

1947 MAY

RADIO
& *Television*

RETAILING

CALDWELL-CLEMENTS, INC.

TELEVISION •

RADIO • FM

ELECTRICAL

APPLIANCES

PHONOGRAPHS &

RECORDS

SOUND &

SERVICE



A section of the huge Indianapolis warehouse, from which thousands of Mallory Approved Precision Products are distributed yearly to all parts of the country.

from coast to coast

**APPROVED PRECISION PRODUCTS
mean Premium Quality,
Dependable Performance**

When you buy and install a Mallory part, you *know* that you won't have service kick-backs. For fifteen years, experience has proved that Mallory means premium quality—that Mallory performance is something you can depend upon. Yet Mallory Approved Precision Products cost you no more.

What's more, these Mallory products are unusually complete. There are no gaps in the lines of vibrators, capacitors, replacement controls. They're easy to order and quickly available, since Mallory distributors are conveniently located.

Then, too, Mallory distributors are especially selected for their ability and desire to serve you. You'll find them equipped to give you prompt, efficient service . . . detailed information on prices, parts and catalog numbers . . . special assistance on problems of management, sales and advertising.

No matter how you look at the service picture, it's true today, as it has always been, that you expect more and get more from Mallory.

See You at the Radio Parts Show in Chicago—Booth 106

P. R. MALLORY & CO. Inc.
MALLORY

VIBRATORS . . . VIBRAPACKS* . . . CAPACITORS . . . VOLUME
CONTROLS . . . SWITCHES . . . RESISTORS . . . FILTERS
. . . RECTIFIERS . . . POWER SUPPLIES.

*Reg. U.S. Pat. Off.

APPROVED PRECISION PRODUCTS

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

1947

RADIO & Television RETAILING

Including RADIO & Television TODAY

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**29,000 COPIES
THIS ISSUE**

Member of
**AUDIT BUREAU
OF CIRCULATIONS**

And suddenly the tables are turned!



Did we say "Suddenly"?

Yeah . . . about as sudden as the income tax deadline! Only no one knew for certain when this table-turning situation would arrive, and find our shopping gal friends upsetting many an unprepared dealer.

But it's here now! Today the lady has a choice. She doesn't have to take second-rate merchandise. She's once more a SHOPPER . . . and sales are again being *made* only when you offer her values like . . .



FIRST ON THE MENU—The *Shelvador**

Here's a feature that really whets a woman's buying appetite! Yes, it's the Crosley Shelvador*, the *exclusive* Crosley development that puts 28 feet of front-row food at a housewife's fingertips . . . saves her steps, minutes and trouble every time she opens the door.

Here's the only refrigerator that helps get easier, faster breakfasts, lunches and dinners. It's the "Speed Way For Meals" . . . the feature that gives Crosley dealers the strongest self-demonstrating sales story in the field. Of course, it's backed-up by all the refrigeration improvements women expect today . . . including the Oversize Froster, the new peak-efficiency Electro-saver unit typical of Crosley engineering and manufacture.

The tables won't be turned on Crosley dealers. They have the Shelvador*!



*Reg. U. S. Pat. Off.

MORE FOOD FOR THOUGHT—AND VICE VERSA



That's right . . . ranges! And again they're studded with an array of features that add up to easier meal preparation for women, easier sales for Crosley dealers. For example there's a waist-high broiler, an over-size oven, complete insulation . . . in gas as well as electric models.



They're an important part of a woman's plan to *furnish* her kitchen in the modern, practical manner; an important part of a dealer's plan to build sales on a sound basis of customer satisfaction.



DON'T FORGET — THEY'VE BEEN ON A DIET

Home makers have been starved for merchandise of all kinds. So when it comes to kitchens, chances are your customers want a complete re-dicing. And there's no better, easier, more practical way to accomplish that than by *furnishing* a kitchen the Crosley way.

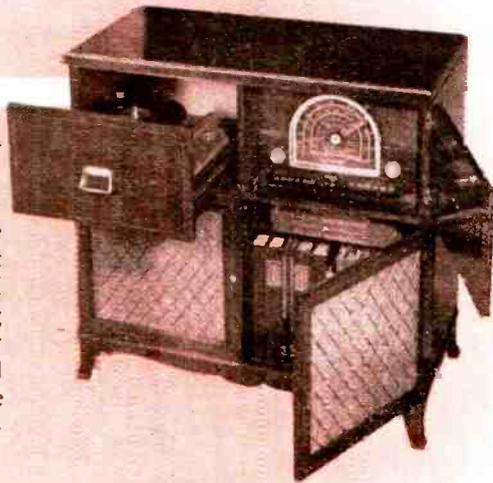
That includes the sale of a Crosley Servisink. The Servisink has so many be-kind-to-women features (including ample space for all utensils, knee-recessing for sit-down tasks, and companion cabinets for extra shelf space) that it captures feminine fancy right off the bat. And that means it captures sales for Crosley dealers!



AND OF COURSE THEY WANT MUSIC WITH THEIR MEALS

THE CROSLY CARROLLTON

Here's a superb instrument for lovers of radio and recorded music. The luxurious cabinet of hand-rubbed mahogany complements the finest home furnishings; electronic engineering includes Crosley FM (Frequency Modulation), Floating Jewel† Tone System and Master Tone Control. In excellence of tonal delivery and distinctive appearance this model represents Crosley craftsmanship at its best.

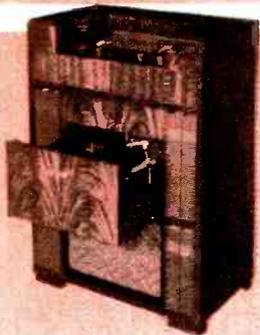


Yes, . . . radios for every room in the home. Large consoles that add a distinguished tone to living rooms . . . compact table models for rumpus rooms, bed rooms, or to sit atop the smartest end tables.

They give Crosley dealers every opportunity to meet demands for smart styling, electronic improvements, and exclusive features. The latter include the famous Crosley Floating Jewel† Tone System, (the permanent sapphire stylus that rides on *sides* of record grooves, eliminates s-c-r-a-t-c-h-i-n-g). The Crosley Master Tone Control, which provides a choice of 64 different tonal combinations for radio or records is another outstanding feature.

Illustrated on the left are three models representative of the complete radio line shoppers find at their Crosley dealers!

THE CROSLY DEBUTANTE



It occupies no more room than a dining room chair . . . but it has improvements and features formerly found only in the most expensive radios. That's why this model is a favorite among apartment dwellers and owners of smaller homes. Features include: Crosley Floating Jewel† Tone System, Crosley FM (Frequency Modulation), Continuous Tone Control, Jam-proof Automatic Record Changer.

Why Table this Problem?

Sooner or later (and probably sooner!) every home appliance dealer will face the fact that the end of shortages means an end of "order taking." That's a sales problem that can't be tabled indefinitely . . . and one that *shouldn't* be tabled any longer than absolutely necessary.

We've outlined a few reasons why Crosley dealers are ready for the table-turning period . . . why they will continue to come out on top in sales. Those basic reasons are something for everyone to think about *now*.

Refrigerators • Home Freezers • Kitchen Sinks and Cabinets • Ranges • Laundry Equipment • Radios • Radio-Phonographs • FM • Television • Short Wave • Radar • Home of WLW, "The Nation's Station"

THE CROSLY RONDO

The same sleek appearance, front and back, makes the Rondo a smart addition to any end table. Sturdy construction and plenty of power bring performance to a par with smart styling. Has Enclosed Loop Antenna, Slide Rule Dial, Continuous Tone Control.



†Patentec

CROSLLEY

Division—The Aviation Corporation

Cincinnati 25, Ohio



When you've set down every-
thing you can think of for the
transformer you need, there's
still one vital specification to
be added—

MERIT QUALITY.

MERIT COIL & TRANSFORMER CORP.
TELEPHONE
4427 North Clark St. Long Beach 6311 CHICAGO 40, ILL.

How's Your Timing?

Did you ever watch a broadcast and note the director waiting for the split-second to start things going? Do you recall the tenseness of the audience as the second hand swept toward "air-time"? Timing is important in merchandising, too.

Your kind of timing doesn't require a sweep-second hand, but it does need a sharp eye cocked on the calendar for two or three months ahead. We're in the middle of Spring now, but in terms of merchandising plans, you should be set for July and August—for summer selling of summer merchandise.

Biggest things here are portable radios, portable phonographs (plus their accessories), records, and appliances like fans, room coolers, refrigerators, freezers, etc. That's where a business paper like RADIO & Television RETAILING comes in. When you look through the pages of this issue you'll notice a main theme: editorial and advertising information on what's doing *several months from now*.

Our ads are featuring summer merchandise, plus consumer promotion for leading national media. Manufacturers are building demand for you and are telling you far enough in advance so that you can order the *right* stock for the *right* time. Also, you have ample time to prepare your window and floor displays; to start your own local promotion, and to make sure that you clinch sales when the customer walks in.

Of course, you're all ready for Mother's Day, May 11, and Father's Day, June 15. How about for the big weekend of July 4? Here's a chance to sell portable radios for going-away-time—merchandise that will give fun and pleasure to the entire family. Latch on to events like these and tie them in with manufacturers' promotion and your own selling plans.

Check this issue of RADIO & Television RETAILING against your calendar—now. Note again the activities for the months ahead. Then, get going. By the time the calendar rolls around to the hot days, you'll be busy cashing in on your well-founded plans, and in planning for a long, prosperous Fall season leading to Christmas.

Good timing keeps your cash register so busy it can't sing "Time On My Hands."

The Publishers



GAROD

*Sets the pace
for Value!*



1947 is Garod's Silver Anniversary Year. Through the years we have acquired the "know-how" in engineering and construction... the "know-how" in radio merchandising and promotion. We have a radio line that will see you through all kinds of business conditions. Today, with customers asking "more for their money" Garod Radios are designed for immediate business.

*These models on display
at the Blackstone Hotel in Chicago
May 13 to 16.*

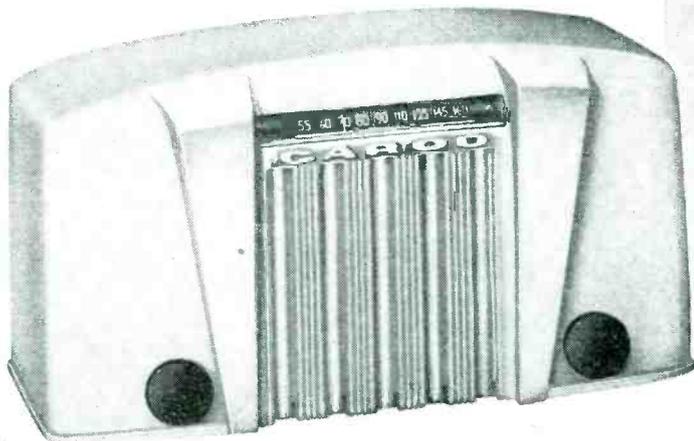
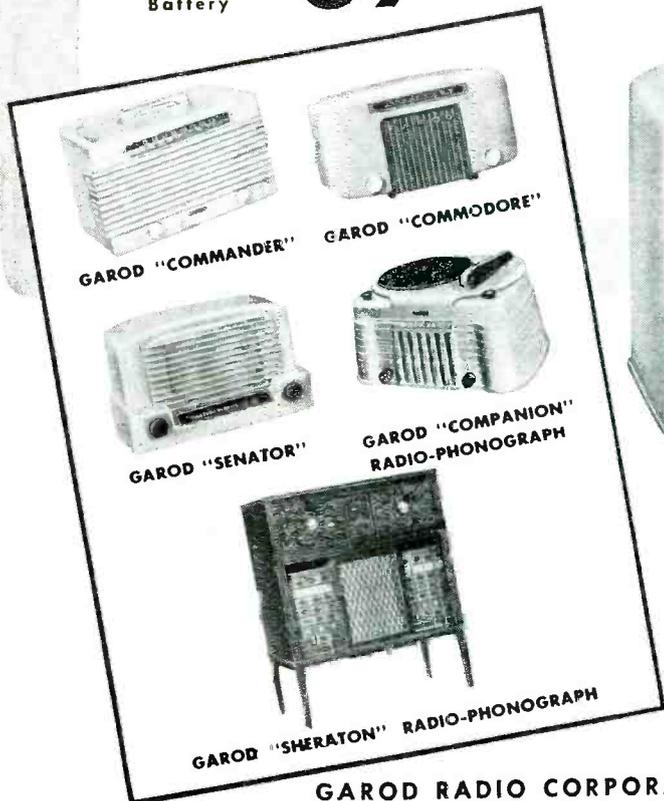
New LUXURY PORTABLE

A new model... a better portable. Weighs less than 6 1/2 pounds with batteries. Famous Garod electronic circuit. "Invisible" built-in antenna. Gay colorful cabinets. You'll sell them by the hundreds during the Summer vacation and travel months.

AC - DC
Battery

\$39⁹⁵

List Price
Less Batteries



New "ENSIGN"

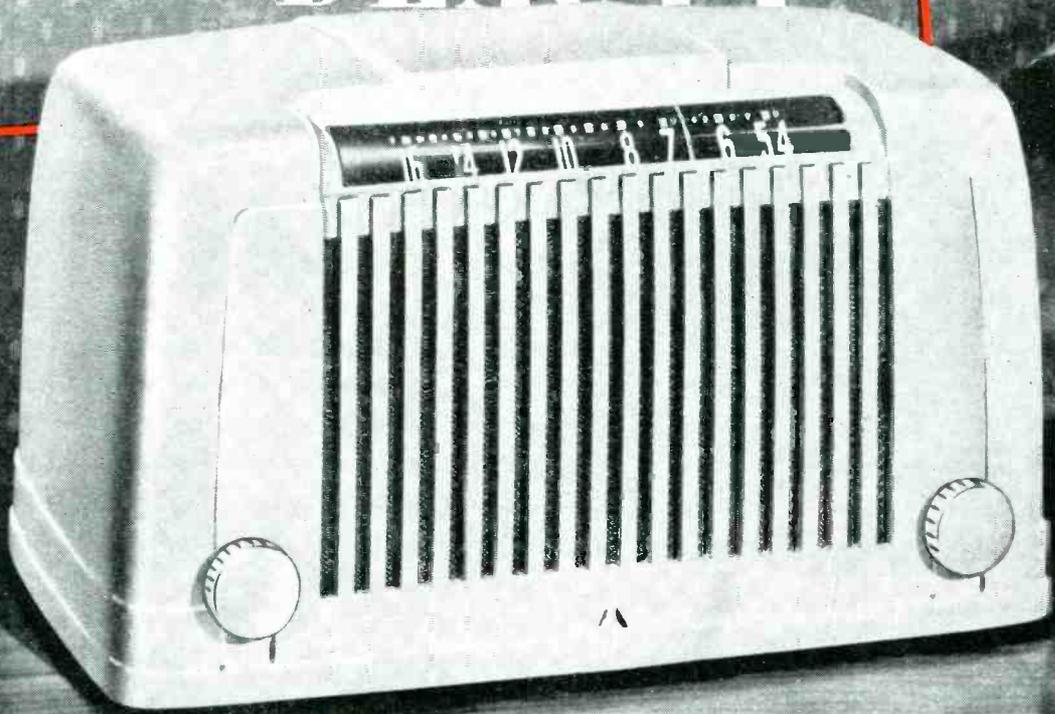
Here's a Garod "leader" that beats the field for value. AC-DC model, in attractive walnut plastic cabinet. New Garod Alnica speaker for wide tonal range. In Ivory cabinet at slightly higher cost.

\$19⁹⁵

List Price

GAROD RADIO CORPORATION • 70 Washington St., Brooklyn 1, N. Y.

It's a BEAUTY



THE *New* 552 AN

- Lovely styling and exceptional performance make the new 552 one of the liveliest numbers among the fast-moving, popular Arvin table radios.
- Bottom-loaded cabinet. Edge-lighted, slide-rule dial. Automatic volume control. High output speaker. Unusually selective and sensitive.

It's a quality set at a pick-me-quick price!

ARVIN



THE ARVIN "MIGHTY-MITE"—small in size but big in power and tone. Unbreakable ivory cabinet. Quality at lowest price. Model 444A.



... the name on many profit-building products of

NOBLITT-SPARKS INDUSTRIES, INC., Columbus, Indiana

For finer tone



GENERAL ELECTRIC
Electronic
RADIO TUBES



RADIO TUBES

◀ Monica Lewis, popular singing star, in this 21" by 26" window card, draws attention to the fact that YOU install and sell G-E radio tubes. Handsomely lithographed in four colors, varnished, backed and easled, the display is a "traffic-stopper". Like the many other G-E sales helps for 1947, it will make your cash-register ring to the tune of G-E product-popularity.



▲ Write for your free copy of the General Electric sales-helps Booklet ETR-51, illustrating and describing the big, elaborate array of G-E 1947 display, advertising, and promotion material available to radio servicemen and tube dealers. Also tells how to use each item best and most profitably. Filled with marketing hints! Send for Booklet ETR-51 TODAY!

In dealer displays
and sales helps—
as in quality—

G-E TUBES LEAD!

EVEN THOUGH you're handling a product known to be the finest of its type, *it pays to advertise!* That way lies the path to profits! So when you install and sell General Electric radio tubes, the public still should be told and re-told that your shop is local sales headquarters.

Stunning displays like the one shown here, spark an aggressive campaign of G-E tube advertising and sales helps created for one purpose only: to acquaint radio owners in *your* area with *your* facilities to serve them. Thus your circle of customers widens; your income grows.

Many of the G-E pieces subordinate any tube message to the theme of your quality radio service. This service theme is carried through on counter displays, blotters, direct-mail cards, newspaper mats—many other items which actively *sell* for you day-in and day-out.

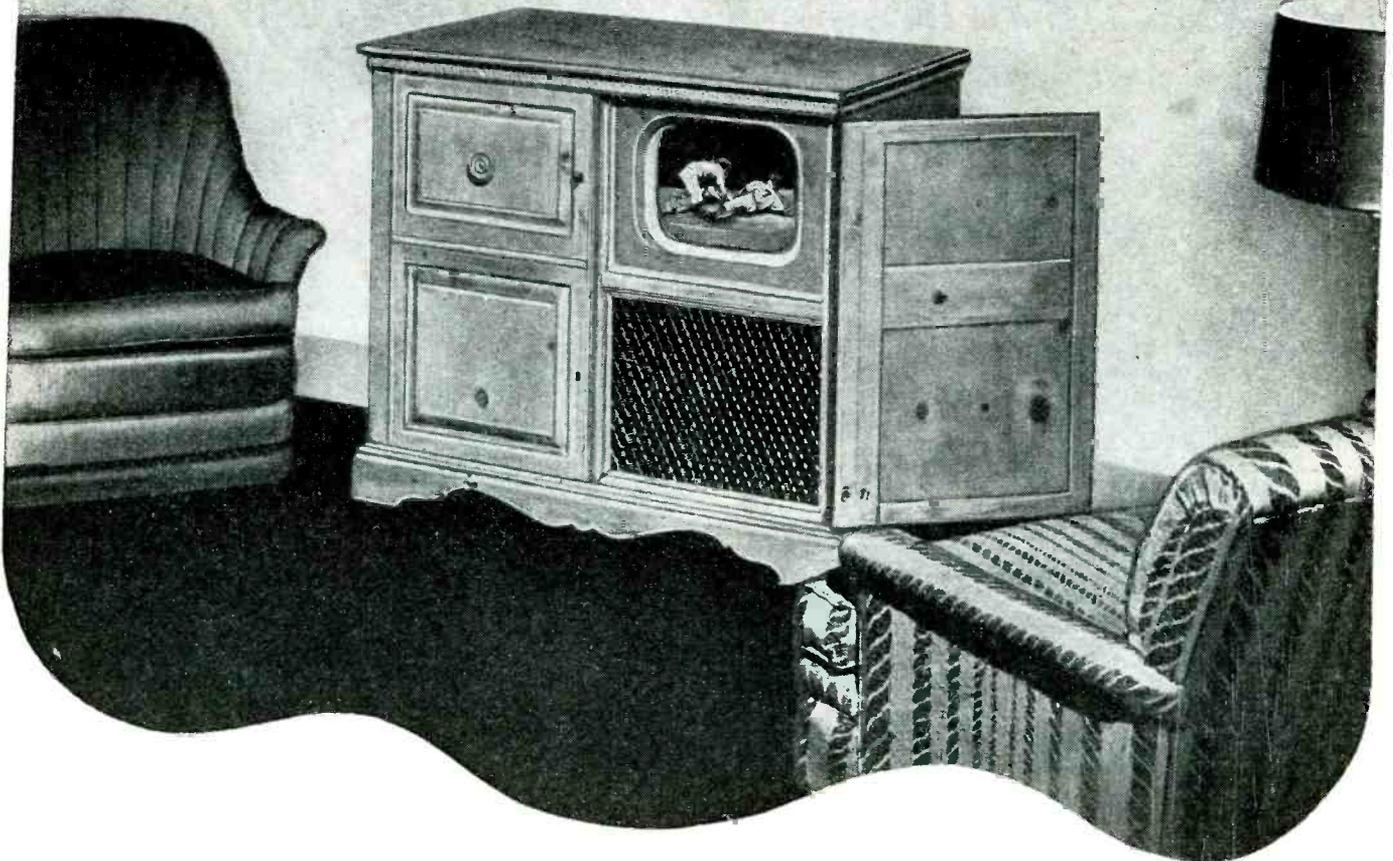
Make 1947 your biggest year by taking full advantage of G-E technical leadership—universal owner acceptance—brilliant new advertising material that's ready to help *you* secure the volume tube business waiting for you! *Electronics Department, General Electric Company, Schenectady 5, N.Y.*

GENERAL ELECTRIC

176-95-0000

FIRST AND GREATEST NAME IN ELECTRONICS

GET MORE OUT OF LIFE WITH TELEVISION



Illustrated: The Plymouth—with Television, FM-AM Radio, Automatic Phonograph — Cabinets designed by Herbert Rosengren.

*Get the most
out of television
with a Du Mont Teleset*

Only direct comparison can show how far Du Mont outshines all other sets. Compare the size, brilliance and clarity of the image. Compare the quality of sound. Compare the ease and accuracy of tuning. Compare styling and workmanship of the cabinets. See and hear the new Du Mont Telesets. See; Hear; and Compare.

DU MONT

First with the finest in Television

ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WABD, 515 MADISON AVE., NEW YORK 22, N. Y.
DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. • HOME OFFICES AND PLANTS, PASSAIC, NEW JERSEY
Copyright 1947, Allen B. Du Mont Laboratories, Inc.

*Trade-mark

The World's
Most Wished-for Radio

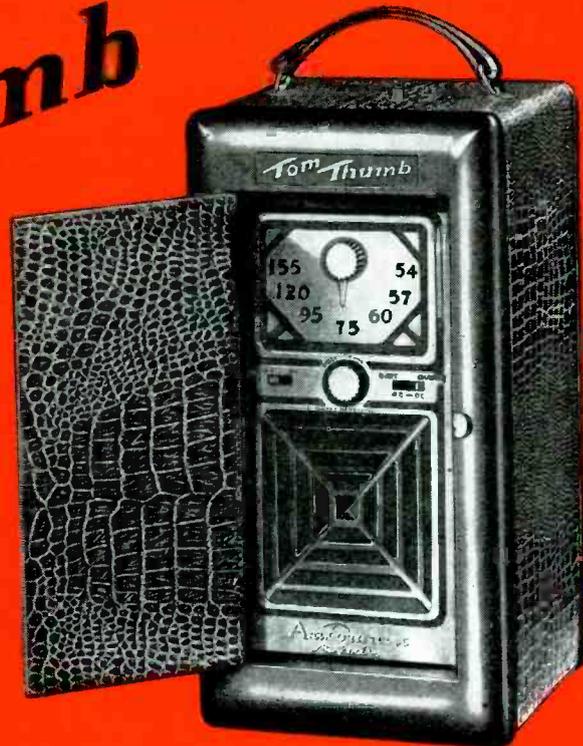
Tom Thumb

PERSONAL
PORTABLE

This is the set that people have dreamed of—the set that will do anything—that will follow the fun to the farthest place and add the spell of music to the beauty of seashore, woods or mountains.

This is the set they've dreamed about—that carries like nothing at all—that performs like a console and practically takes care of itself.

This is the set that millions have wished for, and this is the set they'll buy when you show it to them.



EXCLUSIVE - PATENTED

4 Way Operation

AC-DC-BATTERY-CHARGE

Recharges Its Own Batteries

Automatic
Radio

MANUFACTURING CO., INC.
122 Brookline Avenue, Boston 15, Massachusetts

The set that has everything
—that does everything
and does it everywhere



Available in popular sizes and ranges for switch-board and panel requirements; including DC, AC (power frequencies and radio frequencies) rectifier types, and DB meters. Ask your local WESTON representative for full details, or write ... Weston Electrical Instrument Corporation, 581 Frelinghuysen Avenue, Newark 5, New Jersey.

WESTON
Panel Instruments



Ready now!

TO BOOST SUMMER PROFITS

*Model 260 DeLuxe
self-charging
portable radio*



- Standard and 5 short-wave bands
- Plays on battery or a-c current
- Rechargeable battery
- Built-in charger
- Visible battery indicator
- Push-button controls
- 3 gang condenser tuning
- 6½" Dynapower speaker
- Sturdy die-cast aluminum case

IN every way it's the finest portable G.E. ever built, and ready right now in ample quantities at the very beginning of the portable selling season. You never saw a portable with so many selling features. It has standard broadcast and five short-wave bands with push-button controls. And its power and tone compare favorably with big console models.

Lucky owners of G-E Model 260 can play this de luxe portable as freely as their radio at home because its battery power can be renewed over and over again simply by plugging the set into an a-c outlet. For full information, see your G-E Radio Distributor or write to Electronics Department, General Electric Company, Bridgeport, Conn.

THE FIRST AND GREATEST NAME IN ELECTRONICS

GENERAL  ELECTRIC

175-F5

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

Collier's Stakes Out America's Richest Market

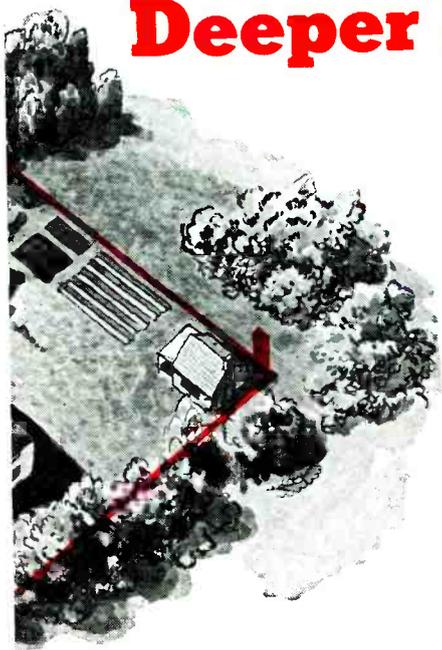


...The Age of Acquirement

For advertisers who think ahead, Collier's stakes out America's richest market . . . the 25 to 45 year age bracket . . . the "Age of Acquirement." These men and women in the prime of life . . . establishing homes, acquiring possessions . . . know what they want . . . are anxious to buy. And the "buying plans" of

Collier's readers are ambitious . . . well above those of the average buyer . . . a fact recently brought to light in a nation-wide survey made by The Psychological Corporation. To obtain your share of this profitable market costs less . . . through Collier's . . . than through either of the other "Big 3" weeklies.

Your Budget Buys Deeper Market Penetration



The lower cost of a Collier's page . . . the lowest of the "Big 3" weeklies . . . puts better continuity within reach of the average advertiser. It means more insertions . . . more impressions . . . more weeks of national coverage.

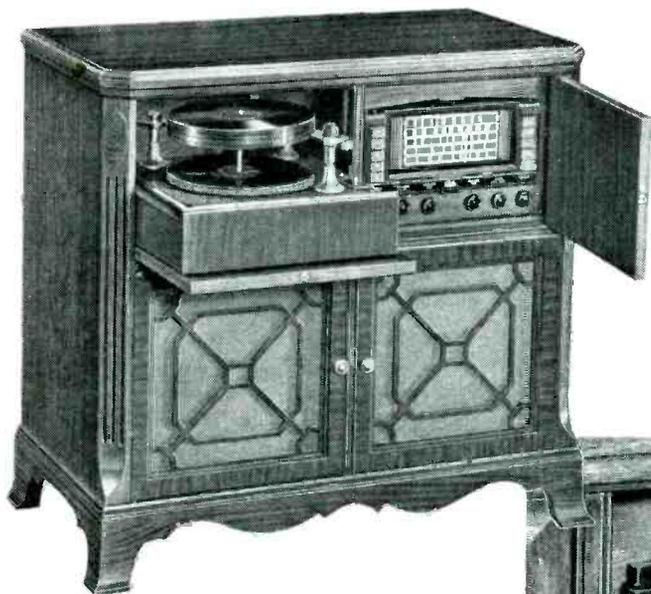
Greater Consumer Concentration

Collier's reaches the men and women who buy. Among the "Big 3" weeklies, Collier's families have the greatest percentage of men and women in the "Age of Acquirement" . . . the 25 to 45 year age group.

Collier's for Action!

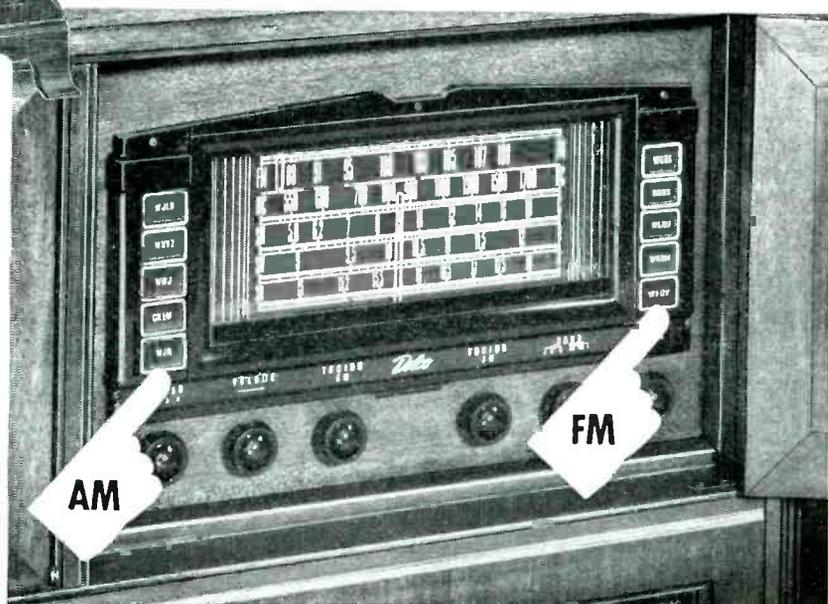
All the Magic of **FM**

with the New **DELCO RADIO** Combination



LET IT storm and thunder! In any weather, at any time of the day or night, FM reception over the new Delco Console Combination is amazingly static-free. Always, the programs are magically clear—perfectly reproduced.

There are scores of good, solid engineering reasons for the thrilling performance of the new Delco Combination. It has 14 tubes plus rectifier, with three short-wave bands in addition to AM and FM . . . a big 15-inch speaker for finer reproduction . . . a tone control providing 12 different bass and treble combinations . . . and many more advanced features. The record player features a special lightweight tone arm with *jeweled-point* pick-up, and handles fourteen 10-inch or ten 12-inch records. It rides smoothly in and out on a ball-bearing roller mechanism, and shuts off automatically after the last record plays.



PUSH-BUTTON TUNING FOR FM, TOO! The new Delco Console Combination provides *push-button* tuning for both AM and FM.

Exquisite workmanship and unusual distinction of design mark the 18th-century cabinets. Two models are available: R-1251 in walnut, and R-1252 in mahogany—both masterpieces of fine furniture.

To see and hear *the best of all that's new in radio*, ask your United Motors Service distributor to demonstrate the new Delco Combination and other popular Delco radio models.



DELCO RADIO A GENERAL MOTORS PRODUCT

Delco radios are distributed nationally by United Motors Service. See your United Motors distributor about the Delco radio line.



\$48.85
INC. FED. TAX
PLUS BATTERY

THE SONORA ALL-AROUNDER—20,600,000 readers of five of America's major magazines will see SONORA'S sales-packed ad on this model—will be eager to hear its matchless "Clear as a Bell" tone... see its eye-catching beauty. More than just a portable, the ALL-AROUNDER is large enough to give complete *big-set performance*, light enough to carry *anywhere*. Covers the full standard broadcast band. Plays from a self-contained battery pack, AC and DC. This beautifully designed two-tone model is your profitable answer to the huge demand for portables. 12" wide, 9" high, 6" deep. Get full details today!

The choice
in '47 is
Sonora
Clear as a Bell
with
"Clear as a Bell"
Tone



Combination in Ivory Plastic
\$42.95 LIST, INC. FED. TAX

Combination in Walnut Plastic
\$39.95 LIST, INC. FED. TAX

THE SONORA SERENADE—Take profitable advantage of the demand for compact phono-radio combinations with this sleek, nationally advertised SONORA model in gleaming white plastic. Reproduces records and plays full standard broadcast band with famous "Clear as a Bell" tone. Phonograph equipped with new type lightweight pick-up arm. No aerial or ground required. Get your share of the big phono-radio business with the *exceptionally low-priced* SONORA Serenade!

Sonora
Clear as a Bell

HOME ENTERTAINMENT AT ITS BEST
SONORA RADIO & TELEVISION CORP.
325 North Hoyne Avenue • Chicago 12, Illinois

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

Plenty of sales features you

IT'S A CINCH TO SELL THE Westinghouse 148

This powerful, lightweight 3-way portable has LOOKS . . . PERFORMANCE . . . and is PRICED RIGHT.

Your radio prospects are name conscious. Your radio prospects want a *real* value. They get both in the 148. It's the portable that will be your summer sales leader. It has a well-known name. It is a real competitive value. It has sales features you can demonstrate . . . that prospects can see and hear for themselves.

Home Radio Division, Westinghouse Radio Corporation, Sunbury, Pennsylvania.

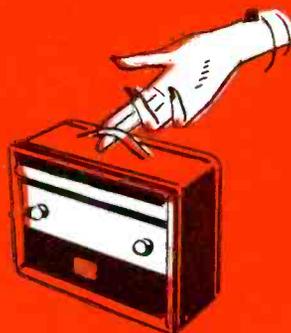
Tune in Ted Malone Monday through Friday
11:45 A. M. E. S. T. American Broadcasting
Company Network.

INSTANT OPERA-
TION, even on
house current.
NO WAIT—NO
WARM-UP.



MORE STATIONS—you
hear them better.

BIG in size—LIGHT
in weight.

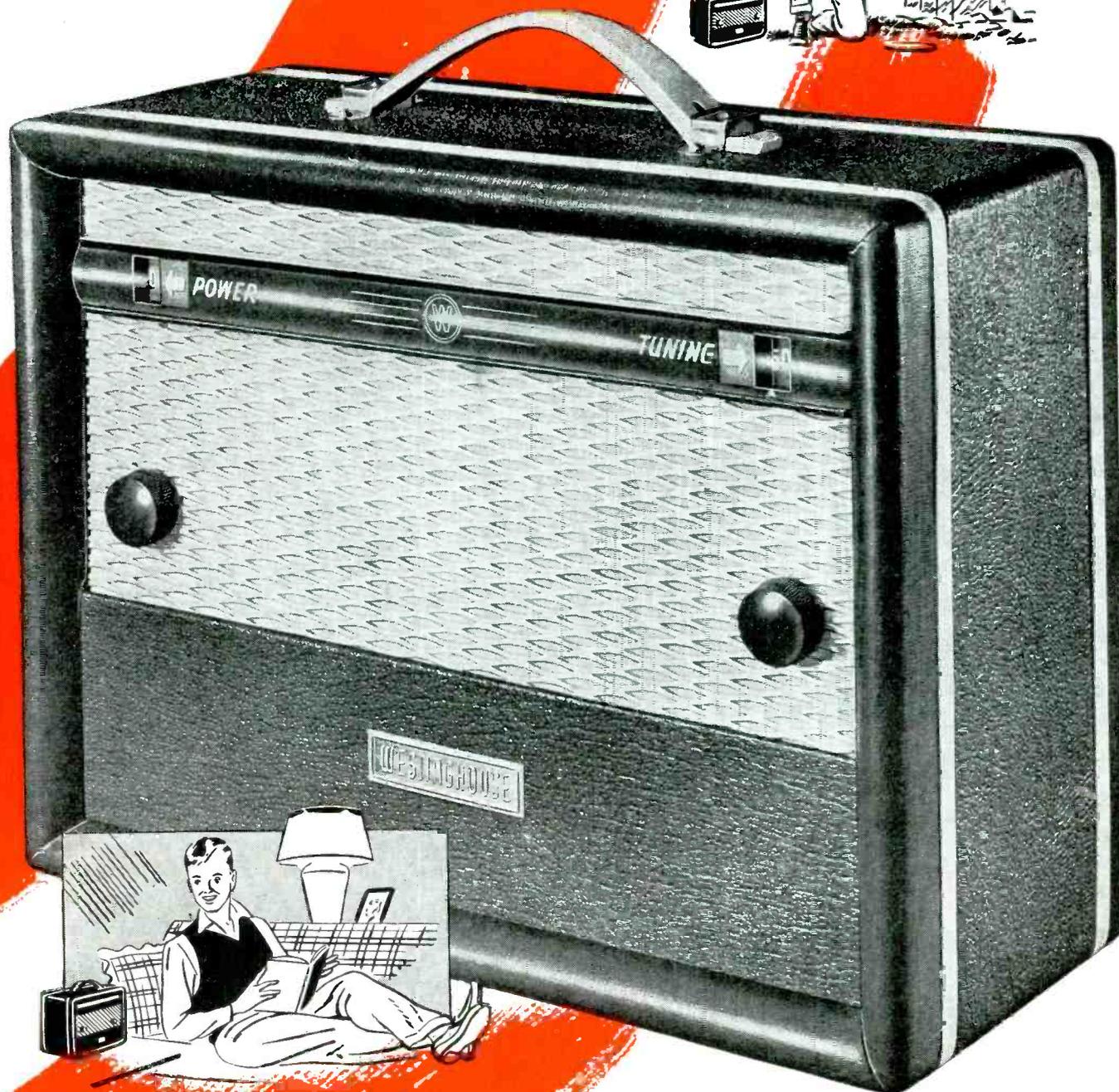


TWICE the SENSITIVITY
of comparable pre-
war sets.

RADIO'S FIRST

can demonstrate

Light in weight, durably built ...
powerful performance ... it's an
easy-to-carry companion for camp or beach.

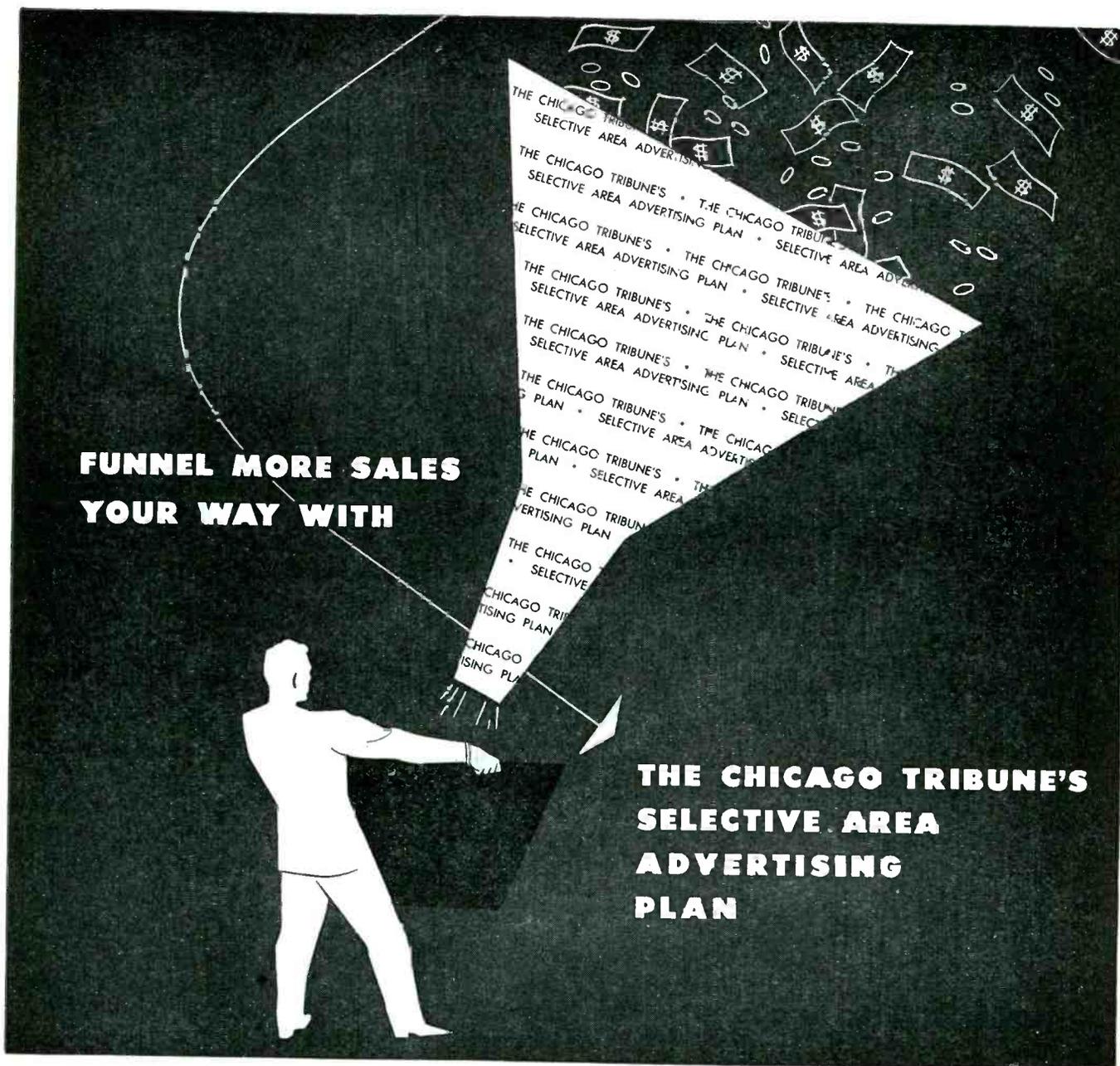


Smartly styled two-tone cabinet you'll
use in any room. Simple switch-over
from battery to AC or DC operation.

NAME IS

Westinghouse

RADIO TELEVISION



**FUNNEL MORE SALES
YOUR WAY WITH**

**THE CHICAGO TRIBUNE'S
SELECTIVE AREA
ADVERTISING
PLAN**

You'll get faster results . . . more sales . . . in the multi-million dollar Chicago Market using the Tribune's Selective Area Advertising Plan.

This new, flexible plan gives you, your distributors and your dealers the kind of campaign you want.

EACH DEALER GETS:

- 1** Selective coverage of his local market
- 2** Prominent display of his name and location
- 3** The low rate of just 2% a line!

YOU GET:

- 1** Better identification of your local outlet
- 2** Enthusiastic dealer support
- 3** Advertising that pays off right away!

You can reach 63.4% of the \$414,757,552 home appliance volume in the Great Chicago Market when you place your message before Tribune-reading families. Tribune rates per line per 100,000 circulation are among the lowest in America.

Chicago Tribune

The World's Greatest Newspaper

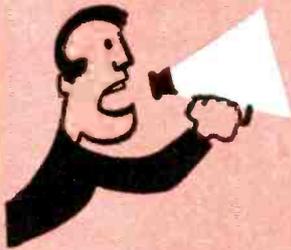
March average net paid total circulation:
Daily, over 1,040,000; Sunday, over 1,500,000

Faster results stem from this plan. Using it, you can get the jump on competition and get maximum benefit from the significant facts revealed in the Tribune's Durable Goods Study . . . one of the most comprehensive analyses ever made among consumers in the Great Chicago Market.

To learn how this plan can serve your specific needs, write your nearest Tribune representative, as shown below.

- H. N. King, Chicago Tribune
810 Tribune Tower, Chicago 11
- E. P. Struhsacker, Chicago Tribune
220 E. 42nd St., New York City 17
- Fitzpatrick and Chamberlin
155 Montgomery St., San Francisco 4
- W. E. Bates, Chicago Tribune
Penobscot Building, Detroit 26

MEMBER: AMERICAN NEWSPAPER ADVERTISING NETWORK, INC., FIRST 3 MARKETS GROUP, AND METROPOLITAN SUNDAY NEWSPAPERS, INC.



3 CHEERS FOR

Tele-tone DEALERS

Tele-Tone TAG-A-LONG

A 3 way portable . . .
batteries or AC-DC power

- Latest tube complement plus selenium rectifier
- Quick starting . . . plays immediately on AC-DC current
- Alnico permanent magnet speaker
- Size only 9 3/4" x 3 1/2" x 7"
- Weighs only 5 1/2 lbs., including batteries
- Uses batteries that are universally available
- Full vision slide rule dial
- Self contained loop antenna
- Simulated leather cabinet with plastic front and back



to retail at
less
batteries **29⁹⁵**



to retail at
18⁹⁵

Tele-Tone IVORY DYNA-MITE in sparkling IVORY

You know the value of the famous Tele-Tone DYNA-MITE . . . now wait 'til you experience the tremendous "impulse" demand for this handsome little handful in gleaming IVORY. It's a big performer.

Still available in
walnut plastic at \$17.95



to retail at
29⁹⁵

Tele-Tone SHORT-WAVE and standard broadcast radio

Sensational is the word for this set. It has a full range standard broadcast band . . . AND short wave band from 1&MC to 5MC. It contains a 5" permanent magnet speaker . . . in a walnut plastic cabinet with a coffee colored grill. You won't be able to keep it in stock!



America's
leading
small
radio
specialists.

Tele-tone

RADIO CORPORATION — 609 West 51st Street — New York, N. Y. — Dept. 42

Distributors - Dealers

Here's the Radio News
you've been waiting for

FEDERAL, ASSOCIATE OF IT&T OFFERS FULL LINE HOME RADIOS

Television, Frequency Modulation Coming;
38 years' Electronic "Know How" assure Performance

Progressive distributors and dealers all over
the United States have shown great interest
in the announcement that Federal Tele-
phone and Radio Corp.
States Manufacturing

that the engineering of these new products
will be outstanding since the background
experience of IT&T includes some of the
achievements of

SOME TERRITORIES STILL OPEN

Get full particulars on this
most important Radio Line

Federal's Program

- ✓ Complete and advanced radio line including FM and Television
- ✓ Produced by the Manufacturing Associate of IT&T, America's world-wide communications leader
- ✓ Competitively priced with big plus sales value
- ✓ National and "co-op" advertising
- ✓ Here to build a good permanent business for you



FEDERAL

TELEPHONE AND RADIO CORPORATION

1001 SOUTH SECOND STREET • BOX 33 • HARRISON, NEW JERSEY
HUMBOLT 2-8030

ASSOCIATE OF

IT&T

INTERNATIONAL TELEPHONE
AND TELEGRAPH CORPORATION

America's World-Wide Leader in Communications, Electronic Research and Precision Manufacture

Jack-Of-All-Trades?

NO SIR! Zenith's Policy Is

RADIONICS

EXCLUSIVELY

IT'S A POLICY That Means Better Radios . . .

Zenith's skills and efforts are geared entirely to Radionic development and progress. The scores of pace-setting sales features for which Zenith has long been famous have been a natural result of this concentration of effort. The New Way to

Play Records with the Cobra Tone Arm, Zenith's built-in FM antenna, the Radiorgan, the Consoltone circuit—these are but a few of the sales-making developments made possible by Zenith's policy of "Radionics Exclusively!"

IT'S A POLICY That Means Better Dealers . . .

Zenith dealers are not "bogged down" by unproved brands of refrigerators, washing machines or other items forced on them as part of their radio franchise. Zenith dealers are free to select the lead-

ing items they want in other lines to complement Zenith radios . . . they are known for the quality of *every* line they carry. Progressive dealers . . . *better* dealers . . . appreciate this independence.

IT'S A POLICY That Means Better Business . . .

Zenith's pledge of rigid adherence to this policy of "Radionics Exclusively" in the future as in the past is your assurance that Zenith radios will continue to be "Always A Year Ahead!" This su-

periority of product means better business now, and in the future . . . consistent, *profitable* business resulting from the good-will of customers who know the satisfaction of superior performance.

The Day Is Coming . . .

when manufacturers cannot "force" unwanted merchandise on dealers. When that day arrives, the value of the Zenith franchise . . . the radio dealer's "Declaration of Independence" . . . will be greater than ever.



ZENITH RADIO CORPORATION

CHICAGO 39, ILLINOIS

30 Years of Radionics Exclusively

MAKING TUBES IS EASY..

If YOU KNOW HOW!



ΚΑΤΑΦΟΡΗΣΙΣ

*...filament coating
made Easier... Better*

HYTRON CATAPHORESIS COATING MACHINE—Filament wire proceeds from the large spool at top center through oxidizing oven, cataphoresis coating bath, and two small ovens. Finally, the coated wire is wound on the cylinder at the left.

A jawbreaker from the Greek, cataphoresis means simply "the movement of suspended particles through a fluid under the action of an applied electromotive force." At Hytron, filaments are not *sprayed* with electron-emissive coating, because that way precise control cannot be achieved. Rather, coating is electrically deposited by the cataphoretic movement of the carbonate molecules.

Drawn through a special coating solution, the filament wire itself serves as the anode; and a metallic plate, as the cathode. The solution consists of a triple precipitate of barium, calcium, and strontium carbonates plus a binder—all suspended in a special organic medium. A precisely adjusted electromotive

force uniformly deposits and bonds the electrically-charged salts onto the filament wire. Baking problems are simplified; coated wire is spooled directly on a cylinder, ready for use.

This new Hytron method of filament coating is so simple, so precise as to texture, weight, and adhesion. One wonders why it is not universal. The answer is simple. Cataphoresis coating is easy *only* if you possess the trade secret of the Hytron coating formula. Also, the applied voltage, timing, and resultant control of texture and emissive qualities in mass production represent months of persistent research. You profit by superior performance from all Hytron coated-filament tubes.

SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921

HYTRON

RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASSACHUSETTS



*Listening
PROVES It!*

Stewart-Warner is today's superior FM-AM radio



THE MUSIDORA—FM-AM CONSOLE RADIO-PHONOGRAPH. Plays 10- and 12-inch records "intermixed" on automatic changer. This master instrument re-creates music with a depth and richness you've never heard before . . . against a background of velvet silence . . . without fading or static. The improved Stewart-Warner FM circuit gives you performance as real as a personal appearance! Full-cycle AC tonal range, so important in playing symphonic records. Two album compartments, 2 built-in aerials, 8 tubes plus rectifier.

NEW AM RADIO-PHONOGRAPH

THE NEW CONSOLETTA—WITH AUTOMATIC RECORD CHANGER. More than ever, it's the perfect combination for good music and good fun. Easy to move to porch or recreation room . . . good to look at . . . and wonderful to hear! Rich, full tone you'd expect only in a big console. Big, clean volume for dancing. Handles up to 12 records. Quickly detachable legs turn it into a table or chairside model. Smooth AC operation, with full-cycle tonal range. Five tubes plus rectifier.



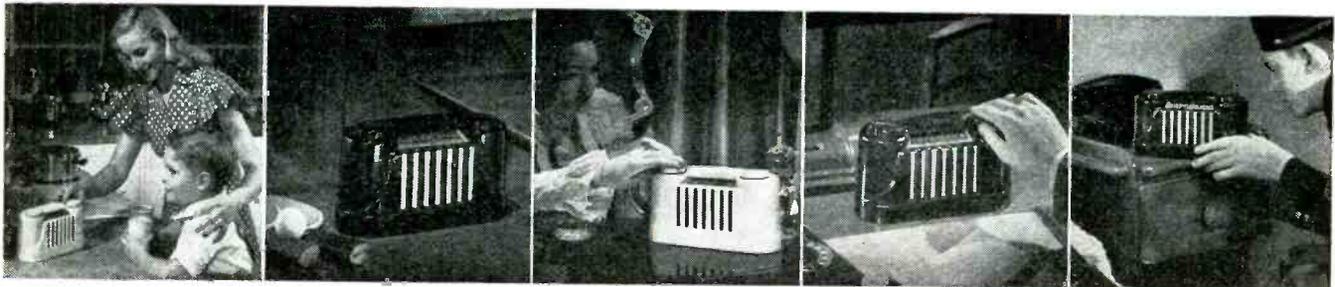
A Model for Every Purpose—A Radio for Every Room

Stewart-Warner

AM Radios • **FM** • Radio-phonographs • Television

CHICAGO 14,  ILLINOIS

"THE CONSOLE IN A JEWEL CASE"—PERFORMS EVERYWHERE



AIR PAL—Smaller than a phone, yet a full-power AC-DC radio. *Not a tinny toy!* Slide-rule dial, planetary tuning, built-in aerial. Weighs only 3¼ lb. Ebony, walnut, or lustrous ebony plastic. Plug it in anywhere . . . home, office, train, hotel.



Look out for brick-bats in that bouquet

MOST national advertising looks mighty attractive, Mr. Radio Dealer. But look under the pretty flowers—is there a hidden brick-bat? How much work does that advertising do for you?

No such questions plague Sparton dealers. Benefits of Sparton's sparkling, full page, four-color ads, now appearing in leading national magazines aren't spread thin as watered milk over 500, 50, 20, or even 10 dealers per area.

S·C·M·P.* makes national advertising local

Under S.C.M.P.* (Sparton's plan that cuts distribution costs and ends retailing nightmares) there's only ONE Sparton dealer in each community. So, a person who reads a

Sparton ad is directed to that one dealer—easily located through the yellow pages of the telephone directory.

See what a difference it makes! Here's national advertising that *really works* locally. Sparton dealers get full value from every ad in every magazine reaching their territories.

Yes sir, advertising like that is welcome as flowers in May! And there's more too—combine the *other* features of S.C.M.P.* with Sparton's top quality and low retail price—add for good measure important new product news soon to be announced—then you have the *full story*.

It *pays* to be a Sparton dealer!

THE SPARKS-WITHINGTON CO., JACKSON, MICH.
Radio and Appliance Division—Plant 5

Sparton

Radio's Richest Voice Since 1926

*** S·C·M·P.*** SPARTON CO-OPERATIVE MERCHANDISING PLAN. A proven exclusive method of profitably retailing radios and home appliances that has been and is being advertised regularly to consumers in leading magazines.

ONE
Sparton
DEALER

in each community

Check These Profit-Increasing Features

- One exclusive dealer in each area
- National advertising that works locally
- Direct factory-to-dealer shipment
- Low consumer prices
- Factory prepared and distributed promotion helps
- Seasonal promotions
- Uniform retail prices
- Products styled by outstanding designers

AIR KING

Crown Princess Console



Superheterodyne receiver with...full range tone control...built-in loop aerial...six tubes (including rectifier)...two dual purpose tubes give eight tube performance—Alnico V Permanent Magnet Speaker...Automatic volume control. Edge lighted slide rule dial.



Latest type record player with... Foolproof automatic changer for ten or twelve inch records... Featherweight low-pressure tone arm... Crystal pick-up... Permanent needle.



Cabinet styled by top designer to fit any decorative scheme... in satin walnut finish... storage space for 180 records.



MODEL 4708

A distinctive Console with a Popular Price

Here is an instrument of inspired design and precision engineering for the customer who wants the very best value for the money he has to spend. Air King is offering this exceptionally fine console at an amazingly low price. The Crown Princess Console combines a high fidelity radio receiver and the finest dual post automatic record player for quality reproduction of fine music. It is a set that your customers are looking for, a set you will be pleased to display. Produced by the skilled craftsmanship of Air King for naturalness of tone and lasting beauty—it will be a proud addition to any home.

\$134⁷⁵ tax included
5% higher zone II



The Royalty of Radio Since 1920

AIR KING RADIO

Division of HYTRON RADIO & ELECTRONICS CORPORATION

★ WE HAVE A LIMITED NUMBER OF DISTRIBUTOR AND DEALER TERRITORIES OPEN ★
Write or wire: Air King Products Co., 1523-29 63rd St., Brooklyn, N. Y. Export Address: Air King International, 75 West Street, New York 6, N. Y.

The Royal Family of Radio



"Twenty-Six Years of Specialized Electronic Skill Behind Every Air King Radio"



Through this door

**PASS THE WORLD'S
FINEST CUSTOMERS . . .**

to see and hear

Recordio
*The World's Finest
Home Recording
Instrument*

No mere radio-phonograph, RECORDIO by Wilcox-Gay, is a profitable provider of wholesome home entertainment to attract quality-conscious buyers by the score. A four-way performer—Recorder-Radio-Phonograph-Amplifier—RECORDIO appeals to a vast, uncrowded market of upper income prospects. Not only does every RECORDIO sale return a handsome profit, but it also sets up at least twelve additional repeat sales of RECORDIO Discs and Needles each year. Farsighted dealers are shrewdly supplementing their earnings and preparing for the big swing to home recording by featuring the completely enjoyable entertainment possible only with RECORDIO . . . the world's finest home recording instrument. It's your big opportunity—don't hesitate. Write today for further details.

Recordio . . .
T.M. REG. U.S. PAT. OFF.
by **WILCOX-GAY**



"the Prestige line"

116-M

WILCOX-GAY CORPORATION

CHARLOTTE, MICHIGAN

The most
complete
line of
Loud Speakers
and Reproducers
is illustrated
and described
in the new
Jensen
catalog



JENSEN MANUFACTURING CO.
6625 SOUTH LARAMIE
CHICAGO 38, ILLINOIS

Please send me a copy of the 1947 Jensen catalog as
soon as it comes from the press.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

THE SATURDAY EVENING POST

THE BEST IN RADIO IS **BETTER** WITH A

THE REAL VOICE OF

Bendix Radio!



* DUFFY'S TAVERN with Finnegan, Miss Duffy, Archie and Eddie—among radio's best! NBC, Wednesday for 12ana, Trushay.

* Period dignity in rich walnut veneers. FM, Regular and Short Wave. Built-in FM antenna. Push-button tuning. Automatic record changer. Featherweight tone arm. Ample space for records.

LISTENING LUXURY BEYOND YOUR HIGHEST HOPES!

The real voice of radio—brought to brilliant life in your own living room—thanks to the matchless tone of Bendix, the best in radio! Yours is the silken clarity of Bendix FM—new freedom from static, fading and interference. Yours, too, is magnificent reception of Standard and Short Wave Broadcasts—new vibrant life in recorded music. And, of course, the superlative cabinet artistry which makes Bendix Radio first choice of smart decorators everywhere!

For all that's best in radio, ask your dealer to show you Bendix Radio.

*This Combination
of Radio's
Best Names
and
Radio's Best Sets
is Really Selling
Merchandise!*

*Another Proof that
Radio's Smartest
Franchise is
Bendix Radio*



RADIOS, RADIO-PHONOGRAPHS, FM AND TELEVISION

BENDIX RADIO
Baltimore 4, Maryland

BENDIX R. & O. DIVISION OF
THE BENDIX AVIATION CORPORATION



FOR EVERY ROOM

There is nothing finer than a Stromberg-Carlson

Most of your customers do their serious listening on the Stromberg-Carlson radio phonograph in the living room.

