band



folded dipole with reflector which may be used alone, or atop 204A1, or atop 208A1. 205A1 is a stacking kit which provides a high-band antenna essentially two 206A1's stacked. The 212A1 is a multi-element antenna known as the "Reversible Beam," in which all elements are connected to the receiver, where a phasing device reverses the directivity of the antenna 180 degrees. Tube Dept., RCA Victor Division, RCA, Camden, N. J.—RADIO & TELEVISION RETAILING.

## Crown ANTENNA ROTATOR

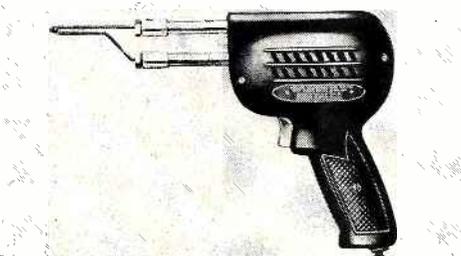
This rotator for TV and FM antennas is designed to carry the entire weight and to rotate the antenna and the antenna mast, making it possible to mount the rotator at



the base of the mast. The rotator control is equipped with dial indication so the user can see which way the antenna is pointing. Crown Controls Co., Inc., New Bremen, Ohio.—RADIO & TELEVISION RETAILING.

## Weller SOLDERING GUN

Model WD-250 is a heavy duty, 250-watt soldering gun said to be suited to all electrical, commercial and industrial soldering. The 5-second heating and built-in "spot-



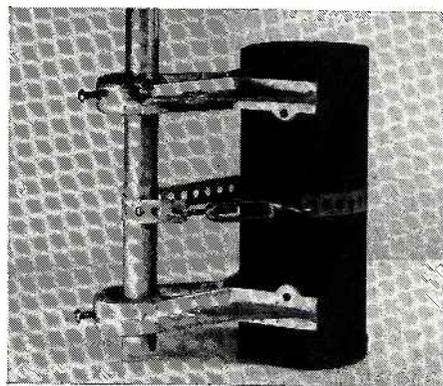
light" features of the lower wattage guns are also incorporated in this model. Weller Manufacturing Co., 808 Packer St., Easton, Pennsylvania.—RADIO & TELEVISION RETAILING.

## Zero-Lite ALUMINUM LADDERS

A complete line of aluminum ladders is available, including extension and straight ladders, designed to combine sturdiness, long wearing, light weight and low cost. Cost is \$2.42 per foot (\$2.52 per foot on extension ladders) and sizes range from 4 to 40 feet. Ladders are available appropriate to TV antenna installation, as well as for other trades. For descriptive literature, write Zero-Lite Products, 517 Sherman St., Chicago, Ill., Attention Dept. 309.—RADIO & TELEVISION RETAILING.

## Aetna TV ANTENNA MOUNT

Model 300 is a pipe-clamping device adaptable for either chimney, vent-pipe or cornice. Two clamps hold the mast in place,



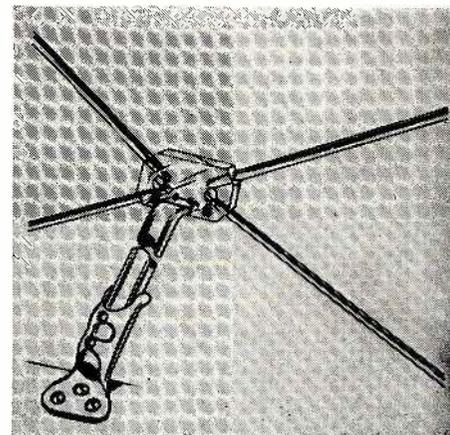
and metal strap and a turnbuckle hold the clamps to the chimney, vent-pipe, etc. List price is \$4.95. Aetna Radio Service, 2846 Milwaukee Ave., Chicago 18, Ill.—RADIO & TELEVISION RETAILING.

## Brach INDOOR TV ANTENNA

The "Superview" consists of adjustable telescopic dipoles mounted on a plastic base suitable for placing on top of the TV set. "Arms" are chrome and the base is marbled brown. L. S. Brach Corp., 200 Central Ave., Newark, N. J.—RADIO & TELEVISION RETAILING.

## Best-Vue TV ANTENNA

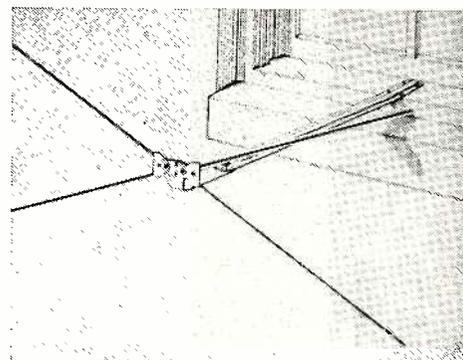
This new model is a conical type window antenna, said to feature easy installation and uniform response on all channels. Price



is \$4.00. Best-Vue Products, 247 Centre St., New York, N. Y.—RADIO & TELEVISION RETAILING.

## Telrex WINDOW ANTENNA

The "Superex" is designed for installation on a window sill in apartment houses where roof antennas are not permitted. The antenna simulates the characteristics of a



conical antenna and is designed to work at full efficiency on channels 7-13, with only a slight loss in efficiency on channels 2-6. Center impedance is said to be constant at 150 ohms. Telrex, Inc., Asbury Park, N. J.—RADIO & TELEVISION RETAILING.

## Transvision "HOOK-CUT" PLIERS

Said to combine two tools in one, the "hook-cut" pliers have both a sharp cutting edge and a "long nose" for probing into



small places. List price of the pliers, model P-1, is \$3.95. Transvision, Inc., New Rochelle, N. Y.—RADIO & TELEVISION RETAILING.

"An inferior set with a good antenna will always outperform a better set with a poor antenna." From FM-TV Magazine, June 1949.



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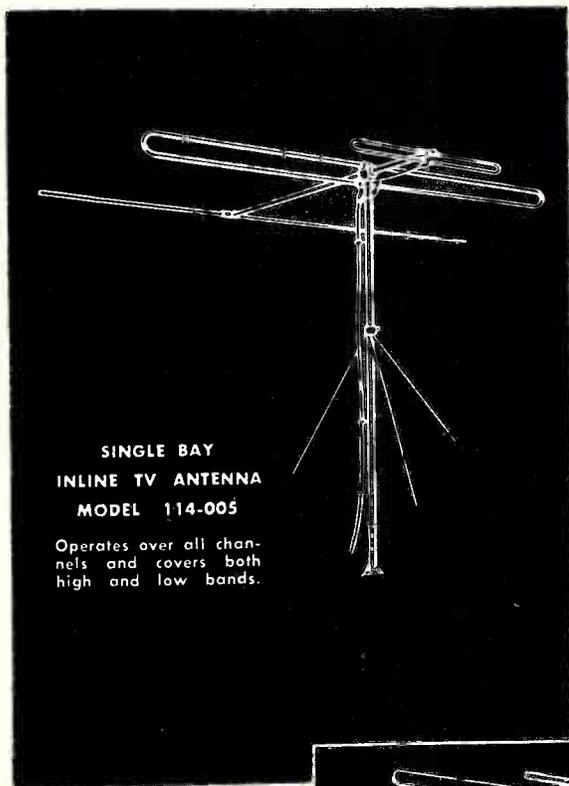
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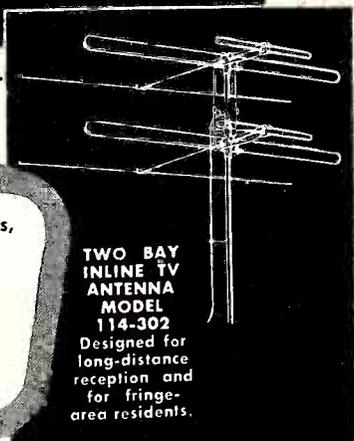
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## What to Do With Those Old Models

Editor,  
RADIO & TELEVISION RETAILING:

I have been following your articles on price-cutting with a great deal of interest, and notice that some of them have been reprinted. The one, "What Makes the Price-Cutter Tick?", presented, I believe, a first-time exposé of one phase of a merchandising evil. I was particularly impressed with the one in the April issue, "How to Cope With Price-Cutting Competition." It is the first workable formula I have ever seen. However, I notice that this article doesn't tell the retailer what to do with certain models that have been superseded by newer ones.

For an example of what I mean, let's take a look at a situation in my own store. (And I could cite many others.) I have three television sets bought at the customary short discount off the list price. (About 28 per cent.) These sets are being advertised by a number of local competitors at 20 per cent off because they have been replaced by newer models at lower prices.

Now, because I am an old established dealer who has many long-time customers, I could sell the three sets at full list-prices to some of my patrons. But the fact is that I want to go to bed and sleep nights, so I can't conscientiously undertake any such deals. In spite of being what you term in your article a "profit-minded" merchant, as well as being an opponent of price-cutting, I still can't see any way out of the mess I'm in without either gyping my customers or cutting the price.

I know I'm putting you on a spot in asking for advice on so complex a subject, and one that's familiar to every dealer in the country. I tried to get my wholesaler to make some adjustment since I hadn't been notified that new models were coming out, but he refused pointblank on the grounds that he couldn't afford to take any loss, and that the manufacturer wouldn't do anything about it. The jobber assured me that the competitors got the same discount I did after I had shown him your article on how some suppliers play favorites with "prestige" accounts.

So, the way the whole thing looks to me I've got to be a price-cutter and a chump into the bargain, unless you've got some bright ideas on a better way out.

J. W. I.,  
New York, N. Y.

*Editor's Note:* To begin with, our article didn't treat with price-cutting on obsolete models. This angle was omitted in order to avoid confusing the issue. Our formula for maintaining list-prices was concerned with "standard, non-distressed products which are currently in demand."

Certainly, J.W.I. will not sell the TV sets he mentions to his trusting customers at full list prices, unless he can justify the price differential to the

customer, by offering something extra and better in the way of service, after having acquainted the customer with all of the facts of the price situation.

Looking at it another way, there is nothing dishonest in selling the sets at full list provided a dealer knows that they represent good value, and that the list price hasn't been officially reduced by the manufacturer. But in such situation, aside from the ethics involved, there's always the possibility that the dealer will find himself in a tight spot if the customer discovers that so-and-so is selling the identical set for a much lower price. Under such conditions valuable customers may be lost.

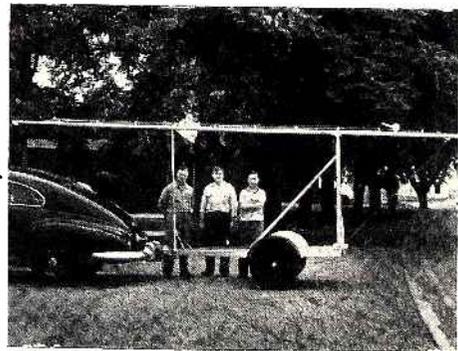
The "obsolete model" question is one of the most perplexing ones in merchandising in this field. If the dealer sells at regular price he stands to lose good-will. If he sells at competitive prices he stands to lose money. *But the fact remains that he must sell the receivers!*

RADIO & TELEVISION RETAILING has always protested against the "surprise launching" of new models. Today, a number of manufacturers of TV and of electrical appliances, realizing that dealers who had been "caught" with outmoded products have been buying from hand to mouth, have wisely set up price protection plans. Since this policy of protecting dealers is spreading it may well be the eventual solution to the complex and profit-eating bugaboo of superseded models.

Because J.W.I.'s three TV sets will not increase in value, (unless he keeps them long enough to be museum pieces) unloading them at competitive prices seems to be the only solution, unless, as previously pointed out, he can sell them profitably after laying all his cards on the table in front of his customer.

RADIO & TELEVISION RETAILING always welcomes letters on merchandising and servicing from its readers.

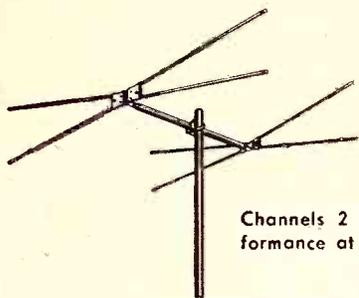
## Price TENNA-TRAILER



This 2-wheel trailer for attachment to dealers' TV and FM installation trucks incorporates facilities for raising a mast from 20 to 60 feet within a few minutes. Demonstration of TV in fringe areas is thereby greatly facilitated. The trailer may be moved to various locations around the house for best reception. Installation of a high mast is also made simpler by use of this trailer. For more information write Price Tenna-Trailer Co., 115 North 4th St., Watseka, Ill.—RADIO & TELEVISION RETAILING.



**JFD Conicals. Superior Conicals. More powerful Conicals. More economical Conicals . . . to fill any and all of your TV antenna requirements. The largest and most complete line in the whole, wide world. You'll do better with JFD . . . better in sales, better in customer satisfaction, better in profit! Here are some of the more popular models:**



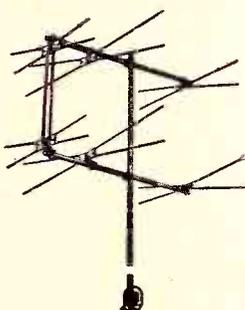
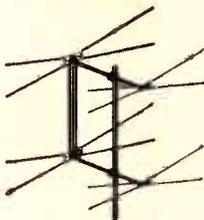
**TA160  
"D-Xer"**

**ALL BAND CONICAL**

Channels 2 to 13 and FM. Outstanding performance at a price that's right.  
Less Mast, LIST **\$1395**

**TA 161 "Double D-Xer" STACKED ALL-BAND CONICAL.** Exceptionally high DB gain on all channels. 1/4 wavelength stacked...Less Mast, LIST **\$2925**

**TA 162** Same as TA 161 but 1/2 wavelength stacked...Less Mast, LIST **\$3090**

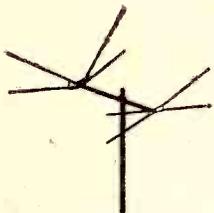


**TA 167 "Inline D-Xer" DOUBLE STRAIGHT LINE CONICAL**

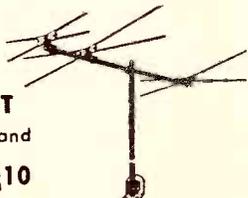
Channels 2 to 13 and FM. Provides ultra-sharp directivity and ultra-high gain. Ideal for remote areas. 1/4 wavelength stacked. ....Less Mast, LIST **\$5670**

**TA 168** Same as TA 167 but 1/2 wavelength stacked..Less Mast, LIST **\$5820**

**TA 166 "Inline D-Xer" STRAIGHT LINE CONICAL.** Sharper directivity and extra gain on all channels.  
Less Mast, LIST **\$2810**



**R 60 "QUIK-RIG" RANGER ALL-BAND CONICAL.** As simple to assemble as opening an umbrella...Less Mast, LIST **\$1130**



**R 61** Same as R 60 but 1/4 wavelength stacked for greater gain in low signal areas.  
Less Mast, LIST ONLY **\$2400**

**FREE Catalog!**

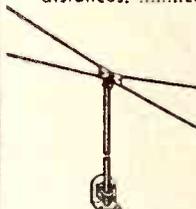
JFD makes not only the largest assortment of Conicals, but the largest variety of antennas and TV accessories as well. They're all listed in the comprehensive JFD Catalog No. TV100 which will be sent to you upon request, free of charge.



**TA164  
"Super D-Xer"**

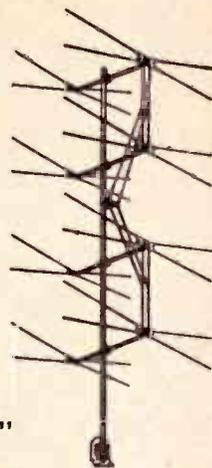
**DOUBLE STACKED ALL-BAND CONICAL**

Delivers unsurpassed DB gain for pulling in weak signals from long distances. ....Less Mast, LIST **\$6180**



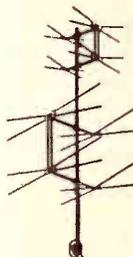
**TA 165 "Single D-Xer" CONICAL**

**WITHOUT REFLECTORS.** For areas where high and low band transmitters lie in approximately the same direction...LIST **\$1150**

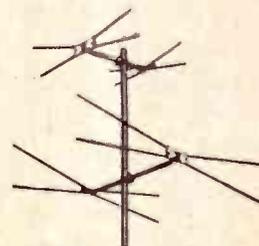


**TA 169 Duo-Orienting HI-LO ALL-BAND CONICAL.**

Ideal where upper and lower band transmitters tune in different directions. ....Less Mast, LIST **\$2345**

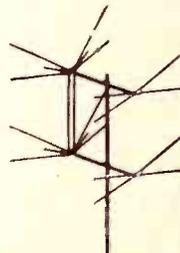


**TA 170** Same as TA 169 but 1/4 wavelength stacked for extra gain in weak signal areas. ....Less Mast, LIST **\$4940**

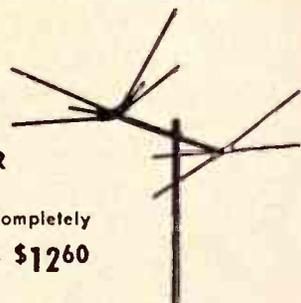


**R 70 "Quik-Rig" RANGER ALL-BAND CONICAL**

with High Frequency Element. Completely pre-assembled. Installs in an instant! ....Less Mast, LIST ONLY **\$1260**



**R 71** Same as R 70 but 1/4 wavelength stacked for long-distance reception.  
Less Mast, LIST ONLY **\$2665**



Copyright 1949 JFD Manufacturing Co., Inc.



**MANUFACTURING CO., Inc.**

6103 16th AVENUE, BROOKLYN 4, N. Y.

FIRST in Television Antennas and Accessories

COPYRIGHTED  
1949

PATENTS  
PENDING

# Telrex

## CONICAL "V" BEAM ANTENNAS

MODEL 1X-BD  
Bi-Directional Hi-Gain  
Conical "V" Beam



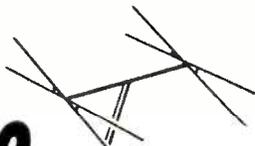
- TRUE CONICAL PERFORMANCE WITHOUT BULKY METAL CONES
- THE ONE ANTENNA FOR ALL CHANNELS PLUS FM
- NO HIGH FREQUENCY HEAD NEEDED
- HIGHEST GAIN — CONSTANT CENTER IMPEDANCE ALL CHANNELS
- BETTER THAN 12 DB FRONT TO BACK RATIO ALL FREQUENCIES
- ALL ELEMENTS MADE OF HIGH STRENGTH DURAL
- MODELS FOR HIGH BUILDING, CONGESTED AND FRINGE AREAS
- SPECIAL HI-GAIN SUPEREX FOR APARTMENT WINDOWS
- SELF ADJUSTING MAST CLAMP

**"These features are the reason we install TELREX antennas exclusively in our area"**

We know from experience that genuine Telrex Conical Antennas will do the job right—every time. Whether it's a high signal or fringe area installation on roof, chimney, sidewall or apartment window, Telrex means a better picture and a lasting installation. Since we started using Telrex exclusively, our service callbacks due to antenna failure have been eliminated. Our selling area has been broadened, also. Many of our customers are getting excellent pictures with sets \*200 miles from the transmitter.

**\*TV paths over land. On all-water paths, TELREX antennas are performing satisfactorily over distances up to 300 miles.**

QUALITY ACCESSORIES  
FOR CHIMNEY, ROOF  
SIDEWALL MOUNTING



Ask your distributor  
for complete data or write  
for illustrated catalog.

TELEPHONE — ASBURY PARK 2-7252



# Telrex INC.

ASBURY PARK 2, NEW JERSEY

## Audio Measurements

(Continued from page 101)

loud noise, and one which would override any average noise encountered. This fact is much more informative than stating that the acoustical power measured was .000001 watts per square centimeter, and therefore the speaker has a low efficiency rating.

It would perhaps be more to the point to conclude from these measurements that 1 watt of electrical power in the voice coil is sufficient for all home requirements and for small halls up to about 30 feet square. Since the power rating of amplifiers is usually expressed as so many watts "maximum" or so many "undistorted," we might generalize to say that 1/2 watt undistorted output would satisfy all normal home requirements, and that 1 watt undistorted would satisfy all home requirements as well as small indoor PA jobs. In other words, a single 6V6, with adequate driving voltage to provide close to the 4 1/2 watts at which it is rated with 250 volts on the plate, and properly compensated for relatively undistorted output (which compensation would, of course, reduce the output) could put out this one watt we need with a little to spare. Common amplifiers for such purposes, however, usually use two 6V6's in push-pull because of the advantageous cancellation of distortion in the center-tapped output transformer.

Measuring the sound level of a loudspeaker as we did for the table shown does not, of course, measure all the acoustic output of the speaker, since it measured the output at one point in the room only. Furthermore, the measurement was made in a "live" room where reverberation re-inforced the sound to a certain extent. Really scientific measurements would be made at several points in an acoustically deadened room. The measurements made, however, are actually closer to conditions which would be found in actual practice than laboratory measurements would be.

The frequency response of the loudspeaker is also shown by the accompanying table of measurements. The speaker was a 12-inch PM which cost the writer \$9.95 net, and it was mounted in a closed-back vented cabinet of home construction. There was no tweeter used. Since the sound meter used (Western Electric 700-A) is calibrated to correspond to the response of the human ear, the readings show that middle frequencies sound louder on this speaker, which is what we expect. If a tweeter had been used, the output would no doubt have been "relatively flat" even above 5000 cycles.

The impedance of the voice coil at different frequencies is shown by first measuring the output across a resistive load and then across the voice coil itself. As for the other measurements taken, it is presumed that the audio oscillator and the amplifier are properly terminated in their rated impedances.

(To Be Continued)

NOW YOU CAN SELL

# Armchair Video Control

and bring in those out-of-town stations  
by using the sensational

## MAGNE-ROTOR\*

THE LOW PRICE TV ANTENNA ROTATOR

*The ideal antenna rotor with push-button control*

Install Magne-Rotors with Television Receivers and

1. Increase your profits.
2. Decrease your installation costs.
3. Reduce service expense.

Its low list price means more sales. More sales mean more profit. Magne-Rotor reduces installation costs and eliminates call backs for antenna re-orientation.

Magne-Rotor operates on a patented magnetic principle. It has none of the drawbacks of conventional motors; needs no servicing; does not coast when turned off—will not burn out if stalled.

Not affected by weather conditions. Can be demonstrated in water with all parts exposed.

Ask your distributor for a demonstration.

Magne-Rotor is a "must" for profitable, trouble-free TV sales.

LIST PRICE Full dealer and distributor discounts.  
**\$29.95** Handled by leading distributors everywhere.

**MORE SALES!**

**MORE PROFITS!**

**MORE SATISFIED CUSTOMERS!**



*Fingertip control  
for peak reception*



### MAGNE-ROTOR FEATURES

- Locks at any point.
- Cannot be turned by wind.
- Does not attach to television set.
- Plugs in any 110 standard outlet.
- Light in weight (Less than 6 lbs.)
- Makes a complete 360 degree turn in either direction.

A PRODUCT OF

**THE C. & G. TOOL MFRS., INC.**, 39 Main St., E. Orange, N. J.

\* Pat. pending.

# Radiodyne

TRADE MARK REG.

## is the COMPLETE LINE

If you want quality in every detail, plus ingenious convenience features in TV Antenna Accessories, insist on RADIODYNE . . . a name that has grown to fame through many years of dependable service to the radio industry. Ask your jobber about the time and money-saving RADIODYNE Line, or write for information and name of nearest jobber.

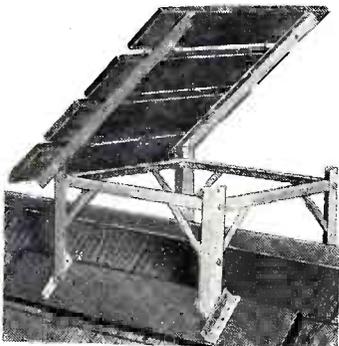
### New All Steel GUY RING

Now you can properly orient arrays in the early stages of installation with this inexpensive Swivel Guy Ring. It's easy to attach and fits any mast from 0 to 2 $\frac{3}{8}$ " O.D.



### New Hinge-Top TOWER PLATFORM

Here is the fastest and most convenient way of mounting light TV Towers on flat or peaked roofs. Erect tower and bolt it to platform in position for brightest picture. Radiodyne Hinge-Top Platform permits easy inspection of tower or antenna.



### Knocked Down Aluminum

## TOWERS

32' to 44' high. Specially treated aluminum tubing and plated steel construction.

## MASTS

19' to 46' high. Made of rolled steel and treated to resist rust and elements.

## PLATFORMS

Simplifies mounting of towers and keeps installation time and costs down.

### Electrically Welded Steel

## TOWERS

18' to 38' high. Complete with mast and hardware. Heights up to 98' attainable with 10' extensions.

## GUY RINGS

Rotary guy rings to fit all types of installations and meet all price factors.

## HARDWARE

A full and complete line of all types of hardware to meet today's installation demands.

# Radiodyne

TV ANTENNA ACCESSORIES

WESTERN COIL & ELECTRICAL CO.

ESTABLISHED 1915

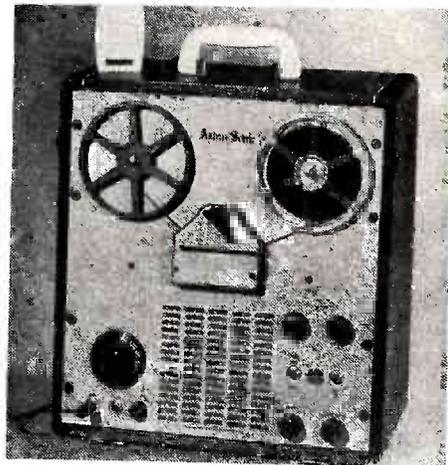
215 STATE STREET

RACINE, WIS.

## New Recorders

### Pentron TAPE RECORDER

The new model C-2 is a tape recorder-radio combination with dual track mechanism, recording speed of 7 $\frac{1}{2}$  inches per



second, 7-tube chassis, 5-watt power output, and is enclosed in a portable carrying case. Total weight is 30 pounds. Pentron Corp., 611 W. Division St., Chicago 10, Ill.—RADIO & TELEVISION RETAILING.

### Mohawk WIRE RECORDER

"Sound Magnet" is a portable wire recorder equipped with built-in record player to facilitate recording from records. Recording time is up to 65 minutes. List price \$138.75. Mohawk Business Machines Corp., 743 Fifth Ave., New York 22, N.Y.—RADIO & TELEVISION RETAILING.

### Eicor TAPE RECORDER

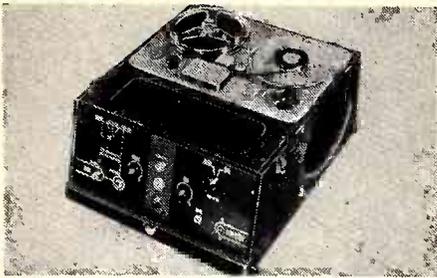
The new "President" model magnetic tape recorder is equipped with 5-tube AC speaker-amplifier, and is enclosed in lug-



gage-type carrying case. Weighing 27 pounds, the new model has flat frequency response from 100 to 4000 cycles, and is priced at \$134.95. Eicor, Inc., 1501 W. Congress St., Chicago 7, Ill.—RADIO & TELEVISION RETAILING.

## Masco TAPE RECORDER

The "Sound Reel" is a magnetic tape recorder featuring one hour of continuous recording in one direction on one 1200 foot reel of tape. Model 375 retails for \$189.50



with tape and microphone, and model R-3 with self-contained radio, lists at \$218.50. Mark Simpson Mfg. Co., 32-28 49th St., Long Island City, N.Y.—RADIO & TELEVISION RETAILING.

## Miles RECORDER

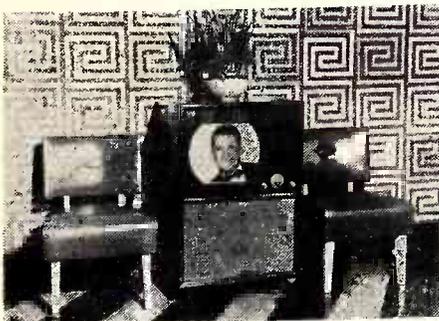
"Recordall" records sound by embossing an endless plastic band similar to movie film. Vibrations of the voice coming through



the microphone automatically start the machine, and cessation of sound causes the machine to stop within 4 to 6 seconds. Recordall weighs 15 pounds, and is said to operate at a cost of 2½ cents an hour. Miles Reproducer Co., Inc., 812 Broadway, New York 3, N.Y.—RADIO & TELEVISION RETAILING.

## Federal PACEMAKER TV SET

The "Pacemaker" is a 16-inch TV console with 12-inch PM speaker, 27 tubes and a 145-square-inch screen priced to retail at \$399.50. The only controls in addi-



tion to station selector are contrast control and volume control. Federal Television Corp., 137 Duane St., New York 13, N.Y.—RADIO & TELEVISION RETAILING.

# New Low-Cost TV Tower For Homes

## Easy-Up MODEL 300 "ROTA-TOWER"

It's downright practical, this new tower built and priced for the residential market. New lightness, new strength, new ingenious features to make installation a pleasure. Comes to you in handy prefabricated sections that bolt together in a jiffy. You can climb it; you can tip it up from any side; you can rotate it!

### STAND-OUT FEATURES

Neat, unobtrusive lines, tapering gracefully to a peak. Fits in with finest residential surroundings.

Each section pre-assembled. Takes only 3 bolts to join them, in about as many minutes.

Light — only 38 lbs. for tower illustrated.

Extremely strong — generously cross-braced (90 per section!) and all electrically welded. Climb it in perfect safety.

"Noiseless". The all-rounded surfaces prevent wind vibration and offer little resistance to high gales.

Choice of heights with handy 10-ft. extension sections.

Four-way hinged base permits tipping the tower up from the most convenient side.

Rotate entire tower after it is secured in place, to turn antenna for best reception.

All-steel construction, zinc galvanized after fabrication — best-known method of weather-proofing.

### ALSO...

IMPROVED  
EXTRA-HEAVY  
DUTY MODELS  
AT LESS COST

MODEL  
400

(Triangular)

MODEL  
500

(Square)

For commercial establishments and dealers own installations, Easy-Up offers its new Models 400 and 500 at substantial decrease in cost. Stronger . . . climbable . . . galvanized. Rotating feature also available. Height 30-100 feet.

FLASH . . . In recent Florida hurricane; distributor reports that his Easy-Up Towers stood up in winds 162 M.P.H!

See your jobber, or write

## Easy-Up Tower Co.

3800 KINZIE AVENUE  
RACINE • WISCONSIN

## Emerson Field Sales Reps

The promotion of three of their field sales representatives to the position of regional sales managers as part of an expanded national sales program has been announced by Stanley W. Abrams, television sales manager, Emerson Radio and Phonograph Corp., New York.

Murray Gennis has been appointed midwestern sales manager, to direct sales activity in midwestern states: No. Dakota, So. Dakota, Minnesota, Wisconsin, eastern Iowa, northern Illinois, Indiana, W. Virginia, Ohio, Michigan, Pennsylvania, New York, Massachusetts.

Roger Brown has been appointed southern sales manager and will direct

sales in southern territory comprising Missouri, southern Illinois, Kansas, Oklahoma, eastern Texas, Mississippi, Louisiana, Arkansas, Tennessee, Alabama, Kentucky, Georgia, Florida, So. Carolina, No. Carolina.

David Hopkins has been appointed western sales manager and his field of operation comprises the states of Washington, Oregon, California, Idaho, Utah, Wyoming, Montana, western Iowa, Nevada, Nebraska, New Mexico, Colorado, Arizona, western Texas.

Gennis, Brown, and Hopkins have been on the Emerson sales staff for a number of years, working with distributors and dealers in their respective territories.

## Trans-Vue HOME TV SET

The "Cine 145B" home TV consolette uses a 15-inch picture tube with expanded screen, providing 145-square-inch picture. The set is a 31-tube TV-AM-FM receiver



and incorporates a phono jack. Cabinet is blonde. Trans-Vue Corp., 430 N. Michigan Ave., Chicago, Ill.—RADIO & TELEVISION RETAILING.

## Roto-Vision TV TABLES

Designed to accommodate table TV sets, these tables feature a top which rotates on roller bearings, permitting the set to be viewed from any angle. Mahogany, walnut and limed oak finishes are provided. Illinois Wood Products Corp., 1656 North Besly Court, Chicago 22, Ill.—RADIO & TELEVISION RETAILING.

## Magnascreen TV MAGNIFIER

This thin, flat plastic magnifier utilizes the Fresnel lens principle, and is said to be free from distortion at wide viewing angles. Weight of the largest size is less than 3 pounds. Magnascreen comes in three sizes, 8x10, 9x12, and 11x16½ inches. Wilson Camera Co., Philadelphia, Penna.—RADIO & TELEVISION RETAILING.

## Crosley PAY-AS-YOU-SEE TV

The Crosley "Visimeter," installed with each receiver purchased on this budget plan, will provide the purchaser with one hour of video entertainment for 25¢. The



money, collected periodically, will be applied against the purchase price. The plan is being launched nationally. Crosley Div., Avco Mfg. Corp., Cincinnati, Ohio.—RADIO & TELEVISION RETAILING.

NEW MODELS—NEW SALES RECORDS

# EICOR

AMERICA'S LOWEST  
PRICE  
HI-FIDELITY  
MAGNETIC TAPE  
RECORDER



CHALLENGES ALL COMERS!

RETAILS AT  
\$124<sup>95</sup>

*Slightly Higher  
West of the Rockies*

*... on price*

Eicor engineering know-how and manufacturing efficiency make this possible. Model 1000 is designed to out-perform, priced to outsell! Complete with crystal microphone, radio hook-up, cords—in smart, luggage-type 27 lb. case.

*... on performance*

Compare these features: Hi-fidelity, full-range frequency response. Five-tube amplifier; 6" speaker. Two channel, hour-long recording. Simplified controls. The Eicor 1000 wins acclaim for its professional quality of reproduction.

*... on profit*

Eicor's low-cost, plus high quality, makes sales. Cash in on this leadership today and count profits on units sold—not in markup on machines in stock. The Eicor is profit-proved, service-free! Regular trade discounts!



## Magnetic Tape Recorder

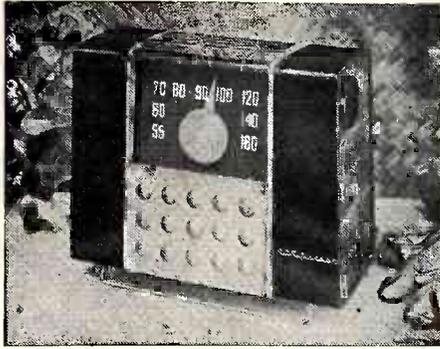
1501 W. CONGRESS STREET • CHICAGO 7

DEALERS, WRITE TODAY, DEPT. 2K

Learn How You Can Profit With EICOR. Let EICOR'S New Promotion Plan Sell For You!

## RCA PORTABLE RADIO

Model 9-BX-56 is a 3-way portable radio in a plastic cabinet which is styled to be usable either indoors or outdoors. The set features self-contained battery, built-in an-



tenna, and 4 tubes and 1 rectifier. Retail price, including battery, is \$49.95. RCA Victor Div. of RCA, Camden, N. J.—RADIO & TELEVISION RETAILING.

## Micro POCKET RADIO

This 3-tube radio weighs only 5¼ ounces complete with self-contained batteries, antenna, and individual listening device. The plastic case is about the size of a pack of cards. List price is \$19.75 for the set and



\$15.75 for a kit including all parts, batteries and instructions. Set is manufactured by Micro-Electronic Products, Inc., Peru, Indiana, and distributed nationally by Associated H. A. Distributors, 1627 Pacific, Dallas 1, Texas.—RADIO & TELEVISION RETAILING.

## Krenco TV TURNTABLE

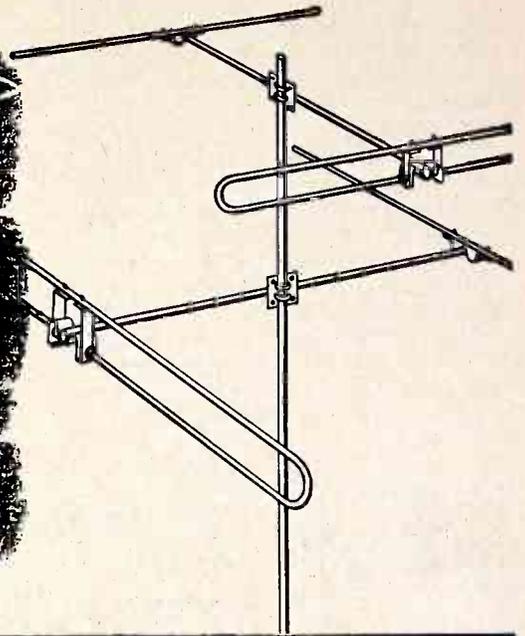
Tele-Turn is a turntable which may be placed on any table and beneath the TV set so that the set may be rotated for the best viewing angle. Rubber suction cups hold Tele-Turn in place and prevent marring the table. Krenco Mfg. Co., 231 So. La Salle St., Chicago 4, Ill.—RADIO & TELEVISION RETAILING.



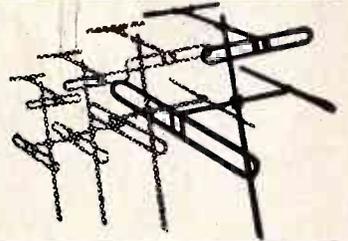
# TV ANTENNAS

build your  
**PROFITS**

these **3** ways

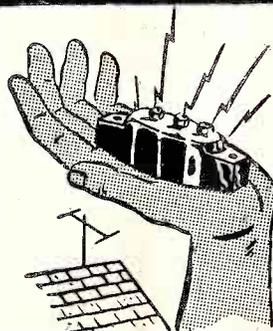
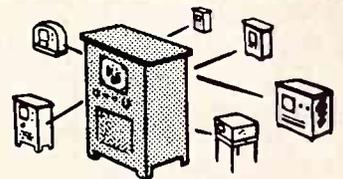


- 1. SAVE INSTALLATION TIME.** Actually save enough for additional installations each week. Simplicity of Brach Antenna design, together with maximum pre-assembly at the factory, take whole hours of "time-on-the-roof" off your installation costs. And, for easier, quicker, on-the-job handling, Brach TV Antenna Kits are individually packaged, complete with all necessary hardware. Brach Universal Base Mount is a real time saver.



- 2. ELIMINATE EXPENSIVE CALL-BACKS.** Brach quality engineering and bulldog ruggedness combine to help make your initial installation completely satisfactory. Developed by a name as old as radio itself, Brach TV Antennas are products of the manufacturer's own laboratory. From the rugged structural steel base mount to the tip of the sturdy mast, they're designed to stand up and shrug off the worst the weather has to offer—and deliver superior reception—longer. Factory pre-tuned and matched for 300-ohm transmission line, all Brach Antennas feature large-diameter aluminum elements for better signal pick-up.

- 3. MAKE PURCHASERS YOUR BEST SALES-MEN.** The future success of your television line depends upon the success of your past installations. There's a Brach TV Antenna to meet every television problem better. Each Brach array you install puts you further ahead of your competition performance-wise.



## A NECESSARY EXTRA BRACH LIGHTNING & STATIC ARRESTER #4004

Helps keep the buck and jump out of the image when due to static discharge. Protects certain delicate receiver parts. Complete with all necessary hardware, the Brach Rare Gas Arrester is easily attached to any downlead. Constructed of porcelain and non-corrosive metal parts. Tested and listed by Underwriters' Laboratories.