But how about the bedroom? The kitchen? Or little brother's room? They're good listening spots, too. And even though space is at a premium, big-radio performance is what's wanted.

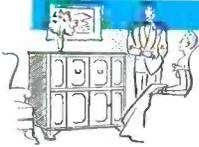
And that means Stromberg-Carlson's bright new table models . . . with performance packed into every inch! So how about suggesting an extra Stromberg-Carlson—one that has *all* the extras—to your next customer?

The Stromberg-Carlson Co., Rochester 3, N. Y. makers of radios, radio-phonographs, television receivers, sound equipment and industrial systems, telephones, switchboards and intercommunication systems.

"Give me the best you've got"



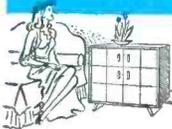
THE GEORGIAN—Model 1135-PF—Automatic radio-phonograph. In matched African swirl mahogany. Push-buttons for twelve stations. Patented "Acoustical Labyrinth" and matchless Carpinchoe speaker. With complete FM and engineered for wire recording.



"Wake up smiling"



THE NEW WORLD—Model 1121-M2—Automatic radio-phonograph. In bleached mahogany or English brown mahogany. Push-buttons for eight stations. Plays twelve 10-inch records or ten 12-inch records in sequence.



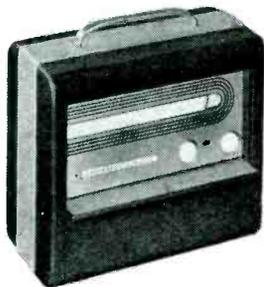
"Let's have a party"



THE MODERNAIRE—Model 1101-HPW—Automatic radio-phonograph. In walnut. Standard broadcast and spread-band short-wave. Alnico 5 permanent-magnet dynamic speaker. Plays twelve 10-inch records or ten 12-inch records in sequence.



"The kids will love this"



THE VAGABOND—Model 1105—A really light-weight portable. Operates on long-life battery or AC-DC house current. Standard broadcast. Built-in loop antenna. Alnico 5 permanent-magnet dynamic speaker.



"Something wonderful in the kitchen"



THE DYNATOMIC—Model 1101-HB (Brown) or 1101-I (Ivory). Streamlined ultra-modern plastic. Special hand hold in cabinet top. Alnico 5 permanent-magnet dynamic speaker.



there is nothing finer than a **STROMBERG-CARLSON**

ROCHESTER 3, N. Y.

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

RADIO & Television RETAILING

Including Radio and Television Today

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

The Dealer's Role as Expert Buyer and Seller

Large numbers of consumers are certainly influenced by self-styled "experts" who "rate," among other things, radios and electrical appliances, and by some out-of-the-field publications which "expose" alleged servicing and merchandising "rackets."

The dealer should not discount the weight some such groups throw around, nor should he lull himself into such false beliefs that he can easily explain away charges that some of the products he sells are not acceptable or too high-priced; the charges that many servicers are gyps.

It isn't as easy as that, because the self-appointed "expert" employs a very effective weapon in selling his theories to the consumer. That weapon is the "no-axe-to-grind" angle, and many a credulous consumer falls for it, hook, line and sinker. The retailer should keep himself posted on the activities of all agencies which may commend or attack his products and his services. If he does this it is not likely that the customer will be able to "spring" something on him.

Some "disinterested" product investigatory agencies do a certain amount of good. In numerous instances they have been of real service to sellers as well as to buyers. On the other hand, some of their operations have been unfair, under-handed and thoroughly reprehensible. Some have "planted" questionable evidence, while still others have published untrue statements as a result of ignorance.

The honest manufacturer and honest merchant have nothing to be ashamed of in their products or in their methods.

The retailer who handles numbers of the same models, renders free under-guarantee service and charged-for-out-of-guarantee service, knows much more about the product than any one-sample buyer can. He *knows* how these products perform in the home. He knows what his customers think of them.

Actually, then, the dealer is *the* expert. When it comes to "rating" a product, he shouldn't take a back seat for anyone. He's seen some poor products praised by the experts; some good ones given an unearned black-eye. It's up to him to gain the confidence of his customers by giving them the benefit of his expert experience, backed by his good reputation and his ability to select and service outstandingly good products.

All over the country there are good merchants whose opinions are respected and trusted by customers—dealers whose roles as experts are unassailable.

This is the sort of position we should all strive to occupy.

RADIO, Electrical Appliances

RUMORS PERSIST THAT REGULATION W will be killed by Congress before it adjourns. The time-payment controlling directive's death will speed installment buying.

NO BUYERS' MARKET IN TELEVISION sets this year. In spite of all efforts by manufacturers to get video receivers out in sufficient numbers to meet the large demand, the sales surface hasn't even been scratched. Dealers who put a set in a neighborhood are soon besieged by the new owner's friends and relatives who've been witnessing in-the-home demonstrations.

NOWADAYS, IT'S DIFFICULT TO FIGURE WHAT'S IN GOOD SUPPLY in the radio-appliance field, particularly from a nationwide viewpoint. Due to shipping difficulties and other conditions, some products which are abundant in some localities are quite scarce in others. Because of this situation there has been considerable buying going on between retailers.

SUMMER SELLING SEASON IS AT HAND, and dealers are ready to plug sales of portables, fans of all sorts, and room coolers (if they can get 'em). Right now, the portable radio supply situation looks pretty good, and the electric fan outlook is bright, with considerable stock available.

HOME APPLIANCE LIST PRICES, at present levels, seem to be "set" for the balance of 1947, as far as well-known brands are concerned. Most manufacturers agree that they are not contemplating any substantial ups or downs.

COMBINATION REFRIGERATOR-FREEZER, each with its own door, will hit the market late this summer. It will be made by General Electric and is termed a "super-duper" model by company officials.

CONSIDERABLE "OUTDOOR" SELLING and home demonstration is now going on in spite of the continued shortage of some products in this field.

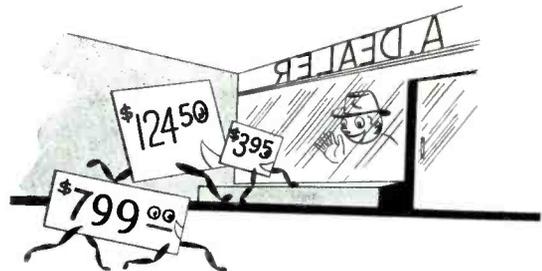
A COMBINATION RADIO AND TELEPHONE hookup, developed for rural areas, is the newest telephone system for farms and ranches. One such system, installed on an experimental basis in Cheyenne Wells, Colorado, serves a small group of ranches about 20 miles from town. The set-up was described by Paul W. Blye, of Bell Labs, in a General Electric science forum recently broadcast.

"TODAY TELLING IS GOOD SELLING. If you have only a floor sample use that to make a demonstration. If you don't have a sample, but have a circular, use the circular . . . The public is tired of the 'brush-off'." —Edward J. Hegarty, manager sales training, Electric Appliance Division, Westinghouse.

DISTRIBUTORS ARE TIGHTENING UP ON CREDIT all over the country, and so are retailers. The latter are switching from open-credit to use of facilities offered by lending agencies in financing customer purchases.

RIGHT ON THE HEELS OF CHICAGO'S big annual Radio Parts and Electronic Equipment Show, May 11 to 16, will come the National Association of Music Merchants with its 1947 get-together at the Palmer House, June 2nd to 5th. Both shows contribute heavily to the welfare of the industry, and are always well attended.

NO 20 PER CENT TELE AMUSEMENT TAX after all, when Internal Revenue Bureau rescinded a previous ruling which would have levied such tax against public places where television receivers are in use.



NEW SHOW WINDOW DISPLAY TREND is nationwide use of price tags on all merchandise shown. Used to be that prices were nearly always left off high-priced items. Nowadays, it's different. A price on everything is informative and helpful, retail merchants have discovered.

SYLVANIA LAUNCHES INTENSIVE national consumer advertising campaign to promote good-will for radio servicemen and stimulate sales of replacement tubes for home receivers. Ads will emphasize the dependability, honesty and skill of the local radio merchant.

AN ILLINOIS DEALER WHO HAD \$45,000 worth of "priority" orders for Westinghouse products sent customers a letter. This letter gave date money was deposited, the price change, if any, and the prospective buyer's exact place on the list. The dealer offered to refund the money if the customer so requested. The large majority were satisfied to wait—appreciated the merchant's honesty and interest in their welfare.

COMPETITION IS BACK IN THE OIL BURNER INDUSTRY. Intensive selling campaigns being launched by dealers now that supply and demand are running neck-and-neck. Today, there are about three and a quarter million burners in use.

Records, and Television, **TODAY**

DO DEALERS WANT LONGER DISCOUNTS — higher list prices? Or do they want short discounts and low list prices? The Harry Alter Co., well-known Chicago distributors, quizzed a number of retailers on this subject; received 116 answers as follows: 59 dealers voted for better discounts with higher list prices. 57 merchants voted for status quo — short discounts, low list prices. Says Alter's "Fortnightly" bulletin: "The results are not conclusive and only prove one thing—that under the American capitalistic and free enterprise system, there can be no regimentation of ideas."

YALE & TOWNE'S TIP TOE IRON, now being merchandised, will be followed by at least two new small appliance items in the near future.

LOW-PRICED FM TABLE MODEL receivers will be introduced some time this year by Stromberg-Carlson Co. The company's first FM sets were made in 1939.

A MILLION NEW HOMES FOR '47, and this does not include farm dwellings, looks like a sure thing. Dealers who follow the new home business will be safe in estimating that about \$600 per home, on an average, will be spent for radios, major and small electrical appliances.

APPROXIMATELY \$17,000,000 WORTH OF RADIO receivers of American Manufacture will be purchased by Latin American countries in 1947, the U. S. Department of Commerce estimates. Greatest demand is expected to be in Brazil, Chile and Cuba. Brazil, it is estimated, will buy nearly 200,000 sets costing almost \$6,000,000, while demand in Mexico is estimated at about 160,000 receivers; in Chile 94,000, and in Cuba 60,000.

CARPETING AND RUGS TOTALLING 68,000,000 to 70,000,000 yards with a dollar volume of \$250,000,000 will be made this year in the U. S., says Merrill A. Watson, president of the Institute of Carpet Manufacturers of America. A lot of vacuum cleaners will be needed to keep these floor coverings clean.



AVALANCHE OF REQUESTS for display material, sales helps, etc., pouring into jobber and manufacturer headquarters. Alert merchants are ordering signs and display pieces; welcoming the variety of selling aids available. Never before has such great interest in ad and display material been evinced by retailers, say distributors and makers.

ONLY 29 PER CENT OF THE PEOPLE OWN RECORD PLAYERS in working condition, Columbia Recording Corp. survey reveals. "In 1946 there were 300,000,000 records sold, and still only 29% of the homes contain a record player", points out Paul Southard, Columbia's vice-president in charge of sales, who adds "This is indicative of the potential sales volume per machine."

A NUMBER OF MUCH-SOUGHT-AFTER SMALL APPLIANCES are still being sold under the counters by retail merchants. Dealers find it more difficult to hold onto small appliance "samples" than the major items because customers can pick up the former and walk away with them.

KELVINATOR REFRIGERATORS AND RANGES still scarce, and officials see no easing of the demand in relation to the supply until 1948, according to Tom Joyce, general manager Raymond Rosen & Co., Philadelphia jobbers.



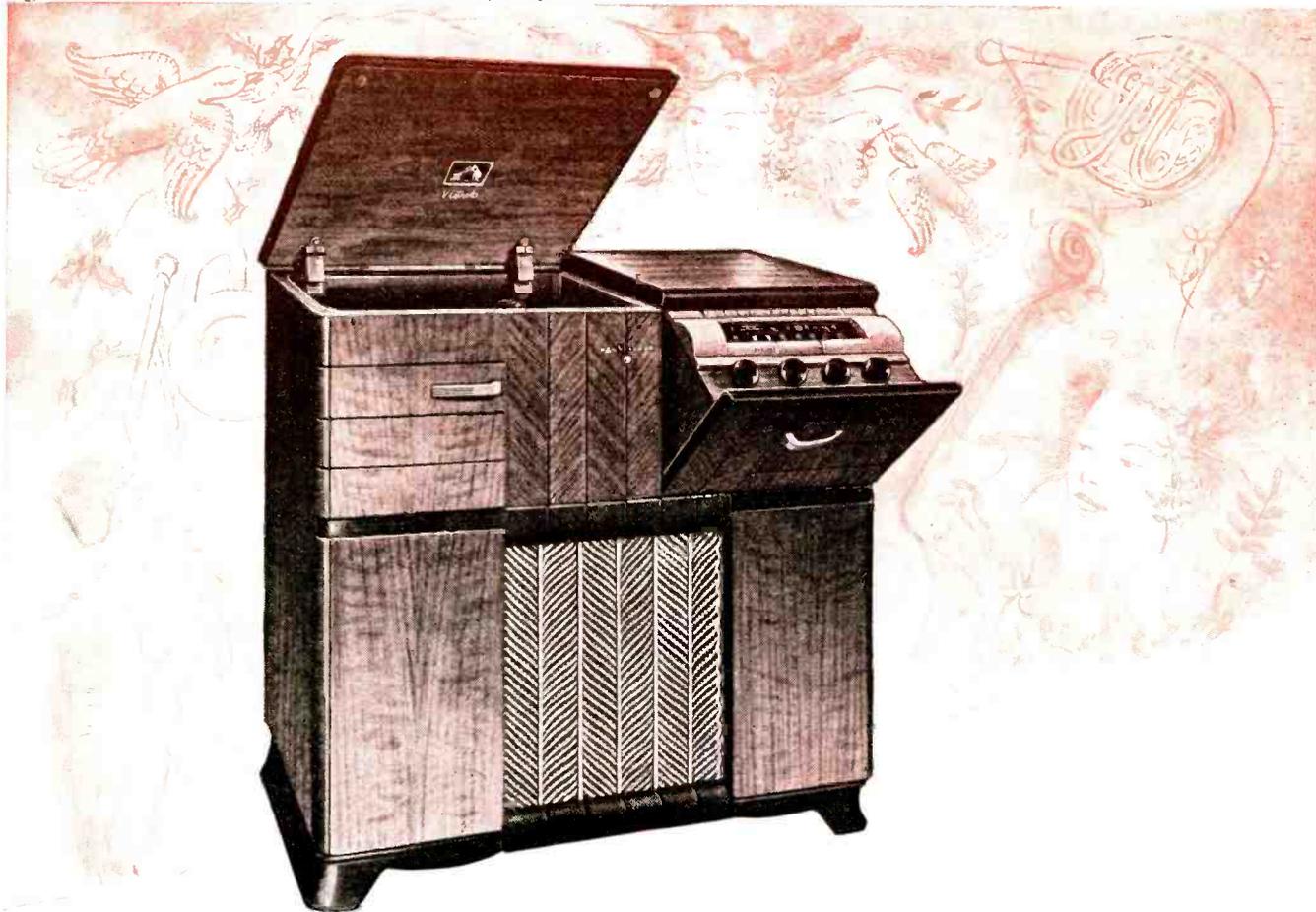
THEY'RE REALLY GOING TO TOWN with the new lamps! Backed up by huge ad campaigns which stress incandescents, fluorescents, health lamps and other special numbers, dealers are more than ever light bulb-conscious. Retail merchants are ringing up new profits in the new bulbs; are finding them easy to sell along with the old reliable staple types. Novel lamp window displays getting results for the live-wires.

WHEN PRODUCTION RATE CATCHES UP WITH BUYING rate it's time to sell—time to stop wishing for wrap-up sales. All over the country, merchants who make real efforts to merchandise their stocks are the fellows who're not stuck with flocks of shelf-warmers. In the case of small radios, some dealers permit themselves to be "sold" on the belief that such sets are not moving. Slews of small radios can and are being sold via that time-tested method—good salesmanship. Every home in the United States can use one or more extra sets. The right thing to do is to point out the need to each and every customer.

INTRICATE TELEVISION WAVEFORMS even to those in a single scanning line and to a fraction of that line, are picked out, expanded either vertically or horizontally, and can be recorded when desired, by means of the new Du Mont Type 280 oscillograph recently announced by Allen B. Du Mont Laboratories, Inc., Passaic, N. J.

Profits are sure with RCA VICTOR

ONLY RCA VICTOR MAKES THE VICTROLA



Priced for instant popularity... **THE NEW VICTROLA 67V1**

The latest of the new 1947 Victrola radio-phonographs—the 67V1 is sure to be a hit with your customers. See the full-page color advertisements in: *Life*—May 12.

Here's a smart, classic modern in striped walnut veneers. On the right, the radio chassis tips forward for

simplified tuning . . . the automatic record changer—under the lid at the left—plays 10 twelve-inch records or 12 ten-inch records. And, the exclusive RCA Victor "Golden Throat" 3-way acoustical system brings out the full, golden tones of records *and* radio programs.



"Golden Throat"

Proved by "Curtain" tests to be the finest tone system in RCA Victor history! Richer, higher fidelity is produced by the "Golden Throat". . . the exact balance of cabinet, loudspeaker, and electronic amplification.

RCA's 48 years of electronic engineering experience—plus Victor's 27 years of leadership in sound reproduction techniques has gone into the development of this exclusive 3-way acoustical system.

...today and tomorrow

PROFITS . . . big profits from steady sales are yours—today and tomorrow—with these new RCA Victor radios and Victrola radio-phonographs. Here are the finest instruments in the history of RCA Victor . . . presold for you by an advertising campaign of unequalled force.

Dynamic advertisements in sparkling color in *Life*, *Collier's*, and *Saturday Evening Post*; and the popular RCA Victor program . . . "Music America Loves Best" . . . on 148 NBC stations

from coast to coast join to build a powerful demand that will last long after this "Sellers' market" has passed. The exclusive "Golden Throat" tone system joins other RCA Victor developments to produce the performance your customers want . . . *and will wait for.*

Try these instruments . . . listen to them in action. Compare them with *any other* sets in the price range . . . then, you'll know *why* customers demand the new RCA Victor instruments.

The pick of the Portables

THE "GLOBE TROTTER," THE "PERSONAL" and THE "ESCORT"

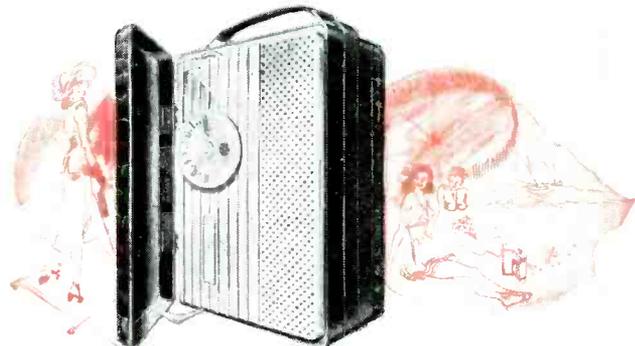
Three stunning, lightweight portable radios—especially designed for your customers' enjoyment *wherever* they go. Each smartly cased set has the rich tone of the "Golden Throat" with plenty of volume for real listening pleasure.

See the full color advertisement in:

Life, June 2; *Collier's*, May 31; *Saturday Evening Post*, May 31



THE "GLOBE TROTTER"—3-way portable in aluminum and plastic. Lift the dial cover and it plays instantly—on AC, DC, or batteries—close the dial cover and it turns off automatically. Equipped with RCA tubes and RCA batteries—radio-engineered for extra listening hours.



THE "PERSONAL"—only 6¼" high—built like a fine camera. Has rugged, long-life RCA batteries—radio-engineered for extra listening hours, and tiny but sturdy war-developed RCA Preferred Type tubes. Comes in black, brown, or maroon alligator-plastic.

THE "ESCORT"—features a battery that's rechargeable from any AC current outlet. Plays as a portable and on the house current like a table radio—even plays while recharging! Luggage-type case, coated with extra-sturdy, plastic, chromium trim.



"Victrola"—T. M. Reg. U. S. Pat. Off.



RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA



Keynote speaker, Bill Cunningham, the sports writer and radio star.



R. C. Sprague, a director of the Parts Show Corp. and also RMA Director.



R. J. Sherwood, also a Director of the Radio Parts Show Corporation.



W. W. Jablon, a Show Director and Secy. Sales Managers Club, East Div.



William O. Schoning another Parts Show Director and President of NEDA.



Leslie M. DeVoe is Acting President of "The Reps" who have headquarters of the Congress Hotel and will hold meetings there May 12.



Kenneth C. Prince, the show's General Manager, & Executive Secretary EP&EM.



Jack A. Berman is President of Radio Parts & Electronic Equipment Shows.

Radio's Biggest

Parts Industry Convenes for Annual Event.

• In the midst of one of radio's liveliest years, and with news of new product developments crackling through all levels of the trade, the 1947 Radio Parts & Electronic Equipment Show is all set for a spectacular session for the week of May 11 at the Hotel Stevens in Chicago.

Early counts on the advance registrations at the Show indicate that all records will be broken for this famous event. Announcements from the Radio Parts & Electronic Equipment Shows, Inc., revealed the total advance registration to be 2,054. Included in this figure are 885 member-

exhibitors, 39 guest exhibitors, 367 radio "reps," 489 members of the National Electronic Distributors Association, and 274 non-NEDA members. The Show is sponsored by the Radio Manufacturers Association (parts division), Sales Managers Club Eastern Division, the Association of Electronic Parts & Equipment Manufacturers, and NEDA. The show corporation handles the actual staging of the event, with Kenneth C. Prince as general manager.

The complete list of exhibitors shown on these pages includes some 158 manufacturers, who are ready

LIST OF MEMBER-EXHIBITORS

| | |
|---|-----|
| Advance Electric & Relay Co., 1260 W. Second St., Los Angeles, Calif. | 47 |
| Aerovox Corp., 740 Belleville Ave., New Bedford, Mass. | 85 |
| Alliance Mfg. Co., Mahoning Rd., Alliance, Ohio. | 123 |
| Alpha Metals, Inc., 363 Hudson Ave., Bklyn., N. Y. | 144 |
| Alpha Wire Corp., 50 Howard St., New York | 125 |
| American Coil & Engineering Co., 1271 N. Hermitage Ave., Chicago, Ill. | 116 |
| American Condenser Co., 4410 N. Ravenswood Ave., Chicago, Ill. | 129 |
| American Microphone Co., 370 Fair Oaks Ave., Pasadena, Calif. | 4 |
| American Phenolic Corp., 1830 S. 54th Ave., Cicero, Ill. | 65 |
| American Radio Hardware Co., Inc., 152-4 MacQuesten Pkwy., So., Mt. Vernon, N. Y. | 75 |
| Amperex Electronic Corp., 25 Washington St., Brooklyn N. Y. | 67 |
| Amperite Co., 561 Broadway, New York, N. Y. | 60 |
| The Astatic Corp., Harbor & Jackson Sts., Conneaut, Ohio | 95 |
| Atlas Sound Corp., 1443-39th St., Brooklyn | 134 |
| Audio Devices Inc., 444 Madison Ave., New York | 148 |
| Barker & Williamson, 237 Fairfield Ave., Upper Darby, Pa. | 77 |
| Belden Mfg. Co., 4647 W. Van Buren St., Chicago, Ill. | 128 |
| Bell Sound Systems, Inc., 1183 Essex Ave., Columbus, Ohio | 43 |
| Biley Electric Co., Union Station Bldg., Erie, Pa. | 78 |
| David Bogen Co., Inc., 663 Broadway, New York | 40 |
| William Brand & Co., 276-4th Ave., New York | 13 |
| British Industries Sales Corp., 315 Broadway, New York | 112 |
| Bruno Tools, 9330 Santa Monica Blvd., Beverly Hills, Calif. | 76 |
| Brush Development Co., 3405 Perkins Ave., Cleveland, Ohio | 118 |
| Bud Radio, Inc., 2118 East 55th St., Cleveland, Ohio | 39 |
| Burgess Battery Co., Foot of Exchange St., Freeport, Ill. | 147 |
| Burlington Instrument Co., 214 1/2 N. Fourth St., Burlington, Iowa | 22 |
| Camburn, Inc., 32-40—57th St., Woodside, N. Y. | 143 |
| Carron Mfg. Co., 415 S. Aberdeen St., Chicago, Ill. | 57 |
| Centralab, 900 E. Keefe St., Milwaukee, Wisc. | 68 |
| Chicago Transformer Div., 3501 Addison St., Chicago, Ill. | 11 |
| Cinaudagraph Speakers, Inc., Slater, Mo. | 3 |
| Clarostat Mfg. Co., Inc., 130 Clinton St., Bklyn. | 124 |

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| Condenser Products Co., 1375 N. Branch St., Chicago, Ill. | 153 |
| Continental Carbon, Inc., 13900 Lorain Ave., Cleveland, Ohio | 150 |
| Cornish Wire Co. Inc., 15 Park Row, New York | 48 |
| Croname, Inc., 3701 N. Ravenswood Ave., Chicago, Ill. | 84 |
| Dial Light Co. of America, Inc., 900 Broadway New York | 109 |
| Drake Electric Works, Inc., 3656 N. Lincoln Ave., Chicago, Ill. | 61 |
| DuMont Electric Corp., 34 Hubert St., New York | 12 |
| Duotone Co., Inc., 799 Broadway, New York | 20 |
| Eastern Amplifier Corp., 794 East 140th St., New York | 34 |
| Eastern Electronics Corp., 41 Chestnut St., New Haven, Conn. | 111 |
| Eckstein Radio & Television Co., 914 La Salle Ave., Minneapolis, Minn. | 29 |
| Eitel-McCullough, Inc., San Bruno, Calif. | 14 |
| Electric Soldering Iron Co., Deep River, Conn. | 58 |
| Electronic Engineering Co., 3223 Armitage Ave., Chicago, Ill. | 62 |
| Electronic Laboratories, Inc., 122 W. New York St., Indianapolis, Ind. | 56 |
| Electro Products Labs., 549 W. Randolph St., Chicago, Ill. | 81 |
| Electro-Voice, Inc., Buchanan, Mich. | 15 |
| Electrovox Co., Inc., 31 Fulton St. Newark, N. J. | 122 |
| The Erwood Co., Crystal Lake, Ill. | 105 |
| Federal Telephone & Radio Corp., 67 Broad St., New York | 135 |
| Freed Transformer Corp., 72-78 Spring St., New York | 113 |
| General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill. | 96 |
| General Electric Co., 1 River Road, Schenectady, N. Y. | 8 |
| General Industries Co., Taylor & Ohio Sts., Elyria, Ohio | 110 |
| General Transformer Corp., 1250 W. Van Buren St., Chicago, Ill. | 63 |
| Guardian Electric Mfg. Co., 1621 W. Walnut St., Chicago, Ill. | 51 |
| The Halldorson Co., 4500 Ravenswood Ave., Chicago, Ill. | 37 |
| The Hallcrafters Co., 2611 S. Indiana Ave., Chicago, Ill. | 86 |
| Hammarlund Mfg. Co., 460 West 34th St., New York | 90 |
| Hardwick, Hindle, Inc., 40 Hermon St., Newark, N. J. | 36 |
| Hickok Electrical Instrument Co., 10514 Du Pont Ave., Cleveland, Ohio | 142 |



Charles Golenpaul is the Vice-President of the Parts Show Corporation.



J. J. Kahn is Show Corp. Secretary & Chairman of the RMA Parts Division.



Sam Poncher is Treasurer of Radio Parts & Electronic Equipment Shows.

Show Opens in Chicago

Full Week of Meetings, Exhibits and Dinners at Hotel Stevens

with elaborate booths displaying such products as tubes and parts, batteries, condensers, resistors, volume controls, test equipment, potentiometers, vibrators, transformers, coils, switches, relays, record changers, phonograph motors, microphones, sound equipment, cabinets, racks and panels, intercommunicators, power supplies, insulation and insulators, aerials of all types, kits, transmission lines, hardware, connectors, technical services, etc.

Badges have already been mailed to the registrants, who have been cautioned to bring the badge with

them when they come to the show, to avoid waiting in line. No one will be admitted to the exhibition hall without the proper identification badge, except on Open House Day, Friday, May 16.

Principal speaker for the Keynote Dinner, to be held on May 12, will be Bill Cunningham, celebrated sports writer and radio commentator. Mr. Cunningham is an expert speaker and a brilliant commentator on the conduct of American business under the free enterprise system. All those who plan to attend the Keynote Dinner are urged to get their res-

ervations immediately.

Announcement has been made by Jack Berman, of Shure Brothers, president of the show corporation, that Monday, May 12, will be designated NEDA Day. (It was previously scheduled for Thursday, May 15). Events during that day will include a special breakfast by NEDA for member-exhibitors and a luncheon meeting for members of the Radio Manufacturers Association, Electronics Parts and Equipment Manufacturers, Sales Managers Club Eastern Division and NEDA.

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| Indiana Steel Products Co., 6 N. Michigan Ave., Chicago, Ill. | 38 |
| Industrial Condenser Corp., 3243 N. California Ave., Chicago, Ill. | 141 |
| Insuline Corp. of America 3602—35th Ave., Long Island City, N. Y. | 114 |
| International Resistance Co., 401 N. Broad St., Philadelphia, Pa. | 88A |
| Jackson Electrical Instrument Co., 16-18 S. Patterson Blvd., Dayton, Ohio | 98 |
| Jackson Industries, Inc., 1708 S. State St., Chicago, Ill. | 156 |
| J-B-T Instruments, Inc., 441 Chapel St., New Haven, Conn. | 5 |
| Jensen Mfg. Co., 6601 S. Laramie Ave., Chicago, Ill. | 44 |
| J.F.D. Mfg. Co., 4117 Ft. Hamilton Pkwy., Brooklyn, N. Y. | 117 |
| E. F. Johnson Co., Waseca, Minn. | 73 |
| Kenyon Transformer Corp., Inc., 840 Barry St., New York | 6 |
| Kings Electronics Co., 372 Classon Ave., Bklyn. | 94 |
| Lectrohm, Inc., 5125 West 25th St., Cicero, Ill. | 132 |
| Lenz Electric Mfg. Co., 1751 N. Western Ave., Chicago, Ill. | 104 |
| P. R. Mallory & Co., 3029 E. Washington St., Indianapolis, Ind. | 106 |
| Marion Electrical Instruments, Stark Street Gate, Manchester, N. H. | 32 |
| John Meck Industries, Inc., Liberty & Pennsylvania St., Plymouth, Ind. | 133 |
| Meissner Mfg. Co., 936 N. Michigan Ave., Chicago, Ill. | 93 |
| Merit Coil & Transformer Corp., 4427 N. Clark St., Chicago, Ill. | 52 |
| James Millen Mfg. Co., Inc., 150 Exchange St., Malden, Mass. | 33 |
| Milwaukee Stamping Co., 800 South 72nd St., Milwaukee, Wis. | 136A |
| National Co. Inc., 61 Sherman St., Malden, Mass. | 70 |
| National Union Radio Corp., 57 State St., Newark, N. J. | 10 |
| Newcomb Audio Products Co., 2815 S. Hill St., Los Angeles, Calif. | 7 |
| Operadio Mfg. Co., St. Charles, Ill. | 139 |
| Oxford Radio Corp., 3911 S. Michigan Ave., Chicago, Ill. | 59 |
| Panoramic Radio Corp., 242 W. 55th St., New York | 115 |
| Park Metalware Co., Inc., Bank St., Orchard Park, N. Y. | 136 |
| Par-Metal Products Corp., 32-62—49th St., Long Island, N. Y. | 24 |

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| Permo, Inc., 6415 N. Ravenswood Ave., Chicago, Ill. | 41 |
| Philmore Mfg. Co., 113 University Place, New York 119 | |
| Pioneer Electric & Research, 7212 Circle Ave., Forest Park, Ill. | 9 |
| Potter & Brumfield Mfg. Co. Princeton, Ind. | 53 |
| Precision Apparatus Co., Inc., 92 Horace Harding Blvd. Elmhurst, L. I. N. Y. | 152 |
| Premax Products Division Niagara Falls, N. Y. | 18 |
| Presto Recording Corp., 242 West 55th St., New York | 23 |
| Price Electric Corp., East Second & East Church Sts., Frederick, Md. | 145 |
| Pyramid Electric Co. 415-21 Tonelle Ave., Jersey City, N. J. | 157 |
| Quam-Nichols Co., 526 East 33rd Pl., Chicago, Ill. | 140 |
| Racon Electric Co., Inc., 52 East 19th St., New York | 158 |
| Rad-El-Co Mfg. Co., 6200 Euclid Ave., Cleveland, Ohio | 87A |
| Radiart Corp. 3571 West 62nd St., Cleveland, Ohio | 79 |
| Radio City Products Co., Inc., 127 West 26th St., New York | 35 |
| Radio Corporation of America, Front & Cooper Sts., Camden, N. J. | 135A |
| The Radio Craftsmen, Inc., 1341 S. Michigan Ave., Chicago, Ill. | 25 |
| The Rauland Corp., 4245 N. Knox Ave., Chicago, Ill. | 83 |
| Raytheon Mfg. Co., Newton, Mass. | 99 |
| The Recordisc Corp., 395 Broadway, New York | 27 |
| Recotone Corp., 212 Fifth Ave., New York | 26 |
| Reiner Electronics Co., Inc., 152 West 25th St., New York | 35 |
| Rek-O-Kut Co., 146 Grand St., New York | 55 |
| John F. Rider, Publisher, Inc., 404 Fourth Ave., New York | 120 |
| Howard W. Sams & Co., Inc., 2924 E. Washington St., Indianapolis, Ind. | 31 |
| Sangamo Electric Co., Springfield, Ill. | 2 |
| Walter L. Schott Co., 9306 Santa Monica Blvd., Beverly Hills, Calif. | 71 |
| Shur-Antenna-Mount, Inc., Sea Cliff, N. Y. | 42 |
| Shure Brothers, 225 W. Huron St., Chicago, Ill. | 87 |
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| Simpson Electric Co., 5200-18 W. Kinzie St., Chicago, Ill. | 149 |
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| SNC Mfg. Co., West Lake Ave., Glenview, Ill. | 72 |
| Snyder Mfg. Co., 22nd & Ontario Sts., Philadelphia, Pa. | 66 |

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| Sola Electric Co., 2525 Clybourn Ave., Chicago, Ill. | 30 |
| Solar Mfg. Corp., 285 Madison Ave., New York | 92 |
| Special Products Co., 9115 Brookeville Rd., Silver Spring, Md. | 103 |
| Spiraling Products Co., 64 Grand St., New York 13, N. Y. | 159 |
| Sprague Products Co., Marshall St., North Adams, Mass. | 89 |
| Standard Transformer Corp., 1500 N. Halsted St., Chicago, Ill. | 88 |
| Stromberg-Carlson Co., 100 Carlson Road, Rochester, N. Y. | 108 |
| Supreme Instruments Corp., Greenwood, Miss. | 102 |
| Sylvania Electric Products, Emporium, Pa. | 50 |
| Talk-A-Phone Co., 1512 S. Pulaski Rd., Chicago, Ill. | 151 |
| Technical Appliance Corp., 41-06 DeLong St., Flushing, N. Y. | 19 |
| Telex, Inc., 12 N. Washington Ave., Minneapolis, Minn. | 131 |
| Thordarson Electric Co., 500 W. Huron St., Chicago, Ill. | 126 |
| Trimmm, Inc., 1770 Berteau, Chicago, Ill. | 100 |
| Triplett Electrical Instrument 286 Harmon Rd., Bluffton, Ohio | 121 |
| Tung-Sol Lamp Works, Inc., 95 Eighth Ave., Newark, N. J. | 107 |
| The Turner Co., 909—17th St. N.E., Cedar Rapids, Ia. | 49 |
| United Transformer Corp., 150 Varick St., New York | 1 |
| University Loudspeakers, 225 Varick St., New York | 16 |
| Utah Radio Products Div., 624 S. Michigan Ave., Chicago, Ill. | 97 |
| Vaco Products Co., 317 E. Ontario St., Chicago, Ill. | 82 |
| Vertrod Corp., 60 East 42nd St., New York | 69 |
| Ward Leonard Electric Co., Mount Vernon, N. Y. | 127 |
| Ward Products Corp., 1523 East 45th St., Cleveland, Ohio | 80 |
| Waterman Products Co., 2445 Emerald St., Philadelphia, Pa. | 101 |
| Webster-Chicago Corp., 5610 Bloomingdale Ave., Chicago, Ill. | 155 |
| Webster Electric Co., Clark & DeKoven Aves., Racine, Wisc. | 137 |
| Westinghouse Electrical Corp., Blomfield, N. J. | 17 |
| Weston Electrical Instrument, 614 Frelinghuysen Ave., Newark, N. J. | 54 |
| Wirt Co., 5221 Greene St., Philadelphia Pa. | 146 |
| Workshop Associates, Inc., 66 Needham St., Newton Highlands, Mass. | 41A |



Merchandise in the Whiting window display is varied and up-to-the-minute.



Discs are sold via a modern counter on one side, album bins on the other.

Featuring **Four***

New England Retailer Has Almost Forgotten "the Honeymoon."

● "Our policy is just this. We sell the way we'd like to buy!"

Sherman E. Whiting, of Bridgeport, Conn., is speaking, and accounting for the very nice volume of business piling up in his trim, modern store at 248-52 Fairfield Ave.

Whiting's can be called specialists in the "Big Four" combination of radios, appliances, records and service; amid these four departments a number of resourceful and aggressive merchandising ideas are working wonders for this established retailer.

It has been almost five months since the sales force at Whiting's held a meeting and faced the fact that "the honeymoon is over." Definite plans were made to get the store

back to its prewar levels of energetic selling.

The concern has two main show-rooms. In one of them, the appliances and smaller radios are shown, and the other has its big stocks of records. To the rear, in a "salon" type sales room are the more expensive consoles including FM and television—adjacent to the service departments and various stock rooms.

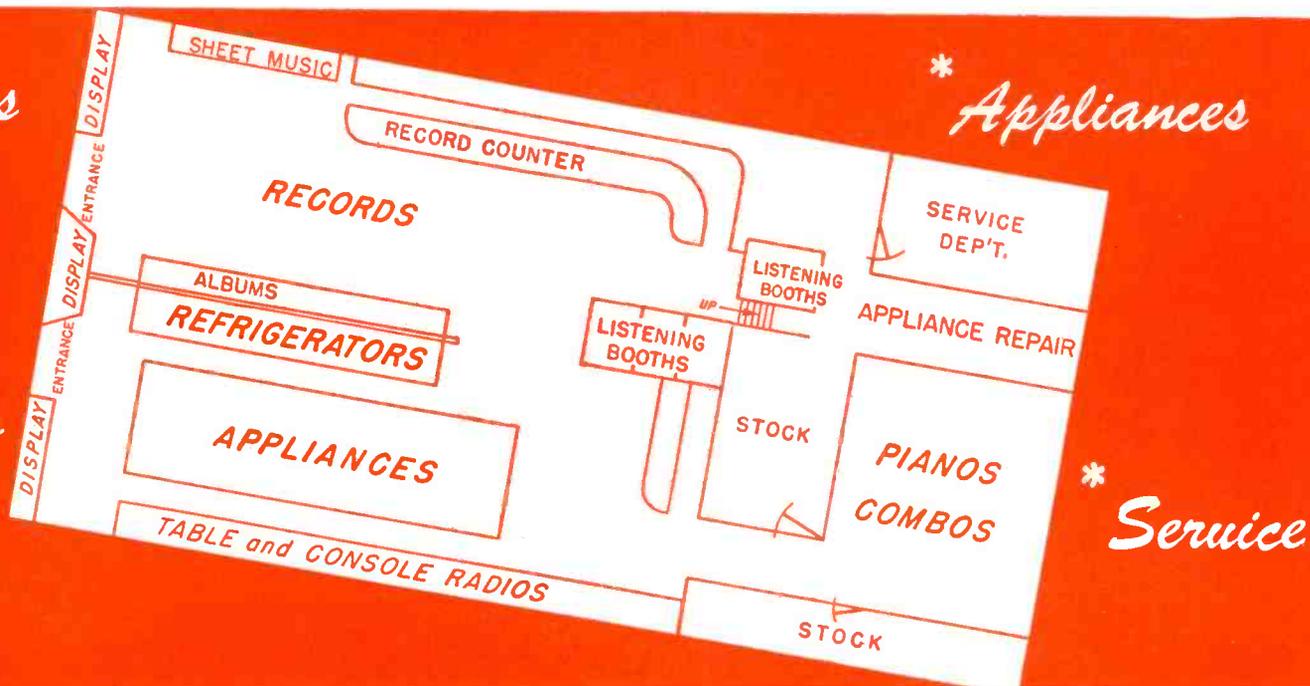
Doing the Whole Job

Whiting's believe strongly in the idea that "you've got to service what you sell—we like to do the *whole* job for the customer" and in addition to a well-equipped radio service

department, there's a special room for automatic washer repairing and servicing. In radio, one service expert works inside, and two of them operate outside.

This dealer depends mainly on several well-tested promotions to bring the business in. The store does an unusual amount of telephoning, for one thing. Over 5,000 names and phone numbers are in the Whiting file and the salesmen maintain an active phone acquaintance with as many of these as possible. Many of the customers on the list know these calls and expect them; in many cases they have actually learned to depend upon the store's suggestions as to what new appliance should be sent

Double entrance and triple display windows are the "front" features of the store layout which Whiting's have found to be the "sellingest" plan.





Careful repairing and detailed bookkeeping are features of Whiting service.



Here, Mr. Whiting himself demonstrates a quality combination for a customer.

Big Money-Makers

Takes Positive Steps to Enlarge His Satisfied-Customer Group

out—even if the appliance runs into the higher price brackets.

There is a special effort to check the detailed needs of the prospect family and to suggest only the merchandise that is appropriate and helpful. It has been found that this policy often cuts immediate sales but pays off in the long run. That is, if an old customer tries to order a water heater of the wrong capacity for the family needs, Whiting's will discourage the purchase. Once the customer is convinced that Whiting's does have some genuine concern for his welfare, he is likely to become a regular and loyal buyer.

Information Is Mailed

The extensive lists of names are also used for consistent mailing of manufacturers' literature. It has been found here that people like to read these more than they used to. The public has heard about so many added features in radios and record players, the descriptions are of real interest.

Whiting has a special theory about newspaper advertising. He believes that fewer ads and bigger ones are more effective. Instead of running several small ads during the week, he likes the idea of taking a full page on Sunday. It makes a big splash, and gives the store a prestige it would never get from smaller scattered advertising. He also points out that the bigger space provides the chance to show more diversified lines

—to hike the appeal and to widen the audience.

In this advertising, the preferred style is the use of the single word "Whiting's," to avoid identifying the name itself with any particular line of merchandise while the store stocks several lines, and to imply that the store is familiar and well known. These ads run at regular intervals, as a part of a drive to make the store a "habit" with the buyers of Bridgeport. If the concern were going to adopt a slogan, this would probably be it, because Mr. Whiting believes that one of the smartest things a retailer can do is to get people into the *habit* of buying in his store.

Whiting sells a great many expensive combinations (his lines include GE Musaphonic, Capehart, Scott, Freed-Eisemann, Zenith, RCA and Philco) and a lot of them are sold on time. He has found that in cases where time payments are being arranged, customers very often will respond to the suggestion that a big assortment of records (\$25 or so) be added to the bill. This also gives the buyer a better start in building a record library, and helps to make a regular record customer out of him. It also adds to the customer's satisfaction with the new instrument, by giving him fuller enjoyment via a more interesting variety of discs to play.

Smaller radios are by no means neglected, however, as the store has

glass shelves running the full length of the showroom displaying a complete assortment of table models. The space beneath it is not lost; consoles and a few combinations are placed neatly against the wall and many of these are topped with midget sets. This helps to make more room for the "musical" part of the store where the bigger units are shown along with the Whiting piano lines.

The same convenience is offered for the more serious customers on the record side of the store. There's

(Continued on page 132)

Refrigerators are demonstrated against a background of new table model radios on shelves.



INCREASE Profits

by



It's the Net-Profit Figure

That Keeps Your Business in the Black.

How to Originate and Implement a Money-Saving Drive

The happy medium the retailer should seek to attain in business is that which provides a fairly distributed balance between income and outgo, the while permitting him to enjoy the fruits of his labor in the form of profit.

The secret of success in operating a retailing business comes only when the dealer pays equal attention to *all* the departments of his establishment. These include selling, buying and operating functions.

Gross sales and gross profits, however large, mean nothing at all unless they can be eventually broken down into satisfactorily large *net profits*.

Assuming that he is not losing potential profit through poor salesmanship, too-high prices or merchandise insulated to the requirements of the consumers in his locality, the dealer

who finds that he's done a land-office business without adequate profit should scan his operation costs with a view of reducing them wherever possible. Such procedure is especially necessary nowadays when buyers are becoming more and more "choosy" and competition is increasing. Also, it will not be long before the trade-in problem will once again become a real headache in the radio and appliance retailing field, which is another reason for going economy-minded.

Plug Those Leaks!

While it is impossible to attain a hundred per-cent efficiency in running a business there are always a number of functions which cost the dealer too much to carry out. There are always leaks here and there which

can be plugged up.

But before cutting down on expenses and leaks in his business, the dealer must ferret them out—know where they are, and make a plan for treating them so that worthwhile savings can be attained.

The best way to go about chopping out unnecessary expense is to have a thorough housecleaning. The poorest way to do it is to pick at this chore in a half-hearted, plan-less fashion.

There are three stages to any drive the dealer undertakes in an endeavor to cut and slash over-costly operations or losses through inefficient methods.

First, the dealer should make up a check-list of his entire business set-up. Second, he should work out a plan of attack, and third, he should launch a vigorous campaign—an all-out one—and follow it through until he has hit at every department, and has covered every angle.

Some of the little leaks in his business may seem to be too picayune to even merit attention on the part of the dealer, but when he throws a bunch of them together he will see that they always represent a large sum. It is a fact that the large expense items are always in front of his eyes, but the little items are the ones quite likely to escape his attention.

Beforehand Action

The dealer's store operation may be compared with the sailing of a ship. The pilot must realize that no matter how powerful the ship's engines; how staunch her hull or how many knots she's capable of making, leaks will sink her. It doesn't matter much whether there's one big hole in the ship's hull—or many small ones. Unless they're plugged up, the vessel will head for Davy Jones' locker.

No matter how much business the store does or how high the gross profit-rate is, any business will be sunk sooner or later by top-heavy overhead.

The time to take action in money-saving drives is before the sheriff's shadow falls across the door. In this way a healthy business condition can

DECREASING Your Costs

be brought about through foresight rather than through last-minute desperation.

Many a business in any field one wants to consider has chopped its operating cost to the bone when it finds itself faced with financial distress and is under pressure by creditors. All too many such harassed merchants have found that their efforts at economizing have been *too late*. They have locked the stable door after the mare's been stolen. On the other hand, every profitable business has only become healthy through planned pruning out of unnecessary overhead costs.

The point is, if the dealer doesn't *voluntarily* cut costs *now*, he'll be more than likely to find himself faced with the necessity for doing it as a last resort. And then it may be too late.

How to Save Money

Accompanying this article is a panel which outlines ten possible sources of waste in the radio/appliance business. This is designed to be used as a check-list to help the reader prepare a plan for continuing to keep his business in the black.

Now's the time to look around. Are you paying good money to inefficient sales, service or office help? Can you cut down on what you spend for such items as light, heat and rent? Are you losing money through faulty record-keeping, failure to post all charges, etc?

Can you cut down on your delivery costs now that delivery demands on the part of consumers are increasing? Do you have the proper facilities and follow-through in collecting?

Is your service department operating profitably, or do you pay out more for wages and parts than you take in? Can you chop your advertising budget and still obtain satisfactory results? Is your in-store breakage and damage rate out of line? Is your bookkeeping system antiquated, cumbersome, too costly to operate? Are you paying too much for the money you borrow?

These, and many other questions

need to be answered intelligently by the smart dealer in insuring a long and happy life for his business.

Unless careful supervision is exercised, for example, over the service department, and unless service mechanics do their work conscientiously, a lot of money can be lost in a very short time.

Following are some of the things which can head the maintenance section toward red ink business: Breakage of new replacement parts during process of repairing, breakage of original components in the customer's radio or appliance, "burying" of new parts which cannot be found when a job is at hand. The foregoing are just a few of the costly phases of improper operation in the servicing end of the retailer's business.

So far as the mechanics themselves go, the dealer should make every effort to get honest, efficient men on his staff. The servicer who "rigs" his reports of time spent on each job is as unprofitable an employe as is the sloppy mechanic who breaks things through carelessness.

With outside selling on the way back, the merchant is usually contemplating increasing his sales force at this time, and here again he must practice careful screening of prospective sales personnel.

Many a dealer has been rooked via phony sales reports on the parts of time-wasters. He should choose only hard-hitting, conscientious salesmen, and should not tolerate the "carrying" of drones by the men who are really producing.

As previously stated, the merchant needs to scan his delivery problems with an eagle eye. First, he should insist that his "rolling stock" be properly driven and correctly maintained. Next, he should make sure that those who drive his cars or trucks plan their routes for pick-ups and deliveries so that there will not be any unnecessary back-tracking.

Yes, sir, "regular" business will soon be the order of the day, and regular business means competitive selling, selective buying and a greater vigilance over every nickel which goes out to pay for keeping the show going. The sound business formula is *profitable* selling, and this can only be attained through the doing of as much business as possible at the lowest possible cost.

Merchandising is settling down to normal. The days of wrap-up selling are about over. In a market where there are now too many dealers, numbers will fall by the wayside, and only the strongest and thriftiest will survive.

Check-List for Expense-Chopping

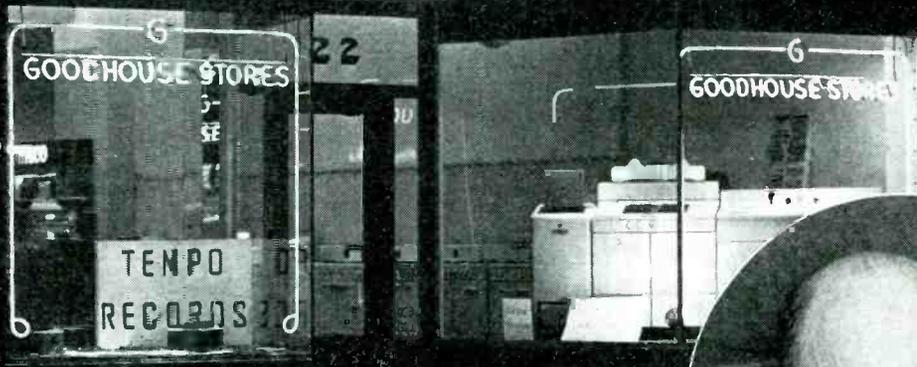
1. Are you paying wages to inefficient sales, service, or clerical help?—
 2. Can you cut down on costs of rent, light, heat?—
 3. Are you losing money through faulty record keeping?—
 4. Are your delivery costs out of line?—
 5. Are your collection methods faulty?—
 6. Can you reduce the number of free service jobs and come-back repair calls?—
 7. Is your advertising budget too large?—
 8. Is in-store damage and breakage too high?—
 9. Is money being wasted in too cumbersome bookkeeping systems?—
 10. Is present method of financing costing you more than it should?—
-

GOOD HOUSE HOUSEHOLD APPLIANCES

GOOD HOUSE
HOUSEHOLD APPLIANCES

Sales

Philadelphia Retailers



Typical window display of the Pennsylvania organization shows brilliantly lighted areas arranged so that the pedestrian's eye is first caught and then pulled back into the interior of the store. At right is Harry Boyd Brown, dynamic head of Good House stores.

● A popular and vital step now being taken by retailers, is the setting up of new merchandising programs to meet the buyers' market.

Good House Stores, a retail organization specializing in appliances in the Philadelphia area, are instituting such a program in order to be 100% ready for that new market.

A follow-up of a new sales plan started last year, the new program has three elements—(1) To constantly originate the type of advertising and sales promotional effort that will get a fast turnover in a buyers' market, (2) to stress "knowing the merchandise" as the first requirement for

all store personnel, and (3) to welcome the new appliances and new products that mean plus profit and plus sales for retailers.

This program has been formulated by the company's new head, Harry Boyd Brown, who has attracted wide attention in the appliance field since he became president of Good House Stores last June. For 18 years a key figure among merchandising executives of the Philco Corp., Mr. Brown's change from the manufacturing field to that of retailing was a matter of national interest.

The new Good House plan includes special attention to the training of employees, in addition to the development of original, low-cost sales promotions. Their new methods, covering so many important phases of retailing, may serve as valuable guidance to other dealers.

Mr. Brown, who is known coast-to-coast as an expert speaker on merchandising subjects, recently presented a full outline of his ideas in an address for a marketing conference in Baltimore, Md.

"The answer to getting fast turnover in a buyers' market," he said, "consists in the main of retail sales promotions that can be used by thousands of dealers simultaneously over the United States—retail sales promotions that move the merchandise at retail in volume in a given length of time and at a profit.

"New promotions with stimulating sales ideas should come along in a continuous flow to convince a hesitant public that now is the time to

buy appliances for the home.

"Promotions galvanize into buying action those many thousands of people in whose minds the desire, the urge to own, is just beginning to ripen into action. Promotions skim the cream of that ever rising potential market.

Promotions Are Music

"They keep the wholesalers, the dealers, and the salesmen, both wholesale and retail, on their toes, alert, active and enthusiastic. Promotions are the martial music, the college band, to business. They overcome laziness, indifference, timidity, and the danger of getting into a rut.

"Three or four such retail sales promotions each year keep any article of merchandise on a continuous nationwide turnover and at a profit. In other words, making the public a deal—an offer, and this does not mean cutting the prices.

"And the secret of a successful retail promotion rests primarily in the advertising copy, whether it be newspaper advertising, direct mail advertising, or radio advertising. It must be the type of advertising copy that when run on Monday sells the merchandise in volume on Tuesday at a profit—the kind of advertising the value of which is based entirely upon the immediate business produced, and with such things as prestige, publicity effect, accumulative effect, momentum, and consumer consciousness considered only as by-products."

The Good House Stores have or-



This salesman is trained in new appliances—here he explains garbage disposal unit to a prospect.

Promotion Specialists

Are Scientifically Working Out a Formula for Fast and Profitable Turnover

ganized a specialized sales promotion laboratory whose function it is to originate, create and test sales promotions for manufacturers. If such promotions prove profitable, the Philadelphia stores will make them available, through the manufacturer, to other dealers throughout the country.

World's Greatest Salesman

It is imperative that such sales promotion be backed up with sound store salesmanship, hence **Point Two** in Good House's merchandising program. Each store salesman **MUST KNOW** the product he is selling. Mr. Brown stressed this point by saying:

"The world's greatest salesman is not a topflight executive, he is not a world-famous manufacturer, nor a manufacturer's salesman, nor the moving spirit behind a huge jobbing house. He is not the wholesaler's salesman—nor even the proprietor of a retail store.

"He is a *retail salesman* who really knows his stuff, who is really interested in the product he is selling, and who really understands consumer psychology.

"I maintain that a good retail salesman is the greatest salesman in the world because he is the salesman who really makes the sale. No merchandise can be considered sold until it is in the hands of the buying public.

"The fellows ahead of him in the procession have made a sale and, in some cases, probably have had a tough time making it. When the manufacturer's salesman gets his order from the wholesaler, the wholesaler is buying something on which he not only hopes, but expects, to make a substantial profit. And when the jobber's salesman completes the transaction, he is taking an order from a store executive who counts on turning over the merchandise at a figure that means an addition to his bank account.

"But when it comes to the retail salesman's turn, he is *selling* and nothing else but! He is selling to the buyer with the least money, and he is selling against the stiffest competition. No matter what he is sell-

ing, everybody in the world is his competitor. He is selling his article, whatever it is, against the competition of the grocery man, the butcher, the landlord, the gas company, and the tax collector.

"He is selling to the man or woman who doesn't expect to get anything except pleasure or service or comfort out of that which is being bought—and who is balancing the cost of a new car, a new hat, or a new radio against the bills coming in the first of the month, from a dozen unrelated and supposedly competitive sources. They are competitors—the toughest sort of competitors—because they are the necessities of life, the things none of us can do without."

Now for Point Three: new products. This point frequently offers opportunity for both original sales promotions and carefully planned sales training.

The Good House Stores welcome new brand names or products. One product they introduced in their city was the Calcinator, the household garbage incinerator that is rapidly being offered for sale in all sections of the country. In line with company policy, the Good House Stores advertised the Calcinator, backed their advertising with sales meetings and

also featured their new product prominently in window displays. Thus the Calcinator, like many other items, was first brought to the attention of the Philadelphia public with whom it gained favor.

In a similar vein, as the pioneer retailers, the Good House Stores have added a line of Tempo phonograph records. They now handle these records exclusively and are proud that they were the first in the East to handle this line. Tempo's products were handled with the same zest for active promotion, window display and sales training as Good House's other items. Since space is limited, however, they find it feasible to handle only one line of records.

Program Goes Forward

It is in these many ways that the Good House Stores of Philadelphia have gone ahead with a modern sales program with an eye towards a prosperous future. A rapid expansion program is also in operation.

In addition to his duties as company president, Mr. Brown also intends to continue his talks before manufacturers and wholesalers stressing the same principles he has in the past.

An example of how "service" is written all over a maintenance center—this one at Media, Pa.



Philco RADIO



Model 204 ac-dc-superhet table receiver, beam power pentode audio system, electro-dynamic speaker. Five tubes including rectifiers. Features a wood plastic cabinet with a leather-grained pattern, trimmed with ivory plastic bezel and knobs with bronze inserts. Base also finished in contrasting ivory. \$34.95. Philco Corp., Tioga & C Streets, Philadelphia, Pa.—RADIO & Television RETAILING

Zenith FARM RADIO

Model 6G038R farm receiver operating on battery pack or on 115-volt ac-dc—an appropriate circuit for areas where rural electrification approaches. Broadcast reception coverage from 535 to 1820 kc; marine, aircraft, weather and police in the 1780 to 5750 range; international shortwave on 5650 to 18,400 kc, covering the 16, 19, 25, 31, 38, 42 and 49-meter bands. Telescoping whip antenna permitting use in any room. Six-button Radiorgan tone control, tuned r-f. 8" Alnico speaker.



Traditional style cabinet in mahogany measures 11 7/16" high by 25 5/16" wide by 12 3/8" deep. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.—RADIO & Television RETAILING

Sonora PORTABLE RADIO

Model WDU-233 three-way portable receiver tuning 535 to 1620 kc. Four tubes plus selenium rectifier, avc, built-in loop antenna. Decorative dial is forest green, gold and white—with red pointer. Plastic carrying handle. Buff-colored luggage-type cabinet with blending metal grill and



contrasting chocolate-brown plastic trim. Measures 12" wide by 9" high by 6" deep. Weight, less batteries, 7 1/4 lbs. \$48.85 list. Sonora Radio & Television Corp., 324 N. Hoyne Ave., Chicago, Ill.—RADIO & Television RETAILING

Musagrاند COMBO



Console radio-phonograph with automatic record changer. Superhet with slide rule dial, built-in antenna. Storage space for approximately 132 records in albums. Walnut finish cabinet with stationary top, measures 31" by 18" by 23 1/2". \$119.95. Eckenroth Co., 32 Ross St., Brooklyn, N. Y.—RADIO & Television RETAILING

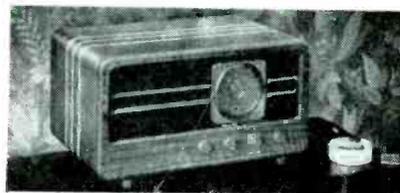
Garod PORTABLE RADIO



Silver Anniversary Model 5D3 3-way portable receiver, 5 tubes, engineered to play anywhere on ac, dc, or batteries. Built-in loop antenna in front-raising plastic cover. Tunes 540 to 1650 kc. Uses five flashlight cells for "A" supply, one 67 1/2 volt for "B". Weighs less than 6 1/2 lbs. with batteries. Comes in maroon pastel and blue & ivory—brightly colored two-tone combinations. Vinylite strap. Hammered metal case measures 6" high by 8" wide by 4 1/2" deep. \$39.95 retail less batteries. Garod Radio Corp., 70 Washington St., Brooklyn 1, N. Y.—RADIO & Television RETAILING

New Sets for

GE FARM RADIO



Model 280 two-band farm receiver, table unit, tuning 540 to 1710 kc on standard and 5.8 to 18.3 mc for shortwave. Powered by 1.5 volt "A" and 90-volt "B" batteries made by Burgess, Ray-O-Vac Eveready or General. Undistorted power output of 0.15 watts, 6" Alnico PM speaker. Wide grill, modern styled cabinet measures 9 7/8" high by 18" wide by 12" deep. General Electric Co., Electronic Dept., Bridgeport, Conn.—RADIO & Television RETAILING

E-L VIBRATOR INVERTER

Model 2120 inverter for operating standard ac phonograph motors from 110-volt dc. Designed for dealers to sell to those who wish to operate ac phonos in dc areas—mounts conveniently out-of-sight in radio cabinets. Maximum output capacity of 35 volt-amperes—operates over normal power range of 12 to 24 watts. Channel type chassis, cadmium finished. No moving parts except vibrator (E-L model 2507) which has normal life of 1,000 hours. Also operates clock motors when used to drive motion displays. \$11.95 list. Electronic Laboratories, Inc., 24 W. 24th St., Indianapolis, Ind.—RADIO & Television RETAILING

Emerson FM-AM RADIO

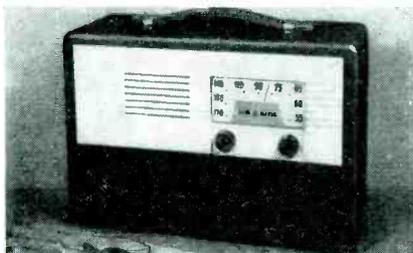
Model 528 table receiver, first postwar FM-AM unit from this firm. AC superhet with inverse feed-back circuit, automatic volume control. FM band cover 88 to 108



mc. Walnut veneer cabinet. \$99.95. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York 11, N. Y.—RADIO & Television RETAILING

Dealer Profits

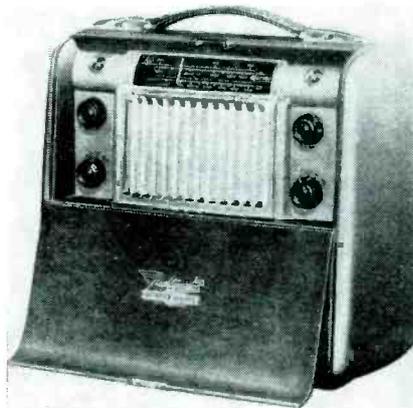
Air King PORTABLE RADIO



"Royal Troubadour" model portable 3-way receiver, superhet with Alnico 5 PM speaker. Four miniature tubes plus metallic selenium rectifier, avc, die-cut antenna. Provision for external aerial. All-wood case bound in simulated leather. \$37.95. Air King Products Co., Inc., 1523 Sixty-third St., Brooklyn 19, N. Y.—RADIO & Television RETAILING

Bendix AIRMARINE PORTABLE

Three-band 3-way portable receiver for use "at home, afloat, or in the air"—newest unit of "Flightweight" line. Band coverage is 195 to 410 kc (for airport control towers, civil airway stations, radio range, marine beacons, etc.); 540 to 1620 kc for standard broadcast; and 2000 to 5800 kc for marine communications. Range filter for the first band. Slide rule dial, on-off switch in cover latch, two enclosed loop antennas for reception and direction finding plus external antenna connector. Operates on 150-hour battery pack, or ac or dc. Dynamic speaker, volume control and tuning control. Cabinet of full grained



"Tolex" Textileather; designed by Robert Bingman. Measures 6½" by 11" by 12¾", weighs 9 lbs. Bendix Radio Division, Bendix Aviation Corp., Baltimore 4, Md.—RADIO & Television RETAILING

Andrea COMBO

Model CO-U15 two band table radio-phonograph with automatic record changer. Covers 545 to 1700 kc for standard broadcast and 5.85 to 22.5 mc for shortwave ac only. All parts "climate sealed" for protection against extreme temperatures and humidity. Alnico 5 PM speaker, full-vision, edge-lighted glass dial. Controls for tone, on-off-volume, station selector and wave band. Self-contained loop antenna plus provision for outside aerial. Cadmium-plated chassis. Disc changer plays 10 12"



or twelve 10" records. Walnut finish cabinet in modern classic design, contrasting grille. Measures 16 11/16" wide by 12¾" high by 18¾" deep. Andrea Radio Corp., 27-01 Bridge Plaza North, Long Island City 1, N. Y.—RADIO & Television RETAILING

Temple COMBO



Model G-722 radio-phonograph console, standard broadcast plus shortwave. Push-button tuning, 10" speaker, all-directional built-in aerial. Newly designed fool-proof automatic disc changer playing 10" and 12" records intermixed with automatic shut-off. Extra storage space for albums. Cabinet of rare wood and mahogany veneers. Templetone Radio Mfg. Corp., New London, Conn.—RADIO & Television RETAILING

Stewart-Warner FM-AM COMBO

Model A92CR6 radio-phonograph with AM (540 to 1600kc) and FM (88 to 108 mc) and intermix record changer handling 10"



and 12" discs. Six push buttons, 8 tubes plus rectifier, built-in high impedance loop for AM, self-contained dipole loop for FM. (Provision for external aerial in either case.) AC operation. Two record storage compartments. Stewart-Warner Corp., 1826 Diversey Parkway, Chicago, Ill.—RADIO & Television RETAILING

Fada TABLE COMBO

Model 602 superhet ac deluxe radio-phonograph with automatic record changer. Tunes 528 to 1680, untuned r-f stage, 2-gang condenser, avc, beam power output, 5" PM speaker with Alnico 5 magnet. Continuously variable tone control, built-in loop antenna, illuminated slide rule dial. Changer plays 10" or 12" discs, fully enclosed. Rim drive motor, Astatic L70A crystal cartridge, 9" flocked turntable, long life needle. Cabinet of mahogany veneers measures 17" wide by 13¼" high by 16¾" deep. Fada Radio & Electric Co., Inc., 30-20 Thomson Ave., Long Island City 1, N. Y.—RADIO & Television RETAILING

Farnsworth FM-AM COMBO

Model GK-143 radio phonograph console, 13 tubes and a rectifier, FM, short-wave and AM, automatic record changer. Drift-corrected push-button tuning, shielded rotatable built-in-tenna for AM, built-in dipole for FM, beam power output. Push-pull amplification, avc, 12" PM Alnico speaker. Disc changer handles twelve 10" or ten 12" records and automatically shuts off. Mahogany cabinet, Chippendale style with canted corners, decorative

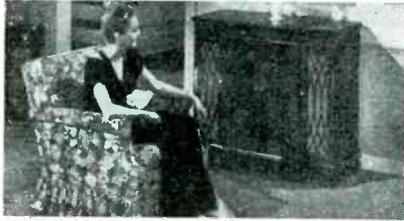


carving and fretwork, ogee bracket feet and break front. Farnsworth Television & Radio Corp., Ft. Wayne, Ind.—RADIO & Television RETAILING

(Continued on page 46)

New Lines for Retailers

Echophone FM-AM COMBO



Model EC-404 radio-phonograph featuring AFC on FM—automatic frequency control for frequency modulation, which provides electronic correction of any error in mechanical setting of push buttons. Twin PM speakers, 15 tubes, separate push-button and manual tuning on broadcast band, manual tuning on shortwave. Tunes 540 kc to 18 mc. Two spread bands—one from 9 to 12 mc, the other from 15 to 18 mc. Automatic record changer, bass boost in audio system. Record storage space. Cabinet in either mahogany or walnut—an 18th Century Georgian break-front credenza. \$600 retail. The Hallcrafters Co., 4401 W. Fifth Ave., Chicago 24, Ill.—RADIO & Television RETAILING

Callmaster INTERCOMM



Improved Model CM-10 electronic intercommunicator (master and sub station shown) designed for increased sensitivity and power output as well as economy and dependability. High lustre mahogany plastic cabinets. Sold as "packaged unit" readily installed by user. Lyman Electronic Corp., 12 Cass St., Springfield, Mass.—RADIO & Television RETAILING

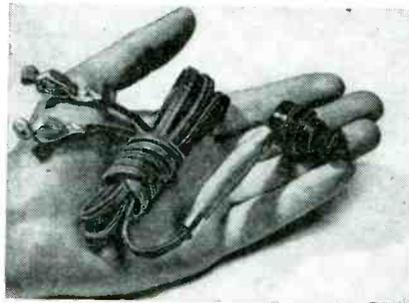
Clarion COMBO

Model 11305 "Symphonette" ac-dc super-het radio-phonograph with improved type automatic record changer. "Clari-Therm" regulator cuts initial current surge, to in-



crease life of tubes. "Clari-Disc" rectifier to expand tonal range and increase power. Four tubes plus rectifier, avc, 5" speaker with 2.15-oz. Alnico 5 magnet. Tunes 540 to 1712 kc. Glass dial, two simple radio controls front-mounted. Phono has Zephyr-Weight pickup, Clarion "Floating Stylus" tipped with osmiloy. Plays twelve 10" or ten 12" discs. Cabinet with center-matched sliced walnut top, front and sides; contrasting darker woods in frame work; scroll type grille front. Measures 13" high by 17 $\frac{3}{8}$ " wide by 17" deep. Warwick Mfg. Corp., 4640 W. Harrison St., Chicago, Ill.—RADIO & Television RETAILING

Phantom RADAPHONE



Ear-plug radio using no electricity, no batteries, no tubes. Tunes in stations when clips are attached to aerial and to ground. Can be used as telephone (up to 100 ft.) when two units are clipped to opposite ends of wires; talking and listening done through same rubber plug. \$2.98 retail. A. M. R. Corp., (representatives) Breslin Toy Mart, 1186 Broadway, New York 1, N. Y.—RADIO & Television RETAILING

Ellis TELETABLE



Table of kiln dry furniture hardwood, made especially for table-model television sets. Features cut-out center, to allow for dissipation of excess heat. Designed at correct height for correct vision; sizes to fit various makes and models. Finished in authentic wood stains protected with three coats of finishing lacquer. Ellis Mfg. Co., 130 W. 3rd St., New York 12, N. Y.—RADIO & Television RETAILING

Amplical INTERCOM

Electronic intercommunication system designed for quality reproduction, convenience, versatility, economy and good appearance. Available with facilities for use of up to 24 master stations (permitting as



many as 12 simultaneous conversations.) All combinations of masters and sub-stations to suit needs of offices, plants, etc., for departmental or inter-department systems. Available with or without handset. Visual busy signal, individual locking-type push-buttons, illuminated on-off volume control, plug-in cable connections, balanced line wiring system. Modern style case in walnut plastic. Rauland Corp., Chicago 41, Ill.—RADIO & Television RETAILING

Telecoin RADIO

Coin-operated receiver, designed for use in hotels, motor courts, hospitals, etc., 5 tubes, ac, volume control pre-set to eliminate excessively loud playing. Designed to discourage vandalism and tinkering—18-gauge steel case and chassis, recessed controls, baked enamel finish to resist



stains and burns. Weighs 20 lbs., measures 9" by 10" by 7 $\frac{1}{2}$ ". Telecoin Corp., 12 E. 44th St., New York, N. Y.—RADIO & Television RETAILING

Packard-Bell COMBO

Model 673 console ac radio-phonograph with automatic disc changer. Continuous treble tone control, avc, 10" PM dynamic speaker. Built-in low impedance antenna, and "stationized dial." Crystal type low-pressure pickup, changer handling twelve 10" or ten 12" discs. Record storage space on either side. Compact cabinet

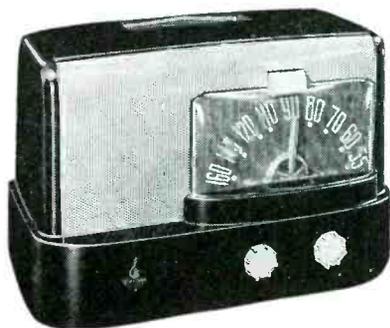


available in both period and modern design. Packard-Bell Co., 3443 Wilshire Blvd., Los Angeles, Calif.—RADIO & Television RETAILING

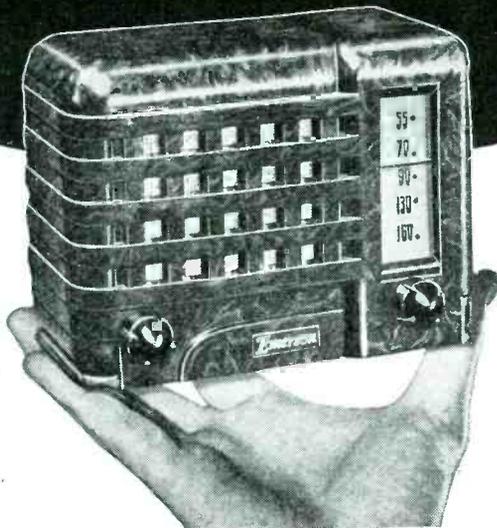
(Continued on page 48)

Not a Mere Claim but a FACT!
Emerson Radio

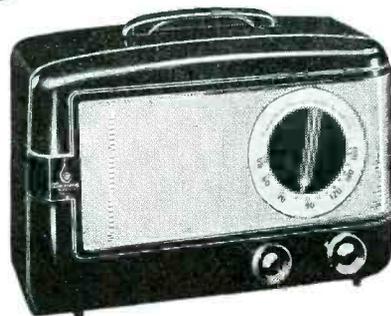
IS THE INDUSTRY'S BIGGEST SELLING LINE



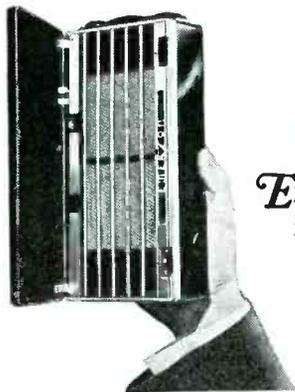
Emerson Radio "Moderne" Model 517. AC-DC superheterodyne. Choice of Ivory or Maroon plastic cabinet **\$2995**



Emerson Radio Model 540. World's Smallest AC-DC superheterodyne. Choice of Walnut, Ivory, Red, Green plastic cabinets. In walnut finish. **\$1995**



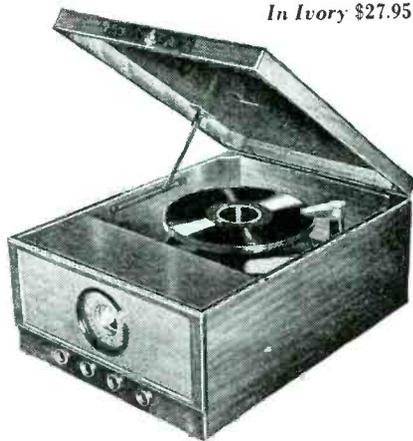
*Emerson Radio Model 543. AC-DC superheterodyne. Ebony or Ivory plastic cabinet. Gold colored grille. Carrying handle. **\$2495**
 In Ivory \$27.95*



Emerson Radio Portable Pocket Model 508. Self-contained in Tenite case. Less batteries **\$3495**



*Emerson 3-Way Portable Model 536. (AC-DC and battery operation.) Ideal traveling companion—all new features. Less batteries. **\$3995***



*Emerson Phonoradio Model 525. With automatic record changer for 10-inch and 12-inch records. **\$8995***

These are the down-to-earth facts which get to the core of the merchandising situation. Emerson Radio models and price range—Emerson Radio retail sales volume and dealer profit—are absolute TOPS in the radio business today.

Emerson Radio—backed by widespread, hard-hitting constructive promotion—is the "INDISPENSABLE LINE"—the outstanding window and store feature—in every retail operation. CAPITALIZE it.

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

More New Lines Shown

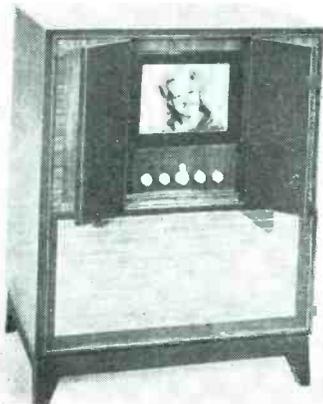
Ranger PORTABLE

Model 118 triple-purpose superhet portable—ac-dc battery marine receiver with battery-recharging circuit. Two bands—540 to 1550 kc and 195 to 410 kc including marine radio-beacon frequencies. Operates as marine direction finder, with built-in balanced low-impedance loop. Battery charging circuit will recharge both "A" and "B" batteries via "Batt-Charge" switch, while set plays on 110-volt ac or dc—manufacturer says battery life can be ex-



tended from five to ten times. Cabinet of etched aluminum and Dupont plasticized fabric measures 10 $\frac{3}{8}$ " wide by 7" high by 6" deep. Weighs 7 lbs. 8 oz. with batteries. Electronic Specialty Co., 3456 Glendale Blvd., Glendale, Calif.—RADIO & Television RETAILING

TELEVISION RECEIVER



Model VK100 console television receiver with 10" screen. Five controls. Cabinet of hand-rubbed matching woods designed for any style room. Measures 41 $\frac{1}{2}$ " high by 31 $\frac{3}{8}$ " wide by 22 $\frac{3}{8}$ " deep. Galvin Mfg. Corp., 4545 Augusta Blvd., Chicago 51, Ill.—RADIO & Television RETAILING

Porto BARADIO

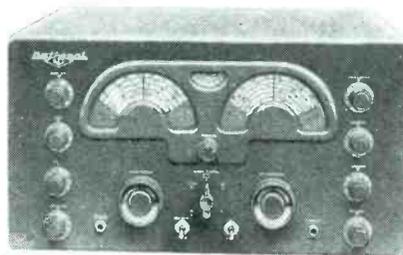
Improved model combination bar and radio, ac-dc superhet, built-in loop antenna, PM speaker, automatic volume control. Chassis completely housed and protected against any liquid. Dials and handles of tenite. Bakelite cabinet comes in three color combinations — walnut-with-ivory, black-with-ivory, and ivory-with-gold. Twenty-one piece set includes 2 decanters,



6 highball glasses, 4 jiggers, ice tray & tongs and 6 mixers. Measures 10" wide, 7 $\frac{1}{2}$ " high by 24" long. Weighs 19 lbs. Porto-products, Inc., 412 N. Orleans St., Chicago 10, Ill.—RADIO & Television RETAILING

National RECEIVER

Model NC-173 communications superhet receiver tuning 540 to 31,000 kc and 48,000 to 56,000 kc—calibrated band spread covering the 6, 10-11, 20, 40 and 80 meter bands. Automatic volume control (opera-



tive for both phone and cw reception, 13 tubes, voltage regulated circuits, new adjustable threshold noise limiter. Operates from ac or battery or other separate source. Modern streamlined gray cabinet—speaker to match parent unit. National Co., Malden, Mass.—RADIO & Television RETAILING

Photo-Vision PHOTO FRAME

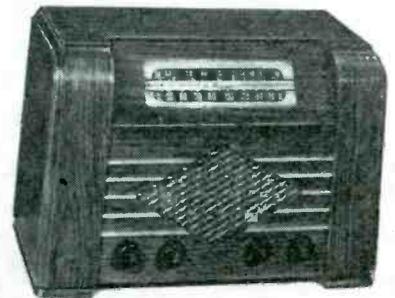
New Model 500 fluorescent illuminated picture frame, for use on radio, piano, mantel, dresser, table, etc., to enhance quality of photographs. Adjustable for customer's frame. Available in three finishes: Brass plated (gold tone), two-tone walnut, and two-tone mahogany. Additional



uses include for sheet music, book prop, artist's easel, plaques, all types of frames, mirrors, diplomas, documents, reading lamp, desk lamp, etc. Unit for 8 by 10 photo, fluorescent tube included, has list price of \$12.95; for 11 by 14 photo, \$14.95. Photo-Vision, Inc., 35 W. 43rd St., New York 18, N. Y.—RADIO & Television RETAILING

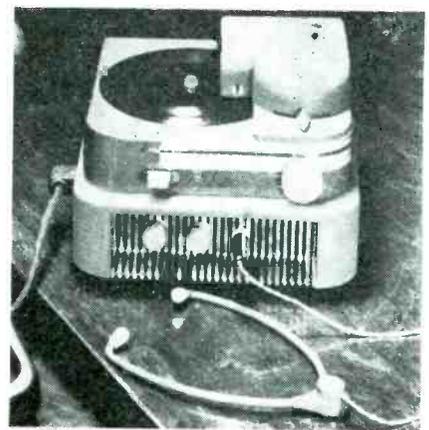
Ferrari RADIO

Model TA-61B table receiver with 6 tubes including rectifier. Tunes 535 to 1650 kc, ac-dc superhet, 2-gang variable condenser. Power output of 1.5 w; 5" Alnico speaker. Weighs 14 lbs. Walnut cabinet measures



15 $\frac{1}{2}$ " long by 10 $\frac{1}{4}$ " high by 8" deep. Ferrari Radio & Television Corp., 55 W. 26th St., New York 10, N. Y.—RADIO & Television RETAILING

Gray AUDOGRAPH



Dictation instrument for offices—records on paper-thin unbreakable Flexograph discs synchronized with Visible Index Strip. Plays back through plastic featherweight headset. New type record positioning control, with small light over the groove indicator. Comes with featherlight hand microphone and typewriter control. Index shows minutes dictated and minutes remaining on disc. Records come in 3 sizes—largest has capacity of 100 average letters. Streamlined and lightweight—only 16 lbs. Measures 9 $\frac{3}{4}$ " by 9 $\frac{1}{2}$ " by 6 $\frac{1}{2}$ ". The Gray Mfg. Co., 230 Park Ave., New York, N. Y.—RADIO & Television RETAILING

GREATEST VALUES IN RADIO HISTORY!



MINERVA *Porta Pal*

**FULL SIZE 3-way portable
Battery life over 125 hours**

- Plays on AC-DC or Self-contained Batteries
- Superior tone
- Honeycomb grill
- Gorgeous deluxe 2-tone coated fabric covering
- Push-up handle—brass fittings
- Alnico 5" P.M. speaker
- Built-in loop antenna
- Leather identification tag

Actual size: 13" long,
7" high, 6 1/2" deep.

To retail at the amazing low price

\$29.95
(less batteries)

Standard distributor and jobber discounts

MINERVA *Honeycomb*

Compare This Table Radio With Any \$35 Set on the Market

**FULL SIZE table model radio
in modern plastic cabinet**

- 6 tubes including rectifier
- 5" alnico permanent magnet speaker
- Full vision illuminated dial
- AC-DC superheterodyne
- Built-in loop antenna
- High sensitivity—excellent tone
- Complete with built-in aerial



To retail at

\$19.95

MINERVA

Since 1919

Aristocrat of Radios

Write today for further details on complete Minerva Line

MINERVA NATIONAL SALES CORPORATION
78 READE STREET NEW YORK 7, NEW YORK

PRODUCTS OF RADIO AND TELEVISION MANUFACTURERS

Listing the companies whose lines cover one or more of the six groups of greatest importance to retailers and distributors

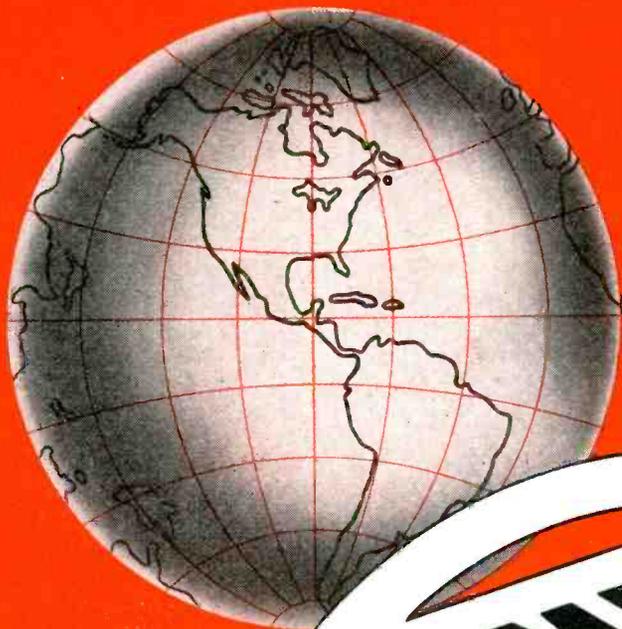
Compiled by RADIO & Television RETAILING, 480 Lexington Ave., New York 17, N. Y.

| The following manufacturers of radio receivers have returned our editorial questionnaire giving the information needed for these listings | Home AM-FM | Combinations | Television | Auto Radio | Amateur | Commercial* | Manufacturers not listed may furnish data for the next issue. No advertising obligation. Additions or revisions will be made monthly. | | | | | | | | | |
|---|------------|--------------|------------|------------|---------|-------------|---|--------------|------------|------------|---------|-------------|--|--|--|--|
| | | | | | | | Home AM-FM | Combinations | Television | Auto Radio | Amateur | Commercial* | | | | |
| Abbott Instrument, Inc., 8 W. 18th St., New York, N. Y. | | | | | | | Fred M. Link, 125 W. 17th St., New York, N. Y. | | | | | | | | | |
| Admiral Corp., 3800 W. Cortland St., Chicago, Ill. | | | | | | | Magnavox Co., 2131 Bueter Rd., Ft. Wayne 4, Ind. | | | | | | | | | |
| Aero Communications Co., 231 Main St., Hempstead, L. I. | | | | | | | Maguire Industries, Inc., 936 No. Michigan Ave., Chicago, Ill. | | | | | | | | | |
| Air Associates, Inc., 5827 W. Centry Blvd., Los Angeles 45, Calif. | | | | | | | Majestic Radio & Television Corp., St. Charles, Ill. | | | | | | | | | |
| Air Communications Co., 2233 Grand Ave., Kansas City, Mo. | | | | | | | Marco Industries, 245-A So. Beverly Dr., Beverly Hills, Calif. | | | | | | | | | |
| Air King Prod. Co., Inc., 1523 63rd St., Brooklyn, N. Y. | | | | | | | Mason Radio Products Co., Kingston, N. Y. | | | | | | | | | |
| Airplane & Marine Instruments, Clearfield, Pa. | | | | | | | E. W. McGrade Mfg. Co., 406 W. 34th St., Kansas City, Mo. | | | | | | | | | |
| Allied Radio Corp., 833 W. Jackson Blvd., Chicago 7, Ill. | | | | | | | Mee-Rad Div., Black Industries, 1400 E. 222nd, Cleveland 17, O. | | | | | | | | | |
| American Communications Co., 306 Broadway, New York, N. Y. | | | | | | | John Meek Industries, Plymouth, Ind. | | | | | | | | | |
| Andrea Radio Corp., 43-20 34th St., Long Island City, N. Y. | | | | | | | Medeo Mfg. Co., 5 W. 45th St., New York, N. Y. | | | | | | | | | |
| Anley Radio Corp., 41 St. Joes Ave., Trenton, N. J. | | | | | | | Megard Corp., 1601 S. Burlington Ave., Los Angeles, Calif. | | | | | | | | | |
| Apex Industries, 192 Lexington Ave., New York 16, N. Y. | | | | | | | Meisner Mfg. Co., 936 N. Michigan Ave., Chicago, Ill. | | | | | | | | | |
| Atlantic Mfg. Co., Hamburg, Pa. | | | | | | | Midwest Radio Corp., 909 Broadway, Cincinnati, Ohio | | | | | | | | | |
| Atomic Heater & Radio Corp., 104 Park Row, New York, N. Y. | | | | | | | James Millen Mfg. Co., 150 Exchange St., Malden, Mass. | | | | | | | | | |
| Autocrat Radio Co., 3855 N. Hamilton Ave., Chicago | | | | | | | Minerva Corp. of America, 239 William St., New York, N. Y. | | | | | | | | | |
| Automatic Radio Mfg. Co., Inc., 122 Brookline Ave., Boston | | | | | | | Molded Insulation Co., 335 E. Price St., Philadelphia 44, Pa. | | | | | | | | | |
| Aviola Radio Corp., Phoenix, Ariz. | | | | | | | Monitor Equipment Co., 640 W. 249th St., Riverdale, N. Y. | | | | | | | | | |
| Baronette Radio & Tube Corp., 220 Fifth Ave., New York, N. Y. | | | | | | | Mustron Co., The 223 W. Erie St., Chicago, Ill. | | | | | | | | | |
| Bell Bassett, Inc., 311 N. W. 1st Ave., Ft. Lauderdale, Fla. | | | | | | | National Co., Inc., 61 Sherman St., Malden, Mass. | | | | | | | | | |
| Bell Radio Co., 125 E. 46th St., New York, N. Y. | | | | | | | National Design Service, 96 Liberty St., New York, N. Y. | | | | | | | | | |
| Belmont Radio Corp., 5921 W. Dickens Ave., Chicago, Ill. | | | | | | | National Union Radio Corp., 57 State St., Newark 2, N. J. | | | | | | | | | |
| Bendix Radio, Div. of Bendix Aviation Corp., Baltimore, Md. | | | | | | | Noblitt-Sparks Industries, Inc., Columbus, Ind. | | | | | | | | | |
| Biltmore Radio Corp., 15 Ave. "A", New York 3, N. Y. | | | | | | | Northeastern Engineering, Inc., Canal St., Manchester, N. H. | | | | | | | | | |
| Cavaleade Industries, 39 S. La Salle St., Chicago, Ill. | | | | | | | Northern Radio Co., 2208 4th Ave., Seattle, Wash. | | | | | | | | | |
| Collins Radio Co., 2920 First Ave., Cedar Rapids, Iowa | | | | | | | Olympic Radio & Tele., Inc., 510 Sixth Ave., New York, N. Y. | | | | | | | | | |
| Colonial Radio Corp., 254 Rano St., Buffalo, N. Y. | | | | | | | Packard-Bell Co., 3443 Wilshire Blvd., Los Angeles, Calif. | | | | | | | | | |
| Columbia Electronic, Inc., 185 E. 122nd St., New York, N. Y. | | | | | | | Panoramie Radio Corp., 242 W. 55th St., New York 19, N. Y. | | | | | | | | | |
| Communications Co., Inc., 300 Greco Ave., Coral Gables, Fla. | | | | | | | Phileo Corp., Tioga & C Sts., Philadelphia, Pa. | | | | | | | | | |
| Communications Equip. Corp., 134 W. Colo. St., Pasadena, 1, Cal. | | | | | | | Pilot Radio Corp., 37-06 36th St., Long Island City, N. Y. | | | | | | | | | |
| Concord Radio Corp., 901 W. Jackson Blvd., Chicago | | | | | | | Port-O-Matic Corp., 985 Madison Ave., New York, N. Y. | | | | | | | | | |
| Continental Electronics Ltd., 252 Norman Ave., Brooklyn, N. Y. | | | | | | | Precision Specialties, 210 N. Western Ave., Los Angeles, Calif. | | | | | | | | | |
| Crosley Corp., 1329 Arlington St., Cincinnati, Ohio | | | | | | | Press Wireless, Inc., 1475 Broadway, New York 18, N. Y. | | | | | | | | | |
| Crystal Products Co., 1519 McGee Trafficway, Kansas City, Mo. | | | | | | | Quality Industries, 25 E. Jackson Blvd., Chicago 4, Ill. | | | | | | | | | |
| Deleo Radio, Div. of General Motors Corp., Kokomo, Ind. | | | | | | | Radio Craftsmen, Inc., 1341 S. Michigan Ave., Chicago | | | | | | | | | |
| DeWald Radio Mfg. Corp., 35-15 39th Ave., Long Is. City, N. Y. | | | | | | | Radio Engineering Laboratories, Inc., 36th St., L. I. City, N. Y. | | | | | | | | | |
| Allen B. DuMont Laboratories, 515 Madison Ave., New York | | | | | | | Radio Laboratories, 2701 California Ave., Seattle 6, Wash. | | | | | | | | | |
| Dynavox Corp., 40-35 21st St., Long Island City, N. Y. | | | | | | | Radio Mfg. Engineers, Inc., Peoria 6, Ill. | | | | | | | | | |
| Eastern Electronics Corp., 41 Chestnut St., New Haven, Conn. | | | | | | | Radio Navigational Inst. Corp., 305 E. 63rd St., New York 21 | | | | | | | | | |
| Eehophons Radio Co., 2611 So. Indiana Ave., Chicago, Ill. | | | | | | | Radio Process Co., 7618 Melrose Ave., Los Angeles, Calif. | | | | | | | | | |
| Eckenroth Co., 32 Ross Street, Brooklyn, N. Y. | | | | | | | Radio & Television, Inc., 244 Madison Ave., New York, N. Y. | | | | | | | | | |
| Eckstein Radio & Television Co., 1400 Harmon Pl., Minneapolis | | | | | | | Radio Wire Television Inc., 100 Ave. of the Americas, New York | | | | | | | | | |
| Electromatic Mfg. Co., 88 University Pl., New York, N. Y. | | | | | | | RCA Victor Div., Radio Corp. of America, Camden, N. J. | | | | | | | | | |
| Electronic Corp. of America, 170 53rd St., Brooklyn, N. Y. | | | | | | | Regal Electronics Corp., 20 W. 20th St., New York, N. Y. | | | | | | | | | |
| Electronic Devices Co., 601 W. 26th St., New York, N. Y. | | | | | | | Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif. | | | | | | | | | |
| Electronic Laboratories, Inc., 24 W. 24th St., Indianapolis, Ind. | | | | | | | E. M. Sargent Co., 219 9th St., Oakland, Calif. | | | | | | | | | |
| Emerson Radio & Phono Corp., 111 8th Ave., New York, N. Y. | | | | | | | Scophony Corp. of America, 527 5th Ave., New York, N. Y. | | | | | | | | | |
| Emor Radio, Ltd., 400 East 118th St., New York, N. Y. | | | | | | | Scott Radio Labs, Inc., 4450 Havenwood Ave., Chicago, Ill. | | | | | | | | | |
| Espay Mfg. Co., Inc., 528 E. 72nd St., New York, N. Y. | | | | | | | Searle Aero Industries, Inc., P. O. Box 111, Orange, Calif. | | | | | | | | | |
| Fada Radio & Electric Co., Inc., Long Island City, N. Y. | | | | | | | Selectograph Mfg. Co., 502 W. Colo. Ave., Colorado Spgs., Colo. | | | | | | | | | |
| Farnsworth Television & Radio Corp., Fort Wayne, Ind. | | | | | | | Sentinel Radio Corp., 2020 Ridge Ave., Evanston, Ill. | | | | | | | | | |
| Federal Telephones & Radio Corp., 591 Broad St., Newark, N. J. | | | | | | | Setchell-Carlson, Inc., 2233 University Ave., St. Paul, Minn. | | | | | | | | | |
| Fisher Radio Co., 41 E. 47th St., New York, N. Y. | | | | | | | Sheridan Electronics Corp., 2850 S. Michigan Ave., Chicago | | | | | | | | | |
| Fisher Research Lab., 1961 University Ave., Palo Alto, Calif. | | | | | | | Signal Electronics, Inc., 114 E. 16th St., New York, N. Y. | | | | | | | | | |
| Flush Wall Radio Co., 15 Washington St., Newark, N. J. | | | | | | | Silver Co., McMurdo, 1240 Main St., Hartford 3, Conn. | | | | | | | | | |
| F. M. Radio Mfg. Co., Inc., 10314 Superior, Cleveland, Ohio | | | | | | | Sonora Radio & Television Corp., 325 N. Hoyne Ave., Chicago | | | | | | | | | |
| Freed Radio Corp., 200 Hudson St., New York, N. Y. | | | | | | | Sparks-Withington Co., Jackson, Mich. | | | | | | | | | |
| Galvin Mfg. Corp., 4545 Augusta Blvd., Chicago, Ill. | | | | | | | Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago, Ill. | | | | | | | | | |
| Garod Radio Corp., 70 Washington St., Brooklyn, N. Y. | | | | | | | Stromberg-Carlson Co., 100 Carlson Rd., Rochester, N. Y. | | | | | | | | | |
| General Electric Co., Bridgeport, Conn. | | | | | | | Symphonic Radio & Electronic Corp., Main St., Cambridge, Mass. | | | | | | | | | |
| Giffilan Bros., 1815 Venice Blvd., Los Angeles, Calif. | | | | | | | Taybern Equipment Co., 120 Greenwich St., New York, N. Y. | | | | | | | | | |
| Globe Electronics, Inc., 225 W. 17th St., New York, N. Y. | | | | | | | Telequip Radio Co., 1901 S. Washenaw Ave., Chicago, Ill. | | | | | | | | | |
| Hallcrafters Co., 2611 S. Indiana Ave., Chicago, Ill. | | | | | | | Teleton Radio Co., 609 W. 51st St., New York, N. Y. | | | | | | | | | |
| Hammarlund Mfg. Co., 460 W. 34th St., New York, N. Y. | | | | | | | Televox, Inc., 451 S. 5th Ave., Mt. Vernon, N. Y. | | | | | | | | | |
| Harris Mfg. Co., 2422 W. 7th St., Los Angeles | | | | | | | Telicon Corp., 851 Madison Ave., New York, N. Y. | | | | | | | | | |
| Harvey Machine Co., Inc., 6200 Avalon Blvd., Los Angeles | | | | | | | Templeton Radio Mfg. Corp., New London, Conn. | | | | | | | | | |
| Harvey Radio Labs., Inc., 447 Concord St., Cambridge, Mass. | | | | | | | Transmitter Equipment Co., 345 Hudson St., New York 14, N. Y. | | | | | | | | | |
| Harvey-Wells Electronics, Inc., Southbridge, Mass. | | | | | | | Trav-Ler Radio & Tel. Corp., 571 W. Jackson Chicago | | | | | | | | | |
| Herbach & Rademann Co., 522 Market St., Philadelphia, Pa. | | | | | | | Trevor Radio Co., Box 497, Pasadena, Calif. | | | | | | | | | |
| Hoffman Radio Corp., 3430 So. Hill St., Los Angeles, Calif. | | | | | | | Union Electronics Corp., 38-01 Queens Blvd., Long Island City | | | | | | | | | |
| Howard Radio Co., 1735 Belmont Ave., Chicago, Ill. | | | | | | | United States Television Mfg. Co., 3 W. 61st St., New York, N. Y. | | | | | | | | | |
| Hudson-American Corp., 25 W. 43rd St., New York 18, N. Y. | | | | | | | Vibratoc Mfg. Co., 325 Miguel St., San Francisco, Calif. | | | | | | | | | |
| Industrial Electronic Corp., 505 Court St., Brooklyn 31, N. Y. | | | | | | | Viewtone Co., 81 Willoughby St., Brooklyn, N. Y. | | | | | | | | | |
| Industrial Tool & Die Works, Inc., Minneapolis, Minn. | | | | | | | V-lectrical Engineering Co., 828 N. Highland Ave., Los Angeles | | | | | | | | | |
| International Detroit Corp., Beard Ave., Detroit, Mich. | | | | | | | Walker, Inc., 684 S. La Fayette Park Pl., Los Angeles, Calif. | | | | | | | | | |
| Ray Jefferson, Inc., 40 E. Merrick Rd., Freeport, L. I., N. Y. | | | | | | | Warwick Mfg. Corp., 4640 W. Harrison St., Dallas, Ill. | | | | | | | | | |
| Jewel Radio Corp., 583 Sixth Ave., New York 11, N. Y. | | | | | | | Watterson Radio Mfg. Co., 2700 Swiss Ave., Dallas, Texas | | | | | | | | | |
| Kar Engineering Co., 619 Emerson St., Palo Alto, Calif. | | | | | | | Wells-Gardner & Co., 2701 N. Kildare Ave., Chicago, Ill. | | | | | | | | | |
| Kingston Radio Co., Inc., Kokomo, Ind. | | | | | | | Western Electric Co., 120 Broadway, New York | | | | | | | | | |
| Klinge Electronics, Inc., 1031 N. Alvarado St., Los Angeles 36, Cal. | | | | | | | West'n Sound & Elec. Labs., Inc., 2512 W. St. Paul Ave., Milwaukee | | | | | | | | | |
| La Magna Mfg. Co., 51 Clinton Pl., E. Rutherford, N. J. | | | | | | | Westinghouse Electric Corp., Receiver Div., Sunbury, Pa. | | | | | | | | | |
| Lanrehek Radio Mfg. Co., 3931 Monroe Ave., Wayne, Mich. | | | | | | | Wileox Electric Co., Inc., 1400 Chestnut St., Kansas City, Mo. | | | | | | | | | |
| Lear, Inc., 110 Ionia Ave., N. W., Grand Rapids 2, Mich. | | | | | | | Zenith Radio Corp., 6001 Dickens Ave., Chicago, Ill. | | | | | | | | | |
| Lostradio Corp., 4 St. Francis St., Newark, N. J. | | | | | | | | | | | | | | | | |
| Lincoln Electronics Corp., 653 11th Ave., New York, N. Y. | | | | | | | | | | | | | | | | |

* New address for Federal Telephone & Radio Corp., 1001 So. 2nd St., Harrison, N. J.

Received too late to alphabetize: L. Charlton Greene Co., 9 Eliot St., Watertown, Mass. Home AM-FM & combinations.

Republication prohibited. See copyright notice, Page 1. For "Where to Buy Electrical Appliances," see page 138.



NEW AS THE NEXT TICK OF THE CLOCK!

- Outsmarts, Outfeatures, Outperforms any Portable at anywhere near its price!

TEMPLETONE RADIO MFG. CORP.

NEW LONDON, CONN.

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



"WHERE FM ALSO MEANS FINEST MADE"

Kate Smith calling **VAN JOHNSON** in Hollywood!



**“Congratulations,
Van Johnson...**

Van, you've always been one of my very favorite screen stars. That's why I was so delighted to hear your first record... You certainly put both numbers across. They sizzle with your personality.”



**“Kate Smith,
you're a darling...**

It sure makes me happy to know you like my first record. No one's praise could mean more. By the way, all Hollywood loves your new M-G-M recording of 'If I Had My Life To Live Over'.”

VAN JOHNSON'S FIRST RECORD

★
I WONDER, I WONDER, I WONDER
Sonny Burke's Orchestra

GOODNIGHT SWEETHEART
Sonny Burke's Orchestra

M-G-M 10018

M-G-M RECORDS

THE GREATEST NAME



IN ENTERTAINMENT

M-G-M

**DELIVERS TWO MORE
HIT RECORDS**



Blue Barron

and His Orchestra

**Midnight Masquerade
Unless It Can Happen With You**

M-G-M 10014

Sam Nichols

with the Melody Rangers

**Mississippi Gal
Nobody's Fool**

M-G-M 10015

RECORDS

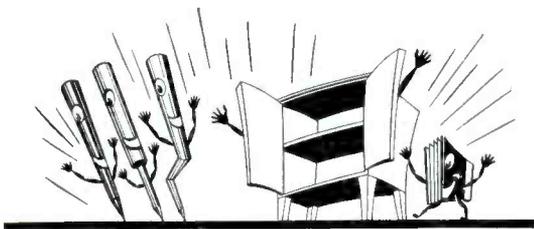
Section of *RADIO & Television* RETAILING

DEALERS REPORT they have found disc-jockey sponsorship extremely profitable. In one community, record retailers have banded together on a co-op basis. Platter spinner's commercial tells of the stores (the sponsors) which carry the discs, and gives the addresses. The shows are just one big commercial for the backers, but an entertaining one for the listeners.

TICKET BOX-OFFICE FOR MUSICAL EVENTS in record stores providing enterprising dealers with a lucrative source of walk-in trade. Ticket sellers as well as merchants benefit from two-way agreement. Many stores have succeeded in getting the only agency in town for certain symphony orchestras to locate on the premises.

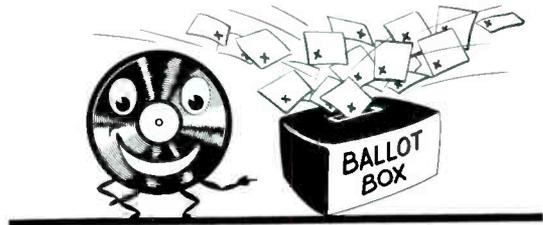
A RECORD SURVEY conducted by Columbia Records, Inc., in 5000 homes across the country in every income bracket, led Paul Southard, vice-president in charge of sales to state: "We have all been too conservative in our estimates (of the future of the record business.)" The survey also indicated that the market for players and discs is primarily a youth market; and that "best artists" are the main reason for record buyers' decisions, followed by selection of music available.

SHORTAGE OF SKILLED LABOR in manufacture of records, still one of the biggest single bottlenecks to increased production of discs.



CONSUMER ADVERTISING undertaken by companies manufacturing needles, record cabinets, albums, and other disc storage units is of inestimable value to the retailer. Ads point out decorative utility of furniture record cabinets, usefulness of portable record holders, advantages of needles that afford better tone quality etc. Upsurge in national advertising of record accessories will enable the dealer to do a super selling job on these products.

SCHOOL RECORD LIBRARIES another innovation in modern education circles. Chicago schools receive approved lists containing titles of children's albums recommended for purchase in school libraries. Dealers are stocking up on "suggested" records, because Junior usually brings his parents in to buy him the disc he heard in school.



OVERALL EXPANSION of record manufacturing firms has given the industry its biggest vote of confidence for a bright and prosperous future to date. Both big and little platter-makers have been concentrating on stepping-up their production facilities. Several of the firms have constructed additional recording plants, both in this country and abroad, and have opened foreign sales branches. Entry into the field on a big scale of a giant in the entertainment world, indicates that astute showmen are also certain the record business is here to stay.

BASIC RECORD LIBRARY for elementary schools, combining phonograph records and incorporating teaching notes in one package, has been made available by RCA Victor's educational department. All records in the library are made of non-breakable plastic. Leaders in the musical educational field selected the repertoire and outstanding artists were engaged to record the albums.

BAND BREAK-UPS ACROSS THE NATION create need for retailers to keep "hep" to latest developments, and aware of status of band's popularity, or of leader's drawing power. Some artists (like Benny Goodman), have announced their intention of continuing to record, while fronting a different group of men.

SEVERAL LEADING DISC MANUFACTURERS are in the process of planning all-out sales campaigns on their own-brand needles and other record accessories. These disc-makers are organizing specialized departments, with separate sales managers to head "accessory" selling and promotions.

Tie in with RCA VICTOR'S June ads!

for "Pop"

Here are three top items to be backed up by RCA Victor's June promotion. Hard-hitting ads in "LOOK" and 6 top fan and teen-age magazines will be out calling on your customers . . . so have your store promotions ready!



Ray Kinney, his Coral Islanders, and the Mullen Sisters have recorded their sultry, romantic *Songs of the Islands* (and other Hawaiian favorites). Album P-176, \$3.15.



New Fifty-Second Street Jazz. Hot work by Dizzy Gillespie—Coleman Hawkins, and their all-star orchestra. Already a hit-seller, watch it soar with its new ad-support! Album HJ-9, \$3.75.



"Fats" Waller Favorites. Your June ads will follow up the big drive scheduled for "Fats" Waller Memorial Week. Order Album P-151, \$3.15.

for "Red Seal"

A full page in "LIFE," June 9, will put June's entire Red Seal listing in your customers' homes. Another full page in "TIME," June 16, will promote the newest Menuhin album. For quick, easy sales . . . display this new Red Seal merchandise while it's news!



Menuhin: *Concerto for Violin and Orchestra*—Béla Bartók. Dallas Symphony Orchestra, Antal Dorati, Conductor. M/DM-1120, \$5.85. "LIFE," June 9, and "TIME," June 16.



Bernstein: *The Airborne*—Blitzstein. N. Y. City Symphony Orch.; RCA Victor Chorale, Robert Shaw—Director and Narrator. M/DM-1117 (Recordrama), \$8. "LIFE," June 9.



Merrill: *The Whiffenpoof Song; The Sweetheart of Sigma Chi.* Russ Case and his Orchestra with Male Chorus. Record 10-1313, 75¢. To be featured in "LIFE," June 9.

Prices are suggested list prices, exclusive of taxes.

Don't miss our NAAM Convention Exhibit, Booth 90-91, June 1-5. There's something interesting in store for you . . . and a royal welcome!

There's extra profit to be made by featuring your radio-advertised items. Tune in your RCA Victor Show (Sundays, all NBC stations, 2 PM, EDT) and follow up with display!



Your RCA VICTOR Distributor



Key to Wise Buying

Lies in Dealer's Ability to Utilize Common Sense Coupled With Past Sales Reports

● On the dealer's ability to buy wisely hinge his chances for triumphant success in business or his ultimate failure. The merchandising of records entails great caution in purchasing. Because of the continually changing demand and the short-lived nature of many discs, retailers must be on their toes every day to keep informed of fluctuations in public taste and temperament.

Before ordering discs the man who does the buying should ask himself: "Which artists and which songs shall I buy?" "How many of each?" and "Am I sure that this is the right time to order?" Length of delivery time varies with the companies, and an order that is placed too late may not sell; one that is submitted too early may tie up valuable capital.

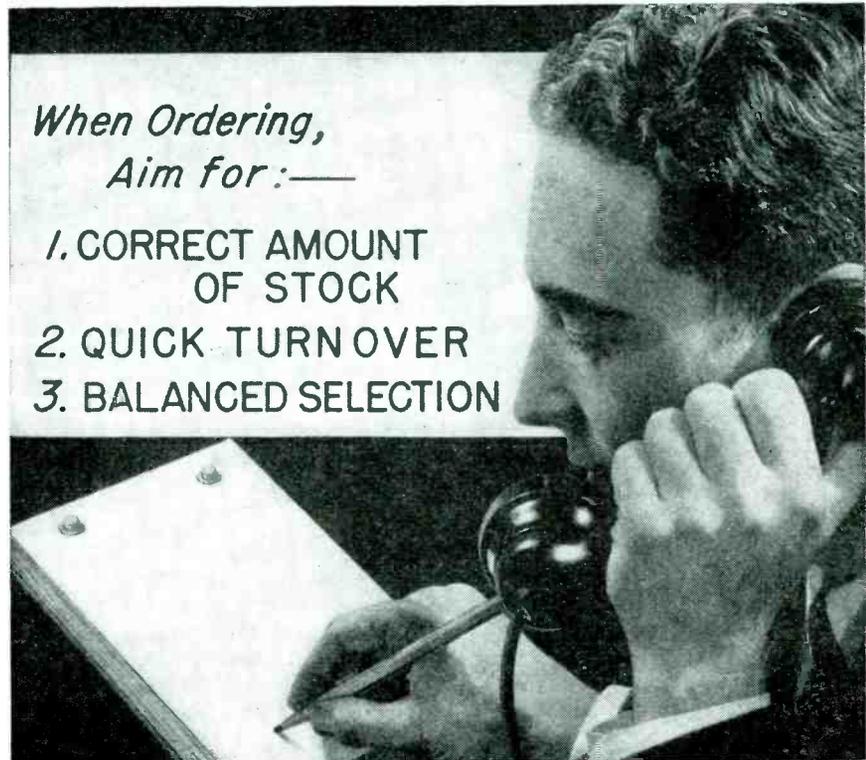
Length of Popularity

Records, like many other types of merchandise, grow "stale." Dealers have learned from experience that with the exception of classical and "standard" albums and singles, very few waxings can withstand the rigors of the hit song surveys. If the "pop" tunes aren't sold when they are popular, they may never leave the dealer's shelves. (Recordings that suddenly "revive" after many years, like "Heartaches" are, of course, an exception.)

Analyzing the demand for records, therefore, becomes a doubly difficult task because of the changing nature of public taste, and the wild-fire spread of a particular tune or personality. The goal of "wise buying" is to plan in such a way that the right merchandise will be in the store at the right time.

Many of the leading disc manufacturers have spent time and money putting their best merchandising brains to work preparing manuals and pamphlets which instruct dealers in the art of "buying." One successful retailer who has a turnover rate of 11, and who finds his 5% return privileges more than ample, explains his good fortune by saying, "It's a combination of experience, common sense and looking at the 'record.'"

No matter what outside factors may enter the buying picture, the



smart dealer utilizes his past book-keeping records to help him anticipate his future needs. A man who is new to the record business will have to consider other such obvious factors as store location, type of clientele likely to be attracted, his own personal background and ability to handle "jazz" and "symphony" specialties, etc.

Every established dealer has his own method of stock control which helped him stay successfully in business. The system may vary with individuals, but on the whole most record merchants maintain a perpetual inventory on albums, a weekly count of "pops," and utilize envelopes for standard singles.

Keep Accurate Count

Sales records of what has been sold, as well as a complete list of requests for merchandise which could not be filled, should be kept up to date. The "want slips" may provide the key to the question of just what else to order during the coming months to round out the dealer's stock.

Stock control is not an involved affair, and can easily be handled in its daily, weekly, and yearly periods. It may involve a physical count of stubs or checks at the end of each day to see how many records were sold, and at inventory time, a yearly count of all stock in the store.

Systems have been worked out for dealers which will allow them to follow set formulas for determining the rate of sale, maintaining a safety margin of stock, and figuring out their "open-to-buy" privileges.

Manufacturer advertising in both consumer and trade media is another valuable guide which the alert retailer can utilize to help him "shop" for his records. If Company A is devoting full-page ads in the slick magazines to a selected group of records, dealers can depend on selling more of that group, and of selling them faster. Following the same line of reasoning, the record merchant will be justified in ordering more of the "plugged" selections for that month.

Through the medium of the trade

(Continued on page 172)



Plate glass front of Chicago store makes well-lighted interior one large display window.

● The motto of the Garrick Music Stores, 4141 W. Madison St., Chicago, is "If It's Recorded, We Have It."

Owners Sidney J. Boyer and Benjamin F. Zimmerman are justifiably proud of their large record stock and ability to please all types of customers. The partners have purchased the building which houses their store, and have spent \$50,000 in remodeling, re-decorating and incorporating the latest architectural improvements into their establishment.

The owners estimate that on Saturday, peak business day of the week,

an average of over a thousand customers flock into Garrick's.

One-third of the store, is devoted to appliances and radios. The remaining two-thirds of the store is given over to the display and sale of records, as the merchandising of discs still accounts for the bulk of the business.

A large double counter runs through the center of the store, backed by a high cabinet containing the huge stock of records for which Garrick's is noted. The counters are alternately composed of glass, and two-toned wood, permitting an ade-

Discs

quate display of record needles and accessories, as well as an interesting decorative effect.

One wall opposite these center counters provides display space for floor model radios. This display is flexible, and lends itself readily to different arrangements.

Discs Departmentalized

The other wall continues the "record section" with high display tiers for albums, sheet music, etc. These racks are brightly colored and lighted by neon tubes which follow along the ridge of the displays, and also receive reflected light from the glass counters beneath. These "counter-cabinets" are used for storage as well as display purposes.

Stock is stored scientifically so that clerks can locate discs quickly and efficiently. Messrs. Boyer and Zimmerman attempt to utilize every square inch of space to facilitate storage problems, and to convey a feeling of "spaciousness" to the customer.

"Shadow-box" groupings, devoted to records, which are placed flush to the ceiling and above the wall groupings, catch the customer's eye as soon as he enters the store. These recessed stages are colorful and deal with seasonal topics, dramatizations of new recordings, or some other aspect of discs to provide added selling punch.

Listening booths are small (just large enough for one person), and are sound-proofed. Traffic in the store is so heavy, the partners found it wiser and quicker to use small booths

DEALERS BOYER AND ZIMMERMAN KEEP THEIR STORE IN THE LEAD BY:

- 1 *Maintaining Sizable Stock of Discs*
- 2 *Continuing Building Their Reputation as Appliance, Radio, and Television Headquarters*
- 3 *Advertising at Frequent Intervals*
- 4 *Utilizing Latest Architectural Developments*
- 5 *Keeping Store Colorful and Inviting*

Build "Big Business" and Added Profits

Chicago Dealers Go "All Out" in Modern Store Merchandising

to encourage quick customer turnover.

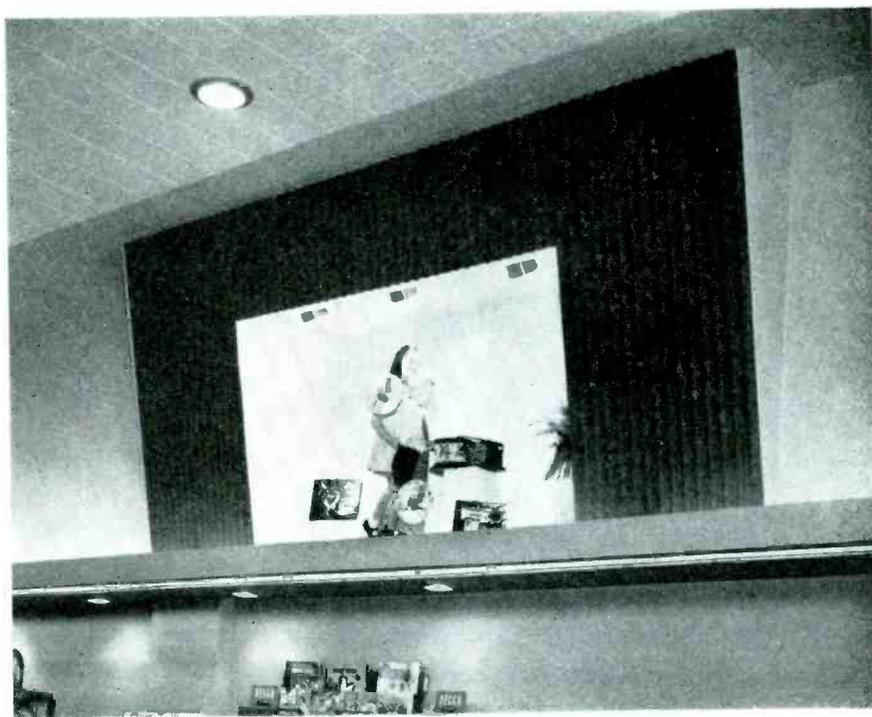
For the grand opening early this year several radio and recording stars were present, autographing albums, and broadcasting from the store via a local station on opening night. The first Garrick Music Store was located in the downtown Chicago Loop, but owners Boyer and Zimmerman found space too limited in their downtown location, with no possibility for expansion, and with keen competition. The partners then moved to a West Side location, and took in nationally-known brands of radios and combinations. While this store was building its reputation the purchase of the building at 4141 W. Madison was accomplished.

Expanded Business

The partners actively cooperated with the architect in drawing up plans for the new store. They decided to add a line of electrical appliances, and rented a warehouse in the neighborhood for storage of these larger items. One of the front windows, and approximately $\frac{1}{6}$ of the floor space inside the store is devoted to appliances. One major appliance is featured weekly in the window, with other traffic items grouped around it.