SEND FOR BRACH CATALOG NO. RR1304



# L. S. BRACH MFG. CORP.

200 CENTRAL AVENUE, NEWARK, N. J.

WORLD'S OLDEST AND LARGEST MANUFACTURERS OF RADIO ANTENNAS AND ACCESSORIES

## Huge Du Mont TV Plant

Official dedication of the new Du Mont television receiver assembly plant in East Paterson, N. J., was held September 26.

This installation is the world's largest television receiver assembly plant, with approximately 480,000 square feet under one roof, all dedicated to the assembly of television receivers. The opening of this plant mirrors the tremendous rise of television upon the national industrial scene.

The Du Mont property at East Pater-

son comprises approximately 58 acres, all told. The receiver assembly plant has 480,000 square feet—391,000 square feet of factory space and 87,600 square feet of engineering laboratory and office space at the north and south ends of the building.

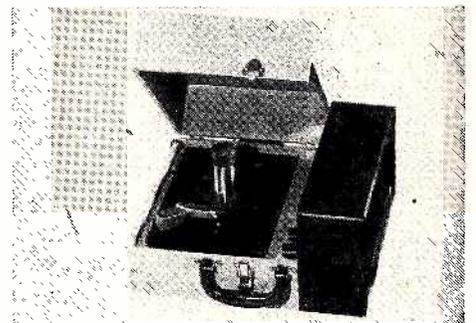
At full scale capacity, the new plant will produce five times the present Du Mont receiver capacity and will be able to produce one television receiver every 10 seconds. Three times the present number of Du Mont employes engaged in receiver assembly will work in East Paterson.

## Westinghouse TABLE RADIO

A new low-priced table radio, model H-247, features a front-panel radio-phonograph switch and a phono-jack connection so that the sound system can be used for phono reproduction. Suggested retail price is \$24.95. At the same time, price reductions ranging from \$5.00 to \$200 on 16 radio models were announced. The reductions, ranging from 16 to 41%, cover table models, phono combinations, and consoles. Westinghouse Electric Corp., 306 Fourth Ave., Pittsburgh 30, Penna.—RADIO & TELEVISION RETAILING.

## Water-Conley PHONOGRAPHS

The new line includes model K-245, 45 RPM changer, with 3-tube amplifier and 6-inch speaker; model K-145 single-play 45



RPM unit with amplifier and speaker; model TK-134, 3-speed single-play phono with amplifier and speaker, and model TK-234, 3-speed changer with amplifier and speaker. Waters Conley Co., Rochester, Minnesota.—RADIO & TELEVISION RETAILING.

## Espey TABLE RADIOS

Five new table radios have been announced, 4 AC-DC 5-tube sets, and one 5-tube set with clock-timer built-in, for AC operation. Models 653 and 7552 have plastic cabinets, and models 18—751 and 524 (the clock-radio) are in wooden cabinets. All 5 models have slide-rule dials and built-in loop antenna. Espey Mfg. Co., Inc., 528 East 72nd St., New York 21, N.Y.—RADIO & TELEVISION RETAILING.

## Balladier RECORD PLAYER

The Balladier is a 2-speed table record player with high fidelity amplifier and speaker which is now available in combination with a console cabinet containing record-storage space and a 45 RPM changer which can be played through the same sound system. The complete instrument retails for \$385, and is designed and built by the Sandwich-Bowen Corp., Bethesda, Maryland.—RADIO & TELEVISION RETAILING.

## Marvel-Lens TV MAGNIFIER

The Marvel-Lens is a flat plastic magnifier weighing less than three pounds, and is said to enlarge the picture 2½ times when flush up against the set. Price for 7- and 10-inch screens is \$21.75, and for 10- and 12-inch screens \$24.75. Marvel-Lens Industries, Malvern, Penna.—RADIO & TELEVISION RETAILING.

# SELL APPEAL WITH A "S" CAPITAL "S"



## DUOTONE'S DAYLIGHT TELEVISION ENLARGING LENS!

### A SMASH HIT WITH YOUR CUSTOMERS

because . . .

- ★ It's easy to attach to any television set.
- ★ Fits console or table models.
- ★ Makes image FOUR TIMES BIGGER.
- ★ No eyestrain! No glare! No distortion!
- ★ More contrast! Sharper outlines!
- ★ Wide angle view! 3-dimensional impression!

### BIGGER PROFITS FOR YOU

because . . .

- ★ Duotone Daylight lens is available in all sizes.
- ★ Lens available tinted or clear.
- ★ Generous dealer discounts are our policy!

LENS PRICES start as low as \$12.95

### Also Available . . . FILTERS

- ★ Duotone Daylight Television Filters scientifically tinted for maximum clarity, heightened contrast, elimination of eyestrain. 7" \$2.00, 10" \$3.50, 12" \$5.00, 15" or 16" \$7.50.

CONTACT YOUR DISTRIBUTOR OR DUOTONE DIRECT

THE **DUOTONE** COMPANY, INC.

799 Broadway New York 3, N. Y.

MAKERS OF THE FAMOUS DUOTONE NEEDLES

## G.E. TABLE RADIOS

General Electric has added five new AC-DC table radios to its line, ranging in price from \$19.95 to \$29.95. Models 123, 124, 135 and 136 are equipped with 4 tubes plus



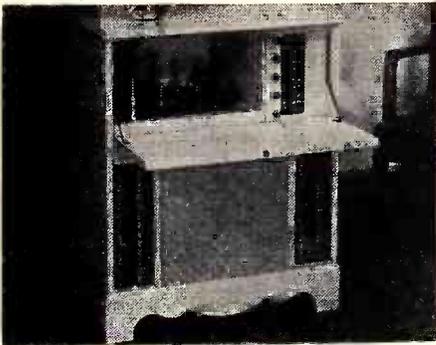
rectifier and a 4-inch speaker, and model 226 has 5 tubes plus rectifier and a 5¼-inch speaker. General Electric Co., Syracuse, N.Y.—RADIO & TELEVISION RETAILING.

## Arvin TABLE RADIOS

Five special "Anniversary" model table radios are being offered in observance of the 30th year of this firm. The 341T is the price leader, at \$12.95. Models 356T and 357T are priced at \$16.95, and models 358T and 359T retail at \$19.95. The basic colors of sandalwood and willow green feature the five AC-DC models. Noblitt-Sparks Industries, Inc., 1531 13th St., Columbus, Indiana.—RADIO & TELEVISION RETAILING.

## Wilcox-Gay RADIO-PHONO

A new console combination includes AM-FM radio, and 3-speed record changer in either blond or dark mahogany finish. The



instrument features a 12" speaker and is priced at \$199.50. Wilcox-Gay Corp., Charlotte, Michigan.—RADIO & TELEVISION RETAILING.

## Movie-Mite SLIDE PROJECTOR

The "Bell Boy" is a sound-slide film projector, consisting of projector, turntable, amplifier and loudspeaker, for use in sales training, store demonstration, and educational groups. Price, including screen, 8-watt amplifier and 8-inch loudspeaker, is \$174.50. Movie-Mite Corp., 1105 Truman Rd., Kansas City 6, Mo.—RADIO & TELEVISION RETAILING.

## D. W. May to Distribute Raytheon TV Receivers

Further expanding its national marketing program, Raytheon Manufacturing Company has announced the appointment of D. W. May Corp., Newark, as its exclusive distributor of television receivers in northern New Jersey and Rockland, Orange and Richmond counties of New York.

The announcement was made by G. L. Hartman, sales manager of Raytheon home receivers, which are produced by Raytheon's Belmont Radio Corporation.

D. W. May, president of D. W. May Corp., is a prominent figure in the radio and television industry, having been in the business almost from its inception.

Starting back in the early '20s, Mr. May distributed such well-known lines as Crosley, Majestic and others. In the late '20s, he was the Philco distributor in metropolitan New York and the New Jersey and New England markets. In later years, Mr. May was eastern manager of the radio and television division of General Electric Company.

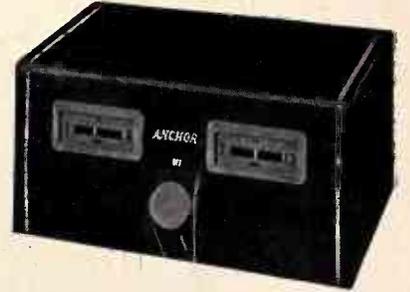
## New Admiral TV Sets

Admiral's first 10" table set, 20X11, comes in compact plastic cabinet; retails at \$169.95. Model 20X122, adaptation of the "Wonder Set," 10" plastic cabinet console, retails at \$199.95. Both models feature new built-in "Roto-Scope" directional antennas.

*This is it!*

**A TELEVISION  
BOOSTER THAT  
REALLY DOES THE JOB**

## THE ANCHOR TV-PRE-AMPLIFIER



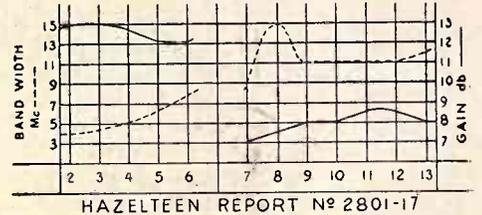
*Here's What Others Say!\**

**"IT DOES HAVE MORE USEABLE GAIN THAN ANY OTHER 'BOOSTER' I HAVE SEEN, YIELDING SNOW-FREE PICTURES UNDER THE MOST DIFFICULT CONDITIONS."**

**JOHNSON & ELLIOTT  
MONTICELLO, N. Y.**

*\*An unsolicited statement from an independent service engineer.*

**NOT MERELY ANOTHER BOOSTER — ANCHOR WILL POSITIVELY DO EVERYTHING AS CLAIMED OR YOUR MONEY BACK**



**IT'S NEW — DIFFERENT  
HAS AMAZING PERFORMANCE**

An ANCHOR TV-PRE-AMPLIFIER will out-perform any similar equipment in its class. Don't take anything less than the best—don't take anything less than ANCHOR.

### Check These Features

- 4 mc minimum Bandwidth on all channels
- Impedance matching to receiver
- Simultaneous iron core tuning of grid and plate
- 2½ times average gain (Voltage Ratio)
- Guaranteed coverage of low and high TV-Band

Carefully, thoroughly engineered, ANCHOR TV-PRE-AMPLIFIER is a product of long research—it is compact, beautifully styled and precision built to give outstanding, trouble-free performance. When you install an ANCHOR TV-PRE-AMPLIFIER you give your customers the best. Don't wait—don't miss this—see your jobber today. LIST PRICE \$37.50

**Dealer aids available — Write for Further Information**

**ANCHOR**  
RADIO CORP.  
2215 S. St. Louis Ave.  
Chicago 23, Ill.

## Standard Rate Book For Radio Service

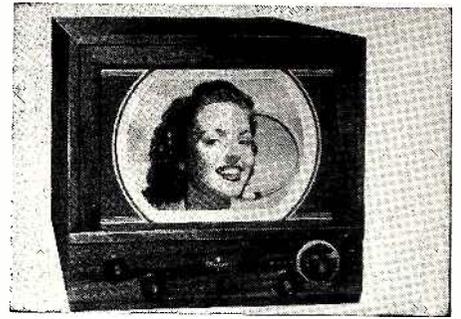
Oelrich Publications of 4132 N. Lawler Avenue, Chicago, has published the third edition of the Radio Service Standard Rate Book for radio servicemen and radio dealers. The 50-page book gives a complete listing of all the repair jobs, parts replacements, and check-ups that are made on each type of radio (such as auto radio, portable, console, etc.), with the average time spent on each job, and the average labor charge for each job, based on a rate of \$3.00 an hour. The book also covers such items as pick-up and delivery, warranties, minimum charges, etc.

## New Hoffman Appointee

H. L. Hoffman, president of the Hoffman Radio Corp., Los Angeles, has announced new executive appointments. M. D. (Bud) Schuster has been appointed general manager of the Hoffman Sales Co., Los Angeles, Southern California distributing organization for the Hoffman Radio Corp. John Rankin has been named chief engineer; Carl Wasmansdorff, long-time member of the Hoffman engineering staff, has been appointed director of engineering development; and E. P. Gertsch, works manager for Hoffman Radio the past three years, has resigned that post to form Gertsch Products, Inc., Los Angeles.

## Olympic TV SETS

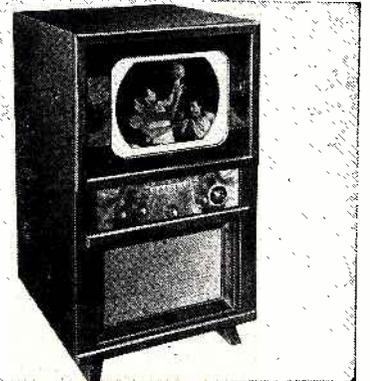
Three new models, and the reduction of price on the 10-inch model have been announced. The latter, the "Challenger," has been reduced to \$179.95. The 3 new models are, the 246, shown, a 12½-inch table set at



\$249.95, the 948, a 12½-inch console at \$289.95, and the 949, a 16-inch console at \$389.95. These models also come in blonde at slightly higher prices. Olympic Radio & Television, Inc., 34-01 38th Ave., Long Island City 1, N.Y.—RADIO & TELEVISION RETAILING.

## Atwater 16-INCH CONSOLE

Model 153 is a 16-inch console TV set with FM radio, phono jack, 10-inch speaker,



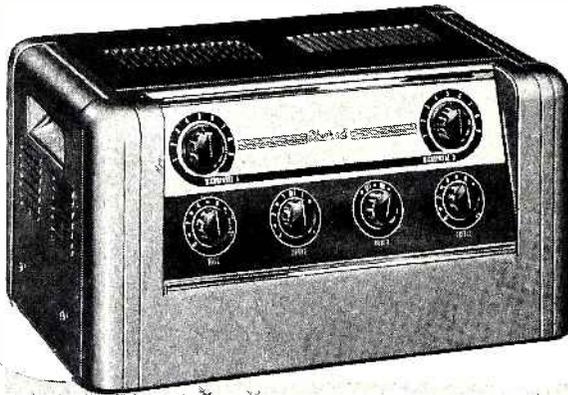
22-tube circuit and mahogany cabinet. Retail price is \$299.95. Atwater Television Co., 360 Furman St., Brooklyn 2, N.Y.—RADIO & TELEVISION RETAILING.

## International COIN METERS

The coin meter is a coin-operated time switch, and may be used for rental of any electric appliance such as washing machines, radios, etc. "Meter-Matic" models M-21 and M-20 may be set for any of a number of periods of minutes up to 60 minutes and hold up to 23 coins. M-20 takes quarters, M-21 dimes. For more information write International Register Co., 2626 Washington Blvd., Chicago 12, Ill.—RADIO & TELEVISION RETAILING.

## Transmirra TV FILTER

The new "Image Definer" is a filter sealed between glass, a feature said to facilitate mounting, while preventing warp and scratching of the plastic filter. Prices range from \$7.50 for the 7-inch size to \$19.50 for the 15- and 16-inch sets. Transmirra Products Corp., 1650 Broadway, New York 19, N.Y.—RADIO & TELEVISION RETAILING.



**Rauland Quality Sound**  
**COSTS NO MORE!**

## Sells on Performance • Sells on Price

RAULAND 1800 De Luxe Series Amplifiers are in a class by themselves, offering you every selling advantage you need. You can demonstrate their superior quality and performance. Take output, for example. You get the full wattage claimed—and full output measured at three points—100, 400 and 5000 cycles. No other units in the same price range can make that claim. And you can demonstrate superb tonal fidelity—versatile input facilities—rugged construction—handsome modern styling. Best of all—this demonstrably better quality costs no more!

The RAULAND Line is complete, including De Luxe Amplifiers and complete Systems for all P. A. requirements. All 1800 Series Amplifiers are Underwriters' Approved. Build your Sound business and reputation around the profitable RAULAND Line. Write for full price and quality details today.

See your RAULAND-BORG distributor for full information on the 1800 Series Sound Line. For quality P. A. installations, sell RAULAND De Luxe 1800 Systems—they fill the bill quality-wise and price-wise for your P. A. customers—and for you.

## Proof of Quality

Every RAULAND amplifier is honestly rated, with measurements taken at 3 points. For example, the conservatively rated 20 watt unit illustrated above actually delivers 22 watts at 5% or less total harmonic distortion, measured at 100, 400 and 5000 cycles; peak power output is 30 watts. Covers 5,000 people indoors, or 25,000 square feet outdoors. Has 2 mike inputs, 2 phono inputs with dual fader, true electronic mixing on all 4 inputs, separate bass and treble controls. Available in a variety of complete "packaged" systems for a wide range of indoor, outdoor or portable sound requirements.

Electroneering is our business

SOUND  
EQUIPMENT

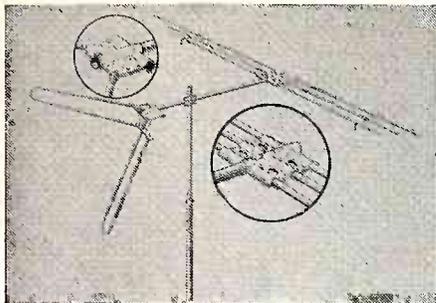
**Rauland**

INTER-  
COMMUNICATION

RAULAND-BORG CORPORATION • 3523-L Addison St., Chicago 18, ILL.

## Dielectric TV ANTENNAS

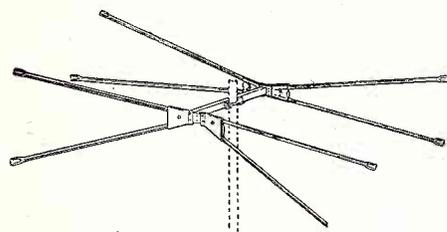
DPC Duoband antennas consists of a V-ed driven element and three reflectors of different lengths, and is said to be effective on all channels, making high and low band reception possible with one antenna



and a single lead-in. Construction of the antennas is designed for easy, rapid installation. The antennas will be sold through the sales organization of South River Metal Products Co., South River, New Jersey.—RADIO & TELEVISION RETAILING.

## Philson TV ANTENNA

A conical antenna has been added to the line which is said to combine high forward gain with ease of assembly. A single wingnut holds all elements, the an-



tennas being pre-assembled for quick installation. Stacked conicals are also available. Philson Mfg. Co., Inc., 156 Chambers St., New York, N. Y.—RADIO & TELEVISION RETAILING.

## South River TV ACCESSORIES

Three new items have been announced for TV and FM installations: adjustable mast standoffs, listing at 15¢, nail-in standoffs, and screw-in standoffs. All have polyethylene inserts for round or flat (300-ohm) transmission lines. Additional information and catalog may be had by writing the manufacturer, South River Metal Products Co., Inc., South River, N. J.—RADIO & TELEVISION RETAILING.

## Leece-Neville TRANSFORMER

Auto owners whose vehicles are equipped with Leece-Neville rectified AC generators may utilize the car's electrical system for 110-volt tools, lights and other appliances by means of this transformer which steps the 6 volts up to 110 at 250 watts. The transformer connects directly to one phase of the system's alternator. The transformer is designated No. 1000-T. For more information write the Leece-Neville Co., 5109 Hamilton Ave., Cleveland 14, Ohio.—RADIO & TELEVISION RETAILING.

## Stancor Price Protection

Standard Transformer Corp., Chicago, announces that its distributors are being given authorized price protection policies in which Stancor guarantees to protect distributors' inventories of Stancor products against any price reductions for a period of ninety days from date of shipment and will also credit distributors' accounts for the difference between any reduced prices and the price billed on any purchase orders dated within ninety days preceding the effective date of any increase.

Jerome J. Kahn, president, emphasized that no price reductions are in

prospect and that the price protection policies are being issued to reassure any distributors who hesitate to carry adequate inventories at this time.

## Schenck Contact Man

To better handle the changing market conditions in the New York metropolitan market and to give more frequent coverage necessary today, LeRoy Schenck has announced the appointment of Sol Tronick to assist in contacts with jobbers in this area. The Schenck offices are located at 9-11 West Park St., Newark, N. J.

# JERROLD

## MUL-TV ANTENNA SYSTEM

for TV DISPLAY ROOMS OF DEALERS AND DISTRIBUTORS

PERMITS SIMULTANEOUS OPERATION OF A LARGE NUMBER OF TV OR FM RECEIVERS FROM ONE ANTENNA—NO SWITCHING IS NECESSARY

Install It Yourself

### Other Features of the Jerrold Mul-TV System . . .

- Permits side-by-side simultaneous demonstration of TV sets.
- Receives all channels simultaneously—All sets always connected—No switching.
- Can be used in either Local or Fringe areas.
- 72-ohm and 300-ohm receivers are matched properly and can be intermixed at will.
- Easy to install—Simple to operate.
- Only one cable feeds all outlets.
- No fumbling of wires or switches in front of customer.
- System is neat, compact, built for continuous duty—may be expanded to cover new channels—including UHF.

PAYS FOR ITSELF . . SELLS MORE SETS . . INCREASES YOUR PROFITS

Mail this coupon immediately

**JERROLD**  
**ELECTRONICS**  
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121 N. Broad St.  
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Send Mul-TV catalog and instruction manual to:

Name .....

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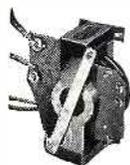
City..... Zone..... State.....

# For Dependable Trouble-Free TV Servicing

# REPLACE WITH STANCOR EXACT DUPLICATE TELEVISION TRANSFORMERS

Eliminate callbacks and dissatisfied customers—get a bigger share of the profitable television service business with Stancor *Exact Duplicate* Replacement Transformers. These units are *exact* physical and electrical duplicates of original equipment used in popular receivers—they're precisely what is needed for "new set" performance!

Don't take a chance with replacements that are "almost exact"; use Stancor *Exact Duplicate* Replacement Transformers. Representative types listed below.



### HORIZONTAL DEFLECTION OUTPUT AND HV TRANSFORMER

Stancor Part No. A-8117. *Exact duplicate* of RCA type 211T1. For use with direct viewing kinescopes such as RCA types 7DP4 and 10BP4.



### FILTER CHOKE

Stancor Part No. C-2326. *Exact duplicate* of filter choke used in RCA models 630TS, 630TCS and 8TS30 receivers.



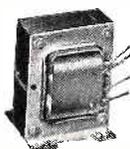
### PLATE AND FILAMENT TRANSFORMER

Stancor Part No. P-8157. *Exact duplicate* of Motorola part No. 25C484095 used in models VK106, VT105 and VT107.



### HORIZONTAL BLOCKING-OSCILLATOR TRANSFORMER

Stancor Part No. A-8120. *Exact duplicate* of RCA type 208T1. Generates 15,750 cps. pulse required to drive grids of horizontal discharge tubes.



### VERTICAL DEFLECTION OUTPUT TRANSFORMER

Stancor Part No. A-8115. *Exact duplicate* of RCA type 204T2. Used with kinescopes such as types 10BP4, 7DP4 and 5TP4.



### DEFLECTION YOKE

Stancor Part No. DY-1. *Exact duplicate* of RCA type 201D1. Performance checked to close linearity limits.



**JUST PUBLISHED!** See your Stancor distributor or write direct for the new Stancor catalog, listing over 400 transformers, reactors and related components for radio and television replacement.

**STANDARD TRANSFORMER CORPORATION**  
ELSTON, KEDZIE & ADDISON • CHICAGO 18, ILLINOIS

## ATTENTION

South River Chimney Mounts are patent protected  
U S Patent 2482575

Write for the new South River Catalog illustrating complete line of television accessories, including the

**NEW**

**THRIFT CHIMNEY MOUNT Model T20**

Low List Price \$2.50 complete

and the **NEW**

**3" WALL BRACKET Model T3**

Low List Price \$1.00 complete

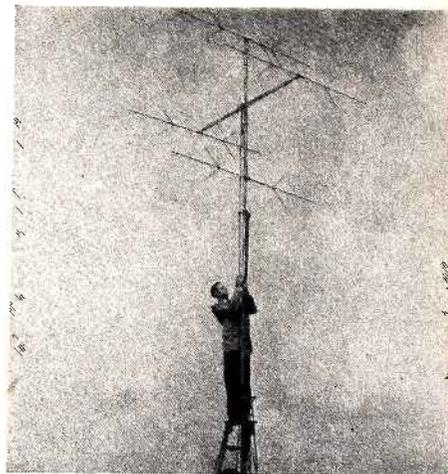
**SOUTH RIVER METAL PRODUCTS CO., INC.**

Dept. RR, 17 Obert Street

South River, N. J.

## RCA TV ANTENNA

Model 212A1 reversible beam antenna was designed for use in fringe areas lying between stations occupying the same or adjacent channels. The antenna consists



of an array of four 8-foot dipoles in the form of a square. A dual transmission line connects the horizontal and vertical dipoles to a diplexing network located at the receiver, where the flick of a switch reverses the directivity of the antenna. List price is \$59.50. RCA Victor Division, Camden, N. J.—RADIO & TELEVISION RETAILING.

## G.E. MARKER GENERATOR

Type ST-5A marker generator for visual alignment of TV provides a separate crystal for each TV channel, with no tuning required. Picture and audio markers are available simultaneously, and from one to five markers may be used at the same time. G.E. Specialty Div., General Electric Co., Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

## International RECTIFIERS

A new line of selenium dry-disc rectifiers has been designed for battery charging applications, and can be used for trickle, taper, quick, or any other type of charge, and are especially suited for unattended service due to the high inverse resistance. For catalog write International Rectifier Corp., 6809 So. Victoria Ave., Los Angeles 43, Calif.—RADIO & TELEVISION RETAILING.

## Tech-Master CONVERSION KIT

A conversion kit is available containing all components and hardware necessary to convert a 630-type chassis for use with a 16-inch kinescope. Kit includes horizontal transformer, focus coil, width control, doubler socket, resistors, condensers, etc. Tech-Master Products Co., 443 Broadway, New York 13, N. Y.—RADIO & TELEVISION RETAILING.

## Holub TV WIRE STRIPPER

This tool removes the insulation from 300-ohm twin-lead (both conductors in one operation). The "Hi" A-TV stripper also strips popular sizes of single conductor wire (16, 18, 20, 22) without changing blades. Holub Industries, Inc., Sycamore Ill.—RADIO & TELEVISION RETAILING.

## New Service Aids

### ADC AUDIO TRANSFORMERS

A new low price line of ADC transformers has been announced, designated the "Yeoman" line. The maker states that economies which do not detract from performance reduce the purchase price to within a budget for home construction work. The line includes impedance matching, input, output, and power transformers. For more information, write Audio Development Co., 2822 13th Ave., Minneapolis, Minn.—RADIO & TELEVISION RETAILING.

### Duotape RECORDER KIT

The kit includes all parts necessary to build a dual-track tape recorder mechanism operating at 7½ inches/sec., including



directions, and a suggested circuit for a high-fidelity record-playback amplifier. Panels are already drilled. Duotape Co., 360 N. Michigan Ave., Chicago, Ill.—RADIO & TELEVISION RETAILING.

### Philco MOULDED CONDENSERS

A new line of moulded tubulars is available which features smaller size as well as extreme durability. The moisture-proof capacitors are available in all standard sizes, with working volts ratings from 200 to 1600. Philco Corp., "A" Street & Allegheny Ave., Philadelphia 34, Penna.—RADIO & TELEVISION RETAILING.

### Pickering PHONO CARTRIDGES

Using a specially designed clip and speed-nuts, this firm has made it possible to install their magnetic cartridges in plug-in cartridge holders of Webster arms for playing microgroove or standard records. Model 140 cartridges are for microgroove records, and models 120 and R-150 are for playing standard records. All are equipped with either diamond or sapphire needles. Pickering and Co., Oceanside, L. I., N. Y.—RADIO & TELEVISION RETAILING.

### Precision OSCILLOGRAPH

The new cathode ray oscillograph, Series ES-500 is a 5" laboratory type for multi-purpose AM, FM and TV applications. The unit features extended range vertical amplifier response to 1 MC. 2 Megohm input resistance, approx. 20 mmfd. input capacity. Voltage regulated for utmost stability. 20 Millivolt vertical amplifier sensitivity. Net price: \$149.50. Precision Apparatus Co., Inc., 92-97 Horace Harding Blvd., Elmhurst, L. I., N. Y.—RADIO & TELEVISION RETAILING.

## Revolutionary NEW Carbonneau Playsall\*



high profit for you  
on each \$14.95 sale  
plus

tremendous new market  
for "slow-speed" records!

Make quick profits with this sensational new record player and watch your sales of "slow-speed" records skyrocket! Just slip Playsall on the phonograph spindle . . . play 33⅓ and 45 R.P.M. records. Slip it off—play standard records as usual! Playsall fits 85% of all phonographs without special installation . . . requires no outside wiring, no outside adapter. Display Playsall in your store—sell it on service calls. It's a sure-fire profit-maker!

\*T.M.

### BACKED BY COMPLETE MERCHANDISING PROGRAM

- National publicity
- Eye-catching displays
- Free mat service
- Attractive literature
- Tested radio spots
- Advertising allowance

Excellent Profit Margin! See your local distributor or write us for complete information—today!

CARBONNEAU INDUSTRIES, INC., Dept. 3, Grand Rapids 2, Mich.

Manufacturers of Jetline Speakers

### PRINT YOUR OWN POST CARDS

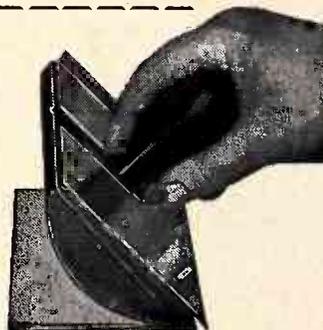
COMPLETE OUTFIT  
only \$7.50

Amazing results in sales, inquiries and contacts . . . saves time and money . . . very easy to use. GEM STENCIL DUPLICATOR is ideal for Advertising, Announcements, Notices, Labels, Forms, Price Lists—hundreds of uses for every type of business and organization. Comes complete with all supplies, instructions and 60-page Book of Ideas. FREE TRIAL OFFER: Try it before you buy it! Write and a GEM OUTFIT will be sent you postpaid. After 10 days, send only \$7.50 or return the GEM, no questions asked. The GEM must sell itself; you be the judge.

BOND EQUIPMENT CO.

DEPT. 125 — 6633 Enright  
St. Louis 5, Mo.

SEND NO MONEY • FREE TRIAL OFFER



## Peerless Package Plan

What is described as a "boldly original approach to the problem faced by new jobbers in setting up a streamlined, initial transformer stock with the least possible initial investment" has been announced by the makers of Peerless transformers, Peerless Electrical Products Division of Altec Lansing Corp., N. Y.

As explained by A. A. Ward, Altec Lansing vice-president, the new plan calls for four basic initial stock classifications, named "acorn packages," each of which covers a specific transformer field. Designed to hold down the initial stock investment to bare essentials, the ingredients of each "acorn package" are chosen for fast turnover, and designed for quick replenishment, as needed, from Peerless warehouses in New York City and Los Angeles

## Hoffman Training Film

Hoffman Radio Corp., Los Angeles, in Oct. will circulate a series of slide films for dealer training, according to Don Larson, advertising manager.

Produced in black and white by Rocket Pictures, there will be seven different series. Subject matter will depict principles of selling in pictures and cartoons. The series will be rotated through Hoffman distributors to dealer groups to be shown in training new salesmen and as a refresher course, as well.

## Boston Dealers See Lines

The autumn season for the Greater Boston dealers representing Metro Distributors, Inc., was pre-viewed at an open house gathering at the Kenmore Hotel which took in a two-day period. Dealers from all over the area attended the several sessions of demonstrations and sales instruction meetings, and David F. Goldman, president of Metro

Distributors, Inc., received many enthusiastic and congratulatory messages from the dealers who participated in the affair.

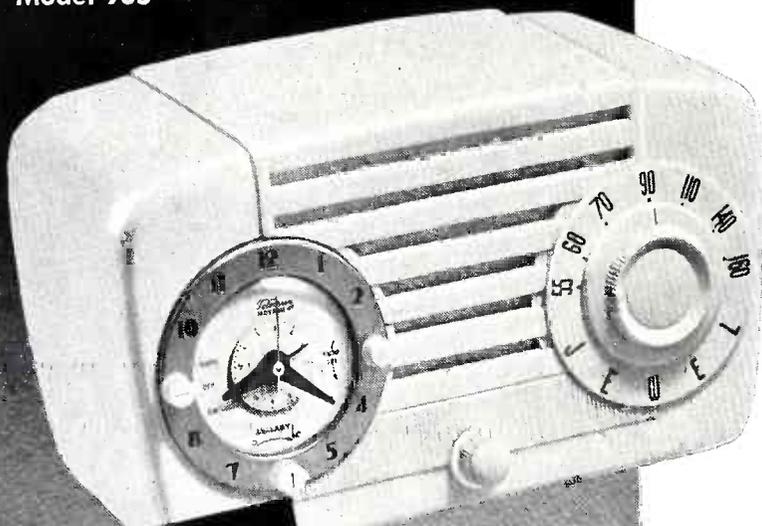
Metro Distributors, Inc., is the Hub distributor headquarters for TeleKing Television, Arvin Radio and Appliances, the Apex Electrical Manufacturing Co., and the Webster-Chicago Wire-Recorder.

## Webster-Chicago "Electronic Memory" Music Instruction



As Rayetta Waldrop, 11, takes an accordion lesson, it is recorded in its entirety on a Webster-Chicago "Electronic Memory" wire recorder. The pupil can hear her own playing, and the teacher's suggestions again at home.

Model 935



HERE'S  
THE  
LULLABY  
SWITCH!

Turns off Wakemaster  
automatically  
when you retire



Order today! Some territories still  
available to distributors and reps.

# JEWEL Wakemaster

with  
TELECHRON ALARM MOVEMENT  
and LULLABY SWITCH

**NOW!**

ONLY \$29.95\*  
IN WALNUT  
\$31.95\*  
IN IVORY

**THE MODERN WAY** to go to sleep . . . the pleasant way to wake up. With one setting, the Wakemaster lulls you to sleep, then shuts itself off at a time you select. Wakes you to music or news next morning . . . buzzes an insistent reminder ten minutes later if you're still in bed. A Telechron sweep-second clock . . . a DURALOOP equipped superhet radio . . . an electronic reminder. Use them together or independently of each other.

\*Slightly higher west of Rockies.  
Prices subject to change without notice.



**JEWEL RADIO CORPORATION**  
10-40 45th AVE., LONG ISLAND CITY 1, N. Y.  
Cable Address: JEWELRAD, New York

## Meck Ad Campaign

An extensive trade and newspaper advertising campaign, to be directed by Frank C. Nahser, Inc., Chicago, has been launched by John Meck Industries, Inc., Plymouth, Ind., manufacturers of television and radio receivers. John Meck, president of the firm, announced appointment of the Nahser organization to "plan and direct a comprehensive national advertising program, which is to include schedules in the radio trades, as well as daily newspapers in video market areas throughout the country."

He said the initial stages of the campaign will be designed to highlight the company's line of inexpensive TV sets ranging from a 16-inch console table retailing at \$299 to a convenient, all-purpose seven-inch portable at \$139. Other Meck sets to be promoted are: a 16-inch table model at \$279; a 12-inch console table at \$249; a 12-inch table model at \$219; a 10-inch table model at \$179; and a seven-inch table model at \$139.

## Sylvania Protects Prices

Sixty day price protection on all radio receiving tubes sold to radio parts distributors was announced by H. H. Rainier, manager of renewal tubes sales of Sylvania Electric Products, Inc. Policy takes immediate effect and continues through Oct. 31.

In announcing the policy Mr. Rainier explained: "one of the major causes of the recent so-called business slide has

been the liquidation of inventories in the face of price decline fears. With this price protection program Sylvania hopes to eliminate these fears and encourage adequate inventories, thus contributing toward stabilization of the radio parts and service industry."

## Andrea Price Guarantee

Frank A. D. Andrea, president of the Andrea Radio Corp., has announced a price guarantee policy on Andrea distributors' and dealers' inventories, effective as of August 1 through December 31, 1949.

## Design Custom Equipment

Voice and Vision, Inc., designers and installers of built-in television and radio for the home, have moved into their new quarters at 314 N. Michigan Ave., Chicago. The expanded facilities, according to Dr. R. E. Samuelson, president, will enable the firm to better handle the increasing demand for integrating sight and sound with modern architecture and interior decoration.

V&V designers and engineers adapt high-fidelity equipment to a specific room, taking into account furniture arrangement, room acoustics, decorative scheme, etc. The various elements are installed in walls, bookshelves, or custom cabinets. Irving W. Rose is vice-president of the firm. Dr. Samuelson was formerly associated with Hallcrafters as engineering vice-president.

## Capehart Appoints Hobby

Jack L. Hobby, a member of the public relations department of International Telephone and Telegraph Corp., for the past 6 years, has been named sales promotion manager of the company's subsidiary, the Capehart-Farnsworth Corp., Fort Wayne, Ind., it has been announced by Capt. D. R. Hull, executive vice-president of Capehart.

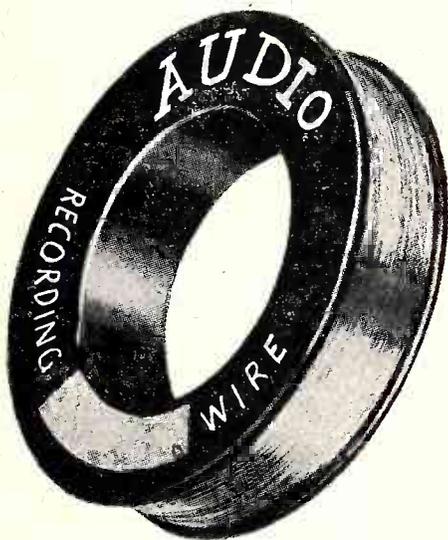
Mr. Hobby, who joined I. T. & T. in 1942, has a background of 25 years in the field of sales promotion.

## Westinghouse Personnel

John A. DeGroot, formerly of Pittsburgh, Pa., has been transferred to the San Francisco office of the Westinghouse Electric Corp., and appointed to the post of assistant to the Pacific Coast district manager, Chas. A. Dostal, Westinghouse vice-president, announced recently Mr. DeGroot succeeds W. J. Howell of Burlingame, who has been appointed assistant to the corporation's apparatus sales manager at Pittsburgh.

## Sales Promotion Manager

Ronald G. Johnson has been appointed sales promotion manager of the Florence Stove Co., according to an announcement made by C. Fred Lucas, vice-president in charge of sales. As sales promotion manager Mr. Johnson will head a newly created department.



**NEW LOW PRICES!**

**AUDIO**

**RECORDING WIRE**

- STAINLESS STEEL
- HIGH FIDELITY
- PLAYS INDEFINITELY
- ERASABLE

Audio Recording Wire is the product of three years of research by specialists in our own wire mill devoted exclusively to the manufacture of recording wire.

Distributors—stock this item today — the new low prices will bring more profits—

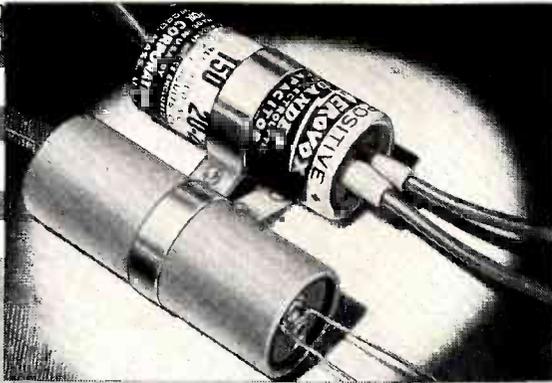
Available in 1 hour, ¾ hour, ½ hour and ¼ hour.