The other display window usually plays up a "furniture-piece" combination, or a group of table models. A timely record display, which is also frequently changed, shares the window space.

On the floor behind this window, and in full view of passers-by, is a "live" television set, which continu-



Eye-catching "shadow-box" murals devoted to records are flush with ceiling, level with top of ledges.

ally attracts a changing group of people into the store from the busy thoroughfare. Adjacent to this is a table-model radio display which Mr. Zimmerman designed. This floor piece attractively displays the store's impressive variety of radios, phonographs, portables, combinations, etc. On the other side of the store, in the rear of the appliance set-up, is a complete stock of cameras and supplies, which has been a profitable source of income.

In the back, behind the center record counter, a stairway takes customers to the business offices and

to the television room. The video room has been decorated in a home-like atmosphere, with burgundy carpeting, light green walls, and modern, comfortable furniture.

Located on the same street with large department stores, movie theatres, and other shopping facilities, the Garrick store culls many of its customers from "passing" shoppers. Expenditure on redecorating to make the establishment attractive and inviting has more than paid off. This enterprising radio-appliance-record store shows great promise of expanding even further in all directions.



MME. LUCREZIA BORI HEADS A DISTINGUISHED LIST OF SEVEN GRAND OPERA SINGERS REPRESENTED ON RCA VICTOR'S SECOND HERITAGE SERIES RECORDS.

High-Notes in Disc Profits

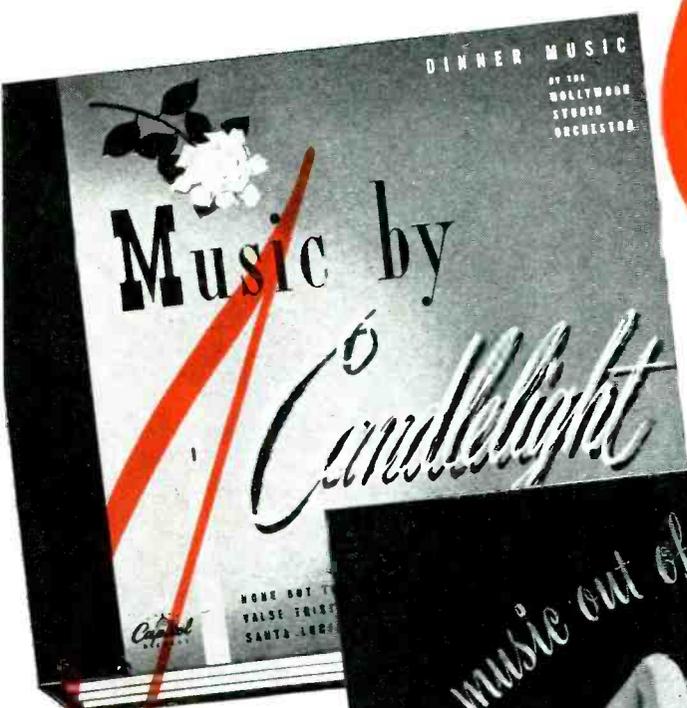
**Ringling Cash Register Is Sweet Music
As Platter Sales Continue to Mount**

● The flowers that bloom in the spring have nothing on the colorful and tuneful crop of discs coming the dealer's way this month. The customer's fancy can easily be caught by the crooner's love songs, the soprano's arias, the sweet rhythms of a dance band, or a movie favorite's personality as it is recaptured on wax.

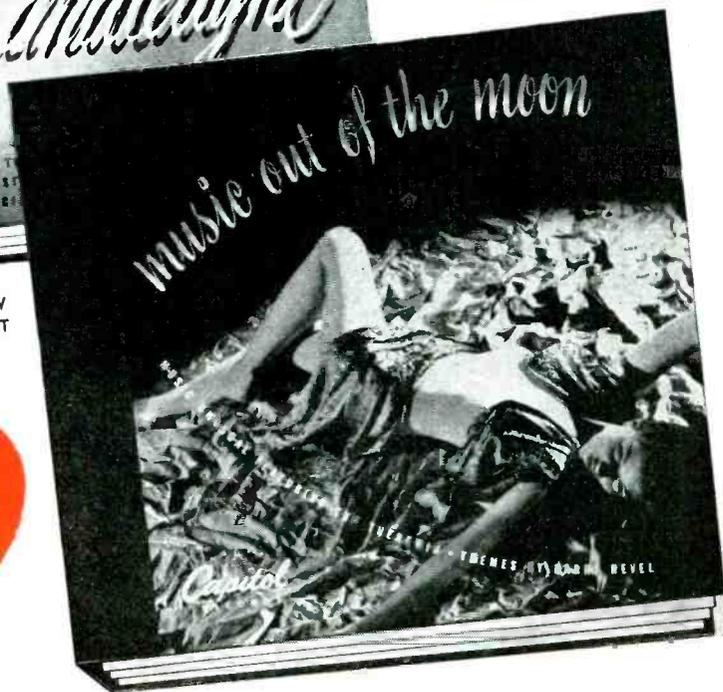
Buying incentives touched off by Music Week (the first week in May) are gaining more and more impetus as dealers are following through with outstanding merchandising and promotion jobs tying in with touring road companies, personal appearances, and the new releases.

Columbia Records, Inc., is offering Dimitri Mitropoulos in a dual role as soloist and conductor of the Robin Hood Dell Orchestra of Philadelphia in Prokofiev's "Concerto No. 3 in C Major." Isaac Stern in violin selections from "Humoresque" and Oscar Levant in a piano solo from "Tristan and Isolde" are available in another Masterworks album. Columbia has also issued Sibelius' "Symphony No. 4," Arthur Rodzinski conducting the Philharmonic Symphony Orchestra of New York. Daniza Ilitsch, Richard Tucker and Mario Berini are three new artists who have been signed to exclusive contracts by Columbia, and who will take part in the complete opera recordings to be made at the Metropolitan Opera House.

A Masterworks single recorded by the Carnegie Pops Orchestra is "Variations on 'Pop! Goes the Weasel.'" Movie star Errol Flynn

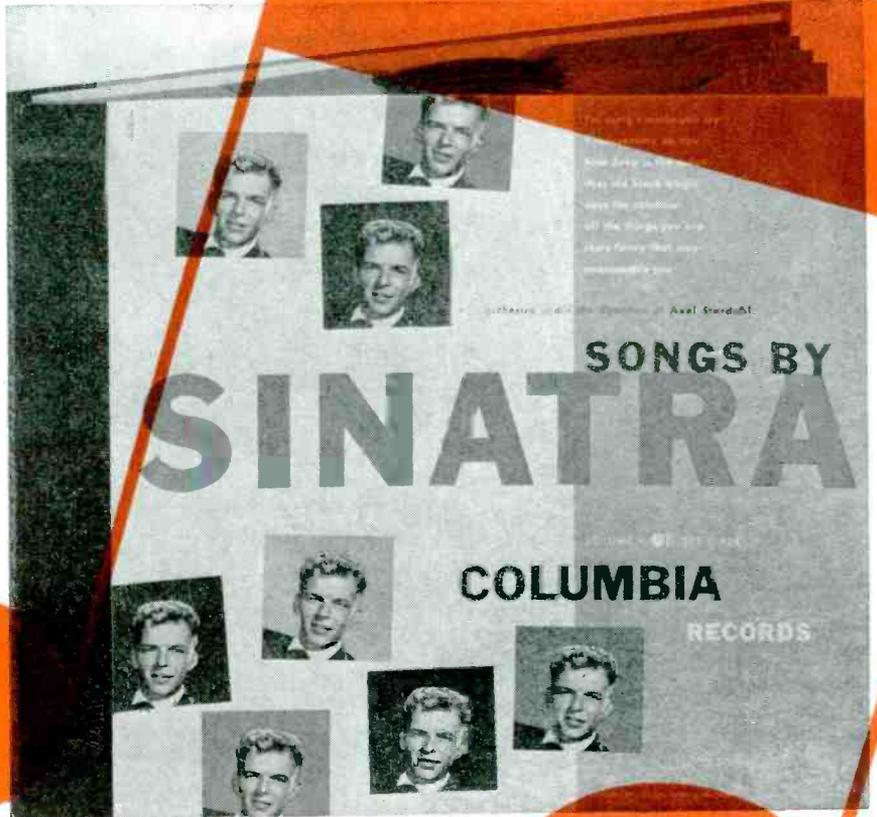


CAPITOL OFFERS TWO NEW ALBUMS IN A SOMEWHAT DIFFERENT VEIN.





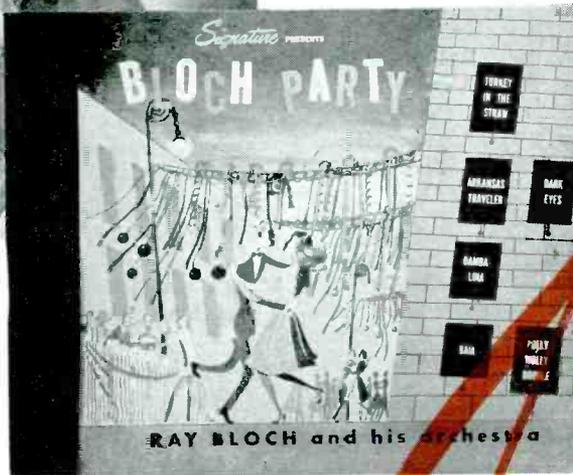
VAN JOHNSON, THE BOBBY-SOXERS' DELIGHT, IS MAKING 'EM SWOON IN HIS MGM RECORDS.



- ▲ EIGHT SONGS ARE FEATURED IN THIS LATEST COLUMBIA ALBUM BY FRANK SINATRA.
- JAN AUGUST TICKLES THE KEYS IN HIS NIMITABLE WAY IN DIAMOND'S COLLECTION OF "FAVORITES."



MAESTRO RAY BLOCH IS FEATURED IN SIGNATURE'S "BLOCH PARTY" COLLECTION.



makes his Columbia recording debut in Dumas' "The Three Musketeers," with orchestra conducted by Carmen Dragon. The tale of "Little Red Riding Hood" is delightfully told on four Columbia sides by David Allen, with original incidental music. "Goldilocks and the Three Bears" is another David Allen album for children.

Columbia pop releases include a new Woody Herman platter, "Ivy," flipover, "That's My Desire"; Tony
(Continued on page 60)



FRED WARING AND HIS PENNSYLVANIANS DO A "LISTENING TIME" ALBUM OF MUSICAL FAVORITES FOR DECCA.





▲ Enric Madriguera, Latin American maestro, has signed a long term contract with National.

◀ Soledad Miralles, Spanish singer and dancer, is featured in a new disc album.

Shown below in consecutive order are: Gordon McRea, newly signed to Appollo's talent roster; Germaine Sablon, famous French singing star, now recording exclusively for Continental Records; and Rainbow Records' Toon Timers vocal group featured in several Rainbow albums.



Disc Profits

(Continued from page 59)

Pastor in "Get Up Those Stairs, Mademoiselle" and "Red Silk Stockings and Green Perfume"; Louise Massey and the Westerners rendering "My Adobe Hacienda" backed with "Starlight Schottische"; a "New Orleans Jazz" album featuring Kid Ory and his Creole Jazz Band; Frank Sinatra in two sides from his "It Happened in Brooklyn" film, "Time After Time" and "I Believe"; Harry James, with Art Lund on the vocals, doing "What am I Gonna Do About You," flipover, "I Can't Get Up the Nerve to Kiss You"; Buddy Clark's "If I Had My Life to Live Over," sided with "It Might Have Been a Different Story."

Dinah Shore's current Columbia album is entitled "A Date With Dinah," with orchestra and chorus under the direction of Morris Stoloff. "Songs by Sinatra" features eight of the crooner's top tunes. Axel Stordahl's orchestra provides the accompaniment.

Pop Singles

Columbia singles have been waxed by: Xavier Cugat, "Cu-Tu-Gu-Ru," "Illusion"; Frankie Carle, "The Man Who Paints the Rainbow in the Sky" and "Unless It Can Happen With You"; Cab Calloway's "Necessity," flipover, "Hi-de-ho Man."

Les Brown's orchestra, Elliott Lawrence, The Three Flames, Gene Autry, The Modernaires with Paula Kelly, and a variety of discs in the novelty dance, country dance and folk

songs categories have also been waxed.

Of importance to opera lovers is RCA Victor's announcement of the second "Heritage Series" release. Mme. Lucrezia Bori heads the list of seven Grand Opera singers who are represented on this second release of plastic re-issues of original masters. Mme. Bori is the only living singer in the group; the others are John McCormack, Pasquale Amato, Celestina Boninsegna, Pol Plancon, Jeanne Gerville-Reache and B. Mario Sammarco. Each record is packed in a distinctive gold envelope with background text on the artist and selection.

The original cast version of hits from the Broadway musical "Brigadoon" have been recorded by RCA Victor. Plans are also under way for the future release of an uncut version of Handel's "Messiah," in a performance by Sir Thomas Beecham, and the Royal Philharmonic Orchestra. An album titled "Prayers and Poems" of Francis Cardinal Spellman, Archbishop of New York, has been recorded by the Catholic prelate. It contains many of the selections which were published in Cardinal Spellman's book of the same name.

New Albums

Other Red Seal featured albums are: Sir Thomas Beecham and the London Philharmonic in Handel's musical suite, "The Great Elopement"; Serge Koussevitzky conducting the Boston Symphony in Prokofieff's "Symphony No. 5"; Robert Shaw conducting the RCA Victor Chorale and Orchestra, "Cantata No. 4" of Bach; Baritone Robert Merrill has recorded "Home on the Range" and "The Last Round-up" for another noteworthy Red Seal single.

Victor's Musical Smart Set albums feature a "Rodgers and Hart" collection of sophisticated musical comedy songs with Betty Garrett, Milton Berle, Marie Greene and Vic Damone; "Wayne King Waltzes," Volume 2, is another collection of melodic tunes styled in the King manner.

Victor pops include: Sammy Kaye, "The Egg and I," flipover, "After Graduation Day"; Tommy Dorsey's versions of "Time After Time" and "It's the Same Old Dream" plus "Bingo, Bango, Boffo" and "Spring Isn't Everything"; Dennis Day's vocalizing of "Mam'selle" and "Stella by Starlight"; Bill Johnson and his Musical Notes make their debut with "Don't You Think I Oughta Know" backed by "Shorty's Got to Go Now."

(Continued on page 68)

BACKGROUND FOR BIGGER "MASTERWORKS" BUSINESS IN MAY



*** RECORDS OF THE MONTH ***

This is another "record" month! Here's a listing you've wanted to own, interpreted with inspiration. Music that is your home recapture performance! because Columbia Masterworks Records faithfully reproduce the full beauty of performance, the great artists are recording exclusively for Columbia.

RISE STEVENS
with orchestra conducted by Frank Lehmann
Columbia Masterworks Set No. MW 542 \$1.00

Isaac Stern
with orchestra conducted by Frank Lehmann
Columbia Masterworks Set No. MW 543 \$1.00

ROBIN HOOD DELL ORCHESTRA OF PHILADELPHIA
conducted by Frank Lehmann
Columbia Masterworks Set No. MW 544 \$1.00

HELEN TRAUBEL
with orchestra conducted by Charles C. Conover
Columbia Masterworks Set No. MW 545 \$1.00

George Szell
with orchestra conducted by Charles C. Conover
Columbia Masterworks Set No. MW 546 \$1.00

Philharmonic-Symphony Orchestra of New York
conducted by Kurt Siodman
Columbia Masterworks Set No. MW 547 \$1.00

OSCAR LEVANT
with orchestra conducted by Charles C. Conover
Columbia Masterworks Set No. MW 548 \$1.00

Nelson EDDY
with orchestra and vocal soloists conducted by Charles C. Conover
Columbia Masterworks Set No. MW 549 \$1.00

Carnegie Pops Orchestra
conducted by Charles C. Conover
Columbia Masterworks Set No. MW 550 \$1.00

ROBERT CASADESUS
with orchestra conducted by Charles C. Conover
Columbia Masterworks Set No. MW 551 \$1.00

There's entertainment at your feet for the rest of your life. No matter what you'll find the outstanding performances by favorite artists. Stop in today at your favorite dealer's and listen!

RISE STEVENS—sings, loves, supremely attracts fans alike in motion pictures, in concerts, on the radio, and at the Metropolitan Opera...

RISE STEVENS wants you to hear her as she really sings
...so she's recording exclusively for **Columbia Records**

MASTERWORKS

"MASTERWORKS" of the month featured in:
SATURDAY EVENING POST.. May 10th
LIFE... May 19th
TIME.. May 26th

The famous Columbia Masterworks Records "playbill" presents and pre-sells another great list of magnificent performances by the finest artists. Remember . . . your customers are among the readers—30,000,000 strong—who will see this news.

contact your **COLUMBIA RECORDS** DISTRIBUTOR for stock

Top Tunes of the Day

Songs Played on Air, Featured in Movies Help Dealers Plan Buying

• Top three tunes in the spot-light are the ballad from the Broadway musical "How Are Things in Glocca Morra?"; Jack Lawrence's tune "Linda," and the surprise revival "Heartaches."

Columbia has recorded a "Finian's Rainbow" album with the original cast, and featuring Ella Logan. Single discings of the tune are available in versions by Tommy Dorsey, Buddy Clark, Martha Tilton, Dick Haymes, Johnny Long and Harry Babbitt. "Linda" has been waxed by Buddy Clark, Gordon Jenkins, Paul Weston, Bob Chester, Charlie Spivak and Chuck Foster. "Heartaches," the tune that catapulted to fame on the basis of the original Ted Weems recordings on Decca and Victor, has also been put on shellac by Joe Alexander, Jimmy Dorsey, Harry James, Monica Lewis, Ted Straeter, Richard Cannon, Gordon MacRae, Red McKenzie, Ted Martin, Cedric Wallace Trio, Ray Smith, and the Bobby True Trio.

Other Hits

Second and third place tunes on the survey sky-rocketed there from comparative oblivion. Other tunes that show promise of being hits which appear on the "top tune" list for the first time include: "We Could Make Such Beautiful Music," recorded by Frankie Carle, Vaughn Monroe and Monica Lewis; "That's Where I Came In," available on discs by Jo Stafford, Perry Como, Dick Jurgens, Ink Spots, Ray McKinley, and Jack Fina. Andy Russell, Vaughn Monroe, Dick Jurgens, George Paxton, Harry Cool, and Mel Torme have put out versions of "It's Dreamtime." The Mexicali melody, "My Adobe Hacienda," is in the record repertoire of Kenny Baker, Louise Massey, Dining Sisters, Eddy Howard and Art Kassel.

Other tunes on the way up, and getting into their stride for the first time are: "Maybe You'll Be There," given a boost by the records of Betty Rhodes and Jack Fina; "It Takes Time," as done on discs by Benny Goodman, Doris Day, Louis Armstrong and Guy Lombardo; "The Egg and I," from the Claudette Colbert-Fred MacMurray film of the same name, as waxed by Dinah Shore, the Merry Macs and Harry Babbitt. Eddie Bracken sings "I Got a Gal I Love" in the film "Ladies Man,"

which has been done by Frank Sinatra, Perry Como and Two Ton Baker on wax. "What Am I Gonna Do About You?" is from the same Eddie Bracken film, and has been recorded

THE NATION'S MOST POPULAR TUNES ON THE AIR

Listed in Order of Their Popularity
(RADIO & Television RETAILING'S Own Survey)

| Current Ranking | Trend of Popularity |
|-----------------|---|
| 1 | How Are Things in Glocca Morra..... |
| 2 | Linda..... |
| 3 | Heartaches..... |
| 4 | Anniversary Song..... |
| 5 | We Could Make Such Beautiful Music..... |
| 6 | Managua Nicaragua..... |
| 7 | That's Where I Came In..... |
| 8 | It Might Have Been a Different Story..... |
| 9 | I'll Close My Eyes..... |
| 10 | Sometimes I'm Happy..... |
| 11 | It's Dreamtime..... |
| 12 | My Adobe Hacienda..... |
| 13 | There Is No Greater Love..... |
| 14 | It's A Good Day..... |
| 15 | Sonata..... |
| 16 | I Can't Believe It Was All Make Believe..... |
| 17 | Guilty..... |
| 18 | This Is The Night..... |
| 19 | A Gal In Calico..... |
| 20 | Stardust..... |
| 21 | Too Many Times..... |
| 22 | Rainy Night In Rio..... |
| 23 | Maybe You'll Be There..... |
| 24 | Roses In The Rain..... |
| 25 | It Takes Time..... |
| 26 | Smoke Dreams..... |
| 27 | For Sentimental Reasons..... |
| 28 | Same Time Same Place..... |
| 29 | The Egg and I..... |
| 30 | April Showers..... |
| 31 | I Got A Gal I Love..... |
| 32 | My Number One Dream Come True..... |
| 33 | Sunrise Serenade..... |
| 34 | My Sentimental Heart..... |
| 35 | Why Oh Why Did I Ever Leave Wyoming..... |
| 36 | Bless You..... |
| 37 | Unless It Can Happen With You..... |
| 38 | My Heart Goes Crazy..... |
| 39 | In The Blue of Evening..... |
| 40 | You Can't See The Sun When You're Crying..... |
| 41 | Love Nest..... |
| 42 | Midnight Masquerade..... |
| 43 | Twilight Time..... |
| 44 | Zip-A-Dee-Do-Dah..... |
| 45 | Sunset To Sunrise..... |
| 46 | What Am I Gonna Do About You..... |
| 47 | Illusion..... |
| 48 | Do You Love Me As Much As Ever..... |
| 49 | Beware My Heart..... |
| 50 | Would You Believe Me..... |

by Margaret Whiting, Perry Como and Skip Farrell.

"Unless It Can Happen With You" is another of the relatively new tunes that have gone places with Mr. and Mrs. Andy Russell, Three Suns, Frankie Carle, Lawrence Welk, Blue Barron, Johnny Long and The Starlighters. "Midnight Masquerade" hits the list for the first time, undoubtedly boosted by the discs of Eddy Howard, Sammy Kaye, Monica Lewis, Alvino Rey, and Glen Gray.

Near the bottom of the list, but making their survey debut are "Illusion," available on the records of Hal Winters, Xavier Cugat, John

Paris, and Bobby Doyle; "Beware My Heart," going places on the impetus of the Margaret Whiting, Les Brown, Monica Lewis, Vaughn Monroe and Twilight Three send-off; and "Do You Love Me As Much As Ever?" and "Would You Believe Me?"

Still showing signs of going up, although not new to the hit tunes listing are: "It Might Have Been a Different Story," "There Is No Greater Love," "It's a Good Day," "I Can't Believe It Was All Make Believe" and "Smoke Dreams."

Songs which did not quite rise to the top level, but which may do so in the very near future include: "A Song a Dance and You," "If This Isn't Love," "I Want to Thank Your Folks," "Mam'selle," "Ask Anyone Who Knows" and "Man Who Paints the Rainbow."

Motion Pictures Provide Ample Dealer Tie-Ins

Films listed all feature outstanding hit tunes which have been recorded by a variety of artists. Watch for movies to hit local theaters—then cash in on added box-office appeal.

Bathing Beauties

Blue Skies

Canyon Passage

Carnegie Hall

Carnival in Costa Rica

Dead Reckoning

Down to Earth

Duel in The Sun

Humoresque

If I'm Lucky

I'll Be Yours

It Happened in Brooklyn

It Happened on Fifth Avenue

I've Always Loved You

Jolson Story

Ladies Man

Lydia

My Heart Goes Crazy

Margie

New Orleans

Night and Day

Nora Prentiss

Smash-Up

Song of Scheherazade

Song of the South

Till the Clouds Roll By

The Best Years of Our Lives

The Egg and I

The Shocking Miss Pilgrim

The Fabulous Dorseys

The Night Is Young

The Razor's Edge

The Time, The Place, and The Girl

The Thrill of Brazil

TONE QUALITY SELLS PORTABLES



Phonola

ESTABLISHES NEW

STANDARDS OF CLARITY AND RANGE

ROOM
862

COME IN!
SEE AND HEAR
THE NEW
PHONOLAS

N.A.M.M.
TRADE SHOW
PALMER HOUSE
CHICAGO, ILL.
June 2nd to June 5th

Your customers demand more and more in tone quality. As always, Phonola is foremost in faithful reproduction . . . in clarity . . . and in range. Be sure to see the complete Phonola display of acoustic and electronic portable phonographs at the convention.

SINCE 1916 — THE NAME TO REMEMBER
Famous for over a quarter century of continued leadership in styling, engineering advancement and fine craftsmanship.



WATERS CONLEY COMPANY

ROCHESTER, MINNESOTA

SALES OFFICE AND PERMANENT DISPLAY ROOM—224 SOUTH MICHIGAN AVENUE • CHICAGO 4, ILLINOIS

RCA Recording Operas

Arturo Toscanini has agreed to conduct the recording of two and possibly more full-length operas, to be made in RCA Victor's New York studios with Metropolitan Opera stars singing leading roles, James W. Murray, vice-president in charge of Victor record activities, disclosed. The famous conductor will use a specially assembled orchestra and chorus for the recordings.

Simon Jobs MGM Discs

Simon Distributing Co., 615 Pennsylvania Ave., N.W., 1, Washington 4, D. C., will distribute MGM rec-

ords in Maryland, Washington, D. C., and parts of Virginia. James H. Simon announced that Jack Whitney is manager of the Washington MGM record division, and that William Ellis heads the Baltimore MGM record division.

NAMM Plans Party

The National Association of Music Merchants has scheduled a "for women only" party to be held on the opening day of the convention, June 2. Mrs. Charles E. Jackson will serve as chairman of women's activities. A number of other informal features have been planned for the women's entertainment.

Columbia-Met Recordings

The first recordings from the stage of the Metropolitan Opera, under the Metropolitan-Columbia Records, Inc., contract, were made in special session with Helen Traubel, soprano; Torsten Ralf, tenor, and Herta Glaz, mezzo-soprano. The session, which lasted three hours, was conducted by Fritz Busch, with the Metropolitan Opera Orchestra, and recorded the famous Love Duet from Act Two of Wagner's "Tristan und Isolde."

Continental Expansion

Donald H. Gabor, president of Continental Records, New York City, has announced that his firm intends to build a new plant in Amsterdam, Holland. Initial monthly production abroad is expected to be over 50,000 discs. Emery Rozsa, national sales manager, has left for Europe to supervise plant construction, and establish European branch offices.

Continental has embarked on an expansion program of both catalog and distributor set-up. Continental now has a production of over 900,000 platters monthly. Continental's discs are available in more than 14 foreign languages, and in a variety of 4 fields including popular, hot jazz, rumba, polka, western, spirituals, children's, and waltzes.

Decca Issues Booklet

"Boosting Your Sales With Effective Window Displays" is the title of a new brochure published by Decca Records, Inc.

The 24-page booklet is designed to help record retailers develop interesting window displays. Basically an idea manual, it contains dozens of suggestions for helping the dealer help himself.

The material is grouped into ten classifications, including large and small windows, mass displays, movie tie-ins, and others. It points up the sales potential in each group and suggests displays for the retailer.

Diamond Anniversary



Irvin R. Gwartz, president Diamond Record Corp., recently celebrated his firm's first year in business. Diamond distributors now total forty, located in key sections of the U. S.

Hottest needle offer of the year!

DUOTONE'S "LUCKY 7" PROFIT PACKAGE

YOUR COST \$7.77
YOUR PROFIT 9.48

YOU get a line of the three fastest-selling Duotone Needles—Lifetone, Filter Point and Duo Chrome!

You get the new "Lucky 7" counter card (illustrated), a three-in-one display built for fast turnover!

You get one \$1.50 Lifetone Needle **FREE!**

It all adds up to the biggest money-in-the-pocket offer we have ever made!

| QUANTITY | ITEM | | RETAIL VALUE |
|-------------|------------------------|--------|----------------|
| 14 packages | Filter Point Needles | @ 25¢ | \$3.50 |
| 7 packages | Duo Chrome Needles | @ 25¢ | 1.75 |
| 7 packages | Lifetone Needles | @ 1.50 | 10.50 |
| | | | \$15.75 |
| | FREE 1 Lifetone Needle | | 1.50 |
| | Total Value | | \$17.25 |

This Duotone "Lucky 7" deal is hot! So cut yourself in NOW! Don't wait. Contact your Duotone distributor—or phone, wire or write us direct.



DUOTONE

DUOTONE COMPANY
799 Broadway, New York 3, N. Y.
Stephen Nester, President

EXPORT DEPARTMENT: American Steel Export Co., Inc., 347 Madison Ave., New York 17, N. Y.

DEALERS LIKE DIAMOND RECORDS HERE'S WHY!



THE 2 LATEST JAN AUGUST RELEASES!

- 2070 Oye Negra
Jan's Cucaracha
 - 2078 Jan's Boogie
Tango Of The Roses
- List Price . . . 79c

JOAN BROOKS AT HER BEST!

- 2064 Take Your Shoes Off, Baby
Tonight You Belong To Me
Szath-Mary and his Orchestra
- List Price . . . 79c

HARRY "THE HIPSTER" GIBSON ALBUM D-9

- 2065 The Wolf Song
That's The Stuff You Gotta Watch
 - 2066 Bop Bop
Beer Party Saturday Night
 - 2067 It Ain't Hep
Leave Me! I Hate To Be Alone
- | | |
|----------------------------------|---------------------------------------|
| Album List Price . . . \$3.12 | Single Record List Price . . . 79c |
|----------------------------------|---------------------------------------|

A "MUST" FOR JUNE SALES! THE "WEDDING ALBUM" D-1

- Don Baker, organist; John Ames, vocalist
- 2003 Wedding March
O Promise Me
 - 2004 I Love You Truly
Because
- | | |
|----------------------------------|--|
| Album List Price . . . \$2.80 | Single Record List Price . . . \$1.05 |
|----------------------------------|--|

ALWAYS A FAVORITE! "MEMORY WALTZES" D-2

- Roy Shield & His Orchestra; Jack Owens, vocalist
- 2041 Missouri Waltz
Alice Blue Gown
 - 2042 Texas Moon
Three O'Clock In The Morning
 - 2043 Kiss In The Dark
Till We Meet Again
 - 2044 Beautiful Ohio
Wonderful One
- | | |
|----------------------------------|---------------------------------------|
| Album List Price . . . \$3.91 | Single Record List Price . . . 79c |
|----------------------------------|---------------------------------------|

THE GREATEST CHILDREN'S RECORDS

- Narrated by Dick Kollmar with the Cisney Players
- D-21 The Three Bears
 - D-22 Little Red Riding Hood
 - D-23 The Three Little Pigs
 - D-24 Cinderella
- List Price . . . \$1.05
- USUAL TRADE DISCOUNTS**

There
are
more
dealers
selling
the
complete
line of
Diamond
Records
than
any
other
independent
line!

DIAMOND RECORD CORPORATION • 1650 BROADWAY, N.Y. 19, N. Y.

SENSATIONAL OFFER!

This RECOTON VENDOR changed the history of Needle Merchandising...IT'S YOURS FREE!



Streamlined Plastic & Metal VENDOR... Value \$18.00... FREE with order for only 12 jewel-tipped needles. Your cost \$27.75



Streamlined... attractive-practical! Clear-view hood shows up entire line on smart "jewelry type" tray.



An "extra salesman"! Customers ask for needles they want... you simply lift out tray... let them select needle... sale is made.



Replace needle sold from stock in reservoir of base (in back)... out new needle on tray. Ready for another sale!

This is the 4 Karat Vendor that has been such a smash hit sales-producer for dealers from coast to coast. Retailers provide the proof of its terrific success in increased volume and steady reorders... Store after store reports that it's the one sure way to sell jewel-tipped needles and keep selling them because the vendor "vends" the needles in a constant, profit-building volume. Now it's available to every dealer under a new, easy-to-work plan that will bring this remarkable Vendor into even the smallest store... The Vendor is FREE with orders for ONLY A DOZEN of RECOTON'S famous jewel-tipped needles (see Table Below). Order from your wholesaler immediately!

| | | |
|---|--|---------------------|
| 4 Karat Vendor includes | | List Price |
| 3 No. 212 Primus | | \$2.50 |
| 3 No. 1412 Rubypoint | | 3.50 |
| 3 No. 412 Supra | | 5.00 |
| 3 No. 1512 Symphonie | | 7.50 |
| TOTAL... 12 NEEDLES... LIST PRICE... | | \$55.50 |
| YOUR COST | | ONLY \$27.75 |
| DISPLAY VENDOR | | FREE |

And for your Sales Personnel... 225 Point Premium Coupons Included CASH IN on these RECOTON "EXTRAS"... Tie in with national advertising campaign now under way... take advantage of premiums for needle sales... new packaging... new counter displays... other aids!

RECOTON

Always faithful

RECOTON CORPORATION
251 Fourth Avenue, New York 10

Visit Recoton Booth #26 at Parts Show, May 11-16, Hotel Stevens

MGM Records Window



The Electrical Center, 514 Tenth NW, Washington, D. C., inserted this outstanding radio-record display window to feature its new stock of MGM Records. Simon Distributing Corp. is the MGM Records distributor for the Washington, D. C. area.

Capitol Sales Report

George G. DeSylva, chairman of the board, John Mercer, president, and Glenn E. Wallich, executive vice-president, Capitol Records, Inc., have released a statement reporting on Capitol's rapid growth since its formation in 1942.

"Sales in 1946 continued to reflect the advantages which accrue from our close working relationship with the motion picture industry," the report states. "We recorded motion picture stories, musical scores and the performances of motion picture stars. Through cooperative efforts on advertising, promotion and publicity, the merchandising programs of picture studios and Capitol Records were made more effective."

Financial sections of the report showed new highs in sales and earnings for the year ended on December 31, 1946.

The Scranton companies were purchased by Capitol Records, Inc., in March, 1946, thereby giving the organization its own record manufacturing facilities.

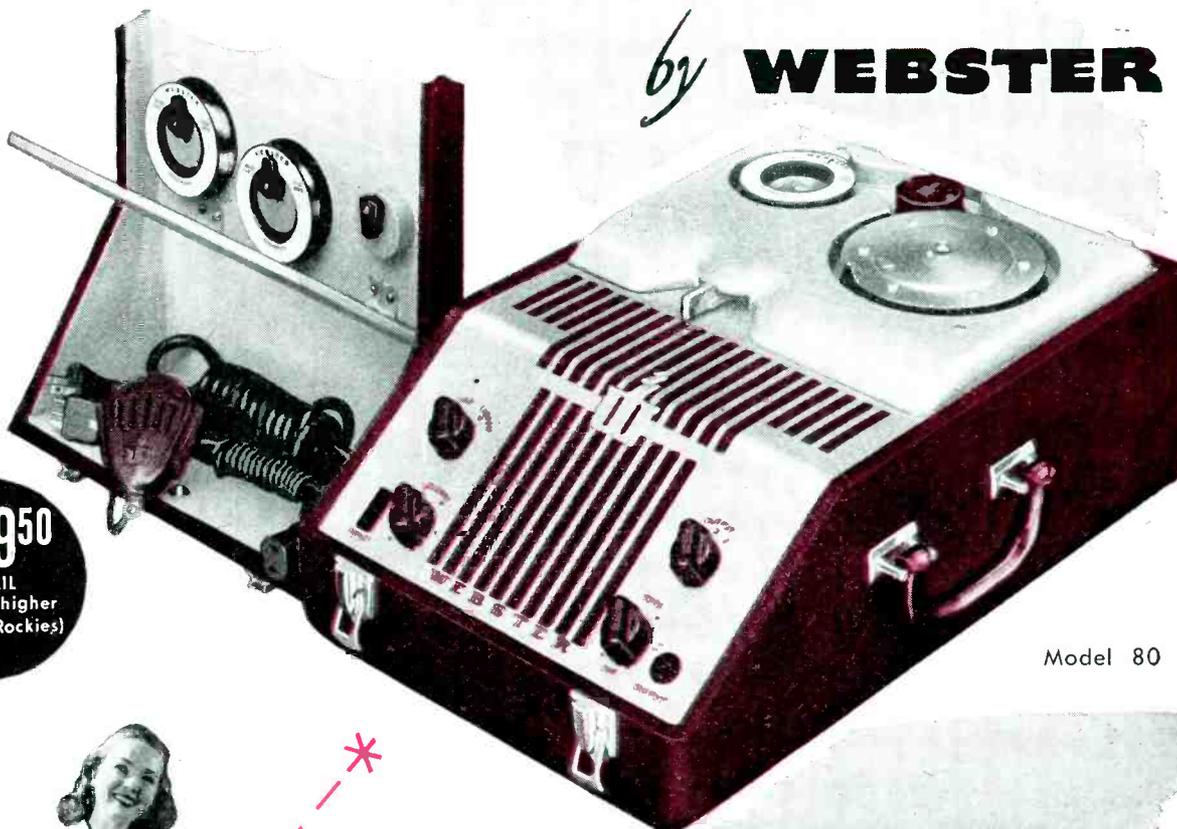
Dollar sales volume of Capitol Records, Inc., and the Scranton companies, with inter-company transactions eliminated, amounted to \$13,082,797 in 1946. This was the largest sales total in Capitol's history, and on the same basis of comparison, it represented a 105% increase over the 1945 volume of \$6,391,685.

Plans for operating Capitol Records, Inc., during 1947, it was reported, are based on the assumption that public demand for records will continue to rise. The company's sales for the first two months of 1947 were 100% above the total for the first two months of 1946.

NOW IT'S HERE!

WIRE RECORDER

by **WEBSTER**



Model 80

\$149⁵⁰
RETAIL
(Slightly higher
west of Rockies)



Easy to carry—weighs only 27 lbs. complete. Closed, the case resembles an expensive overnight bag.

THE COMPLETE, PORTABLE ALL-PURPOSE RECORDER

RECORDS AND PLAYS BACK

A child can operate it, grownups will enjoy it! That's the new popularly-priced Webster Model 80 Wire Recorder. For use in business, in the professions, and for home entertainment, Model 80 makes magnetic wire recordings . . . plays them back immediately with life-like fidelity and full room volume.

Wire recordings of voice or music are permanent,— can be replayed thousands of times — or can be erased in favor of new programs. Continuous recordings up to one hour.

Housed in an attractive case, the Webster Wire Recorder includes a recording mechanism, microphone, amplifier, speaker, and three spools of recording wire, (two 15-minute and one 30-minute). Full volume and tone controls — for recording and playing back.

Available to accredited music and radio dealers.

Presented by the Makers of Famous
Webster Record Changers.

WEBSTER
5610 BLOOMINGDALE AVENUE



CHICAGO
CHICAGO 39, ILLINOIS

The Choice of Music Lovers



Model RX Smooth Power Motor

Smooth Power

THAT PLEASES YOUR CUSTOMERS

You'll make better friends of your customers when you equip your phonographs with General Industries *Smooth Power* Motors.

That's because of fine performance from the first instantaneous pick-up to the last note. Constant speed, quietness and vibration-free operation result in faithful, enjoyable reproduction.

These same high qualities characterize all *Smooth Power* mechanisms, including recording motors and assemblies and combination record-changer recorders. From our complete line, you can select fitting companions for your own fine products.



THE GENERAL
INDUSTRIES CO.

DEPARTMENT ML • ELYRIA, OHIO

Disc Profits

(Continued from page 60)

Perry Como and The Satisfiers sing "Little Man You've Had a Busy Day" sided with "Kentucky Babe." Freddy Martin presents "I Can't Get Up the Nerve to Kiss You" coupled with "Piano Portrait" for RCA Victor. Charlie Spivak does ballad, "No Greater Love," and blues tune, "Born to Be Blue."

The Three Suns follow up their initial Victor disc with "I Never Knew" paired with "Unless It Can Happen With You." Phil Harris does novelty tune, "Poppa, Don't Preach to Me," and the hit tune, "Necessity."

Tex Beneke, Betty Rhodes and Helen Carroll do other hit tunes for RCA Victor on some new singles. The blues, rhythm and country music additions to Victor's catalog are well represented in new waxings by Pat Flowers, Texas Jim Robertson, Leslie Scott, Songs of the Pioneers, Roosevelt Sykes, Spade Cooley, and the Delta Rhythm Boys.

Capitol Records has created an album of dinner music called "Music by Candlelight," with the Hollywood Studio Orchestra. Eight musical mood-creating fantasies by composer Harry Revel have been incorporated into Capitol's "Music Out of the Moon" album.

Andy Russell croons "Dreams Are a Dime a Dozen" and on the flipover, with his wife, Della, "Unless It Can Happen With You" on new Capitol disc. Stan Kenton beats out "Across the Alley From the Alamo" and "There Is No Greater Love." On the Jo Stafford discing of "A Sunday Kind of Love" and "Ivy" the thrush goes all-out in her individual singing style. The Dinning Sisters vocalize "If I Had My Life to Live Over" paired with "My Adobe Hacienda." "Mama Blues" and "Midnight Masquerade" have been waxed for Capitol by Alvino Rey. Jesse Price does "You Can't Take It With You" and "Big Town Blues."

MGM Records' catalog and artist line-up is increasing with each passing month. David Rose and his orchestra do two instrumentals, "Misirlou" and "California Melodies," in the lush Rose style. Helen Forrest sings the ballad, "The Egg and I," and "Who Cares What People Say" in another outstanding disc. Jimmy Dorsey selects "Time After Time" and the Latin-American "Quien Sabe?" Art Lund's melodic version of "Mam'selle" puts this singer in the top solo category. Carson Robison sings "Predictions for a Hun-

(Continued on page 76)

APOLLO *presents*

The **BIG**

NUMBER SIX
SPECIAL RELEASE

ALBUM A-9: THE RUSSIAN YAR TZIGANY

*Vocals by Gypsy Mischa Markoff
and Lonya Kalbouss*

- 128 WHAT DO I CARE
WITHERED CHRYSANTHEMUMS
- 129 NO, NO, I DON'T WANT
OH! THOSE BEAUTIFUL DARK EYES
- 130 DRIVER, DON'T HURRY THE HORSES
THANK YOU MY HEART

ALBUM A-10: HAWAIIAN ALBUM

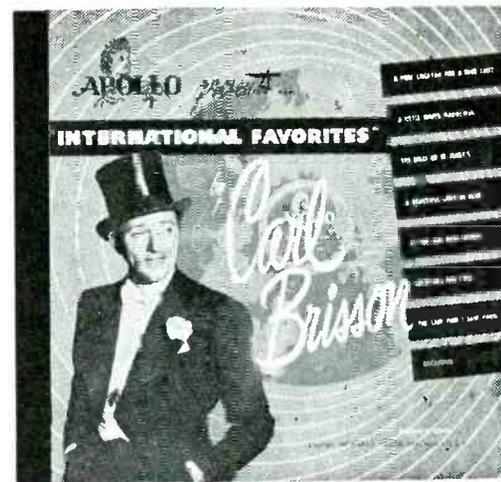
*Hawaiian Musical Romance by the
Mary Kaahue Trio*

- 134 MAKALA PUA
(Your Eyes Are Like The Flowers)
- HOOHENO NO BEAUTY (The Beauty Hoola)
- 135 UA LIKE NO A LIKE (My Heart's Choice)
- NA LEI O HAWAII (Song of The Islands)
- 136 ALOHA OE (Farewell To Thee)
- IMI AU IA OE (King's Serenade)

ALBUM A-11: BRISSON AT HIS BEST

*Singing International Favorites . . . Carl
Brisson & Orch. under dir. of Jerry Jerome*

- 1049 COCKTAILS FOR TWO
AS THE SUN GOES DOWN
- 1050 DREAMING
THE LAST TIME I SAW PARIS
- 1051 A LITTLE WHITE GARDENIA
A PINK COCKTAIL FOR A BLUE LADY
- 1052 A BEAUTIFUL LADY IN BLUE
THE BELLS OF ST. MARY'S



APOLLO RECORDS, INC.

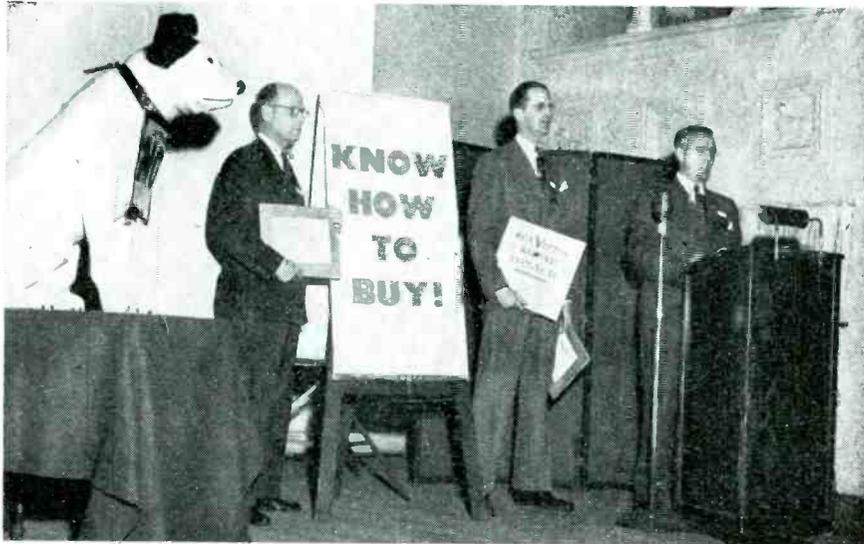
EXECUTIVE OFFICES: 342 MADISON AVE., NEW YORK CITY

NEW YORK • 615 10th Ave., New York 19, N. Y.
CHICAGO • 719 South State Street, Chicago, Ill.
DETROIT • 100-02 E. Atwater St., Detroit 26, Mich.
LOS ANGELES • 2705 W. Pico Blvd., L. A. 6, Cal.

ATLANTA • 367 Edgewood Ave., S.E., Atlanta, Ga.
BALTIMORE • 2015 Maryland Ave., Balt. 18, Md.
NEW ORLEANS • 418 Gravier St., New Or'l'ns, La.
PHILADELPHIA • 1639-41 Vine St., Phila. 5, Pa.

WRITE FOR COMPLETE CATALOG

RCA Victor Record Dealer Training Program



RCA Victor Record Merchandising Institute programs were held in six regional meetings and offered dealers a complete survey of methods to aid in readjusting merchandising to competitive peacetime business conditions. Shown at the New York meeting are (l. to r.): Herb J. Allen, record department field sales manager; Jack L. Hallstrom, general merchandise manager, and Jack L. Williams, advertising manager who conducted the six regional meetings.

Columbia Export Manager

Ralph Alarcon has been appointed export manager of Columbia Records, Inc., it was announced by Edward Wallerstein, president. Mr. Alarcon has been with the Columbia company and its predecessors for twenty years and has had experience in all phases of the record business.

National Jobbers

National Records, New York City, has announced the appointment of the following distributors: Allied Music Sales Co., of Detroit, Cleveland and Toledo; Melody Sales Co., San Francisco; Burke-Mayer Associates, Los Angeles; Sunland Supply Co., El Paso, Tex.

Music Industry Board of Trustees



Shown at the organization meeting of the board of trustees for the music industry planning and promotion program held in Chicago are: (front, seated) Louis G. LaMair, elected chairman of the board of trustees; Robert A. Hill, National Piano Manufacturers Assn.; Rbt. H. Helfrick, Band Instrument Manufacturers; (rear, standing) Jay Kraus, Natl. Assn. of Musical Merchandise Manufacturers; E. R. McDuff, Natl. Assn. of Music Merchants; and Max Targ, Natl. Assn. of Musical Merchandise Wholesalers.



ORDER NOW FROM THESE AUTHORIZED DISTRIBUTORS

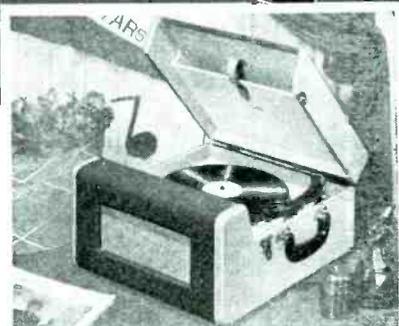
- BIRMINGHAM 3, ALA., Steel City Supply Co., Inc.
- SAN FRANCISCO 7, CAL., Edward F. Hale Co.
- DENVER 17, COLO., B. K. Sweeney Elec. Co.
- HARTFORD, CONN., Francis Stern Co.
- ATLANTA, GA., Edwards-Harris Co.
- CHICAGO 11, ILL., General Utilities Dist., Inc.
- INDIANAPOLIS 4, IND., Appliance Dist., Inc.
- SOUTH BEND 18, IND., Colfax Co., Inc.
- DES MOINES 9, IA., H. E. Sorenson Co.
- LOUISVILLE 2, KY., Appliance Dist., Inc.
- NEW ORLEANS 19, LA., Southern Radio Supply Co.
- BALTIMORE 2, MD., Henry O. Berman Co.
- BOSTON, MASS., Arvin-Salmanson Co.
- DETROIT 2, MICH., Morley Bros.
- GRAND RAPIDS 2, MICH., Radio Dist. Co.
- ST. PAUL 4, MINN., Motor Power Equip. Co.
- KANSAS CITY 8, MO., Superior Dist. Co.
- ST. LOUIS 8, MO., St. Louis Music Supply Co.
- OMAHA 8, NEB., General Appliance Co.
- RENO, NEV., Edward F. Hale Co.
- NEWARK 2, N. J., E. B. Latham & Co.
- ALBANY 4, N. Y., Empire State Dist.
- BINGHAMTON, N. Y., Broome Dist. Co.
- BUFFALO 5, N. Y., H. D. Taylor Co.
- NEW YORK 10, N. Y., Times Appliance Co., Inc.
- SYRACUSE, N. Y., Broome Dist. Co.
- CHARLOTTE 1, N. C., Williams & Shelton Co., Inc.
- CINCINNATI 2, O., Rodney Young Co.
- CLEVELAND 15, O., Grossman Music Co.
- OKLAHOMA CITY, OKLA., Miller-Jackson Co., Inc.
- HARRISBURG, PA., Jules Alexandre, Inc.
- PHILADELPHIA 30, PA., H. & S. Dist. Co.
- PITTSBURGH 3, PA., I. and M. Sufrin
- SCRANTON, PA., Broome Dist. Co.
- PROVIDENCE 3, R. I., Republic Dist. Co.
- CHATTANOOGA 2, TENN., Tri-State Supply Co.
- MEMPHIS 2, TENN., Stratton-Warren Hdw. Co.
- DALLAS, TEX., Padgett Dist. Co.
- SAN ANTONIO, TEX., Southern Equip. Co.
- SALT LAKE CITY 4, UTAH, S. R. Ross, Inc.
- NORFOLK, VA., Bowers Wholesale Corp.
- CHARLESTON 29, W. VA., Charleston Elec. Supply Co.
- MILWAUKEE 4, WIS., General Utilities Corp.

Audio INDUSTRIES
MICHIGAN CITY, INDIANA

...Priced to Retail Profitably



Model No. PA-61
 Portable, automatic record changer. Plays and changes twelve 10" or ten 12" records. 3-tube amplifier, including rectifier. Tone control. Long life, Fidelitone needle. Plywood cabinet covered with durable, two-tone fabricoid. Record storage. Size 14½" x 17½" x 9". **\$69.95**



Model PM-61. Portable, single record player. 3-tube amplifier, including rectifier. Tone control. Fidelitone needle. Plywood cabinet covered in two-tone fabricoid. Record storage. Plays 10" or 12" records. **\$39.95**



Model PM-70. Portable single record player. Plays 10" and 12" records. 2-tube amplifier, including rectifier. Fidelitone needle. Smart plywood cabinet covered in two-tone fabricoid. Plays 10" and 12" records. **\$29.95**



Model TA-7. Automatic record changer plays and changes twelve 10" or ten 12" records. 3-tube amplifier, including rectifier. Tone control. Fidelitone needle. Beautiful mahogany cabinet. **\$69.95**

ULTRATONE

*America's
 Finest Phonographs*

Compare Ultratone phonographs with any competitive make. Compare them for appearance, tone, workmanship and price. Compare and you'll understand why we say "Today's market demands quality merchandise and Ultratone phonographs are built and priced for today's market." But—don't take our word for it—ask your distributor to send you a sample.

Contact your **ULTRATONE** dealer or write direct

MANUFACTURED BY

Audio **INDUSTRIES**

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

Distinctive

IT'S *Sky-Weight*



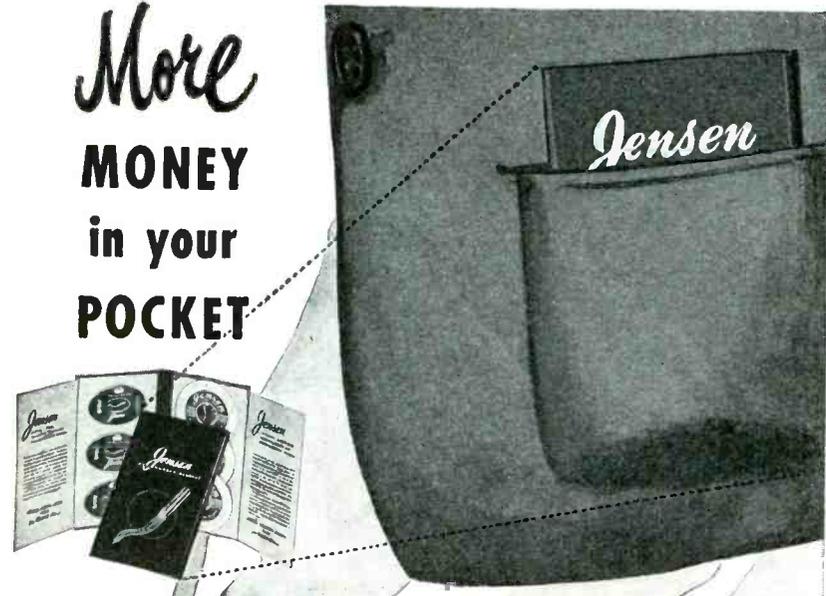
Model 82 Radio-Phonograph
Combination with exclusive
Miracle Eye Tuning.

Really Portable

For really lightweight, portable radio-phonographs, it's the Sky-Weight—only eleven pounds—attractively encased in fine leather-bound luggage case. Smart in appearance, fast-selling—both the Sky-Weight Model 81 phonograph and the Sky-Weight Model 82 radio-phonograph are being featured by dealers everywhere.

CONTINENTAL ELECTRONICS LTD. • BROOKLYN 22, N. Y.

More
MONEY
in your
POCKET



when you carry the handy Jensen Saleskit.

Radio Servicemen who take the Jensen Phonograph Needle Saleskit on service calls say they would not be without it. This handy kit, shown above, helps demonstrate fine needles, sells on sight, adds \$\$\$ to your income.

Contains 3 Jensen Concert Needles retailing at \$1 each, and 3 Jensen Genuine Sapphire Needles at \$2.50 each. Needles are beautifully packaged. Adds profit to every call. What's more, Jensen phonograph needles augment your work, assure full, clear tone of the instruments you repair, make all records sound better.

Generous discounts to servicemen boost your income. WRITE TODAY for complete details.

JENSEN INDUSTRIES, Inc., 329 SOUTH WOOD ST. • CHICAGO 12, ILL.

Permo Invites Dealers, Clerks, to Become Poets

E. C. Steffens, Permo's vice-president and general sales manager, says his whole organization has turned into jingle writers, and Permo is inviting the trade to try its hand at writing jingles—for prize money. Sample verses mailed to record people are:

SMILING SUE

"How about a long life needle?"
To each customer Sue would say—
And the sales of Fidelitone
Are increasing every day.
She knows what's best in needles,
And exactly what they'll do,
Customers like this well informed
And courteous—Smiling Sue!

DUMB DORA

And here we have the other "gal"—
Who's living in a dream,
She only does what she is told,
And is never on the beam.
She has no interest in a sale,
She wraps up what you buy,
Customers call her "Dumb Dora,"
And that's the reason why!

Dealers and clerks are encouraged by Permo to write a rhyme that deals with clerical or merchandising methods in connection with Fidelitone phonograph needles. If the jingle is used, Permo's Jingle Editor sends winners a check for \$10.00. Entries should give the name of the store where employed, the name of the department manager, and should be mailed to Permo, Inc., 6415 Ravenswood Ave., Chicago 26, Ill.

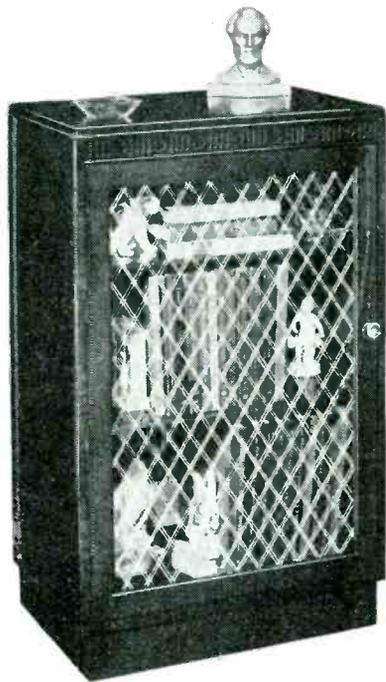
New Rainbow Artists

Rainbow Records, New York City, has signed Jeanette Davis and Stan Freeman to exclusive recording contracts.

Victor Exec's New Book

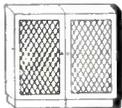


John Hallstrom, general merchandise manager for RCA Victor, autographs one of the first copies of his new book, "Relax and Listen" for Victor artists Tony Martin and Dorothy Kirsten.



MORTON *Combinette*

A SECTIONAL RECORD ALBUM CASE . . .



Where to keep record albums, the book of the month, magazines? These questions have posed an irksome problem to housewives . . . so Morton Designers set about finding an answer. The result is "the Combinette"—a cabinet designed to fit in with any furniture, whether period or modern, that holds 10" or 12" record albums UPRIGHT (as they should be) and also affords space for books, magazines, decorative objects. In short, the perfect

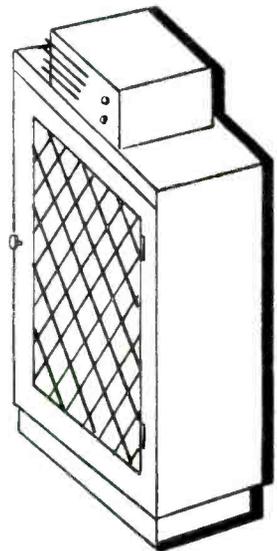
answer for storing treasured things neatly, smartly! But that is not all. As the library and household grows, other sections can be added!

The Morton Combinette features a fine brass grill which gives protection to the glass covered doors.

Second shelf will hold 10" record album or books. Opens left and right—design your own construction.

Shelves are deep—15½" and 24" wide. Record compartment at bottom holds 10" or 12" record albums.

Top holds the average table model combination Radio-Phonograph. Height is 40"—just right for easy operation.



NATIONALLY ADVERTISED



R. P. **MORTON** CO.

666 LAKE SHORE DRIVE CHICAGO 11, ILL.

PERMANENT SHOWROOMS: American Furniture Mart, Chicago; Western Furniture Mart, San Francisco; Furniture Manufacturers Building, Jamestown, N. Y.

TAKE ADVANTAGE OF COMBINETTE'S LIMITED-EXCLUSIVE SALES AND ADVERTISING PLAN! Tie-in with a National Promotion Campaign on the Combinette with the sole rights to advertise and sell the Combinette in your town for a limited period of time. Write today for further details and for dealer aids which are available.

Audience Comedy Discs

H. Paul Warwick, president of Audience Records, Inc., stated that special performances by a group of Hollywood stars are to be presented in his firm's first series of comedy albums. These performances were especially recorded for records. Comedy stars Amos 'n' Andy, Jack Benny, Edgar Bergen with Charlie McCarthy and Mortimer Snerd, George Burns and Gracie Allen, Eddie Cantor, Ed "Archie" Gardner, Fibber McGee and Molly are represented in the series.

Top-Ten Records will receive nationwide distribution to record stores through an exclusive representation arrangement with sixty wholesale distributors of Monitor Appliances.

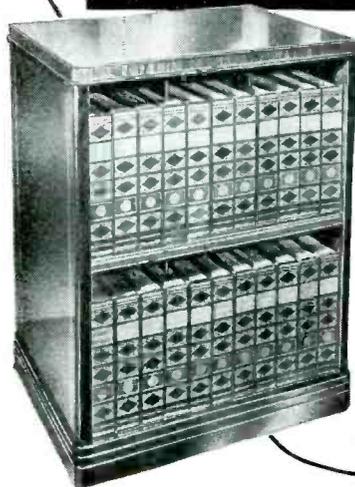
Receive Awards for Outstanding Recordings



Seated at the head table of the first Annual Recorded Music Awards dinner held in New York are guests who won the awards: Ezio Pinza, Metropolitan Opera star; Milton Katims, violist; Frederick A. Kugel, editor and publisher of the Review of Recorded Music which sponsored the event; Louis Untermyer, toastmaster; Wanda Landowska, harpsichordist; Eugene Ormandy, conductor; Miss Lotte Walter who represented her father, Bruno Walter; Aaron Copland, composer; William Nowinski, of the New York Philharmonic.

JOBBERs: It's a "Line" that draws 'em in!

**NOT ONE — NOT TWO
BUT 3 Musagrاند RECORD CABINETS**

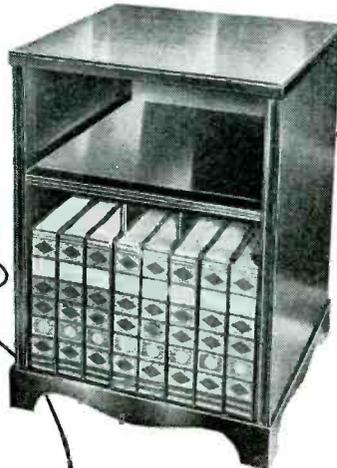


MODEL # 50
Holds
22 albums . . .
264 records.
Dimensions:
31 x 18 x 23½



- Spacious Top will Hold any Size Table-Model Radio-Phono Comb.
- Walnut and Mahogany Veneers, Superbly Finished.
- Packed in Air-Cushioned Cartons.

**CUSTOMERS GO FOR
THEM, HOOK, SINKER
and the ENTIRE LINE!**



MODEL # 30
Holds 8 albums . . . 96
records. Additional 7"
space for albums, books
or knick-knacks. 25¼ x
18¼ x 18.

MODEL # 40
Holds 11 albums . . .
132 records. Additional
7" space for albums,
books or knick-knacks.
25¼ x 23½ x 18.

JOBBERs:
Protected territory
available. Inquiries
invited. Write to

**MADE BY
EKENROTH CO.**

32 ROSS ST., BROOKLYN, N. Y.

NAMM Manual Popular

William A. Mills, executive secretary of the National Association of Music Merchants, has announced that the sales training manual, "Merchandising Music," prepared by NAMM has attained a distribution of more than 5,000 copies sold. An additional second run of 3,000 copies has been made available.

"Merchandising Music" was prepared under the direction of the sales training committee, NAMM, headed by Chairman George H. Beasley, Texarkana, Texas, and assisted by executive secretary William A. Mills, and Walter F. Shaw, of the United States Office of Education, who prepared the manuscript developed through the cooperation of some three hundred of the outstanding men in the music merchandising field in the United States.

Davidson Distributors Appointed in South

Davidson Manufacturing Co., Eatonton, Ga., has announced its distributors for the line of "Brock" record players: The Yancey Co., Atlanta, Ga.; Watts-Newsome Co., Birmingham, Ala.; McGregor's, Inc., Memphis, Tenn.; Benjamin T. Crump Co., Richmond, Va.; C. M. McClung & Co., Inc., Knoxville, Tenn. For its line of "Granola" record players Davidson has appointed Norman Brown, Inc., Memphis, Tenn.; Bonduant Bros. Co., Knoxville, Tenn.

Move Recoton Offices

To take care of their constantly expanding volume, the Recoton organization, formerly at 212 Fifth Ave., has moved to new and expanded quarters at 251 Fourth Ave., New York 10, N. Y. They will occupy the entire 15th floor with new showrooms, and greatly enlarged offices and workrooms.



Hit of the Season

Spring finds "the needle with Spring in its heart" zooming to new heights of popularity.
Fidelitone SUPREME — the needle to show; the needle to place before your customers; the needle to win still greater prestige for your shop.

the needle with Spring in its heart

**Fidelitone
Supreme**

FLOATING POINT NEEDLE

**PERMO,
Incorporated.**
CHICAGO 26

\$2.50

Beautifully packaged
in a useful
record brush



More Permo needles
sold than all other
longlife needles
combined.

Beauty
Stamina
Easy installation

Servicemen everywhere are finding this sturdily built, easy operating unit the perfect one for installation. Readily adaptable to sensitive and complex systems. Symmetrical and harmonizing in design to fit with its surroundings.

...that's **Crescent**
INDUSTRIES INC.



CRESCENT SPEAKERS designed and engineered to exact standards. Faithfully reproduce AM-FM and records with utmost fidelity and true tone.
Standard Sizes 4" - 5" - 5 1/4" - 6"

Quick change, smooth, quiet operation. Plays 12-10" or 10-12" records.



CRESCENT INDUSTRIES, INC.
4132-54 W. BELMONT AVENUE CHICAGO 41, ILLINOIS

Philco Needle Display



Philco has made available to dealers this new phonograph needle merchandiser bearing the legend, "Famous for Quality the World Over."

Disc Profits

(Continued from page 68)

dred Years From Now," backed by "Ain't No Name Half As Purty as Arkansas," for MGM's "western" catalog.

Lauritz Melchior has recorded the immortal prayer, "Agnus Dei," for MGM Records. Flipover is "Danish Children's Song." Ziggy Elman trumpets his way through "Please Mama" and "Beside You" in two new MGM sides. Raymond Scott's initial MGM discing is "We Knew It All the Time" coupled with "Manhattan Serenade." Other MGM platters have been made by Blue Barron, Hal McIntyre, and The Korn Kobblers.

Fred Waring's "Listening Time" album, recorded for Decca, includes "That Old Black Magic," "Blues in the Night," "Falling in Love With Love," backed with "Imagination," "Chloe" and "I Love You Too Much," "Scheherazade" coupled with "We'll Always Be Apart."

Decca's Personality Series features: Andrews Sisters' version of "His Feet Too Big for de Bed" and "Jack, Jack, Jack"; Dick Haymes' vocalizing of "Mam'selle," backed by "Stella by Starlight"; Hoagy Carmichael on "Sh-h, the Old Man's Sleepin'"; "Doctor, Lawyer, Indian Chief," and other singles by the Mills Brothers, Gordon Jenkins, Ernest Tubb and Sister Rosetta Tharpe and Sam Price Trio.

Offered in Decca's frrr series are: Mendelssohn's "Concerto in E Minor for Violin and Orchestra," with the National Symphony Orchestra, Dr. Malcolm Sargent, conductor; Tchaikovsky's "The Sleeping Beauty-Ballet," Stanford Robinson conducting the BBC Theatre Orchestra; Schubert's "Sonata in E Flat Major," Kathleen Long at the piano.

Ray Bloch and orchestra do a "Bloch Party" album for Signature with tunes "Baia," "Bambalina," "Arkansas Traveler" and "Turkey in the Straw," "Dark Eyes" coupled with

(Continued on page 79)

More Broadcasting Stations ...



1947

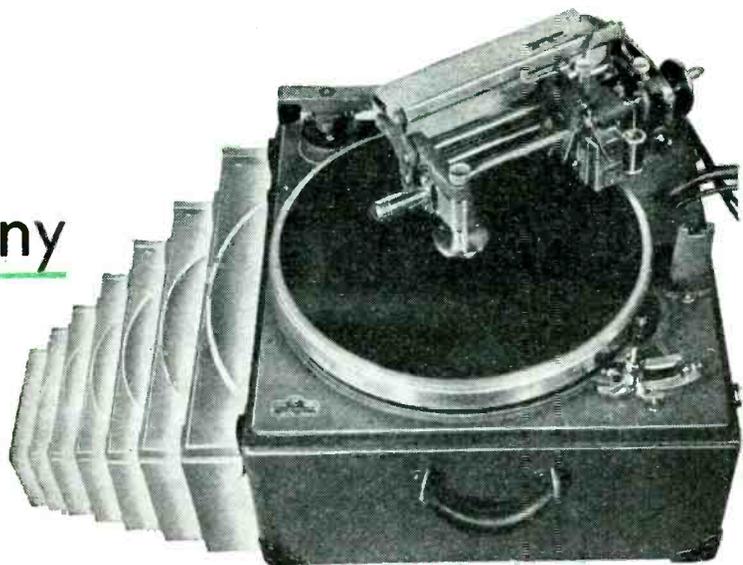
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... for more years ...

... have used more

Presto 6 N's than any

other recorder



RECORDING CORPORATION • 242 WEST 55TH STREET • NEW YORK 19, N. Y.

Walter P. Downs, Ltd., in Canada

World's largest manufacturer of instantaneous sound recording equipment and discs

how's this for new "headgear"?

magtronic pickup!

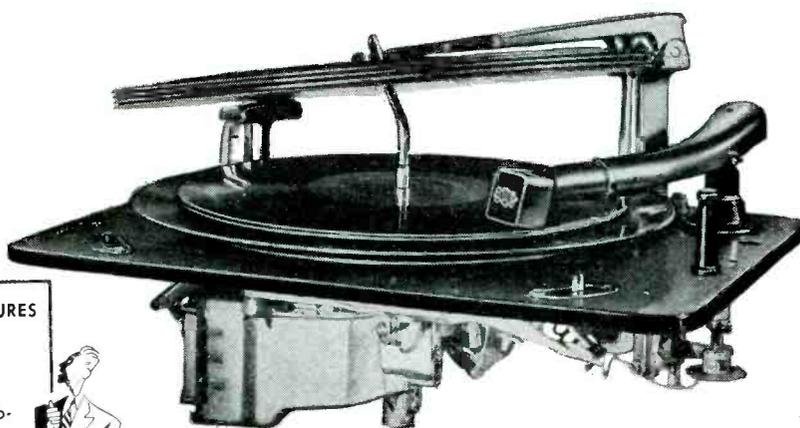


NEW HIGH FIDELITY!
no fuzziness or distortion; frequency response is flat to 12,000 c.p.s.

GARRARD, the record changer with features to sell gives you still another talking point. The new magnetic moving iron pickup is just another exclusive feature that sets Garrard so many rungs-of-the-ladder above "mass-produced" changers. Don't overlook the opportunity of selling the smooth-performing, profit-winning Garrard with every fine phono-combination. Expensive sets deserve a better than ordinary changer!



GENTLER WITH RECORDS!
hits an amazing new low in needle pressure - 3/4 oz.



YOU CAN GUARANTEE DURABILITY!
permanent reproducer point; permanent flexibility - no rubber damping; new principle permits movement in one direction only.

CHECK THESE OTHER FEATURES OF THE GARRARD MAGTRONIC PICKUP:

- * natural sapphire reproducer point
- * output 4 volt at 1,000 cycles; no transformers or extra amplifier stages necessary
- * plug-in connection to pickup



GARRARD

world's finest automatic
RECORD CHANGER

KEEP YOUR EYE ON GARRARD ADVERTISING!

More and more customers are being sold on Garrard as the world's finest automatic record changer through the pages of

LIFE
SATURDAY EVENING POST
HOUSE BEAUTIFUL
HOUSE & GARDEN
NEW YORK TIMES MAGAZINE



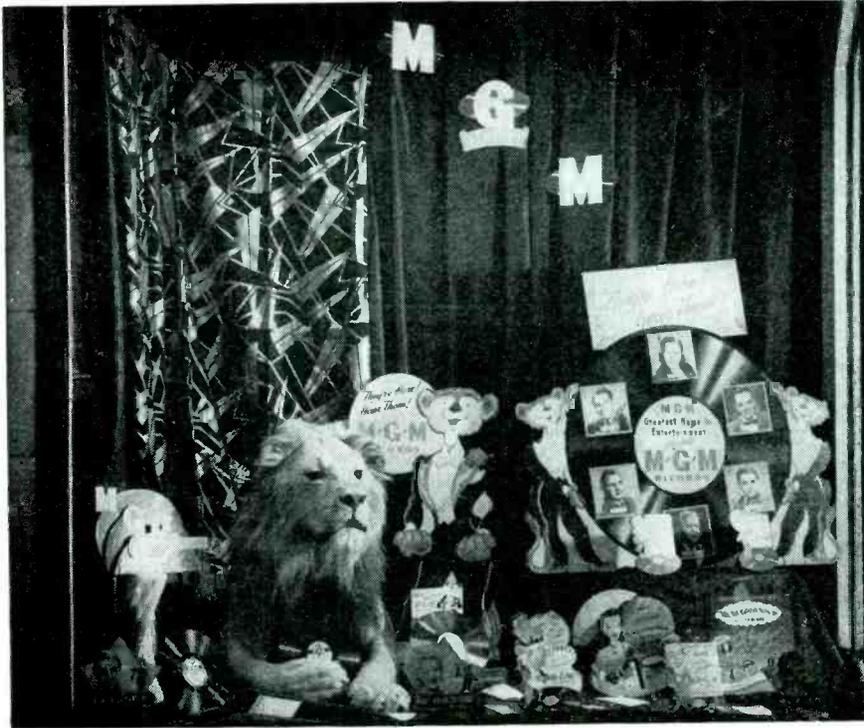
LOOK WHO'S USING GARRARD!

Garrard is featured as an additional mark of quality in these fine combinations:

THE FISHER
FREED-EISEMANN
LONDON GRAMOPHONE
PILOT RADIO
SCOTT



GARRARD SALES CORPORATION • 315 BROADWAY • DEP'T. B • NEW YORK 7, N.Y.



Mrs. E. M. Bishop, owner and operator of Bishop's Studio, 35 Main St., New London, Conn., placed a stuffed lion to simulate "Leo" of MGM Records fame in her display window. The life-sized Leo combined effectively with his card-board replica to attract passers-by. The Plymouth Electric Co., 393 Chapel St., New Haven, Conn., R. K. MacCatherine, manager, is the MGM distributor of the area.

Disc Profits

(Continued from page 76)

"Polly Wolly Doodle." "Sing of America" is a new Signature folk music album featuring Monica Lewis and Tom Scott.

New Signature singles include: Larry Douglas' rendition of "No Greater Love," flipover, "The Egg and I"; another Douglas disc coupling "I Can't Get Up the Nerve to Kiss You" with "That's Where I Came In," and a waxing of "Beware My Heart" and "Linda"; Monica Lewis sings "Thrill Me" and "Made For Each Other" and teams with Jeffrey Clay on waxings of "Mam'selle" and "It's So Nice to Be Nice"; Bobby Doyle does "Illusion," flipover, "The Story of Sorrento," and "As Long as I'm Dreaming" plus "You'll Know When It Happens" on two other Signature discs.

An album of "Jan August Favorites" has been released by Diamond Records. Selections include "Miserlou," "Without You," "Babalu," "Dark Eyes," "Besame Mucho," and "Ay, Ay, Ay." Diamond announces that it has signed vocalist Jerry Cooper to an exclusive recording contract. New Diamond discs feature Richard Cannon singing "It's a Sin to Tell a Lie" and "Tomorrow"; Joan Brooks rendering "Take Your Shoes Off, Baby," backed by "Tonight You Belong to Me," and two

Jan August singles, "Oye Negra," "Jan's Cucarracha" and "Jan's Boogie," backed by "Tango of the Roses." Harry Gibson, "The Hipster," is featured in another Diamond album.

Apollo Records has signed Gordon McCrea. The singer's first disc for Apollo is "Heartaches," combined with "If I Had My Life to Live Over." Other artists who have signed with Apollo are Chu Chu Martinez, Eddie Davis, Josh White, and Joe Meresco. Apollo album releases include: "The Russian Yar Tzigany," with Gypsy Mischa Markoff and Lonya Kalbous; "Hawaiian Album," with the Mary Kaaihue Trio, and Carl Brisson's "International Favorites."

Apollo singles include: The Murphy Sisters' version of "The Egg and I," coupled with "Rumble, Rumble, Rumble"; Lee Richardson's baritone on "I'm Yours" and "I'm in a Low-down Mood"; The Smoothies' vocalizing of "It's a Sin to Tell a Lie," coupled with "The Same Old Dream"; and Tommy Sosebee's versions of "Scars Upon My Heart," sided with "Death by the Roadside." The Barton Bros. do a Yiddish comedy number, "Joe and Paul," Parts I and II, in another entertaining Apollo disc.

Disc Co. of America has recorded a new children's album, "The City Sings for Michael," with music by

(Continued on page 80)

COMING . . .
Watch for new AUDAX
products to be announced
soon



Audax
RELAYED-FLUX

MICRODYNE

TRADEMARK

*"The Standard
by which
Others
Are Judged
and Valued"*

AUDAX has mastered wide-range so thoroughly that, today, even the lowest priced MICRODYNE has a range to 7000 cycles—(other models over 10,000 cycles). True,—wide-range makes for naturalness but,—it is highly objectionable if without quality. For example, of two singers, each capable of reaching high C, one may have a pleasing voice—the other, not at all.

It is the same with pickups. To achieve EAR-ACCEPTABILITY, all other factors must be satisfied. Of these, VIBRATORY-MOMENTUM is most important. The only way to test EAR-ACCEPTABILITY of a pickup is to put it to the EAR-TEST. The sharp, clean-cut facsimile performance of MICRODYNE—regardless of climatic conditions—is a marvel to all who know that EAR-ACCEPTABILITY is the final criterion.

AUDAX COMPANY
500 Fifth Avenue
New York 18, N. Y.

*"Creators of Fine Electronic-
Acoustical Apparatus since 1915"*



with the "Knee-Action"
nylon-cushioned
jewel tip . . .

Nylon, the miracle plastic, provides a gentle, floating "knee-action" ride for the sapphire tip, effectively diminishing needle scratch and surface noises.

Enthusiastic listeners report finer tonal qualities and more life-like reproduction of favorite records with the new Webster Nylon Needle.

Stock it, display it now. Its outstanding performance will multiply your customers' record enjoyment and your needle sales.

FREE, attractive lucite display with initial order, to help you merchandise the Webster Needle profitably.

WEBSTER  **CHICAGO**

5610 BLOOMINGDALE AVENUE, CHICAGO 39
The Choice of Music Lovers

PRESENTED BY
THE MAKERS OF
WEBSTER
RECORD CHANGERS



Columbia Personnel Head



Elmer Eldridge, left, is congratulated by Mefford R. Runyon, executive vice-president of Columbia, upon his appointment as director of personnel.

Disc Profits

(Continued from page 79)

Composer Alex North and narration by David Wayne. It is a story about a boy who uses familiar sounds as sign posts to lead him to his destination. Soledad Miralles, accompanied by Carlos Montoya on the guitar, has recorded an album of gypsy music called "Flamenco." "Songs We Remember" Disc album, recorded in Spain, contains songs and dances typical of four Spanish provinces. Lonnie Johnson, guitarist-blues singer, has recorded a "Blues by Lonnie Johnson" album.

In line with its expansion policy, Continental Record Co. has added Joe Dosh, Germaine Sablon, Ray Smith, the Pine Toppers, and the Morrison Sisters to its artist roster. The Morrison Sisters warble "His Feet Too Big for de Bed" and "Choo-Choo-Ch-Boogie," "California Polka" and "Sambalin" in featured Continental recordings. Other discs are: Red River Dave and Texas Top Hands in "What Is Life Without Love" and "Coo-Se-Coo"; Jimmy Dale's "The Intoxicated Rat," backed by "The Cowboy Returns to the West"; Frank Yankovic's version of "Summer Night," sided with "I Know of a Sweet Little Girl"; Dole's Dickens Quartet doing "Sing Re-bop," plus "Don't Move a Vit Till I Say Vop"; Jachito's rendering on "Jack-Jack-Jack," sided with "Un Amor Vendra"; Enoch Light's orch, with Dick Brown on vocals, presents "Mexicali Rose," "Blue Skies"; The Orkiestra Polskie Dzwony offer "Long Head Polka" and "Shepherd Dance." Polka customers will appreciate Frank Yankovic's album, "In Polka Time." Continental has a wide catalog taking in international, west-

(Continued on page 148)

DeLuxe RECORD CABINETS

ORDER NOW FOR PROMPT DELIVERY

*The Cabinets
Your Customers Want*

Large enough to hold the largest size Combination Radio-Record Players. Made of hardwoods—strongly constructed like a piece of fine furniture. Walnut or Mahogany finish. Packed 1 to a Carton. F.O.B. Factory, Philadelphia, Pa.



**LARGE
SIZE
DE LUXE
RECORD
CABINET**

24" wide, 18" deep, 26" high, Weight 23 lbs.

No. 350

\$11.95

**LARGE
SIZE
DE LUXE
DOUBLE
TIER
RECORD
CABINET**

24" wide, 18" deep, 32" high, Weight 39 lbs.

No. 450

\$17.95



**LARGE SIZE
DE LUXE
RECORD
CABINET —
WITH DOOR**

24" wide, 18" deep, 26" high, Weight 28 lbs.

No. 400

\$14.95



MINIMUM SHIPMENT 4 PIECES

See our display—Booth 71—Exhibition Hall
NAMM Show—Palmer House, Chicago—June 1-5

**FURNITURE
SPECIALTIES CO.**

Commercial Trust Building
Philadelphia 2, Pa.

THE RACK THAT'LL RACK UP RECORD SALES (AND PROFITS) FOR YOU!



A complete "COMEDY DEPARTMENT" ... Vivid full-color covers ... beautiful tubular metal rack displays five albums deep.

Here they are—the most talked-of collection of record albums to hit the trade in years. This great group of top stars in the entertainment field *for the first time as far as is known* on phonograph records.

And what records! Terrific material specially designed for these recordings and every one recorded—get this—before an actual audience to give that three dimensional quality which makes for truly top entertainment.

Your customers are going to want these for thrilling, new home entertainment—perfect gifts—collectors' items to treasure. List price **\$4.50** (plus tax) per album.

And—remember—we are limiting each dealer. Get your quota of Top-Ten Records... Monitor Equipment Corp., 640 West 249th St., New York 63, N. Y.

MONITOR COMBINATION RADIO-PHONOGRAPH

...with a new airplane type radio ... and an all automatic record changer with exclusive new fast, gentle, silent record operation and automatic cut off ... (plays 10" and 12" records interchangeably in any order without adjustment). Embodies new war-time electronic developments.



TOP-TEN* RECORDS

Distributed by

MONITOR

The Most Distinguished Family of Home Appliances

*Trade Mark Audience Records, Inc.

SEE JUNE 9th ISSUE OF LIFE MAGAZINE FOR OPENING CONSUMER ANNOUNCEMENT

Columbia Notables at Plant Ground-Breaking



Columbia artists Nelson Eddy and Frank Sinatra team up to help break the ground on the site of the new million-dollar Columbia Records Hollywood plant. Columbia artists, officials and guests looking on are, (l. to r.): Ray Noble, vice-president Andrew Schrade, president Edward Wallerstein, Al Dexter, Xavier Cugat, Sonny Burke, Woody Herman, George Montgomery, Dinah Shore, vice-president Manie Sacks, Les Brown.

Recordplate Systems

The Recordplate Co., Pasadena, Calif., is offering two types of record indexing systems suitable for consumers and dealers. The first is a complete system for dealers to sell

to their record customers, and to be taken home and used to organize records so that they can be found and played. This system is composed of three basic units—an attractive loose leaf visible type index for listing and cataloging records, "Recordplates"

for application to the face of individual records to carry "putting away information," and album alphabets to apply to backs of albums, the edges of shelves and racks to identify storage units one from the other.

The second system is for the dealer's use and is comprised of two units of loose leaf visible type index books—one for cataloging of records by artist, title, orchestra or composer, or cross referencing between these categories. It is then used for reference by clerks at the counter or on the telephone or by customers for self-selection. The second unit is a visible type loose leaf inventory, forms for which can be made as duplicates of the counter books and be filed by the same method or preferably by label and number. Merchandising kits, display pieces and other selling aids are available for the dealer from the Recordplate Company.

Aero Ad Director

E. J. Conlon has been appointed director of advertising and sales promotion for Aero Needle Company, Chicago, manufacturers of Aeropoint long life phonograph needles. The company has launched a new merchandising campaign directed to dealers and distributors.

DISC has built a balanced catalog of 100 album titles since early 1946

The **ASCH** Label is back! . . . releasing a new series of popular symphonic classics (the majority of them hitherto unavailable on records) including performances by the great new **SANTA MONICA SYMPHONY ORCHESTRA** conducted by **Jacques Rachmilovich** . . . AND—a new American folk and documentary series of the genuine kind always identified with **Asch**.

AUTHORIZED DISTRIBUTORS

ARTHUR RIXON & SON, 209 W. Washington St., Greenville, S. C.
 BERGER ELECTRIC CORP., 1358 N. E. First Ave., Miami 35, Fla.
 DIXIE RECORD SUPPLIERS, INC., 731 W. Cary St., Richmond 20, Va.
 DON SHERWOOD CO., 2213 San Pablo Ave., Berkeley, Calif.
 HALIFAX DISTRIBUTING CO., 428 S. Salina St., Syracuse 2, N. Y.
 HERBERT H. HORN, INC., 2401 S. Hill St., Los Angeles 7, Calif.
 HOUSEHOLD DISTRIBUTING CO., 1233 N. W. 12th Ave., Portland, Ore.
 JAMES H. MARTIN, INC., 1407 Diversey Blvd., Chicago, Ill.
 MALVERNE DISTRIBUTORS, INC., 1700 Broadway, New York City.
 MONARCH SALES CO., 210 N. 22nd St., Birmingham, Ala.
 MUSIC SUPPLIERS OF NEW ENGLAND, INC., 561 Warren St., Roxbury 21, Mass.
 NIAGARA-MIDLAND CO., 881 Main St., Buffalo, N. Y.
 PENNSYLVANIA RECORD SUPPLY, 1224 Arch St., Philadelphia, Pa.
 POST & LESTER CO., 10 Chestnut St., Hartford 5, Conn.
 ROBERTS-NICHOLSON CO., 1201 Commerce Ave., Houston 2, Texas.
 SOUTHLAND DISTRIBUTING CO., 441 Edgewood Ave., S. E., Atlanta, Ga.
 SNI-DOR RADIOELECTRIC, LTD., 455 Craig St. W., Montreal, Que., Canada.
 STANDARD DISTRIBUTING COMPANY OF PITTSBURGH, 1729 Fifth Ave., Pittsburgh, Pa.
 UNITED WHOLESALE CO., 510 Poydras St., New Orleans, La.
 W. E. HARVEY CO., INC., 1312 Ontario St., Cleveland 13, Ohio.

Write for complete price lists to Distributor in your area, or to:

DISC COMPANY OF AMERICA 117 W. 46 St., New York 19, N. Y.
 "The Folkways of the World on Records"



RECORD CARRYING AND STORAGE CASE

HOLDS TWENTY-FOUR 10" OR 12" RECORDS

Brand New! It sells on sight. . . . It's different. . . .
 It's practical. There's nothing else like it.

This smartly styled case is constructed like a fine piece of modern luggage . . . made in beautiful navy, tan, brown and red simulated leather, with a double zipper for easy handling. It is lightweight, durable and waterproof. Record envelopes may be quickly removed and the Rec-carrier used as overnight bag, sheet music case or picnic bag.

[Note: There is a patent pending on this article . . . beware of imitations.]

To Retail at \$9.95
 Price Fixed Under Field-Crawford Act

Distributed by
 Decca Records, Inc.
 G. E. Supply Co.

SHAWLINE, INC.
 117 WEST 25th STREET, NEW YORK 1, N. Y.

WEBSTER ELECTRIC meet demands for an All-around Good Cartridge

Check Your Requirements

- ✓ Weight
- ✓ Response characteristics
- ✓ Voltage output
- ✓ Dimensions and mountings
- ✓ Type of terminals
- ✓ Type of ground
- ✓ Tracking pressures



Designed to Meet Varied Requirements Depending Upon Tone Arm and Equipment

● The wide selection of Webster Electric cartridges offers a cartridge with correct characteristics for replacement use. Correct weight, response, voltage output and other requirements so necessary for top performance.

Webster Electric cartridges are GOOD cartridges of balanced construction that produce maximum output at designated tracking pressures with minimum distortion and minimum mechanical reproduction. All models offer exceptionally uniform response over the desired range of frequencies, with low distortion and minimum needle noise.

Complete tone arm assemblies of improved design, in a wide selection of models are also available for the replacement market.

All Webster Electric products are carefully designed and manufactured under highest quality standards. They have been on the market for years, and during this time have proved their value for long life and top performance.



WEBSTER ELECTRIC
CARTRIDGES

(Licensed under patents of the Brush Development Company)

WEBSTER ELECTRIC
RACINE WISCONSIN



Established 1909

Export Dept. 13 E. 40th Street, New York (16), N. Y. Cable Address "ARLAB" New York City

"Where Quality is a Responsibility and Fair Dealing an Obligation"

ELECTRICAL APPLIANCES

Section of **RADIO & Television RETAILING**

Visit Other Stores

To Keep Up With Trends

● Do you know what's happening in other stores in your trading area? Do you know what merchandise is being unloaded via price-cutting? Do you know whether some other dealers have supplies of the products you are unable to obtain?

Answers to these and other questions can best be brought about by getting out of your own store now and then to "shop" in others.

Right now, for instance, even in this short-supply market, there are certain appliances, which because of over-production, over-pricing or other reasons, are "drugs" on the market and are being dumped right and left—some being cut *more than fifty per cent!*

Unless the dealer gets out and sees for himself he can never be dead certain about what's happening. He cannot get all of his information via the competitive advertising he happens to see, or by gossip picked up from salesmen and customers. He must see for himself. Talk with those of his fellow merchants with whom he is friendly, exchange ideas with them.

Getting out and around is not only good business but it is a means of obtaining mental and physical exercise which can be refreshing and stimulating. It keeps the dealer from getting into a rut.

Getting out in the "field" helps the dealer in his purchasing. He is not likely to overstock items he sees in great numbers at cut prices. He is likely to make a drive to get merchandise his competitors have which he has taken for granted is unobtainable. Visits on the outside help him



One of the best ways to find out what's happening in the merchandising picture in your territory is to get out and see what other stores are doing. Meeting and exchanging ideas with your competitor helps keep business on a cleaner basis.

to get new selling ideas, and to learn of trends in window-display and store improvement.

Nowadays, the supply situation is most peculiar. Some stores are heavily stocked with items which other dealers do not have. The dealer and his salesforce should know all about such conditions. Such knowledge will save many an embarrassing moment in instances where the merchant tells a customer that such-and-such a product isn't available, only to have the shopper advise that he's seen such merchandise in a competitor's store.

Competitive merchants should visit one another for their mutual benefit. The merchant who looks upon a competitor as an enemy is hurting his own business, and his chances for cooperative action.

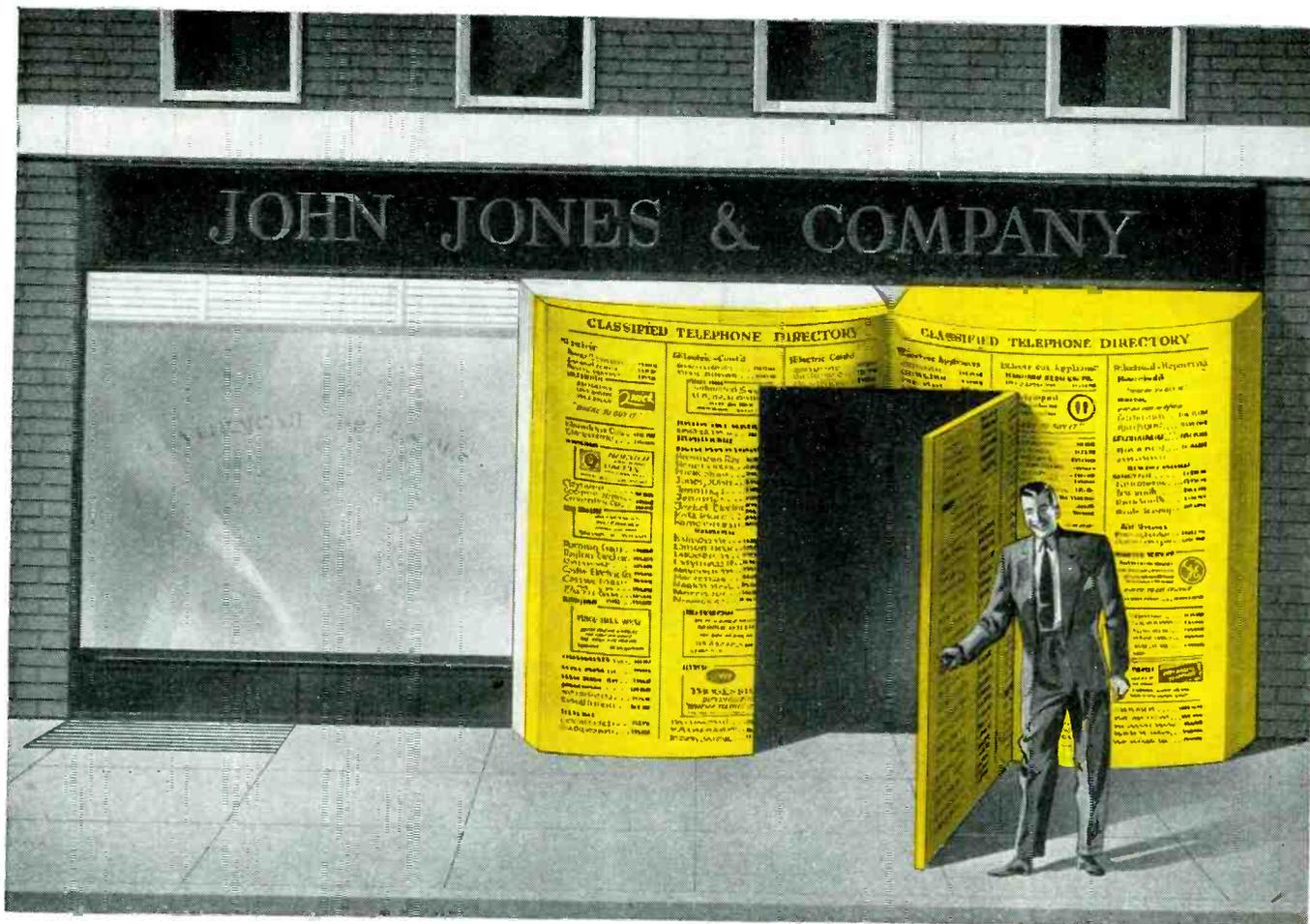
Local merchants, carrying the same sort of products should compete with each other upon bases which are strictly along business lines. Such competition should never involve per-

sonal enmity. When the merchant goes out to take a look at other stores he should not do so in the role of a spy. The right attitude to take about competition in business is that the whole thing's a contest of merchandising wits—a game to be played fairly and squarely.

Bitter wrangling and unethical selling methods by dealers who remain strangers contributes no good to the local merchandising scene.

When a dealer finds that his fellow merchant isn't such a bad fellow after all, cleaner competition will nearly always result. By visiting one another, retailers will not only keep abreast of what's happening in the field, but will help local business keep clean face.

Just as a tour now and then through the residential areas in his trading territory often turns up valuable leads and ideas, trips through business districts are bound to repay the merchant in more ways than one.



Are YOU just as ready to receive customers?

Ahhh! There's a wise business man who's got his door wide open for business.

How about you? You can be just as ready to receive the calls of shoppers through the 'yellow pages' of your local Telephone Directory. Your advertising in the 'yellow pages' will quickly tell prospective customers just what they want to know... what goods you sell and the services you have to offer.



For further information, call your local telephone business office.



Set Your Sales For More Profit

Improved Technique Will be Required in Buyers' Market

● "Why, I wouldn't buy at the Blank Store. The way the clerk spoke to me last week, I wouldn't go in there if every other store in town were closed." This sentiment, voiced by a woman consumer recently, echoes the reaction of a large percentage of the Blank Store's customers. And customer loss, today, is dangerous.

Insolence or carelessness on the part of the dealer's sales staff is inexcusable. With the arrival of increasing amounts of merchandise, greater difficulty in making rapid sales is becoming evident. Where formerly a consumer entered a store and left after making a purchase, considering himself lucky to have been able to buy what he wanted . . . or close to it . . . today he shops. And the store in which he received the most courteous service is the store in which he buys . . . regularly.

More Effort Needed

To the smart dealer, the overhaul of his salesmanship is of an importance equal to the modernization of his store. He finds he must add to his services. He gives advice and suggestions freely. He smiles more often. Instead of taking an order for some "not-in-stock" merchandise and putting it on file as he formerly did, the dealer is faced with the necessity of pushing his stock, of demonstrating features and of devoting time to the customer.

The postwar retailer is beginning to find that it has become progressively more simple for the prospective purchaser to walk out if not immediately attended. With virtually

all radio-appliance stores handling similar stock, the customer will find what he needs at the next store.

What then? How to meet this need for selling? In reality, the solution of the problem is simple. It requires a bit of time and training, but the results, in dollars and cents sales increases would be worth ten times the effort.

First, the wise retailer will realize that the time has come when the customer, once again, "is always right." When a complaint is registered, he will deal with it reasonably, for in doing so he will build his own prestige, a reputation for fairness. Even when such complaints may require a refund, the manner in which the refund is made can either make or lose a customer.

Sales Factors

A firm requirement in the reconversion of sales technique is a thorough knowledge of the merchandise by the sales staff. The store owner can familiarize his salesmen with the selling points of his stock, but he must not gloss over even the most insignificant facts. More than once these minor items of information have proven to be the weights which tipped the balance for ultimate sale. Buying desire must be created and knowledge of stock is the power which can implement that desire.

Dependability is another important element. The merchant who delivers will see that his delivery is prompt. When he has a radio or appliance in his servicing shop, its return will be punctual, and the work itself will be clean and precise. The consumer doesn't know repair problems. Nor is he concerned. When he leaves a radio or an appliance for reconditioning or repair, he expects to find it in top condition when he comes for

it. And if he is forced to return the same item repeatedly due to improper repair, another customer may be lost.

Probably the most important factor in the success of a retail store is the customer-salesman relationship. The patron wants courtesy and efficiency. If the salesman meets these requirements, a liaison is established which is almost impossible to break. The salesperson who smiles, who explains, who is patient with the purchaser can infinitely benefit the dealer's sales. Occasions may arise, of course, when it would be impolitic to push a sale, but these are rare, and the customer reaction to the original offer to help would be an immediate indication of the policy to be followed.

The discerning dealer knows that the wartime "sales-honeymoon" is over. With the knowledge that only the fit survive, he is making himself fit. He is setting his sales for reconversion.

Portrait of a Good Salesman

*A pleasant appearance
Well spoken
Interested in his work
And in his customers.
Cheerful
Eager to help
Eager to please, he
is patient under
stress. Understanding
and straightforward
at all times*



Lighting Industry News

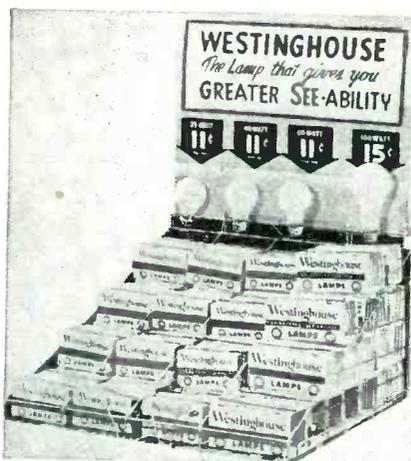
Money-Making Ideas Come from Manufacturers

New Lustra Folder on Germicidal Units

"New Protection Against Airborne Diseases" is the title of a new folder on commercial germicidal units issued by Lustra Corporation of America, 40 West 25th Street, New York 10, N. Y. Five new germicidal models are recommended for use where people work or congregate, and are said to utilize potent ultraviolet radiation to kill airborne germs, viruses and mold-forming spores of many contagious diseases including common colds, influenza, bronchitis, streptococci and other contagious respiratory infections listed.

There are two new types of Protect-O-Ray wall units for upper air disinfection, one overhead unit combining germicidal radiation with fluorescent lighting, one plastic-housed portable unit for localized applications, and two open-type portable units for individual room sterilization and utilization in walk-in refrigerators and food storage rooms.

Counter Merchandiser



Westinghouse Electric Corp. offers dealers this sturdy lamp merchandiser at \$2.31, FOB shipping point. It is made of cadmium finished wire. Shipped from Bloomfield, N. J.

New Interior Lighting

Modern lighting methods constitute one of your most effective display tools. Make provision for new lighting when you re-vamp any part of your store interior.

If, for example, you plan to cover your present metal or plaster ceiling with new material such as acoustical tile, this will at the same time enable you to install a new overhead lighting job with whatever concealed fixture you consider necessary.

The Good Lamp Salesman

According to General Electric lamp experts, the good salesman should sell the benefits of lighting, sell the glamour of lighting and should sell spares. There's many a good tip for the retailer in GE's sales manual "How to Shine Behind a Lamp Counter."

Assistant Sales Manager



Fred Masterson who has been appointed assistant sales manager of the Mitchell Mfg. Co., Chicago lighting equipment makers. The naming of the new sales executive was made public by Edwin A. Nickel, sales manager.

Ways to Get That Extra Lamp Business

Push sales of "health" lamps by unique and easily-built vacation scenes in your show windows.

* * *

Let the local garages, factories, mills, etc., know that you stock vibration type bulbs and you'll find that buyers will beat a path to your door.

* * *

Don't forget to tie your lamp displays in with various holidays and seasons. Such displays boost lamp sales and enhance the appearance of your show windows.

* * *

Always keep a display of "special" lamps in the window. Lumilines, fluorescents, miniatures, etc. A variety of shapes and sizes is not only interesting to the passerby, but is also a sales-producer.

Solar Heat-Ray Lamp

The Solar Electric Corp., Warren, Pa., lamp manufacturers have available a leaflet describing uses of its heat-ray lamp, selling retail at \$2.75. The bulb draws 250 watts and is equipped with ruby-red glass for glare-free application.

New Phil-Mar Lamp Has Many Features

Phil-Mar Electric, Inc., of Cleveland, Ohio, manufacturer of lamps and Glas-tron shades, has added a new and beautifully designed wall lamp to its recently-introduced line of wall lamp packages. Named the "Ivy Bowl," this pinup ensemble features a lamp made of cast aluminum and a shade made of fibreglas fabric pressed into flint hardness.



Phil-Mar lamp which comes packed in new "Package of Light" gift and display carton is called the "Ivy Bowl."

It is individually packed in the new "Package of Light" gift and display carton designed to contain a wall lamp, shade, reflector bowl, and a GE flame-nol cord and plug set. With a 100-watt bulb this ultra-smart lamp and shade offers an extra touch of ivy and flowers, and delivers a soft, diffused light. Both fire resistant and exceptionally durable, the shade may be cleaned simply and easily by wiping with a damp cloth. Lamps are available in eggshell Glas-tron with a braided yellow rope trim.

PROOF
1 OF

LEADERSHIP THAT BUILDS YOUR DEALERSHIP!

No. 3 in the **UNIVERSAL
PRODUCT PARADE**

STARTLING!!! America's **NEW** Vacuum Cleaner



"HIGH" for the
Large Rugs



"LOW" for the
Small Rugs

PROOF in design...
PROOF in performance...
PROOF in value...



PROOF IN FEATURES!

1. Exclusive "Suction-Regulator" eliminates sealing and dragging of lightweight rugs.
2. Automatic Rug-Adjusting Nozzle adjusts to any rug.
3. All-Metal Construction for beauty and sturdy long life.
4. Oversize "Vibro-Brush" loosens stubborn dirt.
5. Rubber Pistol-Grip Handle which assures easy, accurate manipulation.
6. "Touch-Toe" Handle Control gives choice of three handle positions.
7. "Day-Glo" Headlight points the way into dark corners.
8. "No-Mar" Bumper protects furniture on all three sides.

**WITH EXCLUSIVE
"SUCTION-REGULATOR"**

Universal's new Brush-Type Cleaner offers the greatest advancement in Cleaner history... the sensational new "Suction-Regulator." No longer will housewives have to hold down small rugs while cleaning them. This unique feature developed by Universal engineers switches at a tap of the toe from "High" for cleaning large rugs to "Low" for cleaning scatter rugs preventing rug drag or sealing.

Look for No. 4
in the Universal
Product Parade
Next Month!

UNIVERSAL

**LANDERS, FRARY & CLARK
New Britain, Conn.**



The bright, clean and efficient-looking repair section is a merchandising asset to the retailer. Photo shows appliance service department at Lambert & Simpson store, St. Paul, Minn.

“Personally-Conducted” Departments Pay

• One of the best good-will stimulators the radio/appliance merchant can employ is the personally-conducted tour through his maintenance department.

Customer-visits through the service department impress young and old alike. Tours through service sections give the layman an insight into the investment necessary on the part of the dealer who maintains a well-equipped repair shop. The visitor on tour can also see the sort of things he uses in his own home being “fixed” by experts. He’ll be further impressed by the testing equipment, machines and tools, as well as on the large stock of parts, needed to render first-class service.

A trip through a service department which is well-kept, completely equipped and properly staffed will do as much to “sell” a customer on the

To the layman, the radio mechanic’s a wizard.



stability and ability of the dealer as any word-of-mouth or printed advertisement can ever do.

Moreover, the dealer who goes in for these personally-conducted tours will find that they serve other purposes too. For instance, the shop where “company” may be expected at any time, must be kept clean and bright. The servicers will be kept on their toes, and will be made to feel important, and part of the organization, due to being introduced to the visitors; called on to describe the sort of job they’re working on.

Capitalize on Service

Wide-scale use of the service department as a business-builder through conducted tours cannot, and should not, be employed where such sections, because of the physical layout of the building, are cramped, cluttered or dingy. Service sections are often little more than holes-in-the wall; sometimes because there’s no other way out for the dealer and in other cases where the owner doesn’t see the necessity for improving them.

Where he has the room to do so, many a merchant will find that he can

obtain upped-repair production, better work and happier employes through a shop improvement program. Certainly, if he does make his repair section an attractive, convenient and orderly place, he will be able to use it as a striking illustration of just what he means when he tells a customer that he backs up his sales with top-flight service.

There are numerous ways of getting consumers to visit the service department. Invitations to visit “our new service section” may be sent out through the mails; customers and prospective customers may be invited to go through the repair department when they visit the store. One of the most telling “tours”, which not only flatters the customer, but arouses his interest to a greater extent, is to have the dealer invite the customer in to see his, the customer’s, radio or appliances in a state of repair, or to see the owner’s defective product tested before his very eyes.

In using personally-conducted trips through service departments, there are several do’s and don’ts which should be adhered to rigidly. For instance, customers should never be sent through by themselves. This

There Are Many Advantages in Permitting the Customers to See What the Boys in the "Back Room" Are Doing

"go in and see whether Joe has it fixed yet," is bad business from many angles. Unannounced visitors who meander through service sections annoy repairmen, may injure themselves, damage their clothes or become so accustomed to having *carte blanche* to the "inner works" that some will make the service department a hangout whenever they have some time to kill.

Customers should be escorted through the service department by the boss, a salesperson or by a shop foreman or repairman. Children should be watched so that they won't be able to do any mischief to themselves or to property.

Points of interest to the customer exist at every hand in the shop of the dealer who repairs radios and elec-

trical appliances. The overhauling of a motor, for instance, gives the tour-conductor an opportunity to explain in simple language just how the power plant operates. A radio chassis is an interest-intriguing and mysterious piece of apparatus to the layman which will cause him to become more and more service-conscious, more and more impressed with the necessity for the repairer to be an efficient technician.

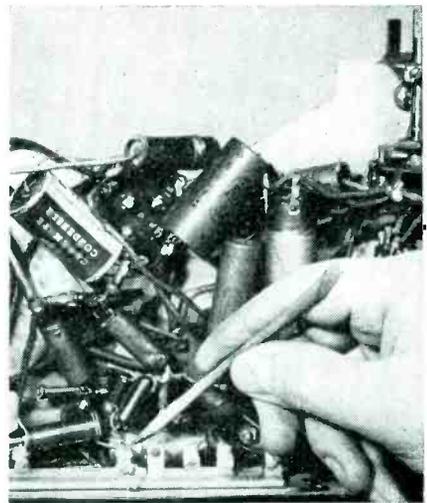
trical appliances. The overhauling of a motor, for instance, gives the tour-conductor an opportunity to explain in simple language just how the power plant operates. A radio chassis is an interest-intriguing and mysterious piece of apparatus to the layman which will cause him to become more and more service-conscious, more and more impressed with the necessity for the repairer to be an efficient technician.

The dealer can paint a dramatic picture in showing his customers how refrigerators are "gassed" through tracing the course of the refrigerant through the system, how the "works" of the washing machine is quite similar to the gears and controls used in the family car. The bewildering "insides" of the automatic toaster helps the layman to understand why it may cost as much as it does to install a new element, thermostat or switch.

In addition to impressing the regular customer or the prospect as to the value of service, which is truly the backbone of the independent retailer's bid for business in the radio and appliance field, a tour through the "shirtsleeve" department is often all that is needed to convince the skeptic that a real, honest, cost-justi-

fying job is being done on his equipment.

The popularity and all-too wide acceptance on the part of the consumer of the "exposés" of alleged service rackets, and gyms who run them, have contributed toward making a lot of consumers skeptical of repairers in general. A nothing-to-hide service department does much to offset this feeling. Due to the before-mentioned adverse publicity many folk are suspicious of the dealer who takes a radio or appliances somewhere out of the customer's sight to test it. Many dealers have moved radio service departments right out in the open for the purpose of displaying the complicated-looking equipment and creating favorable impressions as to their technical skills.



Costly equipment impresses the customer.

Tours through Service the Merchant

It is impossible, of course, to bring appliance repair sections out in front, or to do appliance repairing in show windows, but the dealer who has a presentable department can overcome this handicap by lifting the "Iron Curtain" via conducted tours.

Not long ago a dealer brought in a washer for repairs, and after examining it found that water was leaking into the gearcase from the tub, and

that several teeth were broken off a gear. He offered to do a complete overhaul for \$49.50. The customer "beefed" about the charge, but finally accepted upon the dealer's assurance that a first-class job would be done. One day the owner of the washer dropped in at the store, and the merchant invited him to see what was being done in the way of repairing

(Continued on page 106)

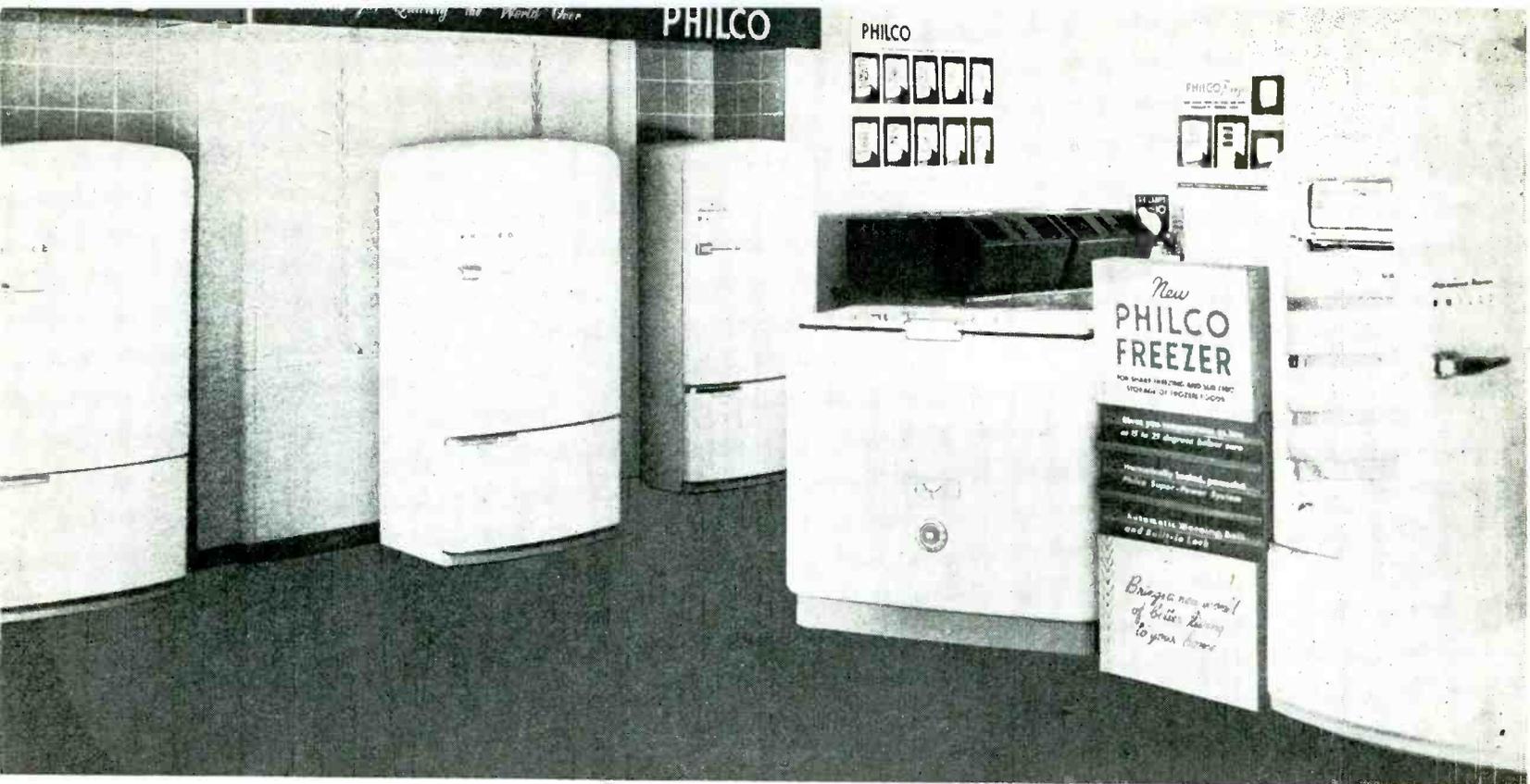
CUSTOMERS ARE "SOLD" WHEN THE DEALER LIFTS THE "IRON CURTAIN" ON SERVICING

Patrons who can see what's going on can justify prices for repair work

When visitor's day is every day the merchant and his staff must keep their house in order

Dealers can build valuable good-will via trips through service departments

The "this is Bill Williams, our expert technician," introduction makes the servicer feel like an important guy in the organization



The display of refrigerators and freezers at the Moran store is a simple array of representative units plus a few backgrounds and display pieces.

Getting More Business

Texas Retailer Keeps the Promotions Going and Nets a Nice Volume from the Appliance Customers of Sherman

● The first of the eye-grabbing aspects of the Moran Appliance Store, 113 N. Walnut St., Sherman, Texas, is the front of the establishment. It stands out because it's white, trimmed with black tile, and the windows are solid plate glass.

Inside, the area is small, but the atmosphere has a carefully arranged neatness. Proprietor B. R. Moran has found room for refrigerators, washers, ranges, stoves, sewing machines, complete kitchens, sinks, and freezers, in addition to all types and sizes of radios and combinations. He plans to add a large record department later, probably on the second floor.

Mr. Moran has some lively ideas for stirring up business in all these lines. "Some of these ideas," he says, "we inherited. Some we borrowed; many of them are our own.

"Every business man or salesman knows that you must contact people, interest them, and convince them before you can sell them. You must get as many people as possible into your store. You must show interest in them as well as get them interested in your product. You must convince them that the thing they are

buying (never let them feel you are selling them) will save them time, labor, money, and will give them long, trouble-free service. It must also give them pride of ownership.

"Aggressive advertising is a must with us. We try to reach everybody in our trade territory. We use the local radio station, KRRV, and we use direct mail. Of course, we also use the local newspaper with a good continuous ad. Newspaper advertising is something the people expect, and it is an economical way of reaching more prospective buyers.

Makes Service Sell

"We also use our servicing department, and I might add, use it for all it's worth. It's worth a lot, too."

The Moran store has taken exceptional pains to make its well-arranged and fully-stocked service department do an excellent job. Conveniently built-in panels and a string of up-to-the-minute test instruments are features.

L. L. Whitt is the service engineer for Moran, and although his chief interest is his technical work, he still believes that a repairman should be

prepared to meet the public. He dresses like a salesman as well as a technician, and he makes sure that the whole maintenance section is always in pleasant and trim condition.

"We're proud of this department," Moran says, "we do our very best to give the finest service possible, and always allow the customer to go away feeling he won whatever argument, if there must be any disagreement, that might arise.

Gets Customers In

"We make no pick-ups or deliveries except on our own products or when there is no other way. When we go after a radio, that keeps the owner out of our store. We'd rather have that owner bring his radio into our service department. Not all of them buy, not by a long shot. But they will buy, some day, here or somewhere else. Then, too, people meet, gossip, and just plain talk. Talk about the new things coming on the market, like FM radios, etc. Not all talk is about politics or labor troubles. When folks talk about new radios, etc., they'll talk about you, good or bad. Our job is to keep them

saying only good things about us. Nothing is overlooked in our store that will help build better store-customer relations.

"Competition is growing keener. From here on it will become more so. The days of taking names for future delivery have passed. Folks used to rush in, buy quick, and ask for immediate delivery. They were half afraid that something would happen even after they had paid off, and they still wouldn't get their purchase. It's much different now. Folks come in, unhurriedly, look around, and ask many questions. They ask for comparisons. What makes our set a better radio than so-and-so's up the street? You can't get by with telling them it's the name Moran, or the name Philco. There are other good names. Other good products.

Buyers Have Changed

"Not so long ago folks would hesitate about coming back for a minor adjustment or repair to their new purchase. Now they come back, and they want to know why. A power tube burned out the second day they used their new radio. Why? The freezing unit in their new refrigerator freezes too fast. Why? The only explanation acceptable to them is an immediate repair or adjustment.

Where the fault lies—workmanship, transportation, or other factors—doesn't matter. It's up to the Moran Appliance Store to take all the blame, and make the necessary repair or adjustment immediately and courteously. We do that. Our customers are our friends. No one can have too many friends."

A customer entering the store sees neat display shelves on either side, adjacent to the window areas. In the center of the floor are console radios and an oval island fixture on which are shown the smaller sets. Along one wall are more small sets and combinations, plus a kitchen sink unit shown in a corner display spot. Along the other wall are ranged the refrigerators and freezers, together with another sink directly opposite the first.