**THE WIRE CORPORATION**

**WORCESTER 8, MASSACHUSETTS**

**HALF AS LARGE . . . TWICE AS GOOD!**

**DUAL & TRIPLE  
DANDEES  
with the NEW  
INSULATED-  
STUD  
TERMINALS**



• Smaller — better. That's why the new Aerovox dual and triple midget-can electrolytics are a smash hit with servicemen.

Stud terminals replace usual riveted terminals. Reduce tubular diameter 40%. Advanced electrolytic capacitor art further reduces bulk. Note comparison between usual dual and new Dual Dandee.

To top it all, insulated wire leads in place of bare wires! Also insulating sleeves over stud terminals: No danger of "shorts" even in tight spots.

**GO AEROVOX!**

For faster, easier, more-money servicing, ask your Aerovox jobber for these Dandees. Ask for latest Aerovox catalog—or write us.



**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.

Canada: "ARLAB" • In Canada: AEROVOX CANADA LTD., HAMILTON, ONT.

Introducing . . .  
the New *Vibratloc*

**SUPER SECTOR!**



**A Modern Streamlined Low Cost Speaker Baffle**

- A combination of durable Masonite Leatherboard, formed by pressure and heat, with full strength at all bends . . .
- Plus heavy seasoned Western plywood top and bottom.
- Double bas-relief openings in rear between walls and baffle give greatly improved tone quality and wide frequency response.

List Prices

6"	\$7.50
8"	9.00
10"	11.00
12"	13.00

Choice of Brown,  
Ivory or Grey.  
Catalog on Request.

See your Jobber or order direct.

PATENTED ACOUSTIC PRODUCTS  
**Vibratloc corporation**  
425 BUSH ST., SAN FRANCISCO 8, CALIF.

**Hickok TEST INSTRUMENTS**

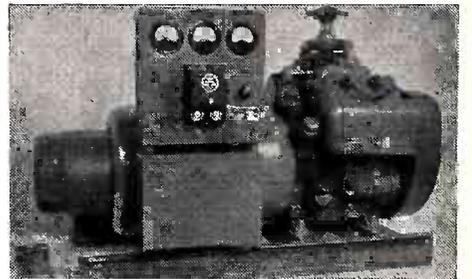
Three new pieces of test equipment have been announced: model 600 (shown) portable mutual conductance tube tester, model 900B volt-ampere wattmeter (0-100, 500, 1000, 2000 watts), and model 435 volt-ohm-milliammeter. The latter has a sensitivity of



20,000 ohms/volt DC, 5000 ohms/volt AC, and measures current as low as 1 micro-ampere, voltages up to 5000, ohms to 10 megs. Bulletins on these instruments available from Hickok Electrical Instrument Co., 10514 Dupont Ave., Cleveland 8, Ohio.—RADIO & TELEVISION RETAILING.

**Kato AC GENERATORS**

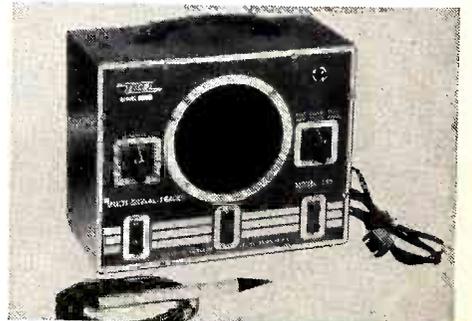
Katolight standby power plants are powered with 1, 2 and 4 cylinder air-cooled engines, and are built in 1200, 900 and 720 RPM capacities ranging from 3000



watts to 200 KW at 60 cycles. They are also available in frequencies from 25 cycles to 400 cycles. For complete information and catalog, write Kato Engineering Co., 1415 First Ave., Mankato, Minn.—RADIO & TELEVISION RETAILING.

**Eico SIGNAL TRACER**

Model 145 provides for audible signal tracing of RF, IF, FM, audio and video circuits. Self-contained amplifier and speaker may be used for speaker testing or for emergency amplifier. The signal tracer is



available either as a kit or fully wired and tested, and is supplied with model P76 pencil-type RF probe, isolation transformer and all necessary tubes and parts. Electronic Instrument Co., Inc., 276 Newport St., Brooklyn 12, N. Y.—RADIO & TELEVISION RETAILING.

## Triplett SIGNAL GENERATOR

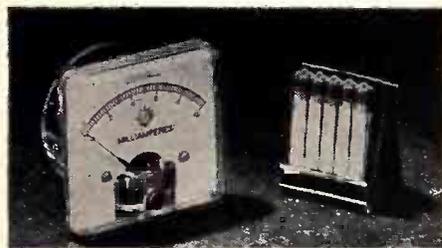
Model 3434 TV-FM sweep generator with two built-in markers provides continuous ranges to 240 mc. Sweep width is variable



from 0-12 mc, markers are 19.5-40 mc and 57-240. Dealer net is \$149.50. Triplett Electrical Instrument Co., Bluffton, Ohio.—RADIO & TELEVISION RETAILING.

## Assembly PANEL METER

Panel meter features a shatterproof, molded clear plastic case. Front measures  $2\frac{1}{16}$  by  $2\frac{3}{8}$  inches, scale arc is  $2\frac{1}{2}$  inches.



Available in ranges from 20 microamperes to 50 amps, and 5 millivolts to 500 volts, all self-contained. Rectifier AC and RF types also supplied. Assembly Products, Inc., Chagrin Falls, Ohio.—RADIO & TELEVISION RETAILING.

## Sun HI-FI AMPLIFIER KIT

Model CR-10 is an all-triode, 10 watt, 7 tube unit and boasts flat frequency response ( $\pm 1$ DB) from 20 to 15,000 cycles. Distortion is reported as less than 2.5%, gain as 75DB on radio and 97DB on phono. The complete kit is priced at \$42.50, and a completely wired unit \$69.50. Sun Radio and Electronics Co., Inc., 122 Duane St., New York 7, N. Y.—RADIO & TELEVISION RETAILING.

## Aetna SERVICE RACKS

Changerak adjusts to any size record changer, and permits changer to be worked on, operated, or displayed in any position. Price is \$11.95. Chasirak is a light-weight bracket for holding small radios upside down for servicing. Two may be used for larger sets. Price is \$1.95. Aetna Radio Service, 2846 Milwaukee Ave., Chicago, Ill.—RADIO & TELEVISION RETAILING.

## Peerless ELECTRIC PHONO'S

Two new 45 RPM players are available, one for single play at \$11.95, and one with automatic changer at \$47.70, with amplifier and loudspeaker. The latter is in a leatherette carrying case. Peerless, Inc., 514 So. Laramie, Chicago 44, Ill.—RADIO & TELEVISION RETAILING.

# The KIDS GO CRAZY over Dian-a-Trola

Patented—Trademark Registered

THE SENSATIONAL

**ANIMATED PHONOGRAPH**  
with KEYS THAT MOVE IN RHYTHM  
as a record is being played



Model — P-AC-5  
Acoustical Reproduction

1. Genuine Alliance Motor
2. Special Acoustic Arm to insure the best in reproduction of sound
3. Finished in washable, NON-TOXIC plastic-gloss lacquer
4. MOVING KEYS of white plastic
5. Packed in individual air-cushioned cartons
6. Plays all records up to 12"

LIST . . . . \$12.95

SIZES: Length —  $17\frac{3}{4}$ ". Width —  $11\frac{3}{4}$ ".  
Height — 7"

COLORS: Red and Buff—Light Blue and Dark Blue

TERMS: 1/10 Net 30 Days,  
F.O.B. Brooklyn, N. Y.

The Biggest Sensation in the History of Juvenile Phonographs  
CATALOG ON REQUEST

**Covrall Industries, Inc.**

55 Ferris Street

Brooklyn 31, N. Y.

JUVENILE AND PORTABLE PHONOGRAPHS OF QUALITY



Model — P-AM-4  
Amplifier Reproduction

1. Genuine Alliance Motor
2. Genuine Webster High-Gain Arm
3. 5-inch SPEAKER
4. Standard G.E. Tubes
5. Washable NON-TOXIC plastic-gloss paint
6. MOVING KEYS of white plastic
7. Packed in individual air-cushioned cartons
8. Plays all records up to 12"

LIST . . . . \$19.95

Highest Possible Forward Gain with  
**PHILSON** WOOD or METAL  
Cross-bar

**CONICAL ANTENNAS**

- Easy 30 second orientation
- Completely pre-assembled
- New improved Center Clamp has single wing nut which holds all elements
- Low priced for quick sales

The PHILSON high-quality Conical Antenna is ultra sensitive for perfect TV reception. *Single array* conical antennas are available with *Wood Cross-Bar* No. 101-W, *Metal Cross-Bar* No. 102-M.

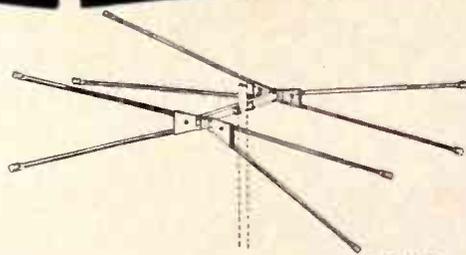
*Stacked CONICAL ANTENNAS* available No. 102-W and No. 102.

DISTRIBUTORS WANTED for profitable territories still open.

Write for Catalog M showing complete line of TV-FM antennas

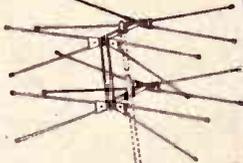
Superior Features of  
Weatherproofed, Non-conductive  
WOOD Cross-bar

- Super sensitive long distance reception
- Speedy, independent, all-directional orientation
- Elimination of leakage from antenna to ground



PHILSON'S STACKED CONICAL ANTENNAS—

Minimizes reflections and noise pick-up in fringe areas where extreme low signal strength is prevalent. Provides increase signal gain over single array.



**PHILSON** MANUFACTURING CO., INC.  
156 Chambers Street, New York 7, N. Y.



COMPARE RESULTS  
NOT CLAIMS —  
FOR RESULTS  
IT'S THE NEW —

# TITANCO TWIN-DRIVEN YAGI

BOOSTS SIGNAL!  
LOWERS COSTS!  
PINPOINT DIRECTION!



• WRITE FOR FREE BULLETIN ON TACO YAGIS.



RADIO & ELECTRONIC  
EQUIPMENT  
TECHNICAL APPLIANCE CORP  
SHERBURNE, N. Y.

IN CANADA: STROMBERG-CARLSON CO., LTD., TORONTO 4, ONT.



*"We sold 8 Reeves Videons  
in the last six weeks —  
and made \$5,600!"*

*\* SAYS ..*

O. J. VALLIERE  
SOUND STUDIOS  
304 E. 44th St.  
New York City

The restaurants, taverns and hotels where we installed these huge-screen television and entertainment systems have already shown from 30% to 100% increase in business." \*

Whether you now sell commercially—juke boxes, organs, public address systems, television, or bar stools, you can probably fit one of the flexible Reeves Videon dealer-distributor plans.

YOU CAN QUALIFY IF YOU ARE:

- (1) Set for specialized selling
- (2) Financially sound
- (3) Quick to return the coupon below



REEVES SOUNDCRAFT CORP.

10 EAST 52nd STREET

New York 22, N. Y.

Please send Videon dope to

Company Name .....

Address .....

We principally handle sale of .....

## V-M 3-SPEED CHANGERS

Models 406 and 407, V-M 3-speed record changer attachments (shown) are available



with interchangeable G.E. Variable Reluctance cartridges. Either cartridge (micro-groove or regular) snaps easily into the tone arm, and they are color-coded. The model 100 is an amplified 3-speed unit with 3 tubes and a duo-needle reversible cartridge and is priced to retail at \$34.95. V-M Corp., Benton Harbor, Michigan.—RADIO & TELEVISION RETAILING.

## Decca MICROVERTER

The Decca Microverter is an attachment which includes a turntable which fits over the present 78 RPM turntable, and an additional tone arm, which together convert any radio-phonograph to a 2-speed player (78 or



33 1/3). The replaceable needle is osmium-tipped, and list price of the unit is \$9.95. Decca Records, Inc., 50 W. 57th St., New York 19, N.Y.—RADIO & TELEVISION RETAILING.

## Glenwood KIDDY PHONO

The Glenwood Redy Play is a new type of phonograph for children. The turntable and amplifier turn on instantly without warmup when tone arm is placed on the



record, and shut off completely when pickup is returned to rest. Priced at \$19.95 list, the Redy Play is manufactured by Crystal Devices Co., Freeport, N.Y., and distributed by Glenwood Company, East Orange, New Jersey.—RADIO & TELEVISION RETAILING.

## GE Merchandising Manager

D. E. Weston has been appointed merchandising manager of the General Electric Company's Receiver Division, Electronics Park, Syracuse, N. Y.

J. W. Rondel, formerly sales manager of GE table and portable radios,



D. E. Weston

has been made assistant to the general sales manager of the company's Electronics Department. He will report to Arthur A. Brandt. G. O. Crossland, formerly sales manager of GE console radios, will also have sales responsibility for table and portable models in his new position as sales manager of GE radios for the division. He will report to W. M. Skillman.

## Amperex Sales Rep

Amperex Electronic Corporation of Brooklyn, N. Y., has appointed The Caine Sales Company of 605 W. Washington St., Chicago, Ill., as its sales representatives in Illinois, Indiana and southern Wisconsin.

## Westinghouse Television



Shown viewing the new popular-priced Westinghouse 10-inch television-radio console are: (l. to r.): F. M. Sloan, manager of the Westinghouse Home Radio Division; Earl Hadley, advertising manager, and Ray S. Erlandson, of the San Antonio, Tex., Music Co.



# Attention—

DISTRIBUTORS, DEALERS  
& REPRESENTATIVES

An amazing new  
product for you  
to sell

## The ELECTRONIC SECRETARY!

WIRELESS AUTOMATIC TELEPHONE ANSWERING MACHINE

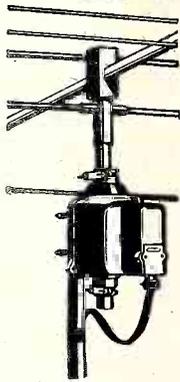
- Answers telephone when subscriber is out or busy.
- Gives telephone number where he can be reached.
- Transfers incoming calls; records messages; one a minute.
- Holds the phone until someone is ready to answer.
- Gives number to call when customer needs emergency service.
- Accepts orders, appointments, instructions, other information.
- Serves as a dictating machine for recording stenographic work.

Here is a phenomenal development that will sweep the country like other great inventions. It has an unlimited market in retailing, professions, offices, servicing companies, etc. It is compact, foolproof and built for heavy duty operation. No wired connection to telephone; no interference with telephone operation

Write for complete  
data and prices.

**ELECTRONIC SECRETARY  
INDUSTRIES, INC**  
4528 WEST GREENFIELD AVENUE  
MILWAUKEE 14, WISCONSIN

# Alliance TENNA-ROTOR Sells with Television!



**1,000,000 Demonstrations!**  
**3,000,000 Viewers!**  
**22 TV Cities**  
**EACH WEEK!**

● Compelling one-minute television films are doing a big selling job on the Alliance Tenna-Rotor! Viewers actually see how Tenna-Rotor makes a cloudy image come up sharp and clear. Every TV set owner wants to reach out—overcome interference—get more stations! Alliance films are timed with top programs to deliver a maximum TV audience!



### CHECK YOUR STATION HERE!

Atlanta  
WAGA-TV  
WSB  
Baltimore  
WMAR-TV  
Boston  
WBZ-TV  
WNAC-TV  
Buffalo  
WBEN-TV

Chicago  
WBKB  
WNBQ  
Cincinnati  
WKRC-TV  
WLW-TV  
Cleveland  
WEWS  
WNBK

Columbus  
WLW-C  
Dayton  
WLW-D  
Detroit  
WJBK-TV  
WWJ-TV  
Indianapolis  
WFBM-TV

Lancaster  
WGAL-TV  
Louisville  
WAVE-TV  
Milwaukee  
WTMJ-TV  
New Haven  
WNHC-TV

New York  
WATV  
WNBT

Philadelphia  
WCAU  
WPTZ

Pittsburgh  
WDTV

Providence  
WJAR-TV

St. Louis  
KSD-TV

Toledo  
WSPD-TV

Washington  
WNBW

The trend is to Tenna-Rotor. Tie in with this television advertising now!  
Alliance Tenna-Rotor Comes with a One Year Guarantee!

**ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO**

Export Department: 401 Broadway, New York, N. Y. U. S. A.

# DeWALD presents a new TV SET

With a **BUILT-IN ANTENNA**



HIGH-DEFINITION MODEL DT-160  
with 16 inch Picture Tube

This handsome table model is available in Walnut or Mahogany cabinet, 24 x 20½ x 23½" deep. It's "tops" in performance—clearer, brighter, steadier pictures plus dependable performance and extra power for reception even in fringe areas.

The complete DeWALD TELEVISION and RADIO line means more satisfied customers, more sales, more profits for you. Now available.

**AT NEW LOW PRICES**

**JOBBERS — REPRESENTATIVES**  
Some choice territories now available  
Write for full information

Proven Quality for Over a Quarter-Century

in  
RADIO  
and  
TELEVISION

for  
SOMETHING  
BETTER,  
it's

# DEWALD

DEWALD RADIO MFG. Corp. 35-15 37th Ave., Long Island City 1, N. Y.

## Arvin "Color" Pamphlet

An attractive "line" folder that shows the dealer at a glance the wide range of decorators' colors available in the complete Arvin radio line is now being mailed to every retail outlet on his company's lists, James M. Jewell, advertising manager of Noblitt-Sparks Industries, Inc., Columbus, Ind., manufacturer, announces.

Arvin has placed particular emphasis on color because of the growing tendency on the part of homemakers to blend their radio sets into the decorative schemes of their various rooms. This newest dealer information piece pictures the entire Arvin line for easy reference, Mr. Jewell says.

## New TV Picture Tubes

Sylvania Electric has announced production of the 16AP4 metal-cone picture tube, which is now available to authorized distributors. General Electric has started production on their 8½-inch metal tube, said to give 50 per cent more picture area than 7-inch tubes. Raytheon is producing a glass 8½-inch tube, the 8BP4.

## N. Y. TV Service Association

In order to protect the consumer from unfair practices on the part of unscrupulous TV service companies, a group of nine TV service contractors has formed an association under the title of Association of Television Service Companies, Inc. The association is designed to protect the public through the creation of an agency that can afford them recourse in the event of unfair practices, and to act as a source of information and to disseminate new ideas relating to TV, to the public.

## Starrett Price Guaranteed

All Starrett Television Corp. dealers have been sent a new price guarantee policy. Mitchell Fein, vice-president of Starrett Television Corp., stated that the price guarantee policy guarantees all list and net prices on the complete Starrett line of television sets up to December 1st. Starrett will issue full credit on all sets inventories on the dealer's floor at the time of a reduction, should any reductions take place prior to December 1st. In addition, the price guarantee also includes 30 days notice of any price reductions after December 1st.

"Another Starrett measure of giving maximum dealer cooperation is our free delivery policy," said Mr. Fein. "All Starrett prices include free delivery to the dealer's door in any part of the country."

## Snyder Appointment

Naming of Philip J. LoPresti as head of the plating department of Snyder Mfg. Co., Philadelphia, has been announced by Ben Snyder, president of the radio accessories firm.

**FREE! Send for it NOW!**

**ALLIED'S NEW  
1950 CATALOG!**

**196 PAGES—  
Everything in  
Radio and  
Electronics**

**GET RADIO'S  
LEADING BUYING GUIDE**

Service Technicians and Engineers: ALLIED'S 1950 Buying Guide brings you all the new releases and money-saving values—from the world's largest stocks of test instruments, amplifiers, P.A. systems and equipment, tubes, parts, tools, books and accessories—ready for instant expert shipment. Send today for your FREE new 196-page ALLIED Catalog.

ALLIED RADIO CORP., DEPT. 25-K-9  
833 W. Jackson Blvd., Chicago 7, Ill.

Send FREE New ALLIED Catalog.

Name.....

Address.....