Planned for Sales

Across the back of the store, there's a stairway in the center, flanked by the service department on one side and the office on the other. The stairway leads to rooms on the second floor which are occupied by a photo studio. The studios are separately owned and operated, and the two businesses have found that the interchange of traffic is a benefit to

DEALER MEETS BUYER'S MARKET

- uses radio, newspapers, direct mail
- makes full use of service contacts
- accents building of buyer confidence
- expands store and sales facilities

each of the other establishments.

In general, the store depends upon simplicity and neatness to gain a striking appearance for the interior. The displays and the backgrounds used are not elaborate and expensive, and Moran consistently makes good use of the merchandising helps offered by the manufacturers. Since the showroom itself is not large (only about 29 by 25 ft.) it takes considerable thought and skill to make it look like a good selection of merchandise that can readily be shown and demonstrated to customers.

When Moran says that the nature of the market has changed—that people are a great deal more critical about their buying—he is not speaking of the new trend as a merchandising principle which is mentioned at sales meetings and forgotten. In this store, the arrival of the buyer's

market is a matter which actually underlies all the Moran relations with customers. It is a factor in today's demonstration and display, and it is very much an element in servicing jobs.

In many cases, it has not been easy for a retailer to switch from a mild and institutional form of promotion to the hard-boiled and go-getting type of merchandising. The latter is aimed at down-to-earth sales clinching in the face of strong competition, and it is often hard to hit the stride. Not so with Moran—he's getting the job done in a number of ways.

Everything about the Moran Appliance Store adds up to one thing—more customers—more satisfied customers. That is the real answer to the nice volume of business that passes through the doors just "A Few Feet on Walnut Street."

B. R. Moran himself explains to members of his sales force how a combination may be demonstrated under the current conditions of a buyers' market. He starts with "Competition is now keener."



Electrical Appliance

Factory-Recommended Procedures and Time-Saving

Washer Service Hints

The following tips on washing machine service come from the Landers, Frary & Clark (Universal) factory: On motor over-heating calls the repairer should bear in mind that windings on washer motors will withstand a temperature of 194 degrees F. This is too hot to the touch of the hand, yet safe to operate. If upper roll does not turn, the roll is glazed with soap. Clean with sandpaper or hot water. On complaints that machine knocks with load, check the following: Is customer overloading? Are any parts worn? Is agitator operating lever being improperly adjusted?

Money in Train Repair

Repairing electric trains is a banged-around business as almost every toy train owner knows. The smart dealer who sets himself up with a few parts, transformers and necessary test equipment can make himself some real money and some good friends in proper servicing of miniature railroad systems.

Small Motor Current Draw Test is Simple

It is often desirable or necessary to determine the amperes drawn by small motors or appliances, in order to check for overloads, grounds or other unusual conditions.

Since cartridge fuses are used in some installations for motor and major appliances, time may be saved when making tests by arranging a *blown* or dummy fuse as shown in photo 1.

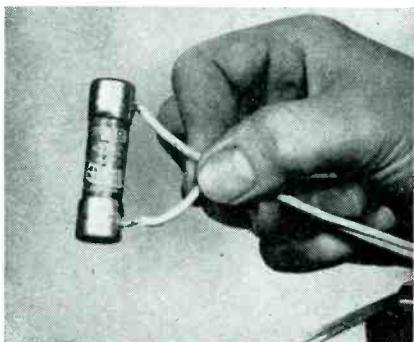


Figure 1.

The blown fuse is drilled at each metal end and a wire soldered in the drilled hole at each terminal. The

wires are of suitable capacity and length to attach to the ammeter.

While the fuse shown is rated at 30 ampere it may be convenient to have similar arrangements with fuses of higher ratings.

However, with fuses of higher ratings it is best to bolt the wires to the fuse terminals, rather than soldering.

In practice, the original fuse is removed from the circuit temporarily with fibre fuse pullers, as in photo 2.

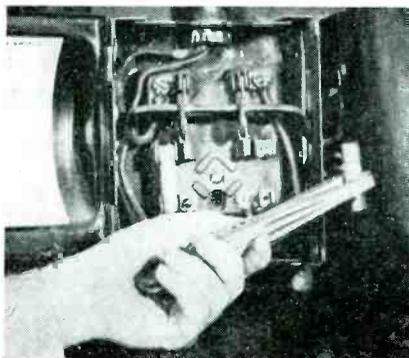


Figure 2.

The dummy fuse described above is then inserted in place—the other ends of the wire having first been attached to the ammeter. See photo 3.

If service cannot be interrupted, a jumper wire may be placed around

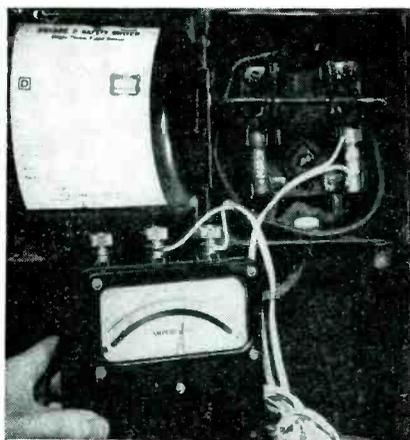


Figure 3.

the original fuse before its removal and then removed after the ammeter is in the circuit.

If the starting current of a motor is involved, a jumper or shorting out wire should be placed across the ammeter terminals—photo 4—until the running or normal operation of the motor is reached, to protect the meter

from being overloaded and possibly damaged.

Another convenient means of bypassing the ammeter for starting cur-

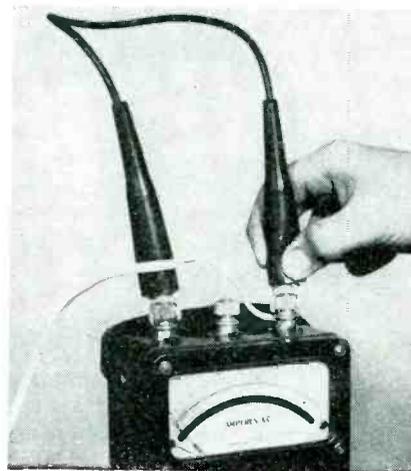


Figure 4.

rents of small motors such as washers, furnace motors, etc., is the use of a pendant switch across the ammeter terminals as in photo 5.

Care should be used to replace the original fuse after making tests as above.

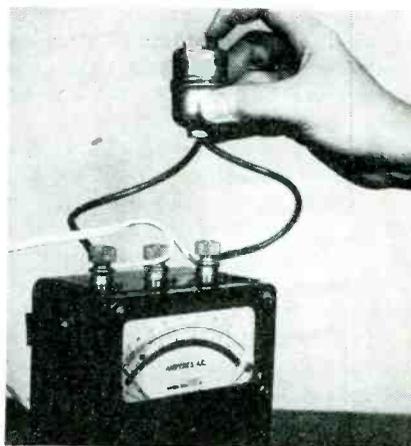


Figure 5.

Heater Cord Ratings

A 10,000 cycle cord will stand up under 10,000 bends and 10,000 straightenings at one place without breaking (20,000 bends in all). Following color code is used on heater cords: 3,000 cycle, red background; some makers used silver markings for 3,000 cord, also. Gold background, 10,000 cycle cord.

Servicing Methods

Repair and Testing Techniques

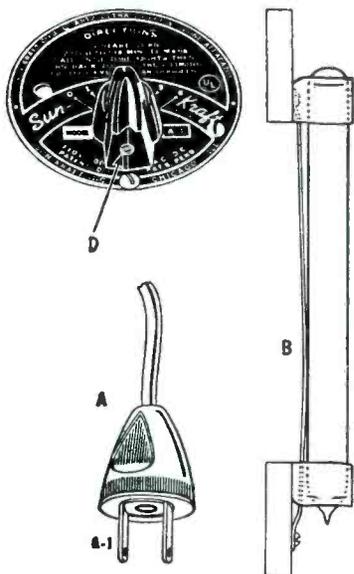
Hints on Sunlamp Operation

If Sun-Kraft ultraviolet sunlamp fails to operate, look for these causes first:

Be sure to test the wall outlet. Examine the connecting plug (A) which fits into the wall socket. The prongs (A-1) may need spreading in order to establish firm contact.

If you are supplied with direct current, and after 15 to 20 seconds the ac-dc Sun-Kraft does not light up, reverse the plug in the socket.

Be sure that the thin metal strip (B) directly behind the quartz tube, extending from the top metal clip to the bottom ceramic channel, is in direct contact with the quartz tube. However, this thin metal strip should not touch either the reflector or the



bottom clip. If it does touch the reflector, gently bend it outward to break contact.

Plug in the lamp and switch it on. Turn the lamp bottom upward, and look through the four large openings in the base. Through one of these holes you can see the tip of the radio tube glowing distinctly red. If there is no red glow, your trouble is either a defective radio tube or a loose connection in the wiring. Anyone familiar with radio circuits can easily check the wiring.

Despite all rigid inspections and tests to make perfect Sun-Kraft lamps, infrequently a unit may be shipped with some slight undiscovered defect. For instance, the set screw (D) may be loose in the timer knob, and just a simple turn with a small narrow screwdriver will tighten the screw, making the knob grip the shaft of the timer firmly.

Talking Shop

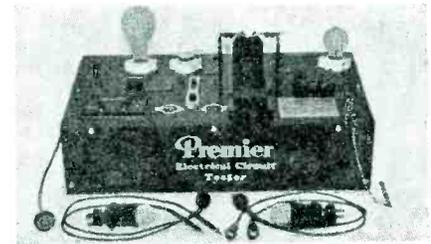
A good wire stripper soon pays for itself. In addition, its use prevents injured fingers and damage to wires.

In cutting carbon brushes down to fit they should be made exact size. If too tight in holder, the brush will be driven up into holder by the commutator, and will stick there. If too loose, it may break or ride unevenly.

One of the handiest things to have in a shop is a metal vessel large enough to dunk a washing machine

transmission in. This saves mechanics' hands and prevents oil and grease from getting all over floors and benches. If inflammable materials are used as cleaners, the vessel should be used out of doors and not too near buildings.

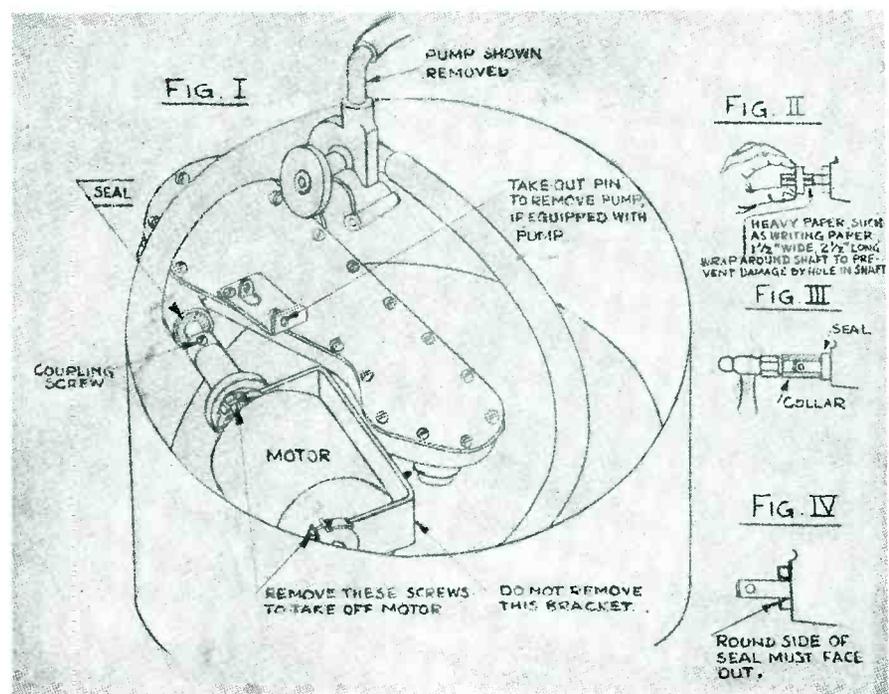
Premier's Electrical Circuit Tester



This circuit tester is simple to use. With it the servicer can perform a thorough-going inspection of vacuum cleaners. Made by Premier Vacuum Cleaner Division, General Electric Co., Cleveland, Ohio.

Installing No. 385-W-27 Worm Shaft Seal in Universal Washing Machine Transmission

- (1) Remove agitator and wringer. Put 10-32 screw in breather hole in transmission. Turn machine upside down. See Fig. I.
- (2) Disconnect pump as shown, remove motor and coupling.
- (3) Remove old seal with small chisel or similar tool.
- (4) Clean seal-seat thoroughly with benzene and wipe dry.
- (5) Apply fairly heavy shellac to seal seat and outside-diameter of seal and assemble to shaft (Fig. II) using paper.
- (6) Drive or push seal into place using collar 1-7/64" O.D., .505" I.D. and at least 1 1/2" long. (Fig. III).
- (7) Assemble seal as shown in Fig. IV.
- (8) Reassemble machine. Be sure to remove screw from breather hole!
- (9) Allow shellac to dry (4-5 hours) before starting machine.



Refrigerators
 Washers
 Ironers
 Ranges
 Vacuum Cleaners
 Food Freezers

New Electrical

GE ELECTRIC RANGE

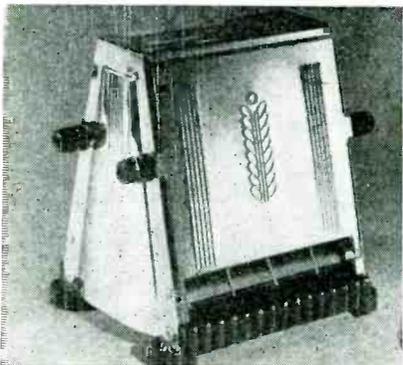
New line of "speed cooking" electric ranges feature new improvements: built-in six quart pressure cooker, high broiler unit and improved surface units. Built-in aluminum pressure cooker occupies the deep-



well position. This utensil may also be used as a surface unit, and serves as an ordinary thrift cooker for normal cooking. General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.—RADIO & Television RETAILING.

Westinghouse TOASTER

Model TT-72, turnover toaster, streamlined, finished in tarnish-proof chrome.



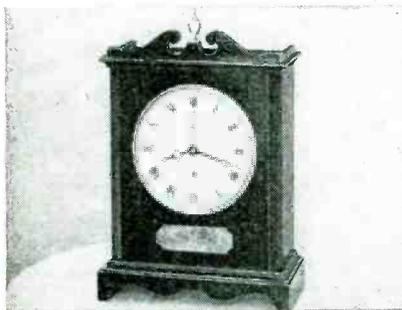
Toast two slices of bread automatically turning them when trays are lowered. Detachable cord and miniature plug included. Base is of fluted black plastic. Westinghouse Electric Corp., Appliance Div., Mansfield, O.—RADIO & Television RETAILING.

Frigidaire REFRIGERATOR

Apartment-house size refrigerator provides 6 cu. ft. food storage space, in a cabinet of same dimensions as the conventional 4 cu. ft. model. Features 11.6 sq. ft. shelf space; Size: 51-11/16 inches high, 24 inches wide and 26 3/4 inches deep. Super-freezer compartment. Freezer chest will hold 15 lbs. frozen food. Control switch has 10 separate dial adjustments. Automatic lighting. Frigidaire Div., General Motors Corp., 300 Taylor St., Dayton 1, O.—RADIO & Television RETAILING.

Telechron ELECTRIC CLOCK

"Knickerbocker" model, self-starting electric clock, model No. 4H99. Brown wood case has gold color top ornament. Blue-black hands and black Roman characters.



Movement contains self-starting synchronous Telechron motor. Height 11 1/4 inches, width 7 1/4 inches, depth 3 3/4 inches. Retail price, \$15.00. Telechron, Inc., Ashland, Mass.—RADIO & Television RETAILING.

Princess TABLE STOVE

Electric table stoves, compact, portable model; equipped with tray-type heat resistant plastic handles. One-piece steel shell.



The Newark Appliance Corp., Inc., 92 So. Sixth St., Newark 7, N. J.—RADIO & Television RETAILING.

Hotpoint ELECTRIC RANGE

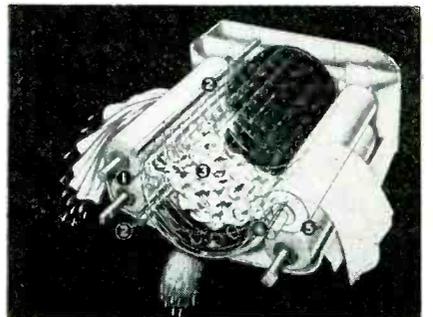
Features newly designed Calrod unit oven switches grouped with controls on back panel. Calrod unit deep well cooker



can be raised to surface, and oven unit placed outside oven wall to increase output space. Hotpoint, Inc., 5600 W. Taylor St., Chicago 44, Ill.—RADIO & Television RETAILING.

ABC RINSER

ABC-O-Matic washer features "scum-free" rinser which automatically loosens



dirt and particles of soap-fat. Altorfer Bros. Co., Peoria, Ill.—RADIO & Television RETAILING.

Mac-Lane BROILER

Electric broiler features: plastic heat-proof handle; polished steel reflector; safety-lugs; gravy-well. Comes complete with grate. Mac-Lane Mfg. Co., Newark, N. J.—RADIO & Television RETAILING

Home Appliances

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

Frostair REFRIGERATOR-FREEZER

Frostair contains a 7 cu. ft. refrigerator with modern features and a 3½ cu. ft. zero storage and frozen food locker. Separate dutch door for each compartment. Two-motor operation to power both locker and refrigerator. Sliding shelves glide out for



visibility. No defrosting, no covered dishes, special compartment for tall bottles, wire baskets for fruit, vegetables, etc. Retail price \$550. Frostair Div., General Tire & Rubber Co., Chicago, Ill.—RADIO & Television RETAILING.

Universal ELECTRIC RANGE

Model RA6801, "Speedliner" range for small homes and apartments. Oven equipped with positive automatic temperature control, super-heat monotube thrift units, 5-heat control. Size: 16 x 16 x 19 in.



Overall size: floor space, 21½ x 24½ in., height, 39 in. 5-heat surface units. Landers, Frary & Clark, New Britain, Conn.—Radio & Television RETAILING

Dishmatic DISHWASHER

Electric dishwasher heats its own water while dishes are held securely in their



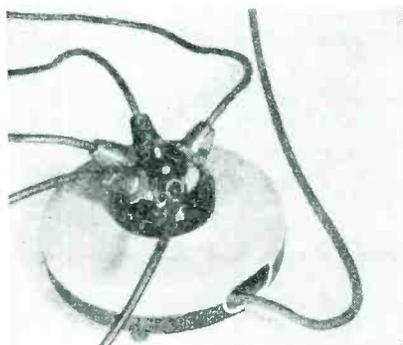
racks. After the final rinsing the cover pops open and the dishes are steam-dried. Washes up to 95 pieces. 24 inches square, 36 inches high. Lake State Products, Inc., Jackson, Mich.—RADIO & Television RETAILING.

Rittenhouse DOOR CHIME

King Edward model affords a choice of three melodies for the front door, together with two notes for the rear door, and one for other purposes. Other features include an adjustable volume control. Chime model has a plastic housing designed around blue plate-glass mirror. Retail at \$49.50—A. E. Rittenhouse Co., Inc., Honeoye Falls, New York—RADIO & Television RETAILING.

Cordomatic OUTLET REEL

Multiple outlet reel provides electric outlets where necessary. Cord take-up reel



surmounted with cone type continuous slot receptacle affording accommodations for up to six plugs. Available in two sizes, equipped with 10 and 20 ft. asbestos jacketed cord. Cordomatic, 1724 W. Indiana Ave., Philadelphia 32, Pa.—RADIO & Television RETAILING.

Handyhot JUICIT

Porcelain reamer shape Sunkist juicit. Molded glass bowl, aluminum strainer and reamer easily removed for cleaning; low over-all height. Compact, fan cooled



induction motor. Baked white enamel finish with chrome trim. Pushbutton type on-off switch. Chicago Electric Mfg. Co., 6333 W. 65th St., Chicago 38, Ill.—RADIO & Television RETAILING

Piomar IRON



Automatic electric iron features: 5-way control for any type fabric; weighs 4½ lbs.; even heating surface; tip-up heel plate; streamlined design; molded handle stays cool. Priced at \$9.95. Pioneer Products, Inc., Baltimore 15, Md.—RADIO & Television RETAILING.

New Appliance Items

Restemp BED WARMER

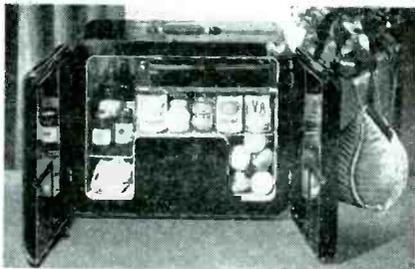
Electric bed warmer operates safely at low voltage. Measures 36 inches by 54 inches, covers single bed from pillow



downward. Heat rises from below. Can be set for varying degrees of heat. The Crise Mfg. Co., Columbus 16, O.—RADIO & Television RETAILING.

Freez-Pak REFRIGERATOR

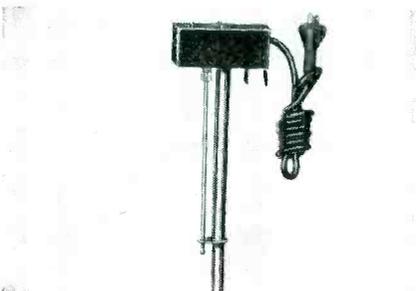
2½ cu. ft. portable electric refrigerator, requires no defrosting. Measures 22 inches high, 28 inches long, 16 inches deep. Weighs 55 lbs., has 11-lb. ice capacity, and



space for eight ice trays. Unit is expected to retail for \$129.50, with one-year guarantee included. Freez-Pak Corp., Royersford, Pa.—RADIO & Television RETAILING.

Acme TEMPERATURE CONTROL

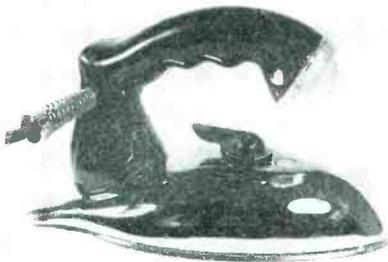
Heating element temperature control; units can be supplied with 100-250-500 and 1000 watts for various temperatures.



Control box is stainless steel and tubes are brass nickel plated. Heating elements replaceable. Acme Laboratory Equipment Co., New York 27, N. Y.—RADIO & Television RETAILING.

Dixie IRON

Automatic electric iron features: open handle, to permit ironing in sleeves and small openings; light in handle to illuminate working area; thin plate for ironing around buttons; fabric indicator dial; finger-tip con-



trol; modernistic plastic handle. Dixie Electric & Mfg. Co., Inc., Radford, Va.—RADIO & Television RETAILING.

Detecto-Master ALARM SYSTEM

Automatic fire and cold alarm system for homes, farms, industry. Instantly and accurately detects dangerous temperature changes and locates the trouble. Consists of control unit to be wall-mounted in any central area, plus a series of "detector"



thermostats placed in the areas to be guarded. Red light flashes on and bell starts ringing at control center, and indicator needle on meter points to area where trouble has occurred. Lord-Taber Co., Inc., 545 No. Main St., Canandaigua, N. Y.—RADIO & Television RETAILING.

Littelfuse FENCE TESTER

Designed for testing of electric fence circuits. Neon bulb, sealed in insulated case, flashes brightly if fence is working properly. Intensity of flash indicates condition



of fence circuit. Easy to use—hang case on fence wire, using conductor hook, and neon tube flashes. Littelfuse, Inc., 4757 Ravenswood Ave., Chicago 40, Ill.—RADIO & Television RETAILING

Norge GAS RANGE

Model N-350, divided-top gas range. Large center oven with oven visualizer.



Range is 38 inches wide, 26½ inches deep, 49¾ inches high. Available also equipped for bottled gas. Norge Div., Borg-Warner Corp., 670 E. Woodbridge, Detroit, Mich.—RADIO & Television RETAILING.

Temp-Stir CEILING FAN

Ceiling fan can be quickly installed in present ceiling electrical outlets, also in any room without a ceiling fixture. Light in weight. Automatic control; can be set to co-ordinate with heating control. Can



be used in summer and winter. Variable speed control; diffused air louvres, fan is hand gauged; ceiling spring suspension. Elk-Manster, Inc., 8601 Denison Ave., Cleveland, O.—RADIO & Television RETAILING.

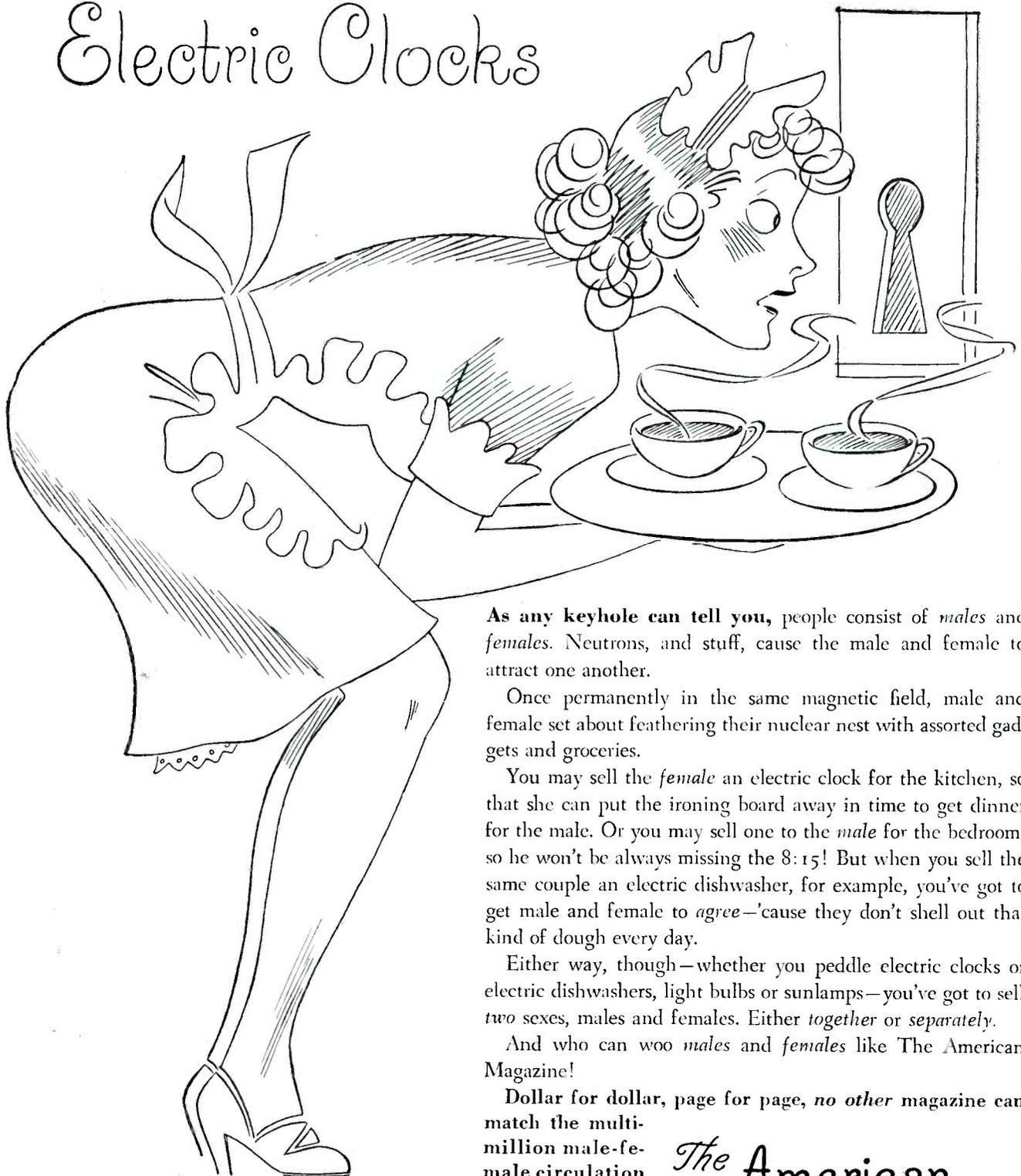
Rumsey LAWN MOWER

Electric lawn mower cuts through grass, weeds, stubble. Electrically driven alloy steel blade rotates in a plane horizontal



to ground's surface. Cased in bright aluminum; weighs 60 lbs. Removable handle for easy storing. Retail price \$97.50.—RADIO & Television RETAILING

What you should know about SEX to sell Electric Clocks



As any keyhole can tell you, people consist of *males* and *females*. Neutrons, and stuff, cause the male and female to attract one another.

Once permanently in the same magnetic field, male and female set about feathering their nuclear nest with assorted gadgets and groceries.

You may sell the *female* an electric clock for the kitchen, so that she can put the ironing board away in time to get dinner for the male. Or you may sell one to the *male* for the bedroom, so he won't be always missing the 8:15! But when you sell the same couple an electric dishwasher, for example, you've got to get male and female to *agree*—'cause they don't shell out that kind of dough every day.

Either way, though—whether you peddle electric clocks or electric dishwashers, light bulbs or sunlamps—you've got to sell *two sexes*, males and females. Either *together* or *separately*.

And who can woo *males* and *females* like The American Magazine!

Dollar for dollar, page for page, *no other magazine* can match the multi-million male-female circulation delivered by ...

*The American
Magazine*

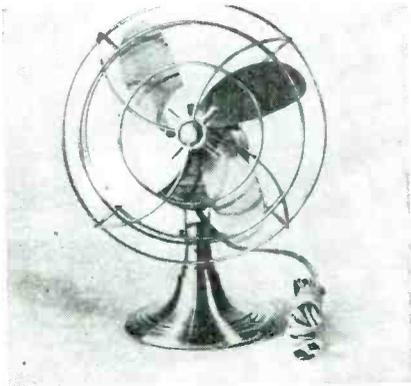
Dealer Profit-Makers

Selectron **ELECTRIC CLOCK**

Electric clock equipped with built-in time switch to turn radios on or off. Can also be used on appliances. Self-starting, automatic. Housed in maroon, plastic case. Retail at \$9.95. Arnold Clock Corp., 189 Sunrise Highway, Rockville Centre, L. I., New York—**RADIO & Television RETAILING**

Chrom-Ever **Fan**

Electric fan features 8 inch blade; base and motor housing of spun aluminum; rubber base pads. Retail price \$8.95. Asquith Associates, 131 State St., Boston 9, Mass.—**RADIO & Television RETAILING**



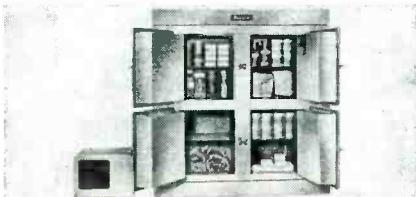
ber base pads. Retail price \$8.95. Asquith Associates, 131 State St., Boston 9, Mass.—**RADIO & Television RETAILING**

Even-Heat **IRON**

Automatic electric iron features: handle designed for comfort; low angle of sole plate edge for ironing close up to buttons; 15 temperature variations for 5 standard fabrics, with 3 heat speeds for each; pin-rests for holding iron; weighs 3 lbs. Even-Heat Co., National Bank Bldg., Detroit 26, Mich.—**RADIO & Television RETAILING**.

Bryant **FREEZER**

Regent model has a capacity of 38 cu. ft. Sectional construction. Unit is all-aluminum with refrigerator-white exterior, chrome plated hardware. Four cold-plates; three



of the plates are usable as direct-contact freezing shelves. Refrigeration unit can be installed at either side of cabinet or in a remote location. Bryant Corp., 625 Bryant Ave. No., Minneapolis 11, Minn.—**RADIO & Television RETAILING**.

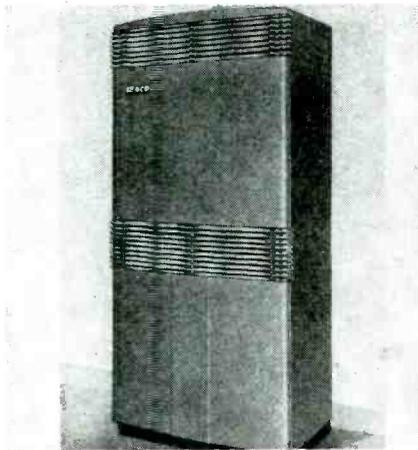
International Harvester **FREEZER**



11-cu. ft. chest model. International Harvester Co., 180 No. Michigan Ave., Chicago 1, Ill.—**RADIO & Television RETAILING**.

Gemco **AIR CONDITIONING UNIT**

Compressor unit features: aluminum semi-hermetically sealed compressor unit and motor housing; oil separator and automatic oil return; two-staging, for savings in water consumption; peak performance



under varying water temperatures and supply; can be plugged in; light in weight; modern in style and appearance. Electrical controls assembled in one cabinet. General Engineering & Mfg. Co., 4417 Oleatha Ave., St. Louis 16, Mo.—**RADIO & Television RETAILING**.

Rotiss-O-Mat **ROASTER-BROILER**

Roaster-broiler combination works on principle of barbecue revolving spit. Self-basting, self-cooking, self-turning. 3-position flat grill for low, medium, high heats. Weighs 12½ lbs. Rotiss-O-Mat Corp., Astoria, L. I.—**RADIO & Television RETAILING**.

Crosley **GAS RANGE**

Model DG1-17. 40 inches wide, 25¼ inches deep, 42 inches overall height. Decorative chrome oven and broiler vent



grill. Interval signal timer, electrical appliance convenience outlet on backguard, automatic oven interior light. Crosley Div., the Aviation Corp., Detroit, Mich.—**RADIO & Television RETAILING**.

Tanlux **HEALTH LAMP**

Lamp produces twofold effect of sun-tanning skin, and acting as a germicidal or healing agent. Lux Craft Corp., 28-30 South Day St., Orange, N. J.—**RADIO & Television RETAILING**.

Hoover **CLOSET**

Cleaning equipment closet designed for efficient storage of household cleaning ma-



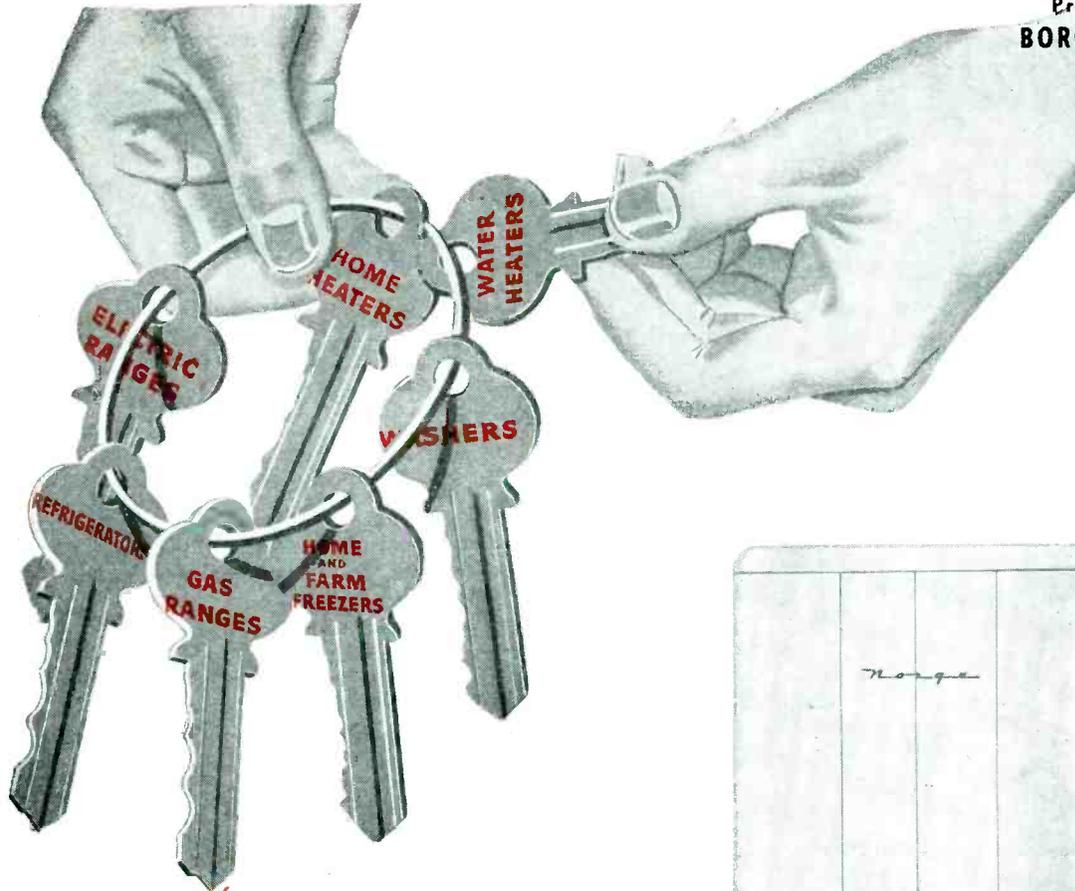
terials and tools. Exterior of plain wood, two doors. Two main compartments inside. The Hoover Co., North Canton, O.—**RADIO & Television RETAILING**.

Kleen Air **VENTILATOR**

Filter-type ventilator adjustable to all windows. Specially-developed fiberglass filter; air taken into room by ac motor that never needs lubrication. List price, \$19.95. Kleen Air Corp., 60 E. 42 St., New York 17, N. Y.—**RADIO & Television RETAILING**.

FOR LATEST RADIO MERCHANDISE, SEE PAGES 44 to 48

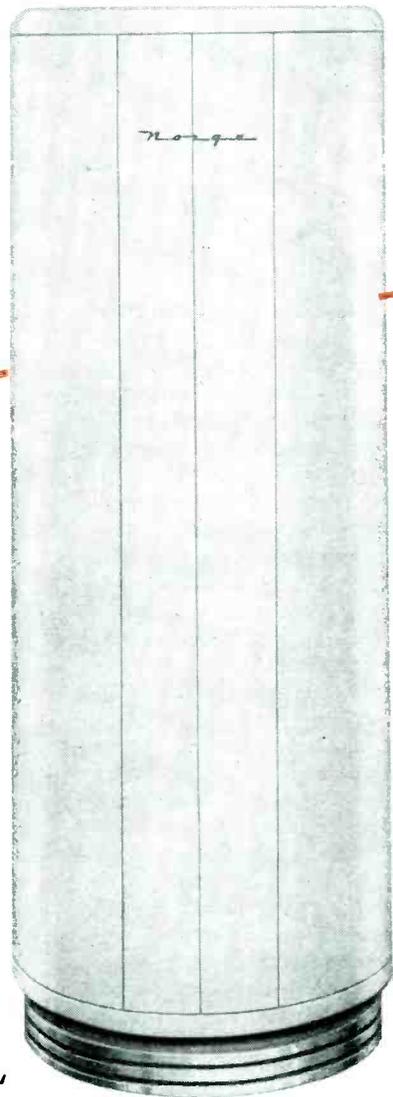
Products of
BORG-WARNER



AND NOW
SEVEN PASSKEYS TO PROFITS

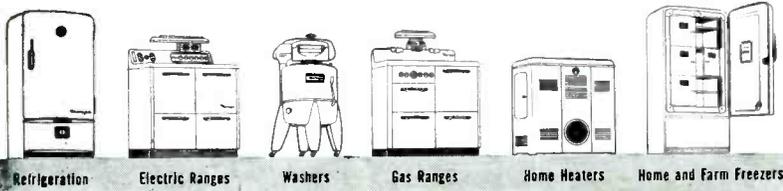
With the elevation of the Norge electric storage water heater to full status as a *major household appliance*, Norge now offers *seven passkeys to profits*. Seven lines, seven leaders . . . seven big-ticket items with which the Norge dealer can plan his future and build his fortune!

Two styles—a standard design, as illustrated, and a 36" high "table top" design. Six models, 30- to 82-gallon capacities.



"The Best Dealer in Town Sells NORGE!"

Norge is the trade-mark of Norge Division, Borg-Warner Corporation, Detroit 26, Michigan. In Canada: Addison Industries, Ltd., Toronto, Ont.



SEE
NORGE
BEFORE YOU BUY

What Makes Them Decide to Buy From You?



Sound Merchandising Accounts for Most Sales But There Are Some Out-of-this-World Reasons Too!

● Good salesmanship isn't *always* responsible for making the sale.

While it is true that *most* sales are made via the clever salesman-good merchandise route, many are consummated by the customer upon amazing and seemingly ridiculous bases.

For this reason a salesman who has absorbed a goodly store of knowledge of human psychology is often able to hog-tie certain sales which he would have probably lost had he depended solely upon cut-and-dried selling techniques.

In the past, many a householder bought a washing machine, ironer or range for the sole reason that the appliance matched the color scheme of her kitchen. Now, black and white or all-white is being made, and it "goes with" any decorative scheme in the home.

In following "lost sales" for the purpose of keeping contact with prospective customers, the writer has encountered either first or second-handed, a number of weird reasons why some sales went to the competitor. Of course, in most cases, the lost sales could be charged up to such ordinary things as more attractive price, pre-conceived preference for another brand, etc. But sometimes out-of-this-world factors motivated the customer in making his final choice.

"I felt sorry for Salesman X," one woman explained. "He had a hungry look about him." The guy looked "hungry" so the sympathetic customer bought his product. Imagine that!

A man who had been considering a whole flock of different oil burners admitted that he had *dreamed* that so-and-so's equipment was the best!

It happens now and then that a salesman gets drawn into a family argument wherein a man and wife—or a combination of man and wife and a handful of relatives and friends—are pulling for different makes. In some of these cases one of the parties has actually bought the product out of sheer spite.



His "hungry" look caused her to buy from him.

Brand names and dealer names as they affect a few certain persons from superstitious or nostalgic viewpoints have played stellar parts in buying decisions and, of course, there are numerous "borderline" cases which are understandable and fantasy-free, and serve to point out to the clever salesman reasons for adhering strictly to the fundamental adjuncts to salesmanship as a speaking art.

Many buyers are favorably or unfavorably influenced by the salesman's attire, his diction, mannerisms and ability to "click" with the customer. In some people, factors such as these consciously or sub-consciously *govern* sales, whereas it would seem more logical for the customer to consider the worth of the product and the reliability of the seller as prime reasons for making decisions.

Some buyers have deliberately gone out of town to buy "on time" from strange dealers because they didn't

want the local merchant to know "their business." Many buy certain brands to keep up with the Joneses and still others are influenced, often erroneously, by friends or relatives.

It is certainly understandable to expect a stockholder in a manufacturing company to buy the firm's products as a gesture of loyalty as well as from a business standpoint, though there are many times when a salesman will be able to overcome this obstacle by a thorough selling presentation of a competitive brand.

Ideal down-to-earth reasons for his getting a sale should include all or some of the following reasons: 1. Salesman was convincing. 2. Merchant's reputation favorable. 3. Brand pre-sold through advertising, owner-recommendation or through fact that customer owned other appliances of same make. 4. Price appeal. 5. Personal friend or relative of dealer.

These are the sort of things we'd *like* to count as being responsible for *all* of the sales we make, but this is not possible.

There are always some folk who do their buying via motives which are difficult for the ordinary salesman to understand.



Salesman's attire and diction influence sales.

The best thing to do is to study human nature and to learn to watch customer reactions to sales presentations so keenly that if needs be we can capitalize upon certain bizarre situations which are certainly not to be found in any book of rules.

Follow The **Gibson**

Minimum inventory investment, units that suggest companion sales, exclusive features that reduce selling to simplicity . . . these are the advantages of the compact Gibson line. All three of the nationally known units in the profitable Gibson line incorporate features that every woman wants in her dream home. Design your sales approach around these Gibson "firsts" for faster turnover, liberal profits!

3-WAY LANE

**TO MORE
PROFITABLE
VOLUME!**



Kookall Automatic Electric Range

Here is the range with the feature that gives you a clear-cut sales advantage. Ups-A-Daisy, Gibson's exclusive range innovation, provides four surface cooking units, or three surface units *plus* a deep-well Kookall. Waist-high broiler. Two ovens . . . one banquet-size. Concealed oven vents in all models keep kitchen cleaner.



GIBSON Home Freezer

Five unobstructed, wall-to-wall Freez'r Shelf lockers provide more storage and processing space for frozen foods. Upright design for greater convenience and visibility . . . simplifies locating and identifying packages.

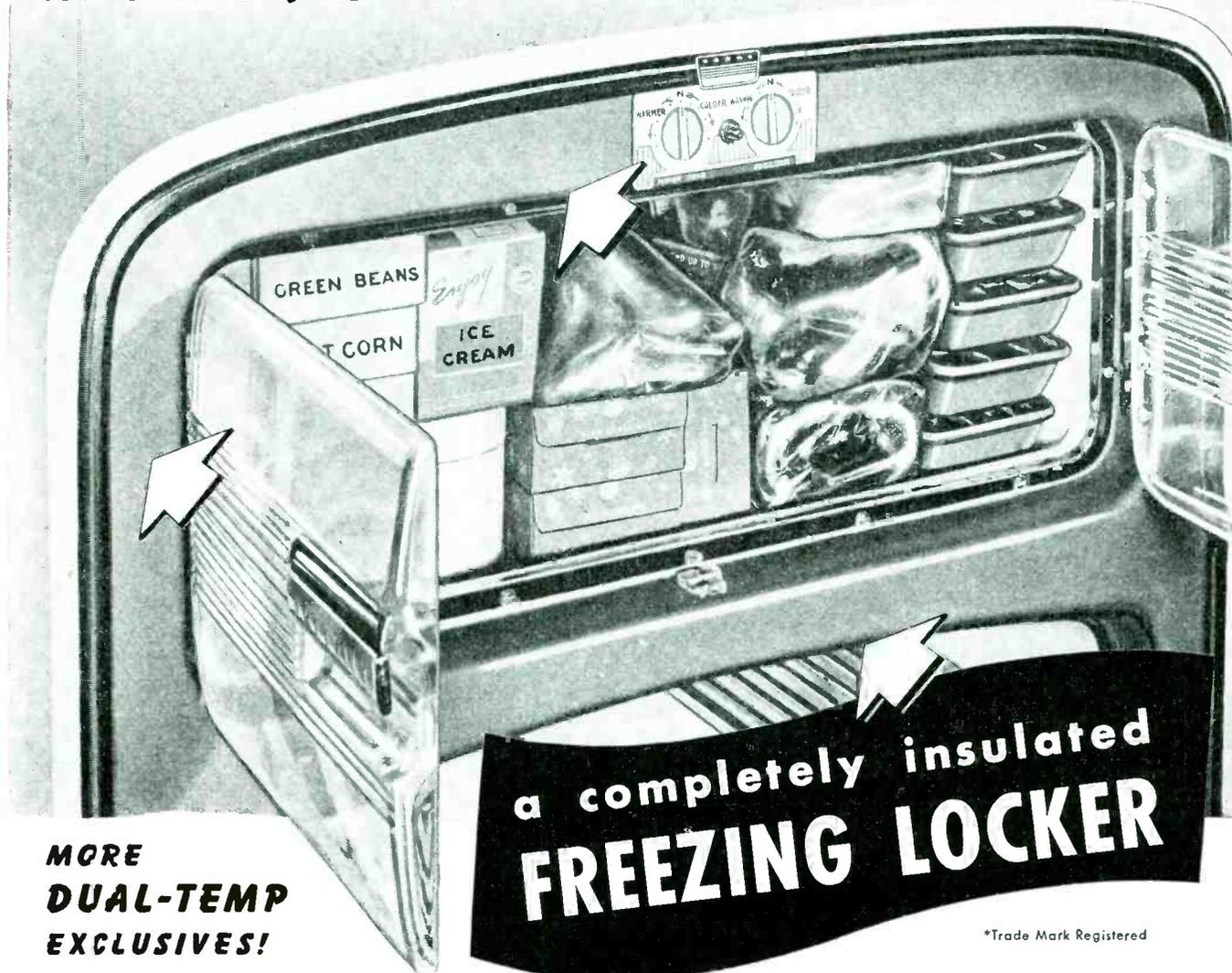


GIBSON Refrigerator

Freez'r Locker and Fresh'ner Locker . . . No other refrigerator gives you this combination sales appeal. A separate, roomy compartment for frozen foods, Freez'r Locker keeps frozen foods farm fresh. Temperature and humidity of Fresh'ner Locker is ideal for preserving the crispness of salads, fruits and vegetables.

GIBSON REFRIGERATOR COMPANY
GREENVILLE, MICHIGAN

ANOTHER DUAL-TEMP* EXCLUSIVE



MORE DUAL-TEMP EXCLUSIVES!

Two Refrigerators in One

Above, a built-in freezing locker; below, a huge, purified moist cold compartment . . . as independent in their operation as though they were two separate refrigerators.

Two Temperature Controls

Each of Dual-Temp's two compartments has its own cooling system and its own individual temperature control. Temperature in either compartment can be varied without affecting the other. No other refrigerator can do that!

No Defrosting

Dual-Temp's huge, purified moist cold compartment never has to be defrosted. Completely insulated from the freezing locker, temperature never goes below freezing. No freezing means nothing to defrost.

No Covered Dishes

With 85% humidity maintained throughout, foods can be placed anywhere in the moist cold compartment and kept fresh for weeks without covering.

Sterilamp Protection

Acts like sunshine to retard mold growth, reduce spoilage due to bacteria, and combat offensive odors.

a completely insulated
FREEZING LOCKER

*Trade Mark Registered

Completely insulated . . . what a world of difference that makes! Because Dual-Temp's Freezing Locker is *completely insulated*, there is no "spill-over" of cold into the food storage compartment below. Even with the freezing locker continuously set at 15° below zero . . . the sub-zero temperature required to efficiently freeze many foods . . . there's never any danger of freezing foods in the moist cold compartment. Only Dual-Temp is built that way! Only Dual-Temp's Freezing Locker has been officially approved by Birdseye-Snyder for safely storing commercially frozen foods!

REMEMBER, ONLY.

Admiral

CAN BUILD A DUAL-TEMP REFRIGERATOR

ADMIRAL CORPORATION, CHICAGO 47 • DUAL-TEMP REFRIGERATORS • HOME FREEZERS • ELECTRIC RANGES • RADIOS

Tours Through Service

(Continued from page 91)

the washer. The customer was shown the completely dismantled machine, and when he got ready to leave, he said to the dealer: "You know, Mr. Smith, I feel a hundred per-cent better about this whole thing. I was a little dubious about what I'd actually get for my money, but I can see now how the price is justified."

That's just one example of how the dealer can get fair prices for good work by having no secrets about what the "boys in the back-room" are doing.

Yes sir, there's a lot of good to be had through the practice of exposing your good service to the public eye. It'll make your customers believe in your service; it will force your men to keep the place clean and it will make your servicers feel more and more as though they are partners in the business—not mere slaves who are stuck away in some grimy cubby-hole.

Personally-conducted tours through service departments can be made to pay, and are definitely a merchandising function and a most effective way to prove that you back up your sales with dependable service.



Scene at the Philadelphia display rooms of Graybar, where dealers saw array of new appliances.

Big-Scale Open House Event Staged by Graybar

At its first postwar appliance and radio show, the Graybar Electric Co., Atlantic District, has concluded a 5-day open house event for dealers in the Philadelphia trading area. At the Graybar display rooms at 910 Cherry St., Philadelphia, the company presented the new 1947 Universal ranges, Reynolds Eskimo freeze, the full line of Olympic radios, "Automatic" washers, Royal cleaners, and traffic appliances including 33 nationally

advertised lines.

Graybar's Atlantic district has created a separate appliance and radio sales organization with experienced merchandising counselors under the direction of Walter Soder, merchandising manager in the Philadelphia area, and John P. Wear, Jr., district merchandising manager.

The district organization includes branches at Washington, D. C., Baltimore, Md., Wilmington, Del., Allentown, Reading and Harrisburg, Pa.

ORDER NOW!! IMMEDIATE DELIVERY



Finished in a high-gloss, heat resisting, baked enamel, nichrome refractors porcelain glazed in two tones, elements of pure nichrome metal. Lifetime guarantee attached to each.

#20 gauge cold-rolled steel, electrically welded. Equipped with rotary switches giving range of three separate heats, low at 250 W., medium 500 W., high at 750 W. AC or DC.

MASTER DeLUXE DIVISION of the VACUUM CLEANER SUPPLY CO., Inc.

5079-81-83 BROADWAY, CHICAGO 40, ILLINOIS

Established over 30 years at the same location
1% discount when check or M. O. accompanies order.

FAST TURNOVER
INCREASED PROFITS
FOR ALERT DEALERS

TABLE MODEL ELECTRIC RANGETTE

| | |
|-------------------|---------|
| Retail List Price | \$16.65 |
| Dealer's Cost | \$7.95 |
| Lots of 12 | \$7.75 |

Terms to Rated Dealers

WAFFLE IRONS

Immediate Delivery 110 or 32 V.
Specify Voltage Desired When Ordering

Beautiful chrome plated finish. All steel construction. Heavy duty cast aluminum grids. 600 watts. Free floating hinge. Imbedded elements for faster baking. Mounted on attractive tray with beautiful wood handles. Bakes large 8-inch waffles. Retail \$14.95 each.

Dealer's Cost \$9.95 each

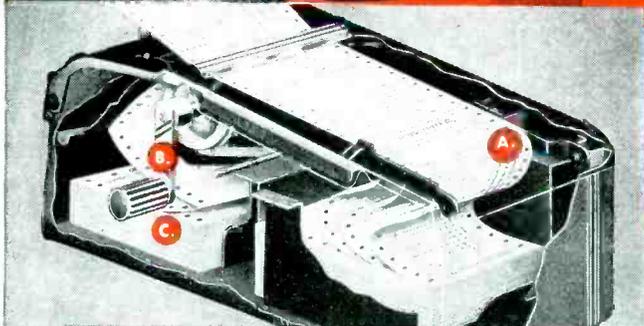
TERMS: Check with Order or
C. O. D. Railway Express. F. O. B. Chicago.

OUR REFERENCES: DUN & BRADSTREET, National — UPTOWN NATIONAL BANK, CHICAGO, Local

Now! Get records that do these 9 vital jobs...easier, simpler, faster!




- ✓ **DEPENDABLE TAX INFORMATION**
- ✓ **PROTECTION OF MERCHANDISE**
- ✓ **CONTROL OF CASH**
- ✓ **DETAILED SALES ANALYSIS**
- ✓ **INFORMATION ON PROFITABLE LINES**
- ✓ **ACCURATE INVENTORY CONTROL**
- ✓ **RECEIPTS FOR CUSTOMERS**
- ✓ **COMPLETE CUSTOMER LISTS**
- ✓ **ADEQUATE INFORMATION**



- A. Marginally punched Standard Register forms can't slip.
- B. Pin-wheel feed means extra speed, extra carbons, perfect alignment.
- C. Locked-in copies provide extra protection, positive control.

Radio and Appliance Dealers GET THESE SPECIAL BENEFITS

All records clear, legible, at one writing. Copies for customer, office, delivery and locked-in audit records. No copying errors. Foolproof check against lost records. Fixed responsibility, including delivery receipt. No confusion on terms of sale, payment, or delivery instructions. Complete legal contract and copies with *one* customer signature.

THE STANDARD REGISTER COMPANY

Manufacturers of Registers and Forms for ALL Business and Industry
DAYTON 1, OHIO

Write for FREE folder! Discover how Standard's pre-tested Formcraft continuous forms and STANDARD'S FORM FLOW REGISTERS give you more complete records with less writing, less work

Many a record system that was "good enough" a few years ago is totally inadequate for the job it must do, today. That's why thousands of firms have adopted Standard Register's modern, exclusive, pre-tested systems and Form-Flow Registers. Standard Register systems help you get better, more useful records *faster*—records that conform to government regulations, income tax reports, and at the same time protect cash, merchandise and consumer good will. Get all the facts. Mail the coupon, today. There's no obligation.

The STANDARD REGISTER Company
Dept. 1305 Dayton 1, Ohio

Please send me Free Standard Register Business Digest which tells me how I can write better records in my business . . . easier . . . simpler . . . faster!

NAME _____

COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____

Pacific Coast: Sunset McKee-Standard Register Sales Co., Oakland 6, Calif. Canada: R. L. Crain Ltd., Ottawa. London: W. H. Smith & Son, Ltd.



This is the salesman
trained to sell **MORE**

This is the customer
sold on the **STORE**



This is the **IRON**
our subject for rhyme

And here's the technique
that **SELLS** every time

DO THIS Iron as you normally would . . .



SAY THIS You iron with the *Never-Lift* just as you would with any good automatic iron.

. . . touch the button and iron lifts itself . . .



Simply touch the red button and the iron magically lifts itself. No lift...No tilt...No twist.

. . . lower iron. Slight handle pressure locks legs and you resume ironing.



Lower iron and gently press rear of handle to lock legs in place. Resume ironing.

PROCTOR



NEWSMAKER IN APPLIANCE MERCHANDISING

PROCTOR ELECTRIC COMPANY, PHILADELPHIA 40, PENNSYLVANIA

Aerator by Air



When deliveries slowed up, the Jackson Furniture Co., Oakland, Calif., chartered a United carginer to bring in 300 of the Aerator washers made by Monitor Equipment Corp. Entire shipment was sold in a single day, according to Monitor.

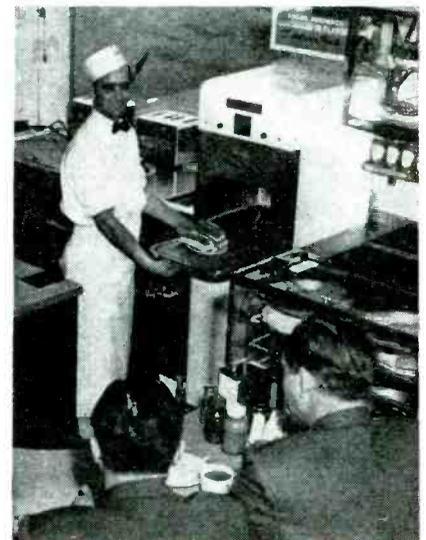
Heads Bendix Institute

Miss Margaret B. Doughty, widely-known economist and educator, has been appointed director of Bendix Home Laundry Institute at South Bend, Ind. As director, Miss Doughty heads the nationwide home service program of the manufacturer, and among other duties directs the training of distributor service directors.

Deepfreeze Appointment

F. F. Duggan, Deepfreeze general sales manager, has announced the appointment of B. G. "Sandy" Sanderson to the post of regional sales manager for the Western states. Sanderson's headquarters are room 457, Western Merchandise Mart, San Francisco.

Making Radarburgers



Doing a stop-watch electronic cooking job in the White Tower restaurant, Brookline, Mass., is the Radarange unit made by Raytheon Mfg. Co. Harold McCraig demonstrates how it cooks a "hot dog" in 10 seconds.

It takes a veteran who knows the game



...to spot tomorrow's "big-leaguers"

... or to pick the radio and appliance lines that will score the most sales. American enterprise and competition have produced so many quality lines of electrical merchandise that it's no cinch to foresee which ones will be the "big-leaguers" in tomorrow's market.

Graybar dealers throughout the nation rely on the ability of our Merchandising Department to select for distribution those lines which will make a hit with the most shoppers — year in, year out. For two reasons, the faith of these dealers is well placed. Over the years, Graybar has proved its

wisdom of selection. And Graybar has *freedom* of selection. As a solidly established, national distributor, Graybar has the confidence of leading manufacturers — yet has remained independent, self-directing. That's why our dealers get recommendations that are both sound and *unbiased*.