**ALLIED RADIO**

# CHAMPION

**STEEL  
TELEVISION TOWERS**

FOR THAT  
FRINGE AREA  
STURDY  
EASILY ERECTED  
PRICED RIGHT  
GUYED TOWERS

45 Feet  
65 Feet  
85 Feet

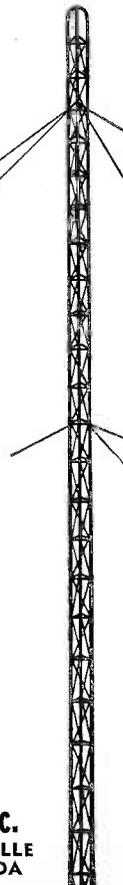
(Extra 20' Sections Available for  
Greater Heights)

**SELF-SUPPORTING  
TOWERS**

40 Feet  
53 Feet  
67 Feet  
80 Feet

DEALERS and JOBBERS  
WRITE FOR LITERATURE

**NORMAN M. SEWELL, Inc.**  
LANSDALE PA. TITUSVILLE FLORIDA



## "Which One Is the Phony"?

Capitalizing on the nationwide interest in stamp-collecting, John F. Rider has prepared a series of "eye-stopper" window posters for radio service dealers. The posters, which merchants may obtain free of charge from their jobbers, show two stamps—one genuine, the other counterfeit, with identifications to show the points of difference between the two. The posters also carry a message that service data on receivers brought into the shop is found in the store's library of Rider's Manuals. The posters measure 14x17 inches, and are printed in color. A new poster will be made available every two weeks.

## Philco TV Future Bright

Sales of the new Philco television receivers for 1950, announced a short time ago, are exceeding all expectations and are greater than at any other period in the company's history, it was announced by James H. Carmine, executive vice-president of Philco Corp.

"Our new television models, featuring the Philco electronic built-in aerial system, are proving the greatest stimulus to public interest and sales that we have known," Mr. Carmine said. "Because of this enthusiastic response from customers, Philco dealers are placing the largest television orders we have ever received."

Mr. Carmine pointed out that complete statistics on initial sales of the new Philco television sets will be available at a later date.

## Littelfuse Dealer Aid

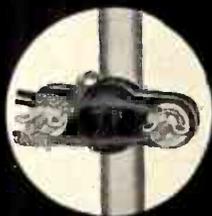
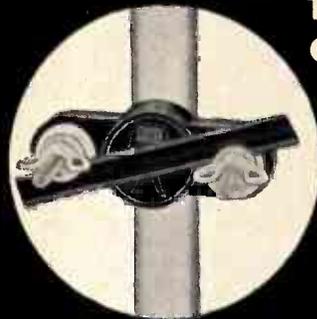
Littelfuse, Inc., 4757 N. Ravenswood Ave., Chicago 44, Ill., has developed a unique merchandising idea, in the form of a handsome plastic case to display the Littelfuse electronic assortment of fuses and holders. The plastic case is transparent, so it is easy to refill after a simple visual inventory check. The fuses and holders packed in the case have been carefully selected to cover the most frequent needs of the service dealer, the design and research engineer and the equipment maintenance engineer in the radio, communications, instrument and television fields.

## Sylvania Boosts Servicemen Through Advertisements

The Radio Division of Sylvania Electric Products Inc., has announced that it will continue its program of radio serviceman promotion from September through December this year. The program will include a series of national advertisements in the Saturday Evening Post, Collier's, Life and Radio & Television Best, which will be supplemented by new point of sale merchandising material supplied to service-dealers in kit form.

# 2-in-1 RMS LIGHTNING ARRESTOR

## TAKES TWIN LEAD OR COAXIAL CABLE!

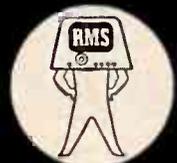


NO WIRE STRIPPING  
ON 300 OHM

NO INPUT LOSS

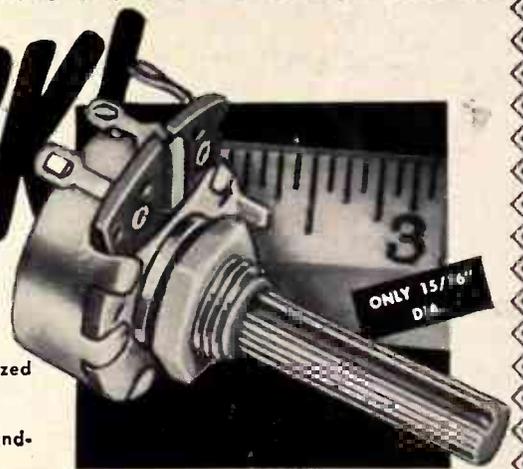
- carbon pile resistor type built to conform with building and insurance code.
- flexible metal straps and with hardware for quick, simple mounting.
- adaptable for all other radio applications.
- individually packaged for convenient handling.

Model LA-1



RADIO MERCHANDISE SALES, INC.  
550 Westchester Avenue New York 55, N. Y.

# CHECK!



- ★ Smaller — only 15/16" dia.
- ★ With or without switch.
- ★ Features Clarostat stabilized element.
- ★ Tapers. Also with one tap.
- ★ Knurled aluminum shaft, standard.

### THE MINIATURE CONTROL THAT "STAYS PUT!"

★ Just the thing for extra-tight spots. Quite a lot smaller than usual carbon controls yet does a full-sized job.

And typically Clarostat construction: No-wiggle, no-wobble aluminum

shaft; easy-to-solder finned terminal lugs; velvety-smooth rotation; longest-wearing element; special alloy contact arm; high immunity to humidity; and QUIET! This Clarostat 15/16" control is a honey!

Ask our jobber for  
15/16" Clarostat controls.  
Try them! Latest catalog on request.



CLAROSTAT



Controls and Resistors

CLAROSTAT MFG. CO., INC. • DOVER, NEW HAMPSHIRE • In Canada: CANADIAN MARCONI CO., LTD. Montreal, P. Q. and branches

# TRANSVISION

## Service-Dealers . . . WORRIED ABOUT COMPETITION?

Here's a chance to  
Be the TV Sales Center

and Service Center in your community!

- Beat competition at a profit.
- Stop being undersold—by *anybody!*

Here's a real opportunity to **MAKE MONEY** in Television. If you can qualify, you can become the Transvision Television Center in your community—and **BUY TV and RADIO PARTS AT JOBBER PRICES**. Practically no investment required. This offer is open only to service-dealers in territories where we do not have an authorized distributor.

Write to New Rochelle for details on Transvision's "TV Center Plan." **DO IT TODAY!**



### Transvision FIELD STRENGTH METER

Saves 1/2 the Work!  
Improves Installations!

NEW LOW PRICE

Model FSM-1, complete with tubes Net \$79.50  
All prices fair traded . . . 5% higher west of the Mississippi River.  
See Your local Transvision Outlet, or  
Mail this coupon today to:—

**TRANSVISION, INC.**  
NEW ROCHELLE N. Y.

Please ship THROUGH YOUR NEAREST LOCAL OUTLET:— RR 10

( )  
I am enclosing 10% DEPOSIT in the amount of \$....., balance C.O.D.

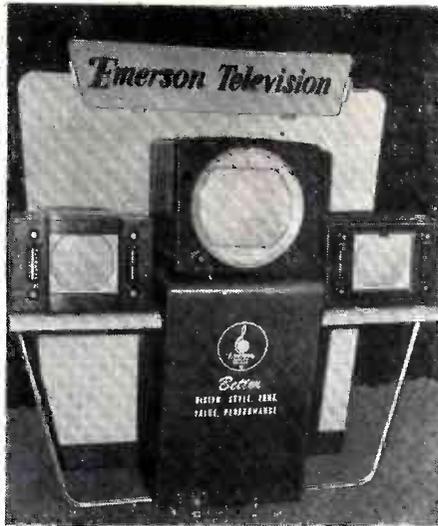
( ) Send details of your TV CENTER Plan.

Name .....  
(please print)

Address .....

City & State .....

## Emerson Silent Salesman



Permanent illuminated store display designed to display and demonstrate three Emerson table model TV receivers, display no. SS-5. Emerson has also made available a radio display unit designed as a companion piece, accommodating up to twelve sets.

### Admiral Production Up

Admiral Corporation, Chicago, has announced completion of negotiations with the Seeger Refrigerator Co., St. Paul, Minn., to produce refrigerator cabinets for the Admiral line. In making the announcement, L. H. D. Baker, vice-president, charge of refrigeration, stated that Seeger would produce approximately 50% of the Admiral refrigerator cabinets with American Central, Division of Avco Corp. of Connorsville, Ind., retaining the other 50%. The addition of the new supplier, as announced by Baker, is "due to the rapid growth of the refrigeration business which makes this expansion necessary."

### Buys Bissell-Weisert

Scott Radio Laboratories has acquired the Bissell-Weisert retail outlet which has been located at 540 N. Michigan, Chicago, for the last 19 years.

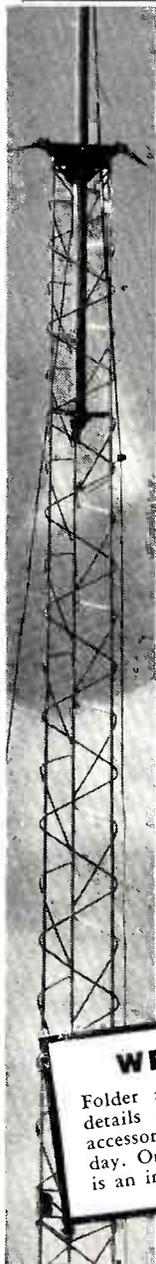
### Phileo Jobber Honored



Hayes A. Hollibaugh, vice-president, Radio Equipment Co., Inc., Indianapolis, Ind., Phileo distributor, received a plaque from the Indianapolis Radio & Television Technicians Assn, at a dinner held in his honor.

# TRYLON Announces

... THE FIRST  
PRACTICAL,  
EASY-TO-INSTALL,  
LOW COST  
TV MAST



- Easy to handle—easy to climb
- Mounts any type of TV antenna
- 40' Trylon mast and antenna installed by 2 men in 3 hours or less—at most cost of about \$1 per foot!

Now you can get all the height you want for TV antennas—at little more than the cost of makeshift mast devices—and twice as easily installed! Trylon TV Antenna Masts are made in handy 10' sections. They weigh only about 2 lbs. per foot! Sections can easily be joined for mast heights of 20', 30', 40', 50' or 60' as desired. Triangular in shape, formed of double-welded "serpentine" steel rod construction, they can be mounted on either flat or peaked roofs and climbed like a ladder. Clamp-on working platforms are available for installation or adjustment of antennas. Safe, durable, fully tested in numerous installations.

### WRITE TODAY!

Folder and price list giving full details of Trylon TV Masts and accessories now available. Write today. One out of every 4 TV users is an immediate prospect!

**WIND TURBINE CO.**

Tower and  
Antenna Division

WEST CHESTER • PA.



## Opens New Chicago District

The establishment of a new Chicago district with Andrew G. Nelsen as manager was announced recently by Russell E. Ebersole, general manager of lamp sales for the Westinghouse Lamp Division, Bloomfield, N. J.

The new sales district, Mr. Ebersole said, was added to serve more effectively the expanded market for light bulbs in the greater Chicago area embracing nine counties in Illinois and four in Indiana.

## Universal Sales Program

Landers, Frary & Clark, New Britain, Conn., has put into effect a dynamic program for pushing sales of its Universal portable electric appliances, for Fall and Christmas selling. The company is stressing the fact that retailers must demonstrate quality and value in order to separate the public from its spendable surplus.

Factory headquarters personnel are conducting distributor meetings in 43 cities, coast to coast, during which a complete product presentation of the line will be made. A complete advertising schedule in sixteen national magazines and 214 newspapers has been planned. The ads are aimed to create a desire for the products, and to activate a desire for the merchandise at local levels.

Added buying incentives in the form of important price reductions have been offered by the factory; new products such as the Cook-a-matic; dual control blanket, (new blanket colors), and a new toaster are also expected to provide additional interest.

Of particular value to dealers are the new display units tying-in with national advertising; free gift offer of a paring knife, and get acquainted opportunities to purchase products for personal use. Plans to offer a standard model Leader iron, and a new fold-away laundry basket with waterproof plastic liner for \$9.95 to consumers is also underway.

## Thor Names Chadwick

The appointment of Thomas R. Chadwick as central division sales manager of Thor Corp., has been announced by John R. Hurley, president. Mr. Hurley said Mr. Chadwick's appointment is the first step in a program of greatly expanded sales activity on Thor washers, dishwashers and ironers in the central division.

## Lonergan District Head

Walter H. Kelly has been appointed district sales manager for the Middle Atlantic and New England States on Lonergan space heaters, window exhaust fans and warm air furnaces, according to a recent announcement by J. R. Tepfer, general sales manager, Lonergan Mfg. Co.

*Four of a Kind!*

### Phoenix Stand-off Insulators

- FAST INSTALLATION
- TOP QUALITY—
- DEPENDABLE —
- LOW PRICED!

**New! TWIN Screw Type**  
7" stand-off—improves performance, cuts losses.

**Nation's Favorite Antenna Mast Insulator**  
Attaches in 10 seconds to any size mast! Strong, permanent slipproof.\*

**New! DRIVE-IT**  
FAST — Just hammer it in — permanently secure. Cad. plated steel, Lo Loss Polyethylene insert.\*

**NEW! TWIN STAND-OFF INSULATORS**  
Holds two twin lead conductors 7/16" from mast. Fast, one man installation.\*

At Better Jobbers!  
Order Today!

Send for Catalog R

**PHOENIX ELECTRONICS, INC.**

LAWRENCE, MASS.

**NOW!**

**PUSH-BUTTON CONTROL**

for

**PEAK PERFORMANCE**

on **EVERY TV CHANNEL**

WITH

**SELECT-O-VISION**

**ANTENNA SWITCHING SYSTEM**

A Complete line of **SELECTIVE ANTENNAS** are available for use with the **SELECT-O-VISION SYSTEM**

- Selects individually oriented antennas on all channels.
- Capacity for 12 antennas, permitting use of FM and UHF TV antennas.
- Instantaneous antenna selection.
- No exposed moving parts on roof.
- Ideal installation for fringe areas.
- Field and life tested. Assures trouble-free performance.

Write to-day for complete illustrated, descriptive literature.

**COMMUNICATION MEASUREMENTS LABORATORY, INC.**

120 GREENWICH ST. • NEW YORK 6, N. Y.

# For YOU!

## from SPRAGUE



### New Booklet to BUILD BETTER SERVICE BUSINESS

- Gives customers a new appreciation of your service facilities
- Helps you avoid "cut-throat" price competition

"Your Money's Worth in Good Radio and Television Service" is the title of this new 16-page booklet now made available by the makers of Sprague Capacitors and Koolohm Resistors for distribution to your service customers and prospects *under your own name!*

Profusely illustrated, finely lithographed in two colors, the booklet will help you win customers, justify fair service prices and meet "cut throat" competition that is springing up on all sides. It tells set owners about the complexities of today's radio and television equipment and about the extensive service facilities needed to keep receivers in first class working order.

In short, it is a book designed to win confidence for you by showing customers how complicated the work really is and by proving to them exactly how and why good service work commands a fair price.

Write for  
**FREE SAMPLE**

Dept. RTR-109, Sprague Products Co.,  
North Adams, Mass.

Please rush free sample of the new booklet "Your Money's Worth in Good Radio and Television Service" and tell me how I can obtain additional copies for distribution to my service customers.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

### New Polaroid Filter

A new and improved "De-Luxe Glare-Lock" Polaroid television filter, claimed to completely eliminate all reflections on the television screen—window reflections in the daytime—lamp reflections at night—has just been introduced by Pioneer Scientific Corporation, 295 Lafayette St., New York City. Shipments are now on their way to dealers throughout the country.

The Glare-Lock filter is made up of 6 layers, as follows: two layers of outside protective coating, one on each side, to prevent scratching; two layers of acetate butyrate, one on each side, to give body and rigidity; a linear polarizer to eliminate eyestrain and give clearer, sharper pictures; and a circular polarizer to trap day and night reflections.

### Lewyt Selling Helps

Lewyt Corporation has prepared its first series of commercial films, and a series of TV shorts demonstrating the Lewyt vacuum cleaner, and is making them available to its 7000 dealers on a cooperative basis, according to Donald B. Smith, advertising and sales promotion manager.

Lewyt vacuum cleaners are now equipped with a Video-Pak, a new interference eliminator for television reception.

### Arvin Xmas Sale Booster

What is believed to be the first use of a "lay away plan" on a nationwide scale went into effect on September 10 when the Arvin Christmas Lay-Away Club was inaugurated by Arvin distributors and dealers from coast to coast.

The new plan works simply, Mr. Ritter indicated. Any Arvin radio or Arvin appliance, including the Lectric Cook, automatic electric irons, electric heaters, 4-square waffle baker, or the new Arvin roaster soon to be introduced, can be selected by the consumer and placed on "Christmas Lay-Away" with a down payment. Liquidating payments will then be made each week or each month until the total price of the merchandise selected has been paid in.

Chief incentive to the purchaser revolves around a "two for one" deal through which the customer receives as a premium a pair of Dunbar custom-blown Hurricane Lamps in addition to the Arvin radio or appliance selected and paid for.

### Wins Motorola Contest

In a recent Motorola radio sales contest, the Boyd Distributing Co., Inc., of Denver, Colo., won first place in competition with eleven other distributors throughout the United States, according to word received from W. H. Kelley, Motorola sales manager. Cecil H. Boyd, president, was awarded the Paul V.\* Galvin Award of Merit.



## ...and a lot better!

The ITI MULTIVISION\* ANTENNA KIT (one of the ITI Multivision products) serves up to six outlets with a single high-gain antenna. Now you can demonstrate six different television sets simultaneously in your show room with only one antenna, and solve the antenna problem in small multiple dwellings!

YOU GET THESE ADVANTAGES:

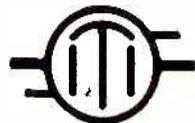
- Integrated design with complete flexibility of installation.
- Interference-free high signal strength at each outlet.
- Protection against obsolescence.
- Attractive trade discounts.

The Multivision Kit covers all the FCC's VHF channel assignments and includes: High-gain antenna; low-loss transmission line; special coupler for each receiver; lightning protection and mounting means.

In larger-scale use, the Multivision System uses the exclusive Multivision Amplifier to provide television service to apartment houses, hotels, and hospitals of *any size*. Each installation may be *custom-engineered* by I.T.I.—the leader in commercial television engineering.

Write today for details of the Multivision System and other outstanding I.T.I. products—Century Home Teleceivers\*, Industrial Teleceivers\* for commercial installations, and Guest Television\* for hotels and hospitals.

Licensed under Amy, Aceves, and King patents and patents pending. \* Reg. T.M.



**INDUSTRIAL TELEVISION INC.**  
359 Lexington Avenue  
Clifton New Jersey



BRING TRIAL  
TV INSTALLATIONS  
**DOWN-  
TO-  
EARTH**  
WITH THE NEW  
**UNIVERSAL  
TV TRIPOD  
AND MAST**

Here's the answer to the TV Dealers' prayer—A tripod and 30 foot mast for quick home demonstration installation. Completely portable—yet ideal for permanent installations, too.

Tripod opens to 9 foot spread. Each foot staked for additional stability. Completely assembled and tipped up at site by one man in 10 minutes.

REPRESENTATIVE WHOLESALER  
AND DEALER INQUIRIES  
INVITED - WRITE

**UNIVERSAL PRODUCTS CO.**  
4100 TAYLOR AVENUE  
RACINE, WISCONSIN

### New Stromberg Sales Posts

The creation of two new sales posts in the Stromberg-Carlson radio-television division has been announced by C. J. Hunt, general sales manager.

William J. Kelly, former district merchandiser, has been promoted to the important position of eastern distributor manager. He will supervise the activities of all distributors in the eastern seaboard area of the United States. Company branch offices, which do their own distributing, are not affected.