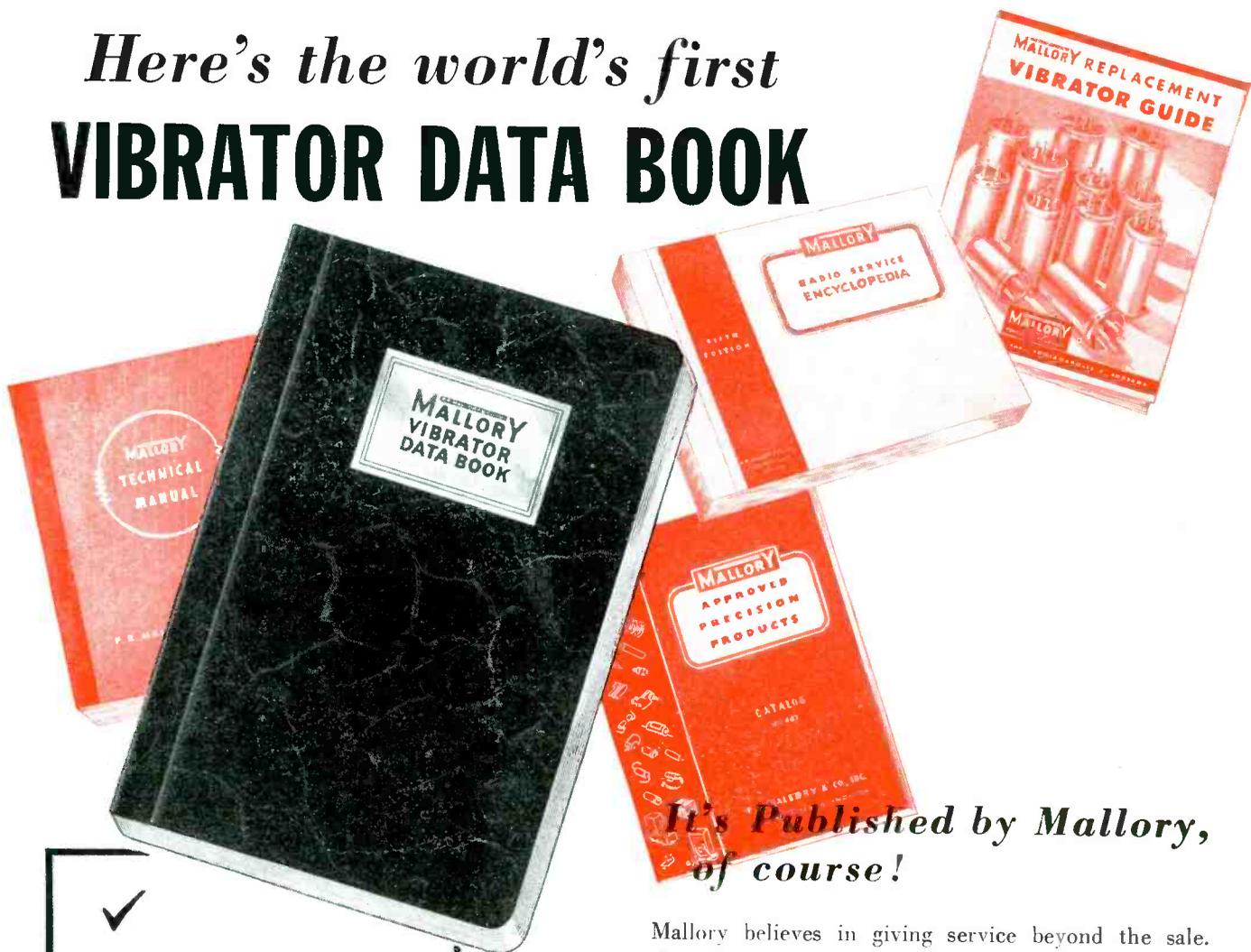
Graybar dealers enjoy the convenience of obtaining popular merchandise from local Graybar warehouses, and they get the profit-building assistance of our Merchandising Specialists. *Merchandising Department, Graybar Electric Company. Offices in over 90 principal cities.* 4756

HOME RADIO
MAJOR APPLIANCES
TRAFFIC APPLIANCES

recommended by
Graybar...

... an independent
distributor with a
talent for picking
best-sellers

Here's the world's first VIBRATOR DATA BOOK



*It's Published by Mallory,
of course!*



CHECK THIS LIST OF CONTENTS

- Basic Vibrator Structures
- Mallory Standard Vibrator Types
- Selection of Correct Vibrator Power Transformer Characteristics
- Typical Vibrator Characteristic Data Sheets
- Power Transformer Design
- General Procedure in Designing Transformers
- Examples of Transformer Design
- Design Considerations for Other Applications
- High Frequency Vibrator Power Supply
- Timing Capacitor Considerations
- Design Practices and Methods of Interference Elimination
- Vibrator Power Supply Circuits
- Vibrator Inspection Procedures

Mallory believes in giving service beyond the sale. That's why it backs its products with helpful technical literature—outstanding books like the Mallory Technical Manual, the Radio Service Encyclopedia and others.

Now comes another important Mallory publication: the first of its kind in the world. It's the Vibrator Data Book, a comprehensive manual that tells you everything about vibrator power supply systems that Mallory has learned in sixteen years of building better vibrators and vibrator power supplies. Does your shop service auto radios? The Vibrator Data Book is an absolute *must* for you. Do you handle other types of equipment powered from a DC source? This volume very definitely belongs on your work bench.

The price? Only \$1.00. The supply? Limited at present. Better order *now* from your Mallory Distributor before the first edition runs out.

*See Your Mallory Distributor for a free copy of the
1947 Replacement Vibrator Guide*

P. R. MALLORY & CO. Inc.
MALLORY

VIBRATORS . . . VIBRAPACKS* . . . CAPACITORS . . .
VOLUME CONTROLS . . . SWITCHES . . . RESISTORS
. . . FILTERS . . . RECTIFIERS . . . POWER SUPPLIES.

*Reg. U. S. Pat. Off.

APPROVED PRECISION PRODUCTS

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

SERVICE & SOUND

Section of **RADIO & Television RETAILING**

Four Ways to More Money

Are You Defaulting on Service Profits? Check Yourself Now!

● Beyond the shadow of a doubt, the radio and allied service industry is expanding at a tremendous rate. Radiomen with years of theoretical study and practical experience realistically look for a prosperous, growing service department to arise from their efforts. They see higher incomes ahead.

By the very nature of service work in general, such an expansion must be based on personal efficiency firstly, and capital turnover secondly. Since every man's time is strictly limited, much attention has been devoted to this first factor . . . and rightly so.

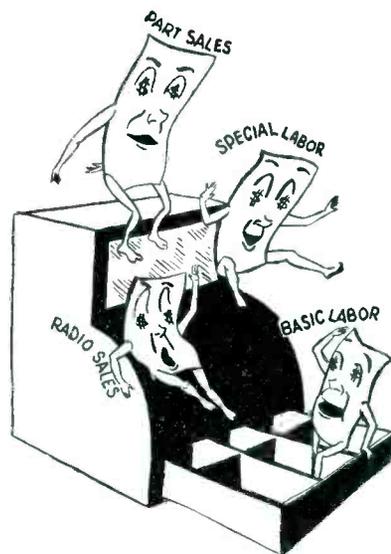
A shortcoming of many a good service department operator, nevertheless, has been a lack of planning on the second factor, namely, how to put capital to work most effectively.

To avoid misunderstandings, let us review the four sources of service profits, commencing with the first three, which should by now be familiar to every experienced service manager, and taking last the question of how parts stocks can be a financial pillar.

The Sources of Income

1—**Basic Labor Charge**—This is the amount per hour charged for servicing work of the least profitable nature, such as on midget radios, inspections and estimates, warranty work on contract, etc. This charge, set at a level that will maintain the department, pays all wages, provides a gradual long-term accumulation of capital and equipment, and shows a profit proportional to the investment.

2—**Specialization Labor Charge**—This is the additional per-hour fee which recompenses the man who improves his productive ability. This



extra charge should be applied in a flexible manner to work done on television, FM, auto radio, record changers, finer consoles, appliance motors and timers, custom installations, PA systems, and in fact to some variable extent on every type of servicing requiring *extra* ability.

There is nothing about making such a charge which is unusual in the service industries in general, even though, peculiarly enough, it isn't always practiced in radio and appliance work. The ability of the servicer to attract and satisfy a demand in his neighborhood for this kind of work is a measure of his ability to make the most of his working time . . . it is his technical efficiency rating.

3—**New Equipment Sales**—We've said it before, but it bears constant repetition: the servicer who isn't aware, during every moment's conversation with a service customer, that he has before him a potential

equipment customer, eager for professional advice on what to buy, is just wasting the time he might otherwise spend filling out bank deposit slips. While not in the first two categories, time spent in this fashion means profit for the service department, and deserves a position in this list.

4—**Parts Sales**—There's a limit to a man's time. Spending it on the best-paying type of service work and "inside-track" selling can by themselves produce very attractive profits. However, it is an axiom in business, that "it takes money to make money." This means that any capital which you may collect which is not being used to make money for you, is being wasted foolishly. It is on this issue that many stumble on the way to building a prosperous business.

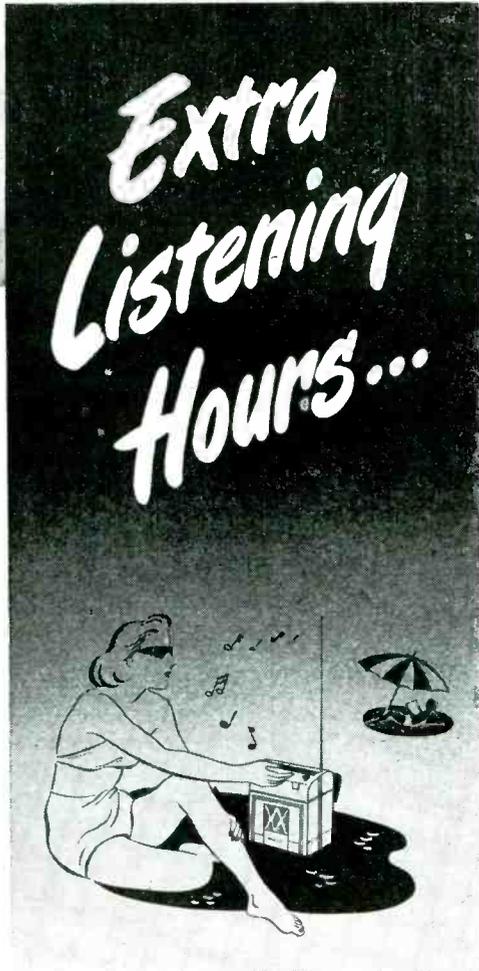
In service work, there is more than one way to make capital pass out dividends. You can invest it in time-saving equipment, modernization of the service shop's physical appearance, and others. But of critical importance is to put it into stock with a rapid turnover . . . in other words, replacement parts.

Double Your Time's Value

Your bench time can be doing double duty. It is already purchased by the customers who want your knowledge applied to their sets in discovering faults. This very same time should also be spent selling replacement parts . . . your stock of which, unlike time, is not a fixed quantity.

Radiomen have very patiently suffered being called every nasty name in the book—or digest-type maga-

(Continued on page 130)



because RCA Batteries are designed by radio experts

There's an RCA battery type for practically every portable or farm set. And they're sold primarily through *radio* outlets. That's why RCA Batteries provide a more extensive and a more profitable battery business for you.

RCA Batteries are *engineered for radio*. Each type has the right capacity for the current drain of the sets it is designed for. And all "A-B" types are engineered so that *both* sections deliver effective voltage for the *full* life of the battery pack. That's one reason why dealers and servicemen everywhere are turning to RCA *Preferred Type* Radio Batteries for greater customer satisfaction.

And remember—you can get your stock of RCA Radio Batteries conveniently and quickly from the same RCA Distributor who supplies you with RCA tubes, parts, and test equipment.



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.



While overhead location is preferred, wall installations of the 12" General Electric cone PM speakers are also used. At left, Buddy Eisen, who sold the system, checks out the selector box associated with the speaker directly above. Each of the three studio sections has its own setup.

Dance Studios Buy PA

New Use for Sound Systems Has Terpsichore Teachers Talking

● "Less rummage and more rhumba" is the musical theme at Fred Astaire's new dance studio which opened in March on New York's swank Park Avenue.

A principal feature at the gala opening was the interesting new sound system, arranged to permit each instructor in the 31 lavish individual studios to select a continuous program of any desired type of music by the flick of a switch, instead of having to waste time pawing through a loose pile of scratched, dusty records.

In a small room well apart from the studios eight 24-record automatic

players generate the programs, permitting routine or emergency maintenance without the slightest need to disturb dancers. Seven of the machines are set up with a consistent type of music, including slow rhumba, fast rhumba, tango, waltz, fox trot, samba and "that new swing trot, The Astaire," which New Yorkers have been seeing demonstrated over television.

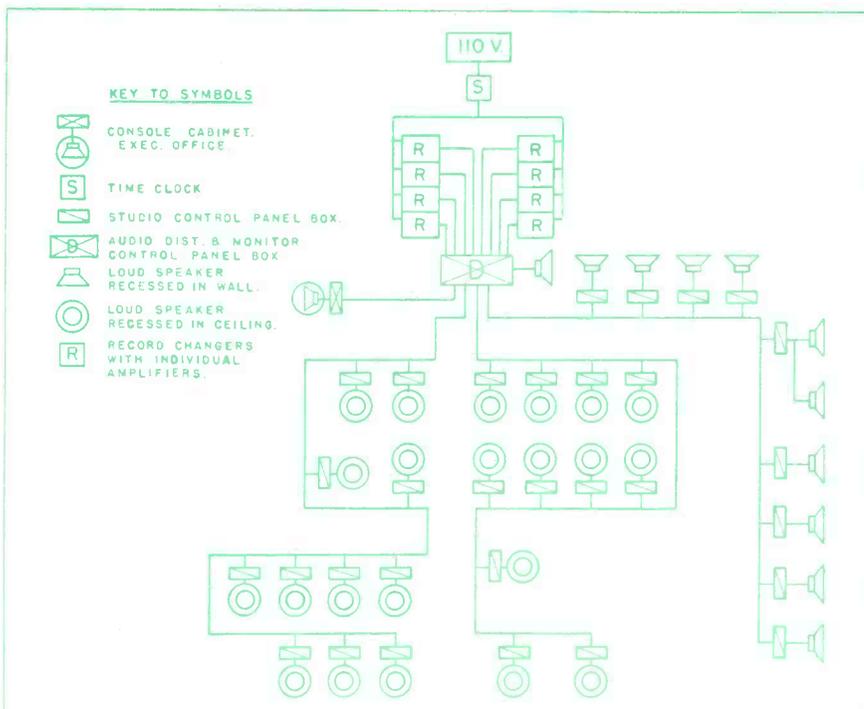
From 10 a.m. to 10 p.m. the automatic machines play through a total of 48 sides of each type of record, and repeat the cycle ceaselessly. The eighth channel is left open as a spare.

Each program is separately ampli-

fied, preset in level and fed through a central audio distribution and control box to one of eight pairs of twisted shielded wire. These lines are each piped behind the walls to three strings of speakers. Mounted in recessed acoustic boxes in the ceilings and walls, each speaker is separately controlled by selector panels located handily for the instructor.

A central monitoring panel is located in the record-player closet, while a fine wood console cabinet in the executive office puts prospective learners in an appreciative dancing mood while discussing the lessons.

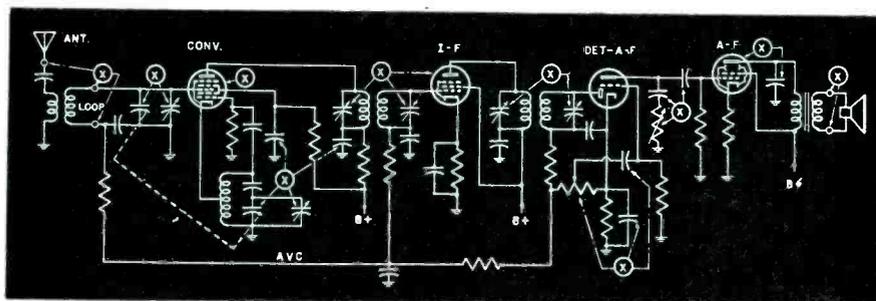
(Continued on page 132)



◀ System block diagram at left shows three speaker strings, each carrying eight channels. ▼ Below, Wilbur Schnock, who engineered the installation, inspects one of the eight Packard Model 400 changers with individual 50W Masco amplifiers, shown under the turntables.



Money In Fixing Intermits



The spots marked with an X have traditionally been the points where most intermits arise. Start investigations there, but take nothing for granted, on the "fading" set.

● Intermittent operation is one of the most difficult and exasperating problems a servicer ever encounters in a radio. Many men in self defense have developed "forcing methods" such as heating suspect components, in dealing with these sets. These practices, however, sometimes are useful only in specialized instances, and if applied without plan are not likely to clear up the trouble.

The locating of the intermittent is a problem in detection. It requires logic, and plan . . . a systematic reduction of the possible causes until the actual cause is found.

The process begins in the customer's home. A set reported to "fade" should not be moved, should hardly be touched, until the customer has demonstrated the complaint.

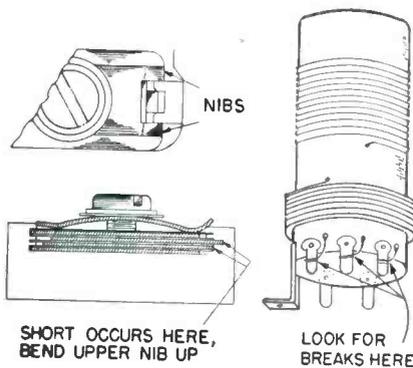
Make certain the set actually is intermittent. There is nothing harder to find than the little man who wasn't there. Make certain it "fades" when tuned to a local station, and that the customer is not listening to a DX station that may be carrying a program similar to the local. In the latter case, of course, the "fading" may be normal, due not to intermittent trouble, but rather to activity of the Heaviside layer.

Make certain also, that the fade is in the set and is not being caused by local interference that breaks up the signal and causes the AVC to turn down the gain. Auto sets are particularly subject to this type of misinterpreted fading.

A generator capacitor connection or shield bonding sometimes cuts in and out, permitting the motor noise to interfere. The signal will seem to fade as the noise increases. Actually, such trouble is with the installation, not in the set.

Check the antenna and ground con-

nections of home receivers. There may be a break in the lead in, a defective multiple antenna system, or one antenna touching another. Remove the ground and use a roll of bell wire tossed out the window for a quick check by substitution.



I-F transformer trimmers are well known trouble spots, as are fine coil terminal wires.

Make certain that other units connected to the set, such as microphones and record players, are not causing the trouble. These attachments are occasionally connected by home grown mechanics who do not always leave the rest of the set alone.

Check the tubes in the radio to see that they have not been improperly replaced by the set-owner with others of higher filament ratings, lowering the filament voltage per tube until minor line voltage fluctuations affect them. Taps on the power transformer may be set too low, causing the same effect.

If the set has to be brought to the shop, do so with care. Remember that you want to be certain you have really fixed it. A severe jar will sometimes return it to operation for several weeks.

A word of warning may well be

sounded here. If the intermittent has a very long "cycle" of occurrence, so that you cannot be sure whether or not the trouble is in the radio, yet it is necessary to remove the set or pass up the job, do the former only on one condition. Loan a substitute radio to the customer, explaining that the repair is of a type that may take time.

Make sure that the set you leave does *not* have its AVC in operation, and install it exactly the same way as was the original receiver. Ask the customer to notice, during the next few days, whether or not the trouble appears on the set you leave. Then, after a day or two, telephone to get the results of his observations.

A Wise Precaution

Without this definitive test to make certain the trouble lies within the set itself, you might well lose your time, money and customer. If, on the other hand, the trouble is found to be in the installation, you can still make a profitable, legitimate charge for the analytical as well as corrective work, delivery time, etc., involved, and boost your reputation in an entire circle of friends and neighbors.

With the radio back at the shop and having been proved faulty, the following procedure can be used:

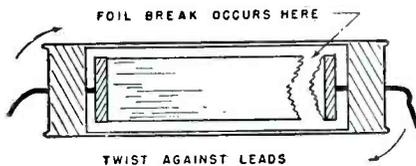
1—Tap each tube sharply several times, replacing all which produce variation in volume or clicks.



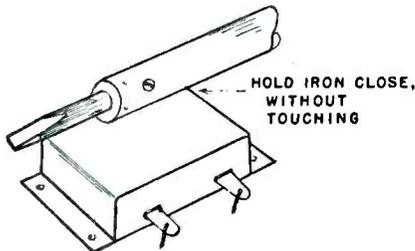
Applying radiant heat to "force" troubles.

-If Done Right!

**Handling "Fading" Troubles Takes Smart Troubleshooting—
But There's Good Profit Awaiting. Here's How to Do It**



▲ A common cause of "fading" capacitors, generally checked by twisting the unit against the pigtail leads. ➤ A forcing method for suspected canned paper condensers.



2—If the fading cycle is long enough to permit actual signal tracing during the "bad" or "fade" period, localize the trouble to one or two particular stages by means of signal tracers or gain measuring instruments such as the chanalyst, signal generator and VTVM or oscilloscope. With practice, much time can be saved by learning to recognize the characteristic sounds which often accompany fading. These will be described in a moment.

3—If the fading cycle is too short for the convenient application of step 2, use that same method with the aim of discovering the stage or section in which the volume variations originate, rather than attempting to measure the gain itself. Careful listening may still permit the audible analysis as mentioned above.

4—If the fading cycle is extremely long, don't waste time waiting for the radio to act up of its own accord in its own sweet time. Instead, use "forcing" methods to attempt to isolate the trouble or speed up its cycle. Several are described below.

Listening to the set as mentioned before may save much time. The rate at which the fading occurs, the sound it makes when it fluctuates, and the time lapse between fluctuations will often provide the needed clue. For example an oscillator cutting in and out is pretty obvious. The signal disappears, the rush increases, and the entire band seeps in.

An intermittent r-f stage in a superhet is evinced by an increase in the rush, and a "thinning out" of the signal. The AVC increases the gain as the signal seemingly drops in percentage modulation. It sounds as though the station is fading, except that it occurs on all stations.

Intermittent breaks before the detector usually have static accompanying them. The r-f stages pick up and amplify the slight arcing which oc-

curs at the bad connection. Breaks after the detector and closer to the speaker display more of a thump characteristic in proportion to the volume change. More current is involved; there is less amplification following the breaks, and the action is more like a switch.

Intermittents in the i-f stage distinguish themselves, as a rule, either by a drop in overall gain or volume, including rush or noise sounds, or by oscillation. The same effect, however, may also result from intermittent common bias or power lead components.

Typical Audio Sounds

Audio stage intermittents, when they do not cut the signal off completely, reveal themselves by a generally mild change in the tone or quality. This must be differentiated from severe distortion or blocking, which may often be traced to other stages.

While these signs may help isolate the trouble to a stage or section, still others aid in identifying the faulty component within the stage. In applying the next-mentioned effects, however, remember that these are offered in the nature of hints or tips, rather than sure identification. The parts or circuits upon which they cast suspicion should thereupon be studied with the proper instruments.

The most convenient items to check, although they are not the

greatest contributing factors towards fading, are the tubes. Even after testing in a tube checker, they should be strongly tapped and left on test for at least several hours.

All paper and electrolytic capacitors in a suspected intermittent circuit should be replaced. It doesn't pay to test them individually unless the circuit to which the fault has been localized contains a complex mess of them. In the latter case, use a capacity checker.

When working on a three or four year old midget replace them all. The micas should be left for the last. Old capacitors almost always show age on test, as indicated by high power factor and leakage. In such a case, it is a waste of time to test them individually.

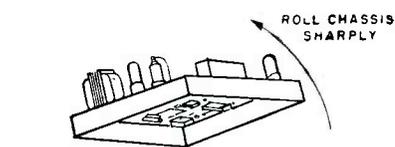
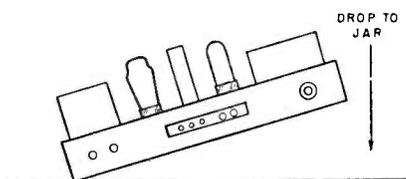
Replace all the capacitors in the affected circuit, all those that have lost their sealing wax, and any in a critical position in the radio, such as couplers with several hundred volts across them. If you still have not found the right one, try pulling on the tubulars and heating the metal can capacitors slightly with a soldering iron.

An intermittent capacitor will often cause a gradual fade and snap back to normal with a change in line voltage. Turning the set off and on again, or turning a light on in the next room may cause a change. To establish the presence of this condition, use the variable line isolating transformer which may be hooked into the service bench, or test under voltage with a good capacity checker.

A tube with an intermittent filament will drift in and out at the heating and cooling rate of its filament, which may vary from about 10 seconds to 30 seconds. This is easily verified with an a-c voltmeter across each tube socket.

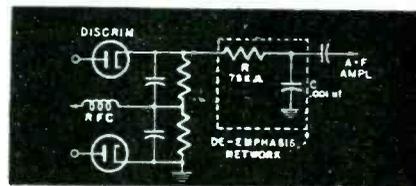
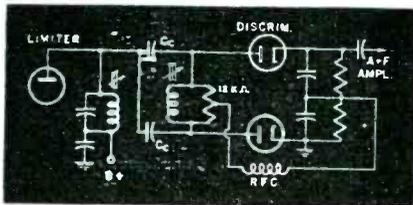
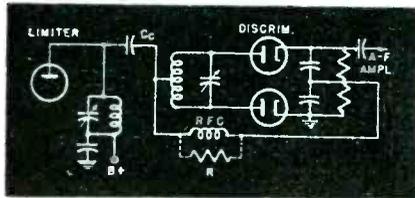
(Continued on page 130)

Light jars and sharp rolls can give hints of bad connections and stray wires and solder blobs.



Servicing FM Receivers With

Here's What to Look for in Troubleshooting the Discriminator, Limiter and I-F Amplifiers. Continued from Preceding Issue



At left is shown a typical discriminator circuit, indicating the alternative methods of making a d-c return. In the center, is seen an adaptation to permit the use of iron slug tuning. At the right is an example of a de-emphasis network found on some FM receivers.

● The March RADIO & Television RETAILING discussed the general procedure for checking the distinctive portions of an FM receiver, and pointed out some sources of trouble found only infrequently in AM radios. Now we shall take up more troubles which appear in FM sets.

Most of these troubles can best be detected by means of S-curve observations of which several patterns were briefly mentioned before, together with an explanation of the means used to obtain them. A closer examination is now in order. These patterns are drawn from the experience of the author, Norman L. Chalfin.

In a normally functioning FM receiver properly aligned and after stabilizing for at least half an hour, the discriminator curve should look like pattern A. This shows a negative peak of voltage from the discriminator as the frequency modulated i-f signal passes a point 100 kc lower than the center frequency, an equal positive peak produced by the signal passing 100 kc higher than center frequency, and a smooth straight line joining the two peaks.

If the band width of the receiver is insufficient the pattern will appear as in B. If AVC is not present it may be necessary to turn up the gain. This pattern is a result of the over-

all receiver response dropping off before the limit of the discriminator's response range is reached, as shown in another pattern H, depicting a poor i-f alignment.

Insufficient band width in the system will result in audio clipping at the higher modulation levels and a very noticeable distortion to the listener. High frequency sounds such as "S" are chopped and sound rough. In a severe case of this kind the sound is actually garbled.

Common Cause of Distortion

Pattern C indicates an off-center discriminator. The sound output in this instance is badly distorted and as can be seen by the pattern, a check on the center frequency by means of a vacuum tube voltmeter would probably show a value which would knock the pointer over to stop on the far side of the meter.

Unequal positive and negative peaks from the discriminator output are caused by the attenuation through the i-f system of the frequencies which ordinarily result in equal positive output peaks from the discriminator.

Readjustment is possible with an insulated tool. This should be employed because at the usual interme-

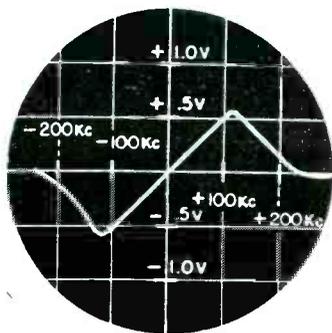
mediate frequencies (10.7 mc on many new FM sets) any metallic element would detune the discriminator. The centering adjustment is made on the secondary side of the discriminator transformer and this is usually a "floating" or ungrounded capacitor.

Other causes of this condition are as shown in the typical discriminator diagrams, are an open coupling capacitor Cc between the limiter and discriminator circuits or an open RFC or load resistance R, which serves the same function in some receivers, coming from the discriminator center tap.

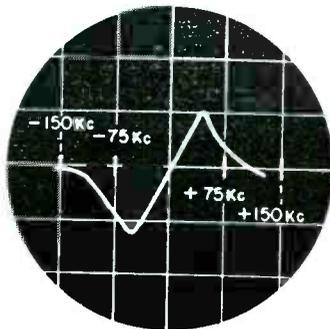
If the coupling capacitor is open it will be virtually impossible to establish any set frequency adjustment which is true also of an open RFC or decoupling load resistor. This is likewise true for either coupling capacitor in the case of slug-tuned discriminator coils.

Since S-curves are made with the signal generator feeding into the receiver input, to definitely establish a trouble to be within the i-f stages requires the taking of another curve at the output of the limiter stage. Oscilloscope connections to accomplish this are shown in the diagram.

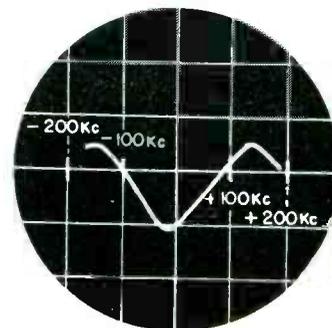
Pattern D is typical of that which may appear about five minutes after a set has been turned on. This con-



A—Normal discriminator S-curve.



B—Insufficient receiver band width.



C—Discriminator off center frequency.

the Oscilloscope

dition, caused by frequency drift, requires retuning. It will be wise to allow the set to stabilize for about half an hour before setting the oscillator and r-f trimmer adjustment to track with the dial designation.

Pattern E indicates the presence of oscillation within the i-f or r-f sections of the receiver. The elimination of these conditions involves much attention to by-pass capacitors, filaments, screen and cathode circuits, and i-f and r-f amplifier tubes. It can also result from feedback in the B supply or AVC lines from other stages in the amplifier string.

It will be found that the wiggles in the pattern will vary their appearance and position in the discriminator pattern as the hand is brought near to the offending stages. The strong pip to the right of the center line in pattern E results from a regenerative condition within the i-f amplifier. Readjustment of the i-f trimmers can be made, to slide this pip over and out of the range of the discriminator pattern.

For Comparative Purposes

A similar condition can be produced artificially for purpose of comparison, by feeding a 10.7 mc modulated r-f signal into the set along with the FM signals. This condition seems to be caused by some feedback path from the high level stage back to one of the first i-f stages. The "grass" at the left of this figure is the type of condition that is associated with oscillation in the r-f section.

Pattern F is typical of a weak signal response. In the instance illustrated the set had a good limiter and so no noise appeared but if the limiter action were poor, this same pattern would appear with considerable noise figures or grass superim-

posed upon the S-pattern. Generally the r-f circuits are detuned in this condition and it can be corrected by simple adjustment.

Considerable background noise or the failure of the set to limit such noise as produced by automobile ignition would indicate poor limiter action and this circuit should be investigated for defective components. A typical condition would be an open limiter grid leak, in which instance no limiter grid current flows.

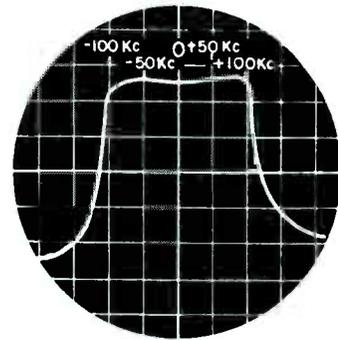
Trouble Shooting Limiters

The manufacturers of the sets will normally supply voltage information charts for the limiter. Generally, limiter voltages are about $\frac{1}{3}$ or less than the voltages on other i-f amplifier tubes in the circuit (excluding the filament, of course). If the set under test departs radically from this condition look for trouble in the resistors generally used for bleeder service and voltage dividers for screen and plate.

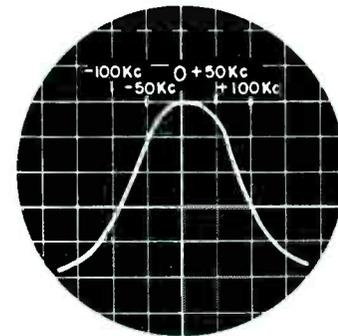
Reverse limiting is a condition which is sometimes encountered. This occurs when some stage preceding the usual limiter stage becomes overloaded, saturates and starts drawing grid current. This results in higher signal levels being received at lower audible volume than some lower-level signals.

This condition is normally not encountered in sets having AVC. AVC voltage in these sets is generally derived from the drop across the limiter grid leak and fed through filter resistances and suitable bypass condensers, as shown.

Because at low signal levels limiters are not satisfactory, some sets employ "double" or "tandem" or "cascade" limiters. However named, these are two stages, one following



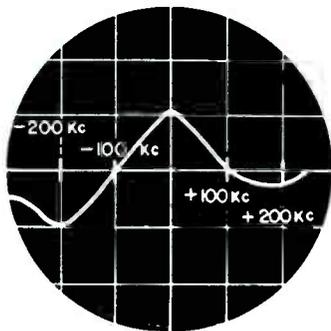
A G—Oscilloscope curves on the response up to the discriminator should show a broad, flat top without marked peaks or depressions.
 V H—Narrow and peaked overall response curve, taken at limiter load, shows the effect of an incorrect alignment of the IF stages.



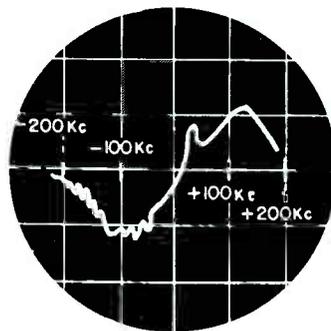
the other, in which any failure of the first limiter to remove a noise amplitude pulse will be accomplished in the second stage of limiting.

The second limiter is usually RC coupled to the first, and troubles with limiting can sometimes be traced to failure of the second tube due to voltage or other conditions which become apparent only upon voltage-resistance analysis.

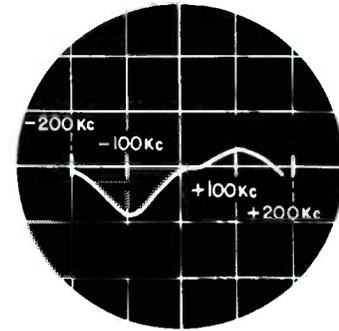
One more point of difference between FM and AM receivers is the use of the de-emphasis circuit to correct for the pre-emphasized transmission characteristic in the audio modulation. This circuit has a time constant of 75 microseconds and results in an AF frequency response curve not illustrated. The circuit of a de-emphasis network is shown, along with the typical discriminator. The values for the proper characteristic are 75,000 ohms and .001 mf.



D—Result of frequency drift.



E—Evidence of feedback or oscillation.



F—Weak signal response, r-f detuned.

Aligning FM, Pocket Sets

Detailed Instructions, Circuit Diagrams and Parts Lists for Newest Radios

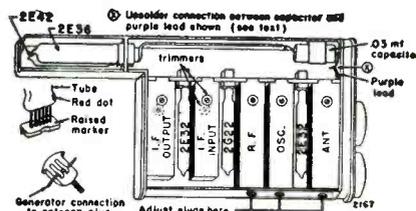
BELMONT BOULEVARD is a 5-tube pocket radio weighing about 11 ounces, using a plastic speaker designed to fit into the ear, with the earpiece cord acting as an antenna.

To align, use an output meter which will give a 1.5 volt deflection without loading the output tube, and very short battery leads if external batteries are used. Unsolder the lead marked with an X in the small illustration, connecting one side of the meter to the capacitor terminal and the other side to the receiver chassis. Be sure to reconnect the leads after the alignment is done.

Connect the ground lead of the 455 kc generator to the chassis, the "hot" lead through a .1 mf capacitor to the grid of the 2G22 converter, and align the trimmers on both i-f transformers for maximum output. Next, with the generator and receiver at 1625 kc, vary the oscillator trimmer for maximum signal, and do the same for the oscillator tuning slug at 1400 kc. Repeat the last two steps alternately for best tracking.

After exchanging the .1 mf for a 10 mmf capacitor, connect the generator at 1625 kc to the antenna plug

lead as shown in the small illustration, and vary the oscillator, antenna and r-f trimmers for maximum out-



Location of major units in Belmont radio.

put. Changing the generator frequency to 1400 kc, adjust the antenna and r-f tuning slugs for maximum, and repeat this and the previous step alternately for best possible tracking.

CROSLY MODELS 86CR and 86CS are three band sets covering the broadcast, short-wave and upper FM ranges. Two i-f frequencies, of 5825 kc and 167.5 kc are used in the double-conversion AM superhet circuit, while a 10.7 mc i-f is used in the

In using the chart which appears at the end of this discussion and the diagram below for making an alignment, numbered and lettered references will be found. These are ex-

plained here, as follows:

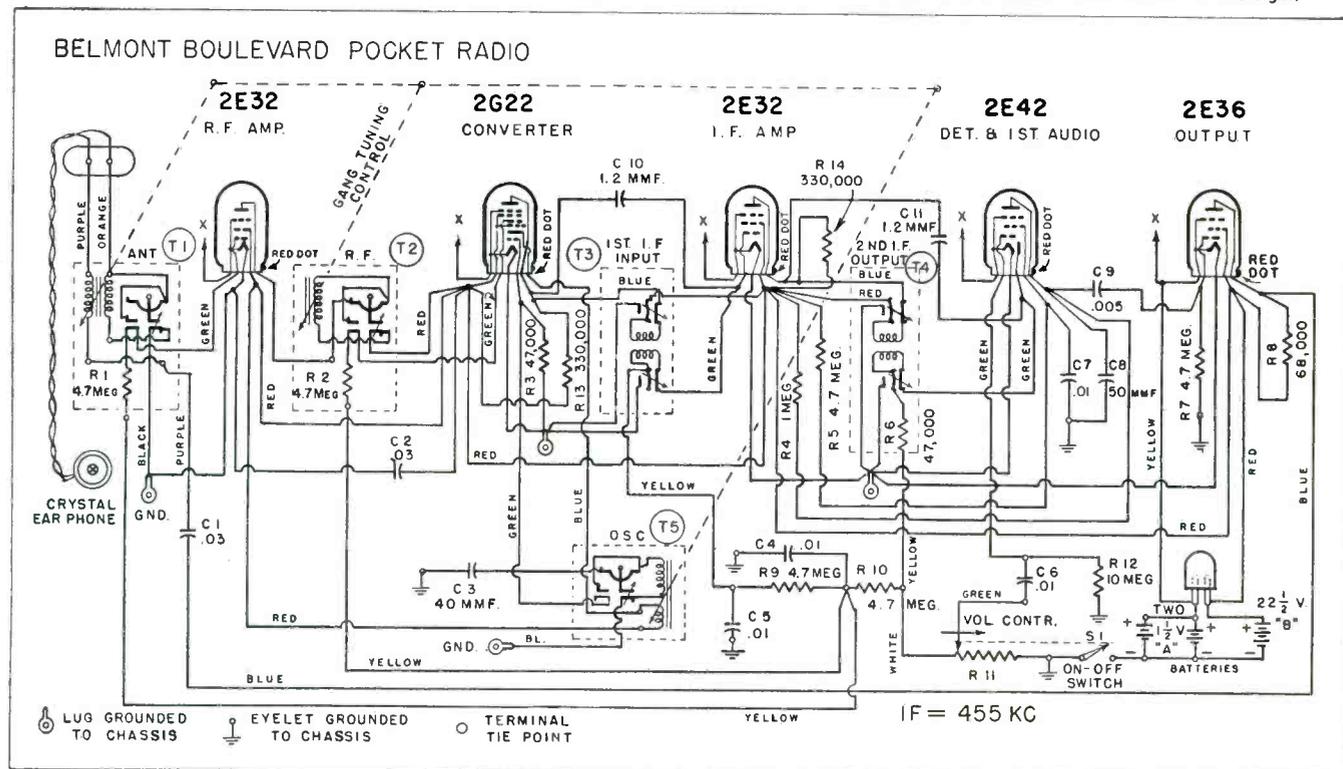
Instruction 1—Tune the generator for maximum output at 75-100 kc each side of the 10.7 mc. null. If the readings are unequal, adjust the primary padder of discriminator transformer 5 until equally-spaced equal-valued peaks are achieved.

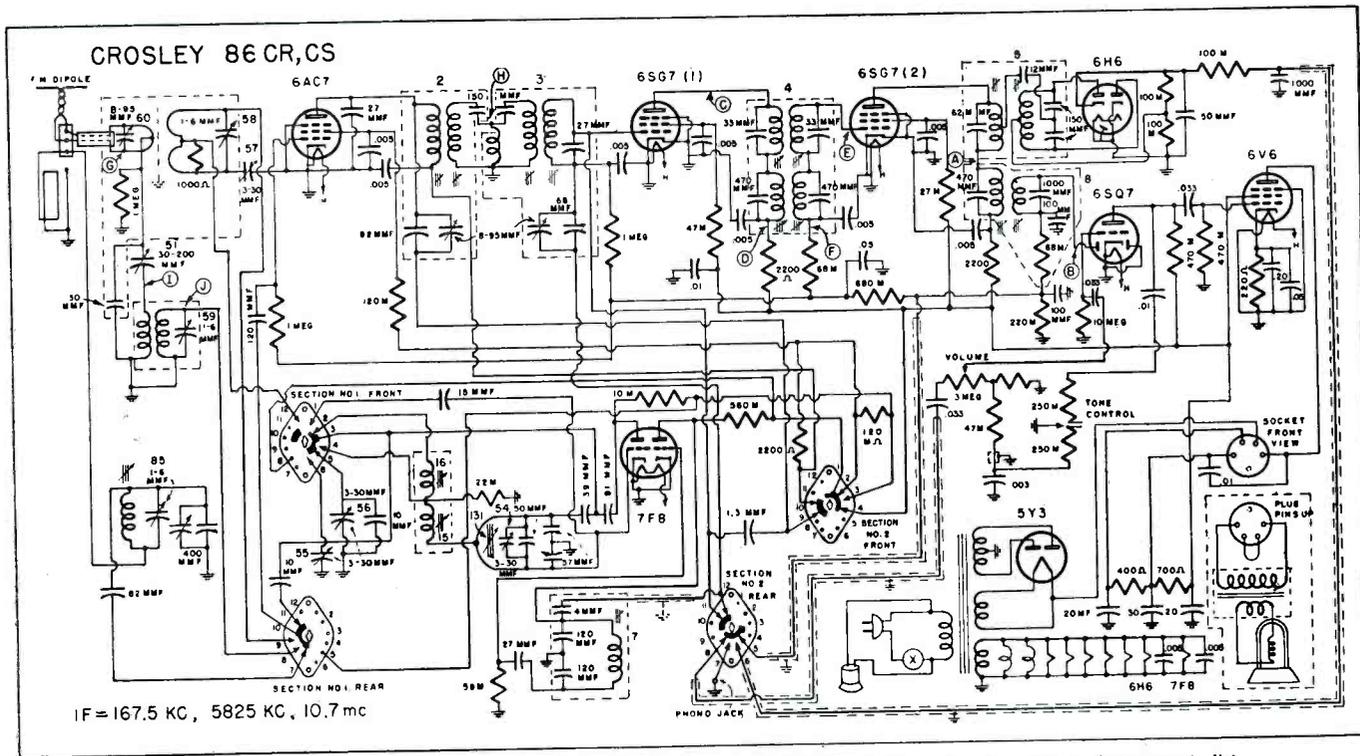
Instruction 2—Make the i-f peaking adjustment with the generator tuned to the higher frequency peak mentioned in Instruction 1, then check for an equal reading at the lower frequency peak, readjusting primary and secondary if necessary to secure it.

Instruction 3—Connect generator to either lug of FM antenna transformer primary trimmer 60, for example, point G in the diagram. Connect the generator ground to the chassis at a point close to the trimmer, keeping lead lengths to a minimum. The generator's shielded cable should not be draped near the underside of the chassis.

With the generator at the high-side peak of the 10.7 mc i-f, adjust the 10.7 mc primary on transformer 2 (bottom of chassis) and 10.7 mc secondary on transformer 3 (top of chassis) for maximum output at about

Belmont socket connections are shown looking at the prongs or contacts with the tube's red dot or the socket's raised marker at the right.





Crosley diagram redrawn for easier alignment and troubleshooting. When ordering replacement parts, refer to factory parts list.

80 kc each side of 10.7 mc. Check the low-side peak for equal output, re-adjusting the primary and secondary if necessary.

Instruction 4—The 78-ohm dummy mentioned in step 9 consists of one 39-ohm resistor in series with each of the two leads coming from the signal generator to the dipole antenna terminals on the receiver.

To align the FM band, preset core 131 to midway position, and radiation balance trimmer 57 two turns from closed position. Adjust the FM oscillator trimmer 54 (bottom of chassis) to maximum output, with the signal generator at low level. If this trimmer is missing, adjust the oscillator core instead.

With a hairpin short across trimmer 60, adjust trimmer 58 (bottom of chassis) for maximum output, then peak trimmer 60 with the shunt across trimmer 58.

Instruction 5—A field strength meter may consist of a d-c 100 microampere (full scale) meter shunted by a 1000 mmf mica capacitor having very short connections, and attached to a 75-ohm 5-foot twisted pair having a germanium crystal rectifier in series with one lead directly at the meter. Connect the end of the 75-ohm line to the dipole antenna terminals. If the adjustment of trimmer 57 in step 12 requires a change of over ¼ turn, repeat the setting of trimmers 58 and 60 as mentioned in the last part of Instruction 4.

Instruction 6—For the wave trap adjustment, connect the field strength meter from the generator side of the 30 mmf capacitor to the chassis, vary-

ing the generator output to get a 10-15 microvolt reading. Adjust pad-der 51 slowly and carefully for a sharp dip in the reading.

Instruction 7—The dummy loop antenna, used to replace the "Signal Web" when the chassis is removed from the cabinet, consists of a 14.7 microhenry inductance shunted by a 70 mmf capacitor.

Shunt A—At point A shown in schematic, connect a 5000 ohm carbon resistor thru a .1 mf to ground.

Shunt B—Same as A, at point B.

Shunt C-D—Same elements as A, connected from point C to point D.

Shunt E-F—Similar to C-D.

Point G—See Instruction 3.

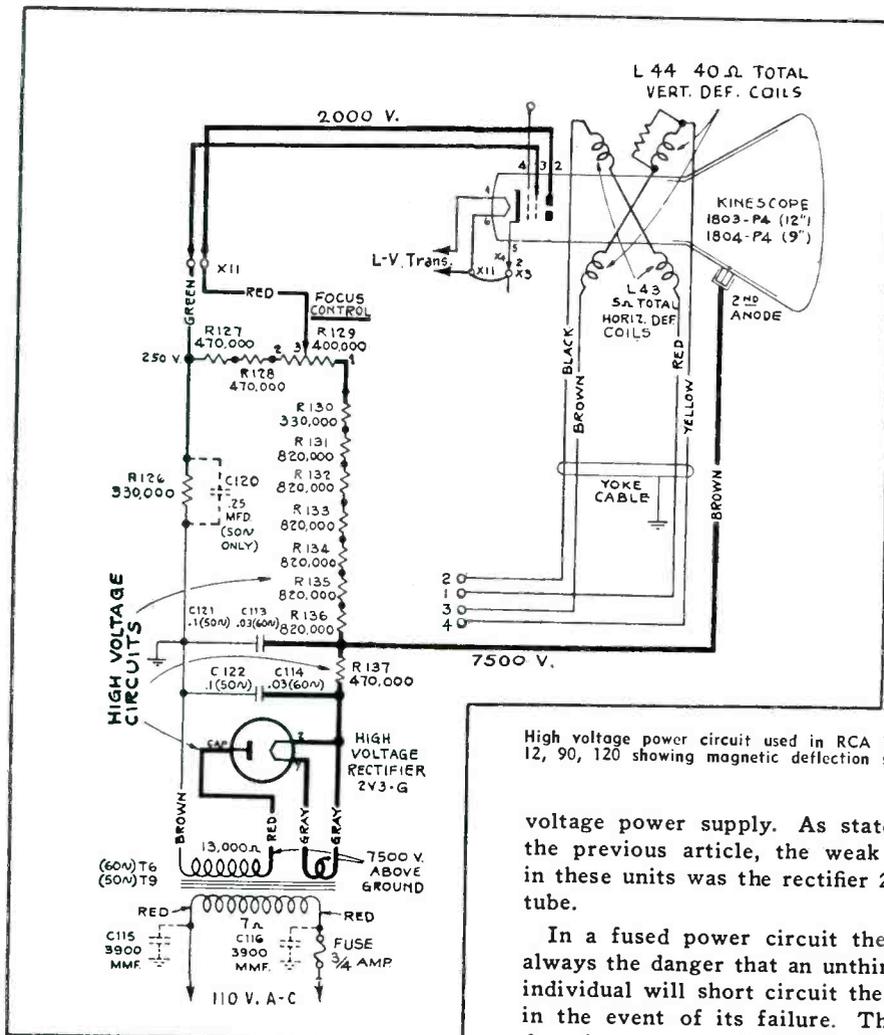
Point H—Point for connection of signal generator output, step 7.

ALIGNMENT CHART (Output Meter Method)

| Step | Signal Frequency | Generator in Series with | To | Range Switch | Tuning Cap | Adjust | Directions |
|------|------------------|---|---------------------------------|--------------|--------------------|--|---|
| 1 | 167.5 kc | 0.1 mfd | 2nd l-f grid 8SG7 (2) | SW | Open | 2nd l-f trans. 8 | Shunt A, adj. sec. (top). Shunt B, adj. pri. (bot.). Shunt C-D, adj. sec. (bot.). Shunt E-F, adj. pri. (top). Tune sec. for null (bot.). Tune pri. per Instr. 1. |
| 2 | 167.5 kc | 0.1 mfd | 1st l-f grid 8SG7 (1) | SW | Open | 1st l-f trans. 4 (AM section) | Adj. pri. (top) and sec. (bot.) per Instr. 2. |
| 3 | 10.7 mc | 30 mmf | 2nd l-f grid 8SG7 (2) | FM | Open | Discriminator trans. 5 | Trans. 2 pri. (bot.), trans 3 sec. (top) per Instr. 3. |
| 4 | 10.7 mc | 30 mmf | 1st l-f grid 8SG7 (1) | FM | Open | 2nd l-f 10.7 trans. 4 (FM) | Turn core out of coil, then in for 1st peak. DON'T FORCE. |
| 5 | 10.7 mc | 30 mmf | G—(see instr. 3) | FM | Open | 1st l-f 10.7 trans. 2 and 3 | Adj. sec. trimmer and sec. link (bot.). Repeat steps 6 and 7 for max. |
| 6 | 5825 kc | 30 mmf | 1st l-f grid 8SG7 (1) | SW | Open | 2nd AM osc. coil 7 (bot.) | Adj. pri. trimmer (bot.) and pri. link (top) for max. |
| 7 | 5825 kc | 30 mmf | H—(link coupling on 10.7 l-f 2) | SW | Open | 5825 kc l-f trans. 3 | See Instr. 4. |
| 8 | 5825 kc | 30 mmf | 6AC7 grid | SW | Open | 5825 kc l-f trans. 2 | Repeat 10 and 11 until shifting stops. Excess coverage indicates excess capacity in 54. |
| 9 | 100 mc | 78 ohm dummy | FM dipole ant. terms | FM | Channel 281 | FM osc. core 131 and trim. 54 | |
| 10 | 87.9 mc | 78 ohm dummy | FM dipole ant. terms. | FM | Closed | FM ant. trims. 57, 58, 60 FM osc. core 131, to pull in sig. | |
| 11 | 107.9 mc | 78 ohm dummy | FM dipole ant. terms | FM | Channel 300 | FM osc. trimmer 54 for max. | |
| 12 | | Disconnect generator, connect field strength meter. | | FM | Channel 215 | Radiation bal. trimmer 57 (top) for null | See Instr. 5. |
| 13 | 9.6 mc | 30 mmf | One FM ant. term. | SW | 9.6 mc | SW oscillator series pad-der 55 for max. (top) | Disconnect field strength meter, connect signal generator. |
| 14 | 11.8 mc | 30 mmf | One FM ant. term. | SW | 11.8 mc | SW oscillator core 16 for max. (bot.) | Repeat 13 and 14 for tracking at 9.6 mc and 11.8 mc. |
| 15 | 10.7 mc | 30 mmf | One FM ant. term. | SW | 10.7 mc | SW ant. pad-der 51, sec. trimmer 58 | Shunt I, adj. trimmer 59 rocking gang. Shunt J, adj. pad-der 51, rocking gang. |
| 16 | 10.7 mc | 30 mmf | One FM ant. term. | FM | 10.7 mc | SW pri. pad-der 51 (10.7 mc trap) | Adjust for null point on field strength meter. See Instr. 6. |
| 17 | 535 kc | 30 mmf | High side of dummy loop | BC | Closed | BC oscillator series pad-der | Preset BC ant. wave trap 85 to 2 turns from closed. Adj. BC osc. pad-der 58 for max. (top). |
| 18 | 1620 kc | 30 mmf | High side of dummy loop | BC | Open | BC oscillator core 15 (bot.) for max. | Repeat steps 17 and 18 until freq. shift stops. |
| 19 | 1400 kc | 30 mmf | High side of dummy loop | BC | 1400 kc, max. sig. | BC antenna trimmer | Atop timmer atop gang for max. |
| 20 | 600 kc | 30 mmf | High side of dummy loop | BC | 600 kc, max. sig. | BC antenna core 132 (top) for max. while rocking gang | First models only. Omitted in later mod. |
| 21 | 5825 kc | 30 mmf | High side of dummy loop | BC | 1400 kc | BC wave trap trimmer 85 | Adjust for output null. |

Practical Tele Repairs

Second of Series Summarizes Troubles With Specific Models



High voltage power circuit used in RCA TRK-9, 12, 90, 120 showing magnetic deflection system.

● The previous article on troubleshooting television receivers in the April issue, discussed the general procedure and began listing the most common troubles experienced in certain sets.

Modern television power supplies are characterized chiefly by their simplicity and by the fact that they are of the high voltage type. In the experience of the writer, Louis Loshak, formerly service manager for the RCA distributor in New York, 90% of all tele service calls during past years were rooted in power supply failures, barring, of course, antenna troubles.

Let us proceed then with a further examination of this important section of the receiver. The illustration shows the circuit employed in the RCA TRK-9, 12, 90 and 120 high

voltage power supply. As stated in the previous article, the weak spot in these units was the rectifier 2V3G tube.

In a fused power circuit there is always the danger that an unthinking individual will short circuit the fuse in the event of its failure. This is done by wrapping foil over the fuse or by the use of an auto fuse of heavy amperage. Such practices can only result in worse troubles occurring.

The main transformer in these power supplies cannot stand a severe short for more than a fraction of a minute. Hence hundreds of transformers were put aside by the manufacturer to cover carelessness on the part of the servicer or consumer in not abiding by the manufacturer's instruction to fuse correctly.

The Importance of Bleeder

In examining the RCA schematic, notice a series of nine carbon resistors in addition to the focus control, which are part of the filter network. These units are of the one watt type. Correct values are important in this circuit for more reasons than one.

First, the resistors act as the volt-

age divider. Second, the focus control is part of this network, so that actual focusing of the image becomes impossible if one of these carbons is open or seriously off value. Third, this circuit provides a bleedoff for any residual current charge that may remain in the high voltage capacitors in the event of failure of the scope or of any of the leads.

Safety Factor

As long as the B-plus returns to the negative this remaining current is bled off, hence protecting the servicer who will next handle the pack. It was recommended by the manufacturer and since has become common practice to replace all these resistors whenever a repair is effected on any of these RCA power supplies.

In the DuMont power supply illustration is shown the high voltage circuit used in their prewar models. This circuit's weakness lay in its power transformer. The unit develops shorts, usually between the filament winding for the kinescope and other windings or between the leads of the scope filament winding itself.

Replacement transformers supplied postwar by DuMont do not carry the kinescope filament winding. It is necessary to procure a small 2½ volt filament transformer to mount on the chassis shelf next to the scope itself.

Parallel both transformer primaries and run to the a-c source. Wire the two heavy filament leads from the kinescope socket directly to the output of the 2½ volt transformer.

Check on Bad Contacts

Another troublesome spot in these receivers lies in the kinescope socket, the springs of which lose their tension. Arcing noises and intermittent flashes are due to poor contact between socket and tube. Replace the socket if this trouble appears.

Referring once again to the RCA TRK models 9, 12, 90 and 120, it is worth while to mention that several cases of shorted primaries in the smaller power transformers have been experienced. In this set, too, low voltage power supply troubles connected with the kinescope cause symptoms which may easily be mistaken for high voltage faults.

(Continued on page 130)

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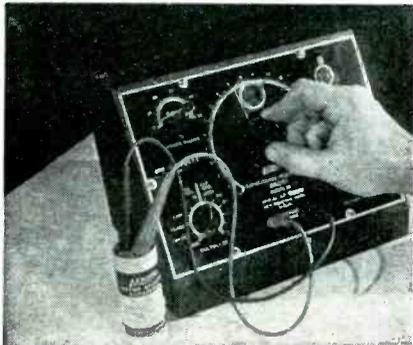


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Stop Using "Try-Its"

There's No Excuse for Wasting Time With Slip-Shod Service Methods

● The "try-it" method of troubleshooting, while primarily a lazy man's device, has sufficient appeal to continue in vogue even in many shops staffed with first-grade technicians. Perhaps it's because of that "something-for-nothing" feeling that a servicer gets from discovering a source of trouble with no honest ef-



Aerovox Model 76 Capacity-Resistance Bridge

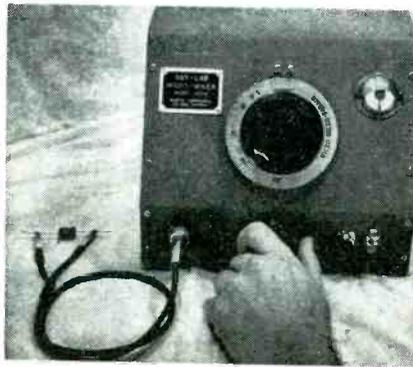
fort on his own part.

This unprofitable evil, however, has been losing ground of recent years, as servicers have been showing an increased interest in buying equipment of the type which can help them get down to the finer points of servicing, where very often wasted time becomes a critical factor.

A familiar fact to radiomen is that capacitors, next to tubes, contribute the largest number of component



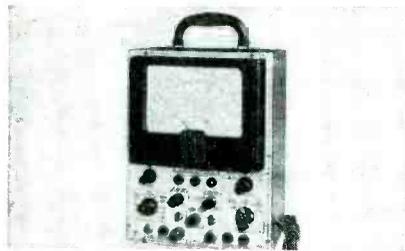
▲ Cornell-Dubilier Analyzer, Bridge and Decades.
▼ Jackson 650A Condenser Tester



Koy-Lab Model 401-A Micro-Miker

failures. Not always given the attention it deserves, however, is one of the handiest instruments on the servicer's panel, the capacity checker.