T. R. Mathews, another former district merchandiser, has been given a similar post as western distributor manager. Both men will reside in Rochester and operate out of offices in the main plant.

### Garod TV Plans

Garod Electronics Corp., N. Y., will continue to manufacture 10-inch television receivers with a 61 square inch screen as long as there is a public demand for this type of receiver, declared Leonard Ashbach, Garod president, in response to recent industry announcements regarding curtailment of production on 10-inch models. "It would be ridiculous to limit production of low-cost 10-inch sets, while the industry is enjoying its greatest volume in this size receiver," he added.

"We find a considerable production cost difference between the 10-inch receiver and the 12½-inch receiver, both of which we are manufacturing in mass production. It's readily apparent that the 12½-inch tube itself is more costly than the 10-inch. The cabinet for our 12½-inch model is larger to accommodate the larger cathode ray tube. With all manufacturing differentials taken into consideration, we find it necessary to establish a retail price of \$239.95 for our 12½-inch model, or \$40 more than the list of \$199.95 for the 10-inch set," continued Mr. Ashbach.

### Gibson Jobber Meetings

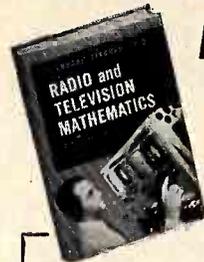
New 1950 lines of refrigerators, electric ranges, and home freezers designed to make today's home "the home of tomorrow" will be revealed to Gibson Refrigerator Co., distributors during a series of four regional meetings to be held in four principal cities early this fall. According to J. L. Johnson, Gibson sales manager, the meetings have been scheduled for Oct. 3-4 at New Orleans; Oct. 10-11, Grand Rapids; Oct. 17-18, New York City, and Oct. 24-25 at San Francisco.

A departure from the recent Gibson procedure of holding one large "national convention," the regional meetings have been designed to attract not only distributor principals, but also distributor personnel.

### South River Gets Patent

South River Metal Products Company, South River, N. J., has recently been assigned a patent protecting its chimney mounts.

To be sure your  
calculations are  
**RIGHT, use**



1. Fischer's

## RADIO & TELEVISION MATHEMATICS

Save time and trouble. In this new book you can quickly find the solution of any mathematical calculation required in radio or television work, as, for instance, the factors in distortion, television focus control, antennas, etc. Whenever you are "stuck" on a problem, look in this book. Its complete index shows you immediately where to turn for the answer you want.

Over 400 sample problems, completely worked out. All the calculations commonly required in the design, operation or servicing of radio, television and modern industrial electronics are included, arranged under electronic headings where they can be easily found. All formulas, mathematical tables, and a math review are included. A highly useful handbook for anyone working in radio or television and for all those preparing for FCC license exams. \$6.00

Have you got these useful books?

### 2. Introduction to Practical Radio

By Tucker. Says one of the thousands of radio men using it: "I have this book and it is money well spent." It explains all radio essentials in the clearest, most practical terms, with hundreds of problems showing specifically how theory is used in the construction and servicing of radio equipment. \$3.00

### 3. Principles of Radio for Operators

By Atherton. Using wartime training methods this book teaches radio essentials through hundreds of illustrations and graphic demonstrations, with very simple explanatory text. \$4.00

### 4. Introduction to Electronics

By Hudson. Will help you understand the principles and key equipment of television and other modern electronic developments. \$3.30

### 5. Public Relations for Retailers

By Mahoney & Hession. The first complete practical guide to modern business techniques that the retailer can profitably use to gain public approval and increase his trade, with examples of successful public relations practices in over 200 stores throughout the country. \$4.50

### SEE THEM FREE

The Macmillan Co., 60 Fifth Ave., New York 11

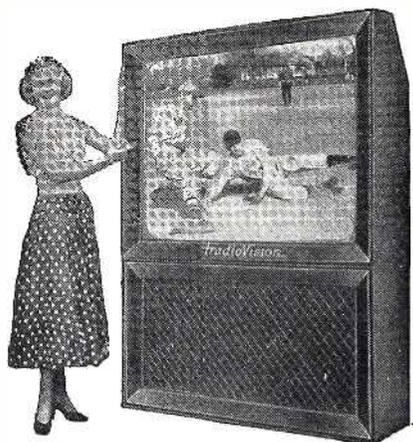
Please send me a copy of each of the books checked by number below. I agree to remit in full or to return the books within ten days without further obligation.

1.      2.      3.      4.      5.

Signed .....

Address .....

## "THEATRE - SIZE TELEVISION" FOR PLACES WHERE CROWDS GATHER



...it's  
**radioVision!**

**4 Ft. x 3 Ft. List Price \$1,695**  
**3 Ft. x 2 Ft. List Price 1,495**

Western Prices Higher

Cabinet dimensions: H 71¼" W 54" D 29½"



With remote control unit, auxiliary speaker and FM tuner

Control unit dimensions: H 12½" W 14" D 19"

If you want relief from the cut-price competition on home sets . . .

If you want large unit sales with a big margin of profit for you . . .

If you want to get the commercial TV business that is rightfully yours . . .

### Then . . . it's TRADIOVISION

—Now being installed in hundreds of prestige locations including Jack Dempsey's restaurant in New York.

—Guaranteed free conversion to color or channel changes if they occur in two years.

—Unique plug-in assembly for fast servicing and protection against obsolescence.

# TRAD

## TELEVISION CORP.

New York Office and Showrooms  
377 Fourth Avenue Murray Hill 3-9757

### New GE Admen Named

John G. Porter and Paul A. Wassmandorf have been appointed advertising managers for General Electric major appliances and traffic appliances, respectively.

### New Cornish Factory

Cornish Wire Co., Inc., 15 Park Row, N.Y., makers of wire products, has appointed Alexander Norden, Jr., to organize and develop a new division, the Wired Assemblies Division, which will manufacture electrical wire assemblies for makers of radio and TV equipment.

### Universal Wholesalers

Landers, Frary & Clark announces the appointment of the Green Sales Co., of New York City as distributors of its Universal ranges, washers, and vacuum cleaners to succeed Colen Gruhn. Other appointments made by the company include: Taylor-Lowenstein Co., Mobile, Ala., distributor for its vacuum cleaning equipment; Meletio Electric Supply Co., Dallas, Tex., distributor for ranges, washers and vacuum cleaners; Fridley Bros., Inc., St. Louis, Mo., distributor for laundry equipment and vacuum cleaners; The Illinois Warehouse & Sales Co., Mattoon, Ill., distributor ranges, washers and vacuum cleaners; Home Makers Co., of Portland, Ore., who will distribute vacuum cleaners only, and the Murphy Distributing Co. of St. Paul, Minn., which will distribute Universal ranges, washers and vacuum cleaners.

### Lonergan Distributors

Lonergan Mfg. Co., Albion, Mich., makers of space heaters, exhaust fans and warm air furnaces, announces appointment of the following as distributors: The Appliance Wholesalers, Inc., 1749 W. Lafayette, Detroit; H. E. Sorenson Co., 100 SW First St., Des Moines, Iowa; Edgewater Distributing Co., 1305 Collingwood, Toledo, O.; Legum Distributing Co., 108 Light St., Baltimore 2, Md.; W. F. Winstrom Sales Co. of Holland, Mich.; H. U. Mann Co., 1230 W. Jackson Blvd., Chicago; Carolina Appliance Co., 224 S. Cedar St., Charlotte, N. C.; and Nash-Steele-Warren, Inc., 614 W. Hargett St., Raleigh, N. C.

### Maytag Appointments

W. Eugene Mart, Jr., of Cincinnati, Ohio, has been named a regional manager in charge of ten counties in Ohio for Maytag. He will work under branch manager L. F. Webb in the Cincinnati territory.

The Maytag Co., has also announced the appointment of Frederick D. Collins as regional sales manager for the state of Rhode Island and the counties of Barnstable, Bristol, Dukes and Nantucket in Massachusetts.

UP IN THE CLOUDS PERFORMANCE  
DOWN TO EARTH PRICE!

Americas Finest!

At a price EVERYONE  
CAN PAY . . .

## TELEVISION TOWER

Featuring:

- NEW DESIGN
- BETTER — STRONGER
- MORE ATTRACTIVE
- 30' ALL TOWER — NOT A MAST

Here's a new triangular TV tower that really meets the requirements of the most exacting Radio Serviceman. It sets a new high — has tremendous strength because of its new type construction — and is easy to erect.

**Lighter Weight  
Greater Strength**

Completely new in design, it has uprights of hard drawn tubular steel—offering greatest possible strength to weight ratio. Weight of the basic 30' tower is a mere 62 lbs. Base is 19" center to center triangle, tapering to 4" at the top. Top has hole for 2" mast. It's easy to erect, coming in 10 foot sections. Additional extensions available to provide any height up to 100 feet. Extensions are quickly added by bolting above the first 10-foot section. Tower has hinged feet for bolting to peaked or level roof.

**Withstands Icing-Winds**

The tower will easily carry any TV or FM antenna, directional array and rotator.

**Durably Finished**

It's durably finished with two coats of aluminum enamel.

LOW-LOW PRICE

30' GC Tower  
No. 8352RT . . . . . List **\$79.50**

10' GC Extensions  
No. 8353RT . . . . . List **\$29.50**  
(Subject to the usual Dealer and Jobber Discounts)

ALL GC Products Are Fully Protected  
By Product Liability Insurance

Write For Complete, New GC Television  
Catalog of TV Accessories.

GENERAL CEMENT Mfg. Co., Rockford, Ill., U. S. A.  
Manufacturers of over 3,000 products  
Sales offices in principal cities

## TV BUYERS WANT TOP-NOTCH CABINETS!



**DALEO**

**MAKES  
FINER  
CABINETS  
FASTER,**

**AT  
LOWEST  
COSTS!**

### CONSOLETES CONSOLES — TABLE MODELS

True furniture beauty and quality for eye-catching sales power! Made-to-order and stock for all types and finishes, all chassis and C.R. tubes. **MANUFACTURERS! JOBBERS! DEALERS!** . . . write for quotation or catalog R to . . .

**DALEO  
ENTERPRISES**

752 E. 137 St. New York 54, N. Y.  
Manufacturer and sole distributor for Majestic Arts. Cabinet-crafters to the electronic, furniture and decorating industries for 35 years.

## Garod Protects Prices

Current factory list prices on Garod "Tele-Zoom" receivers and the new low-price straight TV line, are being guaranteed for all distributors and dealers in a new overall price protection policy announced by Garod Electronics Corp., Brooklyn, N. Y. The new price protection plan guarantees Garod list prices for a 120 day period, and covers any new models to be introduced before the end of 1949.

## Sylvania Radio Service Promotion

The Radio Division of Sylvania Electric Products, Inc., has announced that it will continue its program of radio serviceman promotion through December of this year. The program will include a series of national advertisements, which will be supplemented by new point of sale merchandising material supplied to service-dealers in kit form. This includes 3-color direct-mail pieces, window displays, decals, window posters, and mats for local newspaper use. With the exception of government postal cards, the material is being supplied gratis to Sylvania authorized dealers.

## Stromberg Appointments

Justin L. Albers of Clayton, Mo., former sales promotion manager of Jenkins Wholesale and one-time assistant dean of St. Louis University, has been appointed a Stromberg-Carlson district merchandiser, according to C. J. Hunt, general sales manager of the radio-television division.

## Olson Urges Set Repairs

Olson Radio Warehouse of Akron, O., has announced a national advertising campaign urging radio owners to have their sets repaired at local service stores. Ads are being placed in seven of the largest monthly and weekly consumer magazines, where they will reach an estimated 86 million readers.

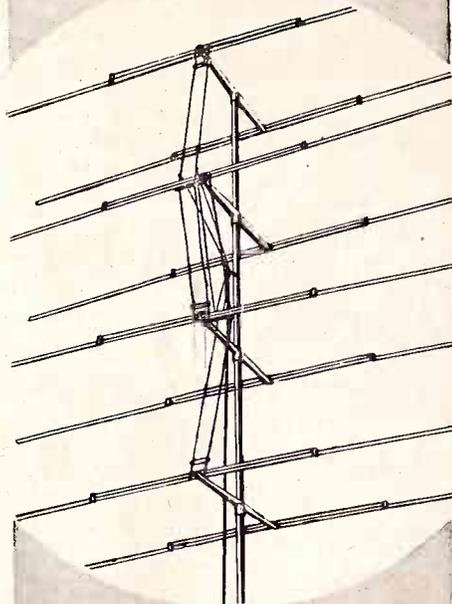
Irving and Sidney Olson, owners of the firm, believe there are over ten million radios in this country that need repairing. "We want to smoke out that business for the repair men," they said, "by reminding people that a dead set can be put in good shape at reasonable cost. Many discarded sets could be fixed up and used in bedrooms, kitchens and recreation rooms."

## ESFETA TV Service Courses

A course of 15 lectures on TV theory and practice is being conducted by the Empire State Federation of Electronic Technicians Associations. The course, which will run through May, 1950, will be presented in its entirety in four different cities by the New York state organization. The cities are New York, Poughkeepsie, Binghamton and Rochester. Lectures will be given by representatives of TV set and test equipment manufacturers, and representatives of the trade press.

MEET  
THE

# New CHAMPION OF ALL ANTENNAS



**Model RD-13A Super**

Vee-D-X engineers have scored again. Not content with the amazing record of their famous RD-13, holder of every record for long distance reception, they have improved it no less than six ways — achieving even greater gain and broader frequency response. Here are the big six improvements to what was considered the perfect antenna.

- Increased front to back ratio—29 DB
- 15 DB gain on Channel 4 and an increased DB gain on all other channels
- Highest gain over widest frequency spectrum of any antenna commercially available
- Center impedance 280 ohms with negligible variance throughout TV spectrum
- Very easily adaptable to rotators commercially available
- Narrow beam width is very helpful in eliminating ghosts and other undesirable interferences

OWNERS OF RD-13 SUPER—You can convert your present antenna to the RD-13A

Send for complete information on this new Champion and catalog of Vee-D-X products.

# VEE-D-X

**VEE-D-X means video distance**

LaPointe-Plascomold Corp., Unionville, Conn.  
... Send complete story on new RD-13A Super  
... I own an RD-13. Send conversion details.

NAME .....

STREET .....

CITY ..... Zone ..... State .....

# PEERLESS "GOLDEN WAND"

Model G84-TV

Do you want to keep your profits in the store . . . or waste them on the customer's roof? Millions of viewers are so situated that the Peerless G84-TV is all they need. You can sell Peerless with confidence because it works where others won't.

### Special Features

BRASS TUBING  
POLYSTYRENE INSULATORS  
NON-TARNISHING BRUSH BRASS FOR LASTING FINISH AND SMOOTHER EASIER TELESCOPING  
AUTOMATIC FRICTION FOR ADJUSTING ANGLE OF DIPOLES  
HEAVILY-WEIGHTED-BASE  
FELT LINED UNIT SWIVELS WHILE BASE REMAINS STATIONARY  
COMES WITH 8 FT. OF 300 OHM LEAD COMPETITIVELY PRICED

Dealer  
Inquires  
Invited

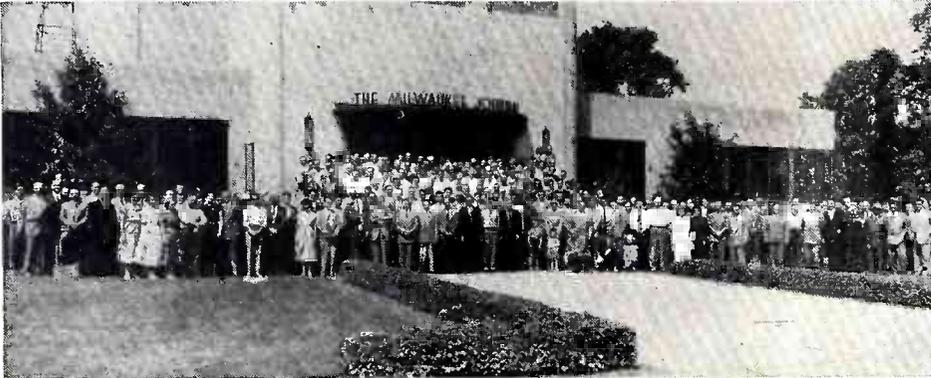
Choice  
Territories  
for  
Distributors  
and Reps

**PEERLESS PRODUCTS INDUSTRIES**  
812 N. Pulaski Street Chicago 51, Ill.

## Television Facts

Olympic Radio & Television, Inc., has prepared a small booklet for dealers to give away to potential purchasers of TV sets. The booklet is "a pocket guide for selecting your television receiver," telling the customer what he should look for in picture tubes, picture sharpness, sound, number of tubes, size of picture, tuning, quality of parts and cabinet, cabinet styling and finish, and performance. Initial distribution of the booklets in a pilot test is said to have proven very popular with the public.

## Wisconsin Distributor Stages Big Dealer Meeting



Radio Specialty Company Milwaukee, Wisconsin, had a big turnout at a meeting to present Philco's new radio and TV line. The photograph was taken in front of the radio and television broadcasting studio of WTMJ-TV in Milwaukee. Shown are Philco dealers, Philco executives, distributors, officers and salesmen. W. F. Holz, sales promotion manager of the wholesale firm advises that "almost every dealer pictured is a subscriber and reader of RADIO & TELEVISION RETAILING, as we are here at Radio Specialty Company."

## Represents Cannon

The Harris-Hanson Co., of St. Louis, Mo., has been appointed to represent Cannon Electric Development Co. of Los Angeles, Calif., in the central and eastern portions of Missouri and central and southern Illinois.

## Neely Issues Catalog

A new line folder of six pages will be issued this month by Neely Enterprises, Hollywood, Calif., factory representatives, to include information and descriptive data on its complete industrial electronic lines.

## Bendix Merchandiser

Edward C. Bonia, general sales manager, Bendix Television and Broadcast Receiver Division, Bendix Aviation Corp., has announced the appointment of Ervin L. Tester as district merchandiser of Bendix television and radios for the state of Kansas and several counties in western Missouri.

Max Fischman, prominent merchandising executive, has been appointed district merchandiser for Bendix in the Pittsburgh area.

## New Meck Prices

John Meck Industries, Inc., Plymouth, Ind., has announced an increase in the prices of its small radio line. The price hike affects model DA-601, now selling for \$11.25; and model DB-602, retailing under the new schedule for \$12.95.

## Compliments Raytheon

Raytheon Manufacturing Company, Newton, Mass., has received the following telegram from one of its distributor customers: "We greatly appreciate rapid expediting and splendid cooperation that made it possible for special Raytheon radio tubes to reach forestry service at Missoula, Montana, in time to aid these gallant fire fighters in combating worst forest fires in years. The Lou Johnson Company, Portland, Ore."

As replacements!  
**THOMAS TUBES**  
 TOP THEM ALL!  
 As original equipment!

- vacuum tube engineered!
- ultra-precision built!
- greater picture clarity!
- backed by 20 years' experience!
- full twelve months' guarantee!

**B**etter performance for a longer period of time! — in eight words that's the answer to the ever-increasing sales of T.E.I. quality tubes among jobbers, distributors, and manufacturers! But behind this better performance there is a reason...

T.E.I. tubes have the lowest residual gas content attainable under production methods, and undergo 28 separate inspections — your guarantee of longer life and perfect tubes for sharp, undistorted pictures clear to the edges.

And in purest black and white tones — no off-colors! Thomas all-glass tubes are made in 12", 12½", 15", and 16" sizes. They are fully guaranteed for 12 months against any and all defects in workmanship and material.



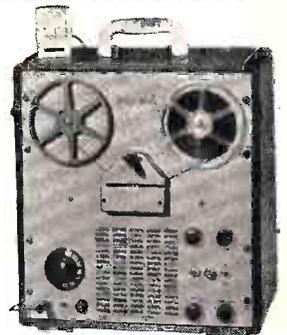
Write TODAY for complete engineering data and price list!

**THOMAS ELECTRONICS, Inc.**  
 118 Ninth Street Passaic, New Jersey

## ANOTHER NEW LEADER

from the PROFIT-PROVEN PENTRON LINE

### NEW 2-IN-1 TAPE RECORDER- RADIO



Exclusive features, high fidelity, smart appearance, easy portability give this new Pentron Tape Recorder-Radio *unequaled sales appeal*. Hundreds of uses assure *more prospects*. Ideal for homes, schools, churches, hospitals, broadcast studios, business. An invaluable aid in all forms of audio education, entertainment and demonstrations. Record conferences, radio programs, special events, inventories, research, etc.

**\$199.50**  
 List, slightly higher west of Rockies

#### EXCLUSIVE FEATURES

- Tape Recorder records, plays back own radio and mike
- Superhet. Radio highly selective, built-in antenna
- Rewind Speed 20 to 1
- Frequency Response — 60 to 8000 cps
- Power Output — 5 Watts
- Recording Time — 1 Hour
- Tape Speed — 7½" per Second
- Cabinet — 2-Tone simulated alligator, white plastic trim

#### THE PENTRON CORP.

The Pentron Corp., 611 West Division Street, Chicago 10, Illinois

*Cash In On This Faster-Selling, Higher-Profit Line!*  
 COMBINATION WIRE RECORDER • RADIO • PHONOGRAPH —  
 TAPE RECORDER • RADIO — WIRE RECORDER — TAPE RECORDER

## Ansley on West Coast

Ansley Radio and Television Inc., has appointed Blackman Sales Co., as its sales representative on the West Coast for all Ansley products. At the same time, Ansley has announced the opening of a warehouse and service department at 141 S. Kings Rd., Los Angeles 36, Calif., where all models will be warehoused for quick delivery to West Coast dealers. In addition, a complete service department and stock of service parts will be maintained.

## Manufacturer's Rep

E. Ralph Haines, Oak Park, Ill., has been appointed manufacturer's representative for The House of Television, New York manufacturers of TeleFilter, multivision screen and Signal Klear television accessories, it has been announced by Jack W. Jones, president.

## ITI Names Radio Center

Edwin B. Hinck, sales manager of Industrial Television, Inc., manufacturers of remote controlled commercial television receivers for public viewing, has announced the appointment of Radio Center, 37 W. Forsythe St., Jacksonville, Fla., to handle their complete line in the Jacksonville area. Arrangements were made with I. Greenburg of Radio Center.

## Olympic Distributors

Olympic Radio & Television Inc., announces appointment of the following distributors covering New England territory: National Appliance Distributors, Inc., 1103 Columbus Ave., Boston, Mass. (covering the States of Massachusetts and New Hampshire). Consolidated Standard Co., Inc., 433 Main St., Stamford, Conn. (covering the states of Connecticut and Rhode Island). This company also maintains a branch office at 55 W. 44th St., N.Y.C., and will shortly open another branch in Providence, R. I.

## Airco Appoints Radel

Herman T. Radel has been appointed general manager of Airco Television Co., Inc., newly-formed Philadelphia-area television receiver installation and maintenance organization, according to an announcement by Bernard Brodsky, president of the corporation.

## Edlen Joins Shapp Co.

M. J. Shapp and Co., 121 N. Broad St., Phila. 7, Pa., announces that George C. Edlen has joined its sales staff. He will work out of Baltimore, and will concentrate mainly on contacting manufacturers and government agencies in the Baltimore-Washington area.

## Heads Appliance Service

Melvin D. Miller, who has had 17 years' experience in Norge appliance service work, has been made manager of the appliance service division, Refrigeration Maintenance Corp., Cleveland. Announcement of the appointment is made by Warren W. Farr, president of the corporation and of Refrigeration Sales Corp., recently appointed exclusive Norge distributor in the north-eastern Ohio territory.

## Supreme Names Jobbers

Supreme Publications, 9 S. Kedzie Ave., Chicago 12, Ill., has taken action to return to selling through sales representatives to its jobbers. In this connection the following appointments have already been made: M. D. Ealy Co. of Los Angeles, for southern California and Arizona; Henry Lavin Associates for the New England states, and G. G. Willison Co. for Texas, Oklahoma, Arkansas, and Louisiana.

## Philco Refrigeration Head

The appointment of Thomas A. Kennally as president of the Refrigeration Division of Philco was announced by William Balderston, president of Philco Corp. W. P. Jones, formerly vice-president of the division, has resigned to accept the presidency of Servel, Inc. of Evansville, Indiana.

# The TENNA-TRAILER

AND TELESCOPING MAST

FOR FAST, LOW-COST  
DEMONSTRATION AND  
INSTALLATION OF

TV & FM

saving time and money  
for dealers, service and  
installation firms.

Quickly raised or lowered for transportation or demonstration. Best location is found quickly by simply moving trailer with mast extended. Height, 51 to 60 feet. Can set up, attach antenna and demonstrate in 30 minutes.

Sturdy disk-wheel trailer with coupler. Heavy fenders and floor. All aluminum-spray-painted. Also available: Extensions, braces, guy wire and trailer accessories. Priced so low that you can easily afford it.

Write direct or  
see your jobber.

Mfd. by PRICE TENNA-TRAILER COMPANY

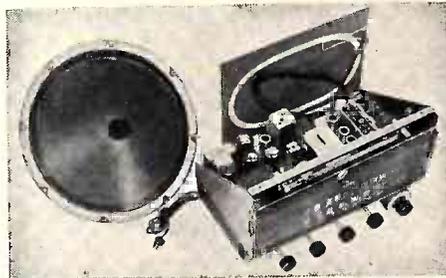
660 E. Walnut St.

Phone 408

Watseka, Illinois



"Did over \$5,000 additional business  
installing ESPEY chassis" De Young, Ithaca, N. Y.



There Are Thousands of Out-Moded Radios in Your "Back Yard" Just Waiting to Be Replaced — At Your Suggestion Here is the custom-built AM-FM chassis that means BIGGER PROFITS for you!

### SPECIFICATIONS

Supplied ready to operate, complete with tubes, antennas, speaker and all necessary hardware for mounting in a table cabinet or console, including escutcheon. Power requirements 105/125 volts AC, 50/60 cycles. Power consumption—85 watts.

Chassis Dimensions: 13½" wide x 8½" high x 10" deep.

Carton Dimensions: (2 units) 20 x 14½ x 10¾ inches.

Net Weight 16½ pounds each.

Sold through your favorite parts distributor.

### The NEW ESPEY model 511

#### FEATURES

1. AC Superheterodyne AM-FM Receiver.
2. Improved Frequency Modulation Circuit, Drift Compensated.
3. 12 tubes plus rectifier and electronic Tuning Indicator.
4. 3 dual purpose tubes.
5. Treble Tone Control.
6. 6-gang tuning condenser.
7. Full-range bass tone control.
8. High Fidelity AM-FM Reception.
9. Automatic volume control.
10. 13 watt (max.) Push-Pull Audio Output.
11. 12 inch PM speaker with Alnico V Magnet, 25 watts rating.
12. Indirectly illuminated Slide Rule Dial.
13. Smooth, flywheel tuning.
14. Antenna for AM and folded dipole antenna for FM Reception.
15. Provision for external antennas.
16. Wired for phonograph operation.
17. Multi-tap output trans., 4-8-500 ohms.
18. Licensed by RCA.
19. Subject to RMA warranty, registered code symbol #174.

Makers of fine radios since 1928.

**ESPEY**  
MANUFACTURING COMPANY, INC.  
528 EAST 72nd STREET, NEW YORK 21, N. Y.

WRITE FOR CATALOGUE  
KD3 CONTAINING COMPLETE SPECIFICATIONS  
ON THIS AND OTHER  
MODELS.

## Join Los Angeles "Reps"

At a recent meeting, the Los Angeles Chapter of "The Representatives" of Radio Parts Manufacturers, Inc., elected three sales representatives to membership, according to Lewis E. Sperry, chapter executive secretary. Robert M. Hardie and Richard E. Osborne, both located at 1127 Wilshire Blvd., Los Angeles 14, Calif., were elected to senior membership. Frederick Ireland, 1000 N. Seward Ave., Hollywood 38, Calif., was named as an associate member. The three new members bring the total membership in the Los Angeles Chapter to 47, making it one of the largest regional chapters within the national organization.

## Trans-Vue Appointment

R. R. Greenbaum, president, Trans-Vue Corp., Chicago, manufacturers of commercial and home television systems, has announced the appointment of Fil Mandl as advertising and sales promotion manager.

## Freed-Eisemann Rep

The appointment of Harry S. Roit as New England sales representative for Freed-Eisemann television consoles and radio-phonographs has been announced by Arthur Freed, president of Freed Radio Corp., New York.

## 2 New Firms Join WCEMA

Los Angeles Council of WCEMA announces two new members: Holl Audio Industries, Los Angeles, and U. S. Engineering Co., Los Angeles, according to Fred W. Falck, secretary.

## In National Union Post

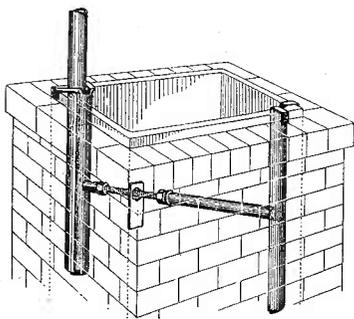
Emil J. Maginot, sales manager, National Union Corp., Orange, N. J., has announced the appointment of George K. Konz as assistant manager, advertising and sales promotion.

## Mapping Out Sales Plans for Tele King TV Receivers



Distributors gather in New York to look over Tele King TV sets and to line up active selling campaigns.

# The FELBER INVISIBLE MINUTE MOUNT



for  
TV & FM  
ANTENNAE

For 8" x 8" and 8" x 12" chimney flue and 4" flue or vent.

### FAST-SELLING ITEMS FOR DISTRIBUTORS, DEALERS AND INSTALLATION FIRMS

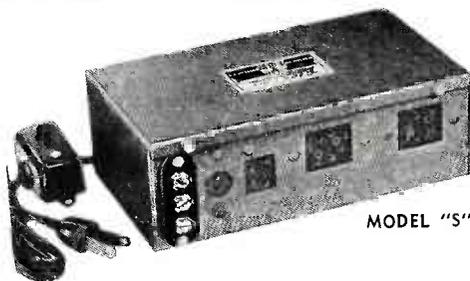
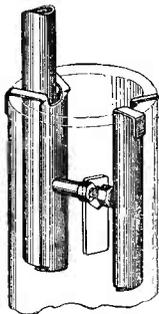
- Quick, low-cost erection.
- No cutting or drilling.
- No tools necessary.
- Made of aircraft aluminum.
- Sturdy, rigid, rustproof.
- Locking device furnished.
- Antenna easily oriented.
- Used by foremost TV mfrs.

List Price . . . . \$4.75

Special trial offer—One of each, \$1.98 each  
DISTRIBUTORS' TERRITORIES AVAILABLE

## PROGRESS MANUFACTURING CO.

2165 Morris Avenue, Union, N. J. Telephone Unionville 2-2756



MODEL "S"

## CONVERTS OUTDOOR RADIOS FOR INDOORS NOW! Cash in on Big Timely Demand!

Sell Electro Battery Eliminator, converts dry battery radios into dependable AC receivers. The Model "S", with selenium rectifier, operates any 1.4 volt 4, 5 or 6-tube battery radio from 115 volt 60 cycle source. Filtered hum-free reception. Exclusive features give extra sales appeal:

- ★ Eliminates cost of batteries
- ★ Easily installed, fits most radios
- ★ Low operating cost, few cents per 100 hours
- ★ Operates in any position
- ★ On-off switch
- ★ Blue Hammerloid finish, handsome, durable

Model "P"—Compact. Same as Model "S" except has tube rectifier at lower cost. Also available for 220 volt operation.

Model "F"—Compact. Operates 2 volt, 4, 5, 6 or 7-tube radio from 115 volt 60 cycle source. (0.5 amp. filament max.)

Model "FH"—Compact. Same as Model "F", but applies 0.65 amp. filament current.



Write today for literature

Pioneer Manufacturers of Battery Eliminators

## ELECTRO PRODUCTS LABORATORIES, Inc.

549 WEST RANDOLPH STREET, CHICAGO 6, ILLINOIS

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## SPECIAL — 10-DAY FREE TRIAL

Electronically

### Rotated Antenna

DEALERS List Price **27<sup>50</sup>**  
SERVICE MEN

Prove for yourself that the Quad-Loop roof top antenna is the equal of mechanically rotated antennas costing up to four times as much installed. Test Quad-Loop, a sensation at the R. M. A. Parts Show, in your own service department for ten days.

Send no money. Write today on your business letterhead. We will ship C.O.D. a complete Quad-Loop roof top antenna. You pay only \$16.50. Jobbers protected.

If you are not satisfied that the Quad-Loop will substantially increase your sales and profits, return the antenna. Your money plus the freight charges will be sent by return mail. Write today. *No antennas will be shipped unless you include the name and address of your jobber.*

First with Electronic Rotation  
Greatest Producer of Built-In TV Antennas  
in the World

## SQUARE ROOT

MANUFACTURING CORPORATION  
901 Nepperhan Avenue Yonkers 3, N. Y.

# FREE



SERVICE MEN  
REPAIRMEN!

**WALDOM**  
REPLACEMENT  
CONE  
MANUAL

Just mail your name and address today for **FREE** copy of the big 20-Page **WALDOM Replacement Cone Manual**, listing replacement data for 69 different brands of speakers—from Admiral to Zenith! Manual also gives complete instructions, together with clear illustrations for installing cones properly. Invaluable reference guide for servicemen and repairmen. Get your copy **FREE!** Just send name and address.

#### FOR FINER TONE A WALDOM CONE

Waldom Replacement Cone Assemblies will satisfy the high standards of precision workmanship and performance set by you and by your customers because . . .

- **WALDOM CONE ASSEMBLIES** feature **HAWLEY** diaphragms with the patented thin, tapering edge that assures maximum speaker efficiency and true low frequency response.
- **WALDOM CONE ASSEMBLIES** are guaranteed unconditionally as to construction and performance. Only the very finest voice coils and spiders, precision made to exact specifications, are used.
- **WALDOM CONE ASSEMBLIES** carry full R. M. A. Warranty.

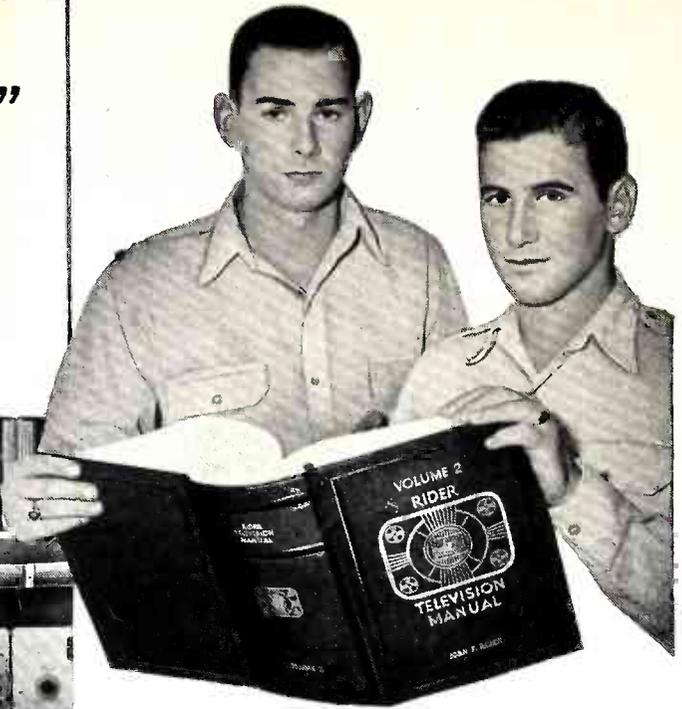
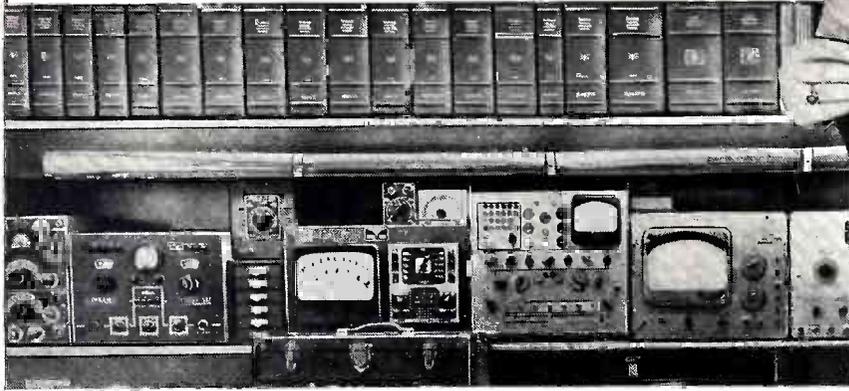
#### Write for Your **FREE**

**REPLACEMENT CONE MANUAL!** The big 20-Page **WALDOM Manual** puts every bit of replacement cone information at your fingertips, in seconds! It will speed your speaker repair work, and help you handle those jobs more profitably. Send your name, address for **Free** copy.

**WALDOM ELECTRONICS, INC., Dept. 8**  
911 N. LARRABEE STREET CHICAGO, ILLINOIS

## "Of Vital Importance to Every Progressive Servicing Establishment"

"Here in Mt. Vernon we have, what we sincerely believe to be, one of the finest servicing organizations of its kind. Our equipment and facilities are the most modern to be found anywhere. Rider Manuals are an integral part of our equipment. We have a complete library on hand, and we find them to be essential to tracing the trouble and correcting faulty receivers of all makes and models. In our opinion, Rider Manuals are of vital importance to every progressive servicing establishment."

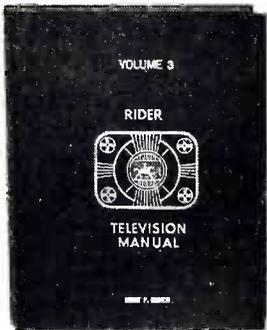


Frank R. Frasca — David R. Petrie  
Television Laboratories  
11 West Prospect Avenue  
Mt. Vernon, New York

## Build a Library of RIDER MANUALS And watch the difference it makes in your business!

World's Greatest Compilation of Authentic, Reliable, Factory-Authorized Servicing Information!

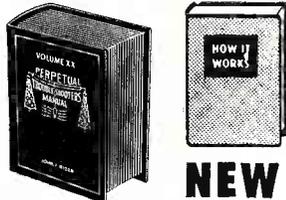
### On the way! NEW RIDER TV-3



**GREATER IN SIZE! ALL PAGES IN PLACE! EASIER TO USE!**

Rider again points the way to successful TV servicing. The Rider TV Manual Volume 3 is bigger and better in every way. New and enlarged page size, 12 x 15 inches. All pages are collated in position. Double spreads, triple spreads and giant pages have been retained to assure clarity and ease of reading...but triple spreads and giant pages now have only ONE fold for greater durability. Easier to use because there are fewer pages to turn. Easier to read because diagrams and related text are more closely positioned. TV-3 is more compact, more complete...fully covering everything you should know about each receiver. More than 60 manufacturers are listed in the equivalent of approximately 2000 pages (8½ x 11), PLUS Cumulative Index Volumes 1, 2 and 3, PLUS "How It Works" Book. Reserve Your Copy Today.

### Coming Soon!



### NEW RIDER MANUAL VOL. XX

Covering the latest AM, FM and Auto Receivers. Complete in every respect, this volume will have the added advantage of text and double spreads assembled in position.

### A New Book...A Helpful, Profitable Book for You! BUSINESS HELPER

by Leslie C. Rucker  
(Rucker Radio Wholesalers)

You can't afford to miss the valuable pointers offered in this person-to-person talk by a successful business man who started from scratch and worked his way up to a chain of 3 stores. Any one of his many worthwhile ideas can mean fifty times the cost of the book in your pocket. This authoritative guide will show you how to avoid losses and turn ideas into profits.

144 pages,  
22 chapters. \$2.00

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