That condenser troubles are unavoidable, and do not at all cast adverse reflections upon the capacitor manufacturers is seen by the ever-enlarging number of such units in the



Radio City Model 665A Tester

ever-more-complex receivers of ever-greater compactness. Nevertheless, it is no easier to judge the value or condition of a capacitor without a proper instrument, than it is to do the same thing for a tube or resistor.

While under certain conditions it is quite proper for a radioman to replace a group of capacitors without individual testing, as explained in another article in this issue, a greater



McMurdo Silver Model 904 C-R Bridge

number of cases are better and more profitably handled by the use of a meter. On this page are illustrated several types of capacity checks, analyzers and bridges. While the group shown is by no means complete, representative types are listed.

Some, it will be noted, are small,

compact and limited to the one specific function of measuring capacitors by the bridge method, over a given range of values. Others include insulation resistance, leakage, and power factor measurements, while still others measure volts, ohms and milliamperes. One is designed especially for video amplifier and vhf work,

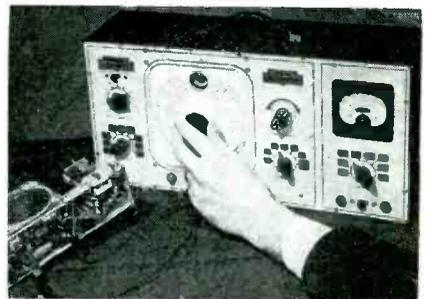


Solar Model CBB Capacitor Analyzer

measuring extremely low values of capacity.

Choosing the basic type is mainly a matter of individual preference, conditioned by portability and space requirements, and to some extent by the available capital. The local activity in television and FM servicing is a further factor in many areas. Many shops, indeed, use several specialized instruments.

No matter which exact type is purchased, the basic fact remains that one of these instruments will pay for itself many times over in an increased ability to handle profitable, speedy servicing. Make bench room for it.



▲ Sprague Model 16 Tel-Ohmike
▼ Triplett Model 2450 Tester





A SIGN OF SUCCESSFUL SERVICING



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break down the composite diagrams of hundreds of complicated multi-band receivers into individual schematics of each circuit as it exists with each turn of the wave band or equipment switch.

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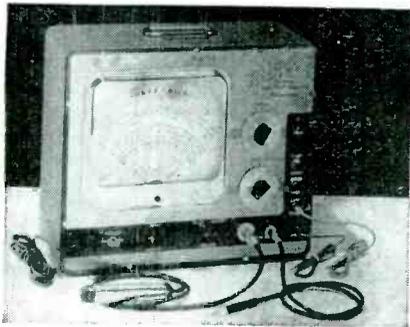
New Time-Saving Service Aids

Sterling Manufacturing GRAPHIC TESTER

The "Graphic Tester" is a multi-range meter with type and range of measurement printed on the front panel in the form of a graph. D-c volts to 1000, a-c volts to 1000, ohms to 1 megohm, decibels to +46, and d-c current to 10 amps are selected by the left hand knob, while the knob below chooses the particular part of the range desired. An additional connection jack is used for a-c and d-c 5,000 volt ranges. Sterling Manufacturing Co., 9205 Detroit Ave., Cleveland, Ohio. — RADIO & Television RETAILING

Hickok ELECTRONIC VOLT-OHM-CAPACITY- MILLIAMMETER

Model 209, uses a 9" meter and a 30 cycle to 300 megacycle high-frequency probe having an input impedance of 6 mmf and 12 megohms. The d-c ranges of 0-3, 12, 30, 120, 300 and 1200 volts reject a-c components, for use across AVC and limiter loads, with a polarity reversing



switch included. Resistance from .1 ohm to 10,000 megohms in 8 ranges, a-c volts and d-c milliamperes in 6 ranges, and capacity from 1-10,000 mmf and 1-1,000 mf in 7 ranges can be measured. Six tubes are used. Hickok Electrical Instrument Co., 10523 Dupont Ave., Cleveland 8, Ohio.—RADIO & Television RETAILING

Resistance Products PRECISION RESISTORS

Precision wire wound resistor kits No. 1 and No. 2 are designed for use with Marion meters and schematics, for building a 400-microampere 500-ohm multi-range tester. Kit No. 1 is composed of half precision resistors and half matched pair resistors, while kit No. 2 consists entirely of precision units. Both contain all the values needed for building the meter. Resistance Products Co., 714 Race St., Harrisburg, Pa. — RADIO & Television RETAILING

EMC TUBE TESTER



Model 200 mutual conductance tube tester comes in four types, with 3" or 4½" meter, and portable or counter cases. Both calibrated microhm and "reject-good" scales are used to check all modern tube types, with the advantage of a switching system which can be adapted to future types as well. Electronic Measurements Corp., 114 Liberty St., New York 6, N. Y.—RADIO & Television RETAILING

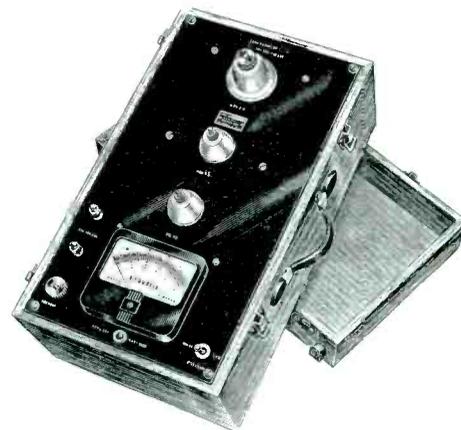
Provac VTVOM

Provac model ED 100 has 6 d-c voltage ranges covering up to 1,000 volts with 11 megohms input resistance, 5 a-c ranges to 1,000 volts at 1,000 ohms per volt sensitivity and six resistance ranges to 1,000 megohms. By means of an r-f probe (Edi-probe) r-f voltages to over 100 mc and 50 volts can be measured with an effective loading of 3 mmf and 1 megohm. The Ediprobe is also sold separately for use with any standard VTVM, while Model ED 100 is sold without the probe as Model 100. Electronic Designs, Inc., Irvington, N. Y.—RADIO & Television RETAILING



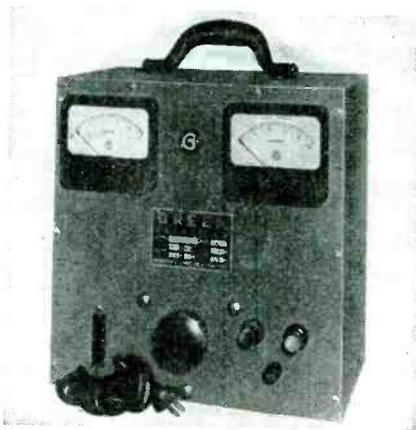
Shallcross KILOVOLT METERS

The series of 8 Kilovoltmeters provide d-c measurements within 2% and a-c measurements within 5%, drawing 100 microamperes at full scale. Built for portable use, a typical unit of the line, model 760-A,



has 3 scales of 5, 10 and 20 kilovolts with a sensitivity of 10,000 ohms per volt. Shallcross Mfg. Co., Collingdale, Pa.—RADIO & Television RETAILING

Green Electric BENCH RECTIFIER



A new portable rectifier has an adjustable output from zero to 6 volts dc, with a continuous current capacity of 25 amperes. This 150-watt bench unit, model 72S1C, uses a full wave selenium rectifier, a magnetic circuit breaker on-off switch in the input, a variable voltage-control transformer, and output current and voltage meters. W. Green Electric Co., Inc., 130 Cedar St., New York, N. Y.—RADIO & Television RETAILING

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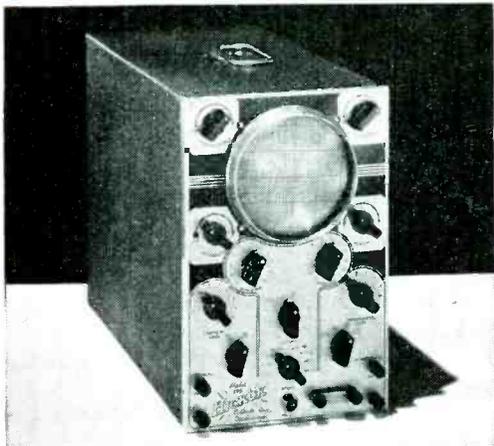
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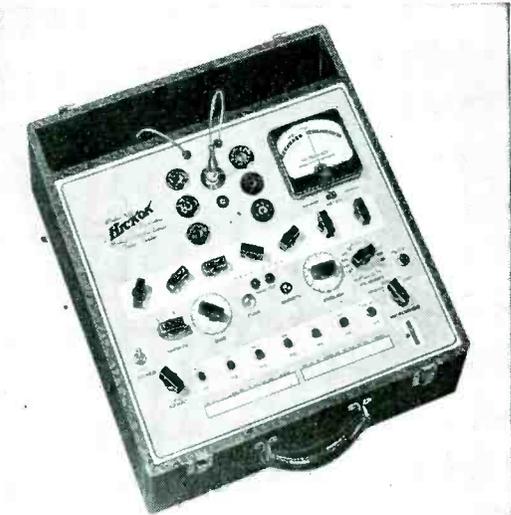
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The Model 195 is a 5 inch Oscillograph using the new 5 UP-1 Cathode Ray Tube. It has extra high gain vertical amplifiers and both sinusoidal and linear sweep circuits, with phasing control. With this Oscillograph you can—Align I. F. and R. F. stages; determine causes of trouble; analyze wave shape of signal; determine unknown frequencies; amplify and view very weak signals.



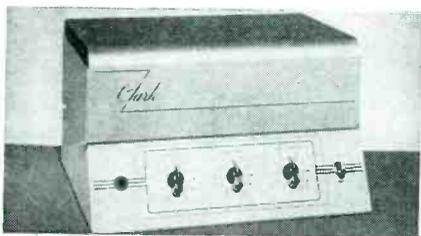
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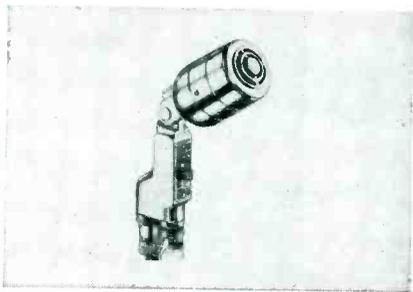
Clark PA AMPLIFIER



Model PA-10a is a 10W amplifier for small and medium sized auditoriums. Two 6V6GT tubes deliver a virtually flat response from 50 to 10,000 cycles with less than 3% harmonic distortion at 10 watts output, with a hum level at least 60 db below full output. Two controlled inputs of .5 megohm each accommodate a mike and phono pickup. The third control on the sloping-front cabinet is for tone attenuation. The output is tapped for 4, 8, 16 and 500 ohms impedance. Clark Radio Equipment Corp., 4636 Ravenswood Ave., Chi. 40, Ill.—RADIO & Television RETAILING.

E-V DYNAMIC MICROPHONE

By the use of a new Acoustalloy diaphragm, Electro-Voice Model 630 has a flat response from 40 to 9,000 cycles. Output level in 53 db below



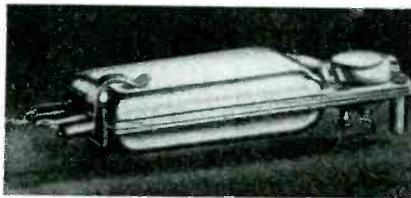
1 V/dyne/sq. cm., open circuit. Built-in cable connector permits vertical tilting of microphone head in 90-degree arc, for directional or non-directional pickup, without moving cable. Supplied with built-in switch and 20' of shielded cable. Electro-Voice, Inc., Buchanan, Mich.—RADIO & Television RETAILING.

Industrial Devices MINI-VOLT

The Mini-Volt is a neon-glow voltmeter for measuring a-c and d-c from 65 to 660 volts with an impedance of about .5 megohm. It is operated by turning a knob until the neon indicator lamp extinguishes, permitting the voltage to be read from a calibrated scale under the knob. Industrial Devices, Inc., 22 State Road, Edgewater, N. J.—RADIO & Television RETAILING.

Shure "MUTED STYLUS 60" PICKUP

A patented Shure lever system of driving this crystal pickup cartridge is designed to provide high needle compliance. The osmium or sapphire tip is easily replaceable. Tracking at



less than 1 oz., an output of 1.9 V is available at 1,000 cycles. Shure Bros., Inc., 225 W. Huron St., Chi. 10, Ill.—RADIO & Television RETAILING.

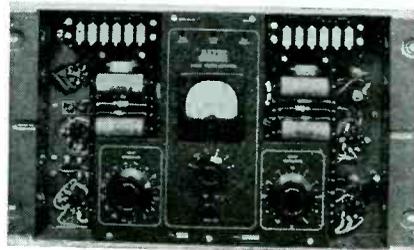
Turner NOISE-CANCELING MICROPHONE

Designed for use in factories, machine shops, railroad yards, aircraft and other places where noise level is high, Model 15D-NC cancels out



background noise, transmitting only close talking speech. A hand-held dynamic type in a light alloy case, it contains a push-to-talk thumb switch, and is available in 50, 200, 500 ohms and high impedance. Turner Company, Cedar Rapids, Iowa—RADIO & Television RETAILING.

Altec LIMITER AMPLIFIER



Model A-322C Limiter Amplifier compensates for volume variations resulting from changes in the speaker's position with respect to the mike, preventing blasting and loudspeaker overloads and allowing the use of a higher sensitivity in the PA system without feedback. A gain of 68 db with a response from 20 to 20,000 cycles is available, with a 5W output and 600 ohm input and output load impedances. Altec Service Corp., 250 W. 57th St., N. Y. 19, N. Y.—RADIO & Television RETAILING.

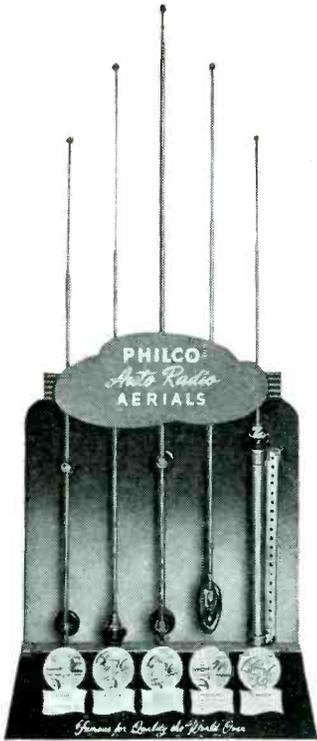
General Electric PADS

These new wire-wound L-pads and T-pads cover impedance ranges from 8 to 600 ohms. The T-pads may be used as variable attenuators in stable line impedance circuits, while the L-pads have application as individual volume controls for multiple speakers or as attenuation controls for constant impedance at either the source or the load. Rated at a maximum power dissipation of 2.5 watts, the units have a continuous range of from .5 to 30 db attenuation in 90 degrees of rotation. Specialty Division, G. E. Electronics Dept., Wolf St. Plant, Syracuse, N. Y.—RADIO & Television RETAILING.

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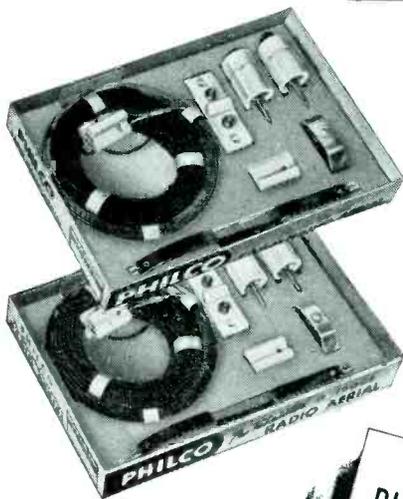


**PHILCO 5-UNIT
AUTO AERIAL DISPLAY**

Shows a selection of 5 popular models. Smartly styled. Occupies minimum space. Permits customer to see them *all* and make his choice. Helps you sell-up. Get it FREE from your Philco Distributor.

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Shows 2 models—the famous Philco Duoflex and the sensational "Special," greatest auto aerial value of all time. The perfect sell-up display! Fits anywhere. Get it FREE from your Philco Distributor.



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Everything in one package at a sure-fire low price. For months it's been selling like hot cakes. Profitable!

**PHILCO
FARM AERIAL**

Another big selling package deal. A "must" for dealers selling in the farm areas.

**PHILCO FM
DIPOLE AERIAL**

Makes any FM radio perform better. Get set for the swing to FM by featuring your installation service with this new Philco product.



Here it is from Philco—the aerial line that gives you everything to get a bigger share of this profitable business this year. *All* the best-selling types of aerials—*plus* sensational new models with quality and price appeal. Auto Aerials—Home and Farm Aerials—FM Aerials. Values that stand out above competition! Features that sell on sight! Displays that catch customer's eyes—lead to many extra sales!

PHILCO COOPERATIVE ADVERTISING Greatest in the Aerial Business

Yes, cooperative local advertising over *your* name—newspaper advertising, radio advertising, direct mail pieces, handbills—Philco goes *all out* to make *your* store the aerial headquarters of your community.

Every month, the year 'round, new PHILCO SALES-BUILDING PROMOTIONS help you get this profitable business

With Philco Aerials and other Accessory Products, you can take the seasonal dips out of your sales. Fresh new Philco promotions help you keep sales going up month after month—keep stocks moving. There's nothing like the Philco plan for profits! Get the facts at once from your Philco Distributor.

PHILCO ACCESSORY PRODUCTS ARE BIG BUSINESS!

Making Service Money

(Continued from page 111)

zine. It is to be regretted that in so many cases their defense has been a retreat. In a mistaken attempt to avoid these biased allegations, competent servicers have gone out of their way to patch up parts which by right . . . and in the best interests of their customers . . . should immediately be replaced. Which is neither good radio nor good business.

We hold, of course, no brief for the occasional radio man who tries to sell unnecessary replacements. To such a man we say: there is something wrong in the way you run your business, if you can't make out in a legitimate manner. But there are few of that stripe, and they're marginal shops at best.

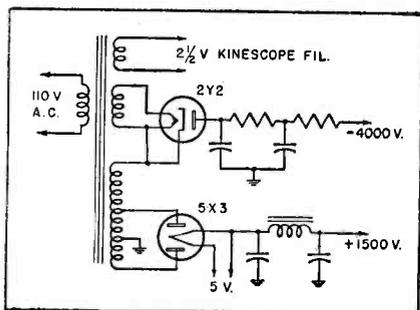
These, then, are the four ways of making service profits. Note carefully that of the three which are the primary responsibility of the service department, the sale of parts is the easiest and quickest to increase.

Not only replacements of components which are located during the trouble-shooting process, but also those which may be in a weakened state, such as batteries and tubes; or corroded, such as auto antennas; or aged, such as speakers with brittle cones or weakened magnets; or missing, such as noise filters; or shabby, such as line cords . . . all these and more like them, provide a barometer by which the service manager's merchandising-mindedness can be measured.

Practical Tele Repairs

(Continued from page 120)

For example, a poor connection in plug pin #4 of the kinescope cable and socket will remove the picture tube bias, causing excessive current resulting in loss of cathode emission, burnt spots in the screen, and blown high voltage rectifier and fuses. With symptoms of this sort, inexperienced men may be misled into wasting a



Prewar DuMont power transformer contained kinescope filament winding. Replacements do not.

good deal of time on the high voltage supply.

Should replacement of rectifier and fuse produce current, and the kinescope filament light but develop nothing but a bright, intense spot, shut the receiver off immediately. The trouble then may lie in the circuits supplying the deflecting coils of the kinescope, or the deflecting plates, if the tube is of the electrostatic type.

Running a kinescope without deflecting and intensity grid voltages is akin to running a power tube without bias. Permanent damage results if this condition is not immediately rectified. A short cut to isolate deflection trouble is to shunt a voltmeter across the low voltage supply of the video receiver and to see if the B supply is there. Lack of voltage generally means that the rectifying tube (5U4G) is out or that there is a shorted capacitor.

Deflection Output Shorts

A further source of trouble in the large RCA receivers lies in the horizontal output transformer developing an internal short or ground. This short is often of the high resistance variety and requires careful checking under operating conditions to isolate.

An irritating condition is found in the RCA TRK5 and TT5 power supply in the filter condensers which will break down under operating voltage. You may check these units by conventional means and find that they are satisfactory yet when high voltage is applied arc-overs and breakdowns occur. Of late it has been common practice to replace the original dual unit with two separate tubular condensers that are now being manufactured by several condenser suppliers.

Another item to check on large RCA power supplies is the connecting cables from the video chassis and the sockets that receive these cables. Oxidation often occurs at these points due to heavy filament current causing arcing. This is also a phenomena that may at first throw the servicer into believing that his troubles lie in the filters.

Actual shorts in filter condensers employed in the large RCA models are seldom encountered. However, opens do occur. Large bars appearing across the scope are the result of a-c present due to lack of filtering.

Filter condenser trouble is rarely encountered in DuMont prewar models but may we again caution the servicer to watch that scope socket and high voltage leads.

The radio serviceman who has not attempted tele servicing before need

not be frightened by the alleged complexity of this work. Practical video service is not entirely different from the maintenance of a large radio receiver or a phono combination, with one vital exception . . . watch out for dangerous high voltages!

Fixing Intermittents

(Continued from page 115)

A cold solder joint will not usually react to line voltage surges but will respond microphonically to vibrations; a person walking across the floor, the rumble of trucks in the road will snap volume up or down. An erratic tubular capacitor suspended by its pigtailed will react to vibrations. A metal-clad capacitor usually will not. A microphonic tube will often develop an a-f tone, caused by the vibration of its elements.

Filter capacitors which go bad after warming up give themselves away with the increase in hum, sometimes swinging into motorboating. Often this trouble permits inter-stage coupling which develops a high pitched audio howl. This may not be continuous.

The opening of a cathode by-pass capacitor is accompanied by a loss of bass response, and therefore sometimes by a surprising loss of volume because the highs may have been cut off at the tone control's customary setting, and the bass is the major portion of the audio output.

You can check suspected coils by grounding them at the plate end for a moment. This puts the B+ across them and will sometimes cause intermittently-open windings to break down permanently.

Don't Add New Troubles

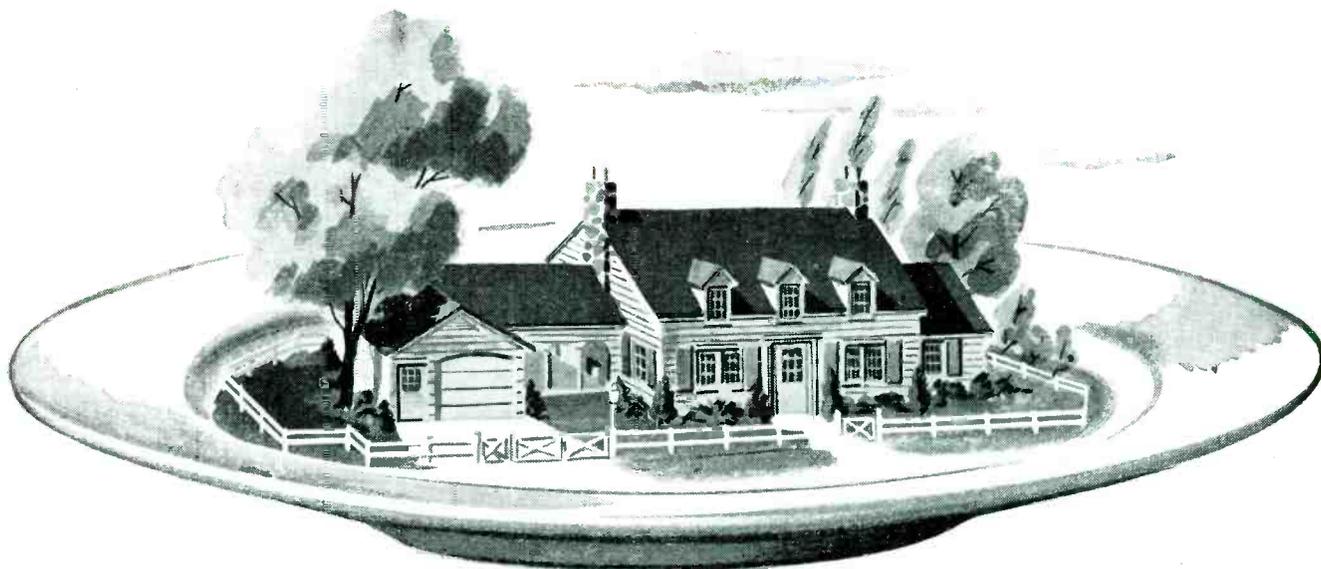
When you are tugging at leads, and warping the chassis in your search for trouble, remember that a wire has more than two ends. A pull at one end may affect a joint some distance away. The same goes for the chassis. Tapping a can at one end may cause a make and break in a can at the other end. Tap lightly, and listen for the loudest noise. Try tapping the same unit from a different direction also, to take a "bearing" on the trouble spot.

It is a good idea to go over all the solder joints with a hot iron. This marks them, and makes it easy for you to keep track of your visual inspection.

Breaks in the voice coil and speak-

(Continued on page 136)

Will your soldering iron support a new home ?



Yes!

We don't blame you or any radio technician for wanting a new home only you can't get it by wishing. You can with your soldering iron. Every electronic device you service requires the use of your soldering iron. Therefore, anything that gives you more time behind your soldering iron means more cash for you.

NEW BOOKLET FULL OF MONEY-MAKING IDEAS

What can you do to make more money? This question is answered by a straight-shooting booklet called "Keep Your Iron In The Fire", part of a complete service-sales program initiated by IRC in the interest of servicemen. Ask your IRC Distributor for your copy . . . today. International Resistance Company, 401 N. Broad Street, Philadelphia 8, Pennsylvania. In Canada: International Resistance Company, Ltd., Toronto, Licensee.

VISIT the IRC Booth—#88A at the Radio Parts and Electronic Equipment Show—Chicago, May 13-16 inclusive.

INTERNATIONAL **IRC** RESISTANCE COMPANY

Wherever the Circuit says Ω



Value

THAT'S A "WHOPPER"



The Lear "Chairside" radio-phonograph combination, only 30½ inches high. World-wide bands. AC Superheterodyne. Automatic record-changer handles 10" and 12" records. De luxe Alnico speaker in special "breathing" chamber.

Way back when this "Chairside" was only a gleam in the engineer's eye, it had all the marks of a winner. So we gave it lovely lines and trim size to make it an eye-catcher. We fashioned it with handsome wood and workmanship to set it apart in beauty. And we saw that it gave exquisite performance from both radio and record.

These are some of the reasons this Lear Radio is one of the most sought in the Lear line. Unquestionably it is

an outstanding value. And so are all the other radios Lear makes. They've all been designed and built with the skill and habit-for-precision that comes from making fine aircraft radios for over 17 years.

So you see the Lear Franchise, with all its other good features of merchandising and sales advantages, rests first and foremost on the unusual quality and value of the Lear sets themselves.

LEAR RADIO

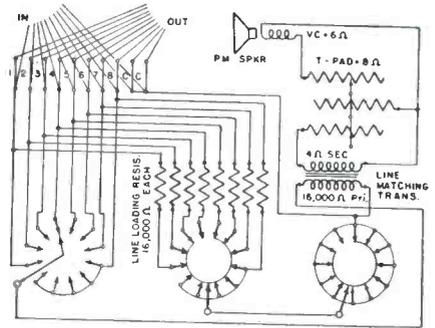
LEAR, Incorporated,
Home Radio Sales and Merchandising Division,
110 Ionia Avenue, N. W., Grand Rapids 2, Michigan



Coming! The Rearecorder—
"The Wire that Remembers"

Studios Buy PA

(Continued from page 113)



Wiring diagram of one of the individual control panels, showing attention to compensation.

Although enough "soup" is available for many times the volume, the speakers are generally run at relatively low level. The intensity is left to the teacher, who uses the attenuator on his own control panel.

According to Joe Eisen & Sons of 710 12th Ave., New York City, sound dealers who made the installation, this is the first of a series of such systems which they expect to sell. If so, they say, likely to set the pattern for sound work in dance studios . . . a new field which bids fair to net many a PA dealer one or two fine jobs this year.

Four Money-Makers

(Continued from page 39)

a string of five listening booths for popular music fans, and up a few stairs to the rear are two larger listening rooms where classical discs can be played more leisurely and with less interruption.

In the Whiting organization are two other stores—Heim's Music Store in nearby Danbury, and the Deluxe Radio Parlor at 1158 E. Main St. in Bridgeport. Managers make every effort to swap stocks when the occasion suggests it, in order to give the customers what they want, on the spot.

The staff at the main store includes mostly specialists who have been with the organization for some time. Robert Brandt heads the department of high-grade sets and musical instruments; Douglas Boyd is the appliance sales manager. Douglas Cann runs the record station and Charles Sauer is the service manager. William Coughlin heads up the sales of smaller merchandise.

Meetings of all store personnel are held twice a month, at which all the problems of sales, promotion, service, etc., are aired in an informal way. The sole purpose of these sessions is to allow the store policies to be influenced by the suggestions of the staff.

Like having an EXTRA MAN in your shop

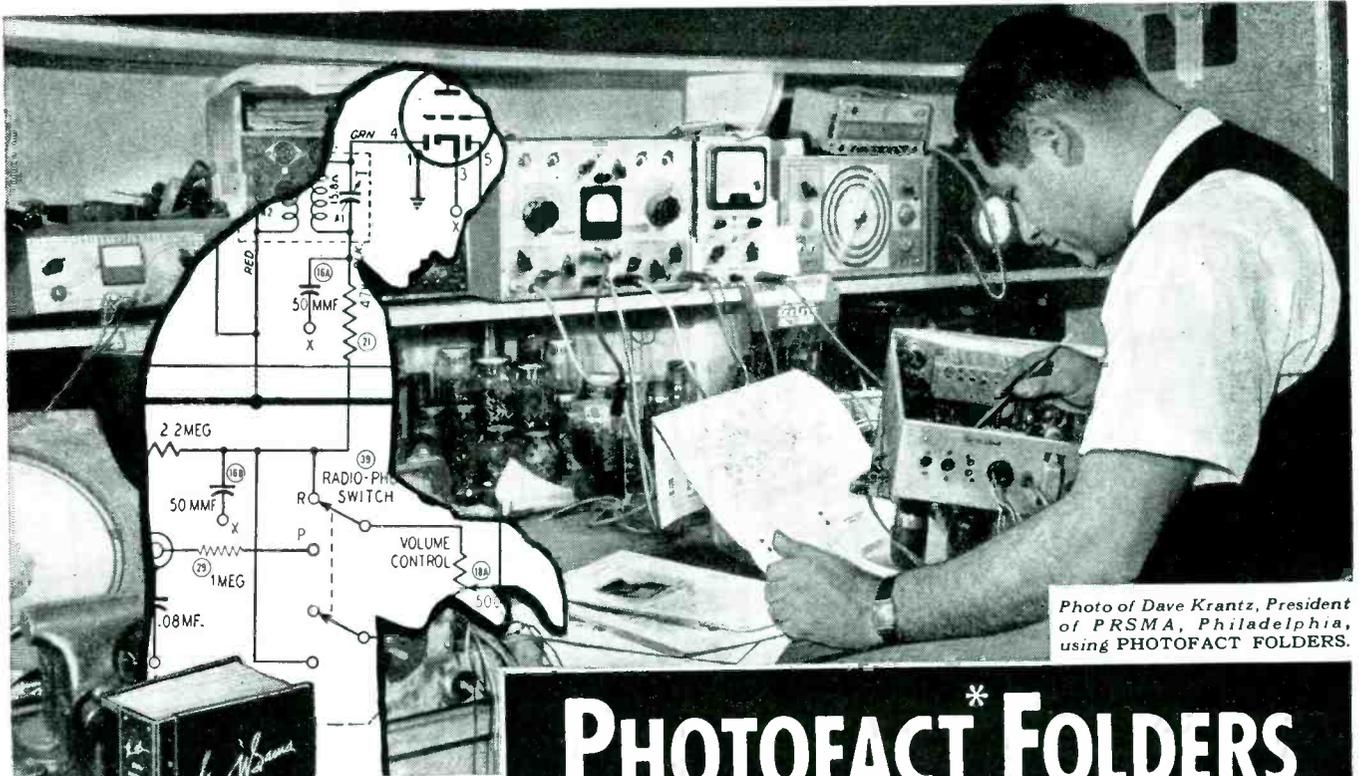


Photo of Dave Krantz, President of PRSMA, Philadelphia, using PHOTOFAC FOLDERS.



VOLUME 1, containing first ten sets of PHOTOFAC FOLDERS in de luxe binder, \$18.39. Individual sets Nos. 1 to 10, \$1.50 each. De Luxe Binder alone, \$3.39.

PHOTOFAC^{*} FOLDERS

HELP YOU EARN MORE MONEY. . .

Cost less than 9¢ a day

COMPLETE ✓

Everything you need in one handy, unified form—large schematics, pictorials keyed to parts lists and alignment data, complete listings of parts values and replacements, alignment, stage gain, circuit voltage and resistance analysis, *coil resistances*, dial cord stringing, disassembly instructions, record changer analysis and repair.

ACCURATE ✓

All sets are actually taken apart and analyzed by experts in the Sams laboratories. Every part is measured, tested and triple-checked for accuracy. All data is original. This means the data you get is *right*.

CORRECT ✓

PHOTOFAC FOLDERS are issued twice monthly, as the new receivers come off production lines. You don't have to wait for information. As receiver changes are made, you get correction and addition sheets for your files. Your data is always up to the minute.

READY TO USE ✓

All diagrams and pictures are coded to numbered parts lists. Everything is positively identified for fast work. All folders are set up in uniform, easy-to-follow style: big type, big illustrations—no hunting, guessing or eye strain—no more loss of time and temper.

"Like having an extra man in my shop" . . . "The kind of 'specialist' I need" . . . that's what hundreds of radio servicemen say about PHOTOFAC FOLDERS. Yet this indispensable "hired help" *actually costs less than 9 cents a day!*

Here are the straight facts: PHOTOFAC FOLDERS offer *the best information ever prepared for radio servicemen*—complete, accurate, up-to-the-minute, easy to use. They save you hours of time and effort because they place at your fingertips ALL the information you need to do a better job. And that means you can earn **MORE MONEY**.

The information in PHOTOFAC FOLDERS is *right* because it is based on *actual analysis of sample sets* right in our own laboratories. It is *complete and current*, too, because it covers *all* radios, phonographs, record changers, recorders, communications systems and power amplifiers as they reach the market.

PHOTOFAC FOLDERS come to you in sets of 30 to 50 at only \$1.50 per set. Low as this price is, it also includes membership in the Howard W. Sams Institute.

Set No. 19 will be ready for mailing May 10th. Set No. 20 on May 25th. Sets Nos. 11 to 18 inclusive, also priced at \$1.50 each, are available for immediate order.

Actually, PHOTOFAC FOLDERS cost you nothing since they pay for themselves again and again. They're ready to help you *now*—at the most difficult time in servicing history. See your distributor or write us today. In Canada, address A. C. Simmonds & Sons, 301 King Street East, Toronto, Ontario.

HOWARD W. SAMS & CO., INC.
 2924 EAST WASHINGTON STREET, INDIANAPOLIS 6, INDIANA

PHOTOFAC SERVICE

"The service that pays for itself over and over again"

New Phono Lines

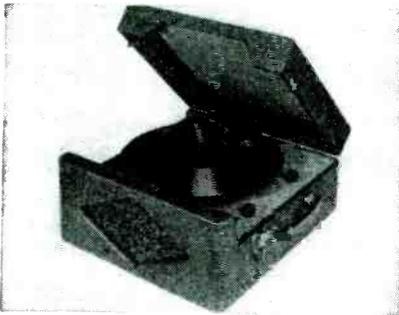
Disc-Playing Accessories and Equipment

Regina RECORD HOLDER



Super Standard Model hassock record holder—the third unit of Regina line (Others are Standard and Deluxe). Features antique brass tack and white piping trim. Heavy padding makes comfortable seat, as well as convenient place for disc storage. Daval Co. (exclusive national rep) 19 W. 44th St., New York 18, N. Y.—RADIO & Television RETAILING

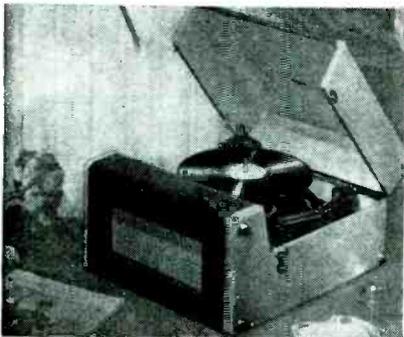
Symphonic PHONOGRAPH



"Co-Ed" model electric portable record player, with Alnico 5 dynamic speaker, 2-tube amplifier. Separate volume and tone controls. Ostrich-finish leatherette covered. \$36.50. Symphonic Radio & Electronic Corp., 292 Main St., Cambridge, Mass.—RADIO & Television RETAILING

Ultratone RECORD PLAYER

Model PA-61 portable automatic phonograph with 3-tube amplifier, tone control and 5" PM speaker. Milwaukee-Erwood automatic disc changer. Plywood case



covered with two-toned fabricoid. Audio Industries, Michigan City, Ind.—RADIO & Television RETAILING

Furniture Specialties RECORD CABINET

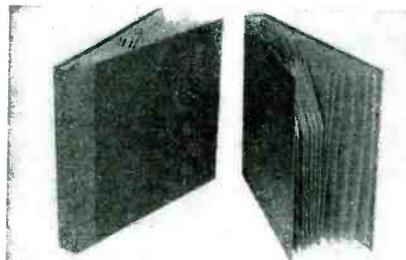
Model 400 de luxe record cabinet with four compartments and door. Top large enough to hold largest radio-phonograph or record player. Sturdy construction in fine-furniture style—made of hardwoods. Available in walnut or mahogany finish. Measures 24" wide by 18" deep by 26" high. Weighs 28 lbs. packed. Minimum



shipment is 4 pieces. Furniture Specialties Co., 15th St. and S. Penn Square, Philadelphia, Pa.—RADIO & Television RETAILING

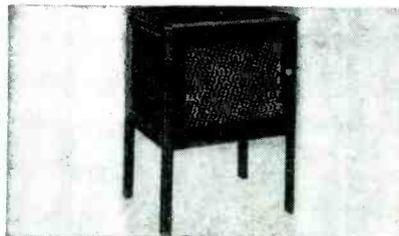
Symons STORAGE ALBUM

Patented disc storage and package album, providing space for 12 records—six of each side of album, in heavy manila envelopes. Special back permits envelopes to lie flat. "Tip Lock" feature prevents discs from falling out, no matter how album is held. Glamourized in both pastel and dark shades—spine backs and sides are gold imprinted. Packed 24 to a



carton with advertising materials included. L. H. Symons & Associates, 345 Hudson St., New York 14, N. Y.—RADIO & Television RETAILING

Ellis RECORD CABINET



Disc storage cabinet sized to carry any radio-phonograph, with capacity of about 25 albums. Made of kiln dry hardwood, finished in authentic stains and three coats of lacquer. Wood or metal grill door optional. Measures 23½" by 17½" by 28". Ellis Mfg. Co., 130 W. 3rd St., New York, N. Y.—RADIO & Television RETAILING

Pliotone PHONOGRAPH



Electric record player designed for youngsters, teen agers—or for rumpus room. Reproducer and speaker by Waters Conley; motor and parts by Alliance. All-steel 9" turntable, die cast metal arm, chrome-finished reproducer. All-metal lightweight cabinet, finished in washable velvety high pile; 12¼" in diameter, 10" high. Comes in three contrasting-color combinations: red-and-gold, baby-blue-and-baby-pink, plus blue-and-gold. Plays up to 10" records; electric stop and start control. Weighs 6 lbs. \$17.95 retail. Pliotone Co., 200 Fifth Ave., New York 10, N. Y.—RADIO & Television RETAILING

RMS CABINET

Model LTC 750 table model case, to accommodate all types of record changers, plus compact amplifier. Sturdy construction, leatherette covered. Handles 10" and 12" records, 5" or 6" speaker. Outside dimensions are 18" long by 15½" wide by 10¾" high; mounting panel is 14½" square. Radio Merchandise Sales, Inc., 550 Westchester Ave., New York 55, N. Y.—RADIO & Television RETAILING

Jitter Jack PHONOGRAPH

Model 4002 electric portable record player, playing 10" or 12" discs with cover open or closed, 2 watts audio power output. New Astatic crystal pickup, tapered volume and variable tone control. 5" PM dynamic speaker, 9" flock-sprayed turntable. Brass-finished hardware leather handle, flush-mounted needle cup. Streamlined plywood case covered with two-tone Brown Levant and eggshell



leatherette, rounded corners. Measures 14½" by 13¼" by 7½". Weighs about 14 lbs. Jackson Industries, 1708 S. State St., Chicago 16, Ill.—RADIO & Television RETAILING

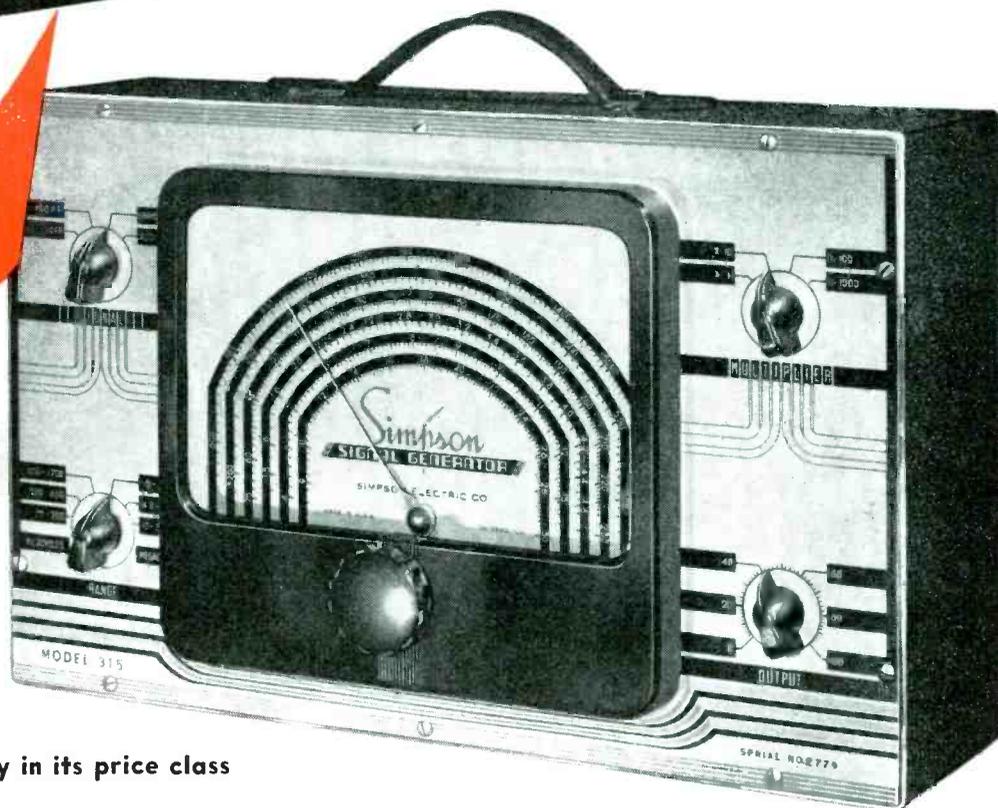
**GET
YOUR
SIGNALS
CLEAR**

Simpson Model 315 Signal Generator

Here's a test signal source that maintains its accuracy under constant use. The Simpson Model 315 Signal Generator produces fast and accurate "trouble-shooting" every time. The reason is as clear as its signal: this generator is Simpson engineered and built.

Like all Simpson test equipment, Model 315 is made almost entirely within the various Simpson plants. This, plus our tremendous investment in expensive production tools, is your assurance that Simpson testers will not quickly become obsolete and will be of unvarying quality.

An investment in the Model 315 is an investment in lifetime, trouble-free service.



- ★ Accuracy
- ★ Stability
- ★ Minimum leakage
- ★ Good wave form
- ★ —extraordinary in its price class

The Model 315 Signal Generator has a big nine-inch meter type dial, with hair-line pointer, for high readability. Smooth vernier control permits close settings.

Circuit: Electron coupled circuit assures extreme stability and output uniformity throughout the band. Three tubes are utilized in the circuit — full wave rectifier, modulator and oscillator. Standard 30% modulation at 400 cycles is used.

Output: Signal is controlled through an ingenious step attenuator of the ladder type. Volume level of each step is regulated by a smooth non-inductive control which pro-

vides an R.F. output from a few microvolts to .15 volts and a 400 cycle output from zero to 3.5 volts.

Bands: Six R.F. coils provide ranges of 75-200; 200-600; 600-1700 kilocycles and 1.5-4; 4-12; 10-30 megacycles. Coils are designed to retain original inductance regardless of temperature or humidity changes. A special switch automatically eliminates "dead spots." Frequency accuracy is 1%.

Shielding: Coils, attenuator and signal selector are individually shielded. Oscillator and modulator assemblies are sealed in a rigidly welded, entirely enclosed chassis. An

effective line filter is used. Even the line cord is shielded. Result: leakage is negligible.

Calibration: Each coil is individually calibrated to close tolerances against crystal standards by means of variable inductance and variable minimum capacitance. Tests show negligible changes over long periods of time under extreme temperature and humidity variations.

Size 16"x10"x6". Weight, 15 lbs. Shipping weight, 20 lbs.

Dealer's Net Price.....\$67.35
For 220 Volt 50 or 60 cycle
add 7.50

SIMPSON ELECTRIC COMPANY

5200-5218 Kinzie Street, Chicago 44, Illinois

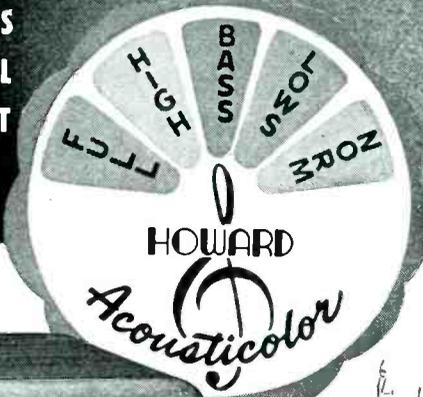
Simpson
INSTRUMENTS THAT STAY ACCURATE

Acousticolor

FOR ALL THAT IS
BEST IN MUSICAL
ENTERTAINMENT

HOWARD
MODEL
909M

Available in Mahogany or Blonde Finish



An Exclusive Feature of

HOWARD RADIO PHONOGRAPHS

TONE REALISM that is Recognized
By All Who Appreciate Good Music

With Howard Acousticolor, the listener selects and combines expressive tonal variations of treble and bass to suit his own musical taste. Brilliant high notes and deep sonorous lows, are blended and balanced to a tonal perfection of richness, warmth and color. Distinctive and beautifully styled, the Howard 909M with thrilling Acousticolor literally sparkles with powerful sales-compelling features.

You'll find real selling ammunition in a Howard Acousticolor demonstration. You'll find, too, a permanent profit opportunity with nationally advertised products of America's Oldest Radio Manufacturer.

America's
Oldest Radio
Manufacturer

HOWARD RADIO COMPANY

CHICAGO 13, ILLINOIS

PIONEERS IN FM RADIO

Gift for Mother's Day



Designed especially for Mother's Day, May 11, is this ac-dc set by Galvin Mfg. Co. For bedroom, kitchen or sunroom, this Motorola Model 55X15 comes in 4 colors—Consolweld cabinet with baked enamel finish. It's a 5-tube unit listing at \$34.95 in Zone 1; \$36.95 in Zone 2.

Radio's Big Show

(Continued from page 37)

Organization meetings and sales get-togethers are scheduled for May 10 and 11. No meetings of this type are to be held during the next four days. On Tuesday, Wednesday and Thursday, the attendance in Exhibition Hall is limited to members of sponsoring manufacturer organizations, their booth attendants, their sales representatives and distributors. The exhibits will be open from 10 a.m. to 6 p.m. daily.

Friday, May 16 is "open house" day, when radio servicemen, amateurs, engineers and the general public will be admitted to the show without registration. It is expected that extra technical personnel will be on hand at the booths during this period, to answer the queries of hams and experimenters.

The officers of the show corporation, in addition to Mr. Prince are J. A. Berman of Shure Brothers, president; Charles Golenpaul of Aero-vox Corp., vice-president; J. J. Kahn of Standard Transformer Corp., secretary; and Sam Poncher of Newark Electric Co., treasurer. The directors are R. C. Sprague of Sprague Electric Co.; W. W. Jablon of Hammarlund Mfg. Co.; R. J. Sherwood of Hallicrafters Co., and W. O. Schoning, Lukko Sales Co.

Money in Intermits

(Continued from page 115)

er cable leads are sometimes identifiable by the fact that they open with a blast of volume, and then are dead silent. Not even a power hum can be detected. A jar will often put them back in operation.

In general, the point to keep in mind is that without a prearranged plan, it is almost hopeless to single out the fault from the thousands of possibilities. The trick is to narrow down the number of suspected parts in a logical step-by-step procedure, which for best results must be figured out to match the particular case.

TRIPLE-TEST ASSURES *Quality* IN GENERAL ELECTRIC RESISTORS

TESTED FOR

- ★ CHARACTERISTICS
- ★ ENDURANCE
- ★ STABILITY

What does triple-tested mean? It means that General Electric resistors have been subjected to the most rigid tests and inspection to make certain that they conform to high quality standards. Characteristics, endurance and stability have been checked in the laboratory and in the field, under actual operating conditions. These checks are assurance to you that General Electric resistors will stand up . . . will give greater customer satisfaction.

In designing this line of resistors, quality was the first consideration. But, along with quality,

flexibility in application was demanded. The wide possible range of uses for each unit, extending from simple to complex circuits, can be met with minimum stock requirements. Your customer's needs can be supplied . . . your inventory can be kept down.

General Electric's complete line of high quality resistors also has a triple value for you. Since the customer's requirements can be supplied from one source, it saves his time. That means greater customer satisfaction, more sales, more profit. And remember, these resistors are easier to sell because they bear a name known for quality, General Electric.

Be sure to stock the entire line of General Electric universal parts.

For complete information write: *General Electric Company, Electronics Department, Syracuse 1, N.Y.*

GENERAL ELECTRIC

FIRST AND GREATEST NAME IN ELECTRONICS

COMPOSITION RESISTORS



1/2 watt, 1 watt, 2 watts

POWER WIRE-WOUND RESISTORS



Fixed
10, 20 watt

Adjustable
10, 25, 50,
100 watt

TUBE-TYPE WIRE-WOUND RESISTORS



COMPOSITION CONTROLS ATTACHABLE SWITCHES



SMALL WIRE-WOUND CONTROLS



2 watt

POWER RHEOSTATS

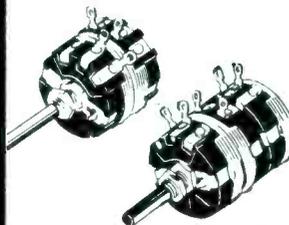


25 watt, 50 watt

CONSTANT IMPEDANCE ATTENUATORS



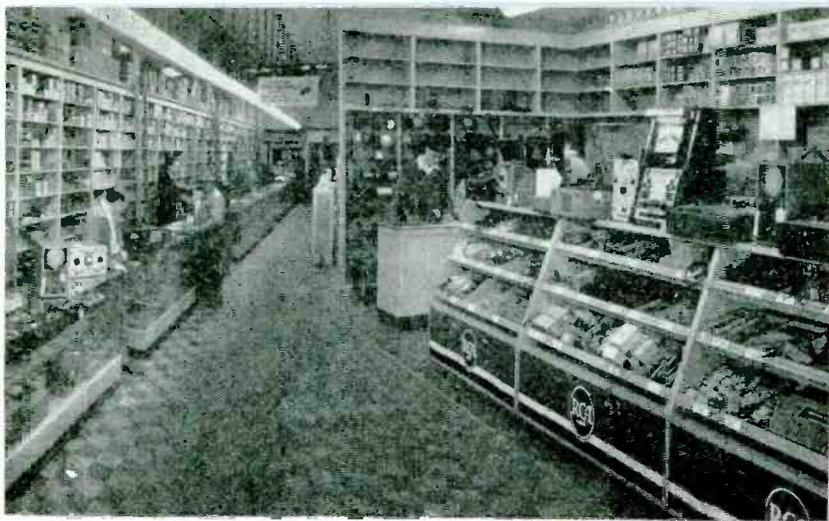
WIRE-WOUND L-PADS AND T-PADS



WIRE-WOUND CONTROLS



3 watts & 4 watts



Time-saving and all-out-in-the-open layout at Newark Electric Co., Chicago, has a mass of streamlined bins to greet the customers. "Self-service has paid off in increased sales," say officials of the 23-year-old firm. To the rear are demonstration rooms for receivers, amplifiers and test equipment.



Dealers flock in to "open house" event at Allied Appliance Co., Boston. L. to r., a Bendix dealer group, Leo Gaumont, Barnet Cohen, Albert Gaumont, E. A. Worthen, Mrs. Herbert Schwartz, and Thomas J. McCue—the latter being radio division manager of Allied.

Jobbers in Action



Joint meeting of two prominent jobbers—E. B. Latham & Co., Newark, N. J., and Plymouth Electric Co., New Haven, Conn., held at Blackstone Corp. factory. L. to r., P. S. Moynihan, Blackstone; O. T. Waring, Latham; R. J. Mailhouse, Plymouth; J. M. Wicht, Blackstone; E. B. Latham; and P. D. Karsten, Plymouth—previewing automatic washer and combination laundry.



One of the leading distributing plants in Wichita, Kansas, is that of the Admiral jobber, Hennigh's, Inc. Shown are W. C. Johnson, Jack Hennigh, and P. J. Defuhuy in sales confab.



Modern quarters of Shapiro Distributors Co., Newburgh, N. Y., features 27,000 up-to-the-minute square feet at 315 Broadway. The 47-year-old company thus has ample room for further expansion in servicing the dealers of the Hudson Valley area. "Tomorrow's displays" are provided for.



General view of the spacious display floor at DeMambro Radio Supply, Inc., a recently opened Manchester, N. H., branch of DeMambro Distributors, Inc., Boston. From this branch Stewart-Warner radios and other lines will be distributed to the retailers in the northeastern territory.

Look to WARD

for Greater FM Values!

Ward, world's largest producer of aerials, now offers you leading values in FM with antennas completely adaptable to the varying requirements of each installation. They provide maximum electrical efficiency needed for finest FM reception. The ease with which they may be securely installed, plus strong weather-proof construction assures trouble-free operation—and extra profits for YOU!

The Straight and Folded Di-Pole model provides broader antenna tuning and matched impedance to the 300 ohm transmission line for maximum response and energy transfer.

The Ward Reflector Kit can be combined with either of the two Di-Poles as illustrated above.

NOTE ALL THESE OUTSTANDING FEATURES:

- Universal base mounts on any roof or wall angle.
- Sturdy vertical element revolves or tilts in base allowing complete flexibility in orienting Di-Pole for maximum gain.
- Di-Pole element constructed of corrosion-preventive aluminum. All other parts completely weather-proofed inside and out.
- Ring provided for attachment of guy wires assuring secure installation.
- Sixty feet of dielectric 300 ohm colinear transmission line is insulated with polyethylene.
- Stand-off insulators guiding transmission line to receiver are of exclusive design minimizing capacity to ground and eliminating reflections on the line.

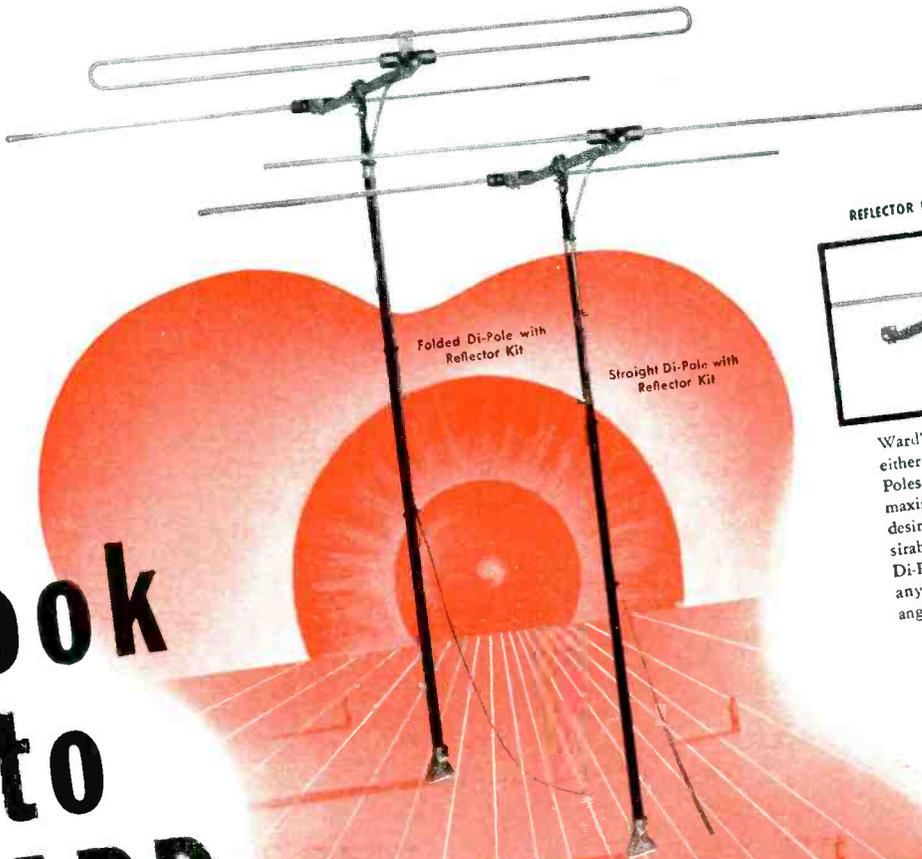
WRITE FOR FREE CATALOG

THE WARD PRODUCTS CORPORATION
1524 EAST 45th STREET • CLEVELAND 3, OHIO

IN CANADA: Atlas Radio Corp., 560 King St., W., Toronto, Ontario, Canada
EXPORT DEPT.: C. O. Brandes, Mgr., 4900 Euclid Ave., Cleveland 3, Ohio

WARD

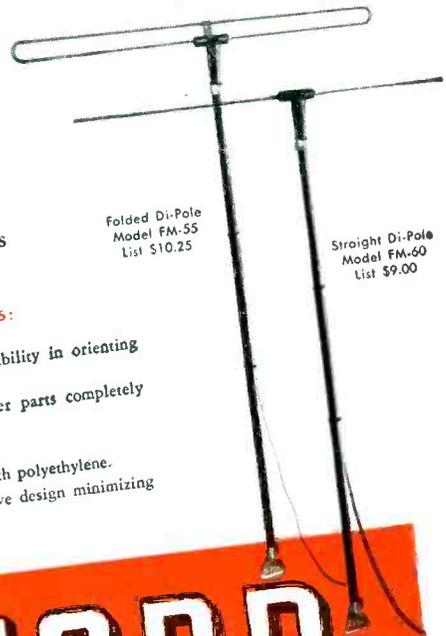
Aerials



REFLECTOR KIT MODEL FMR-63 LIST \$5.25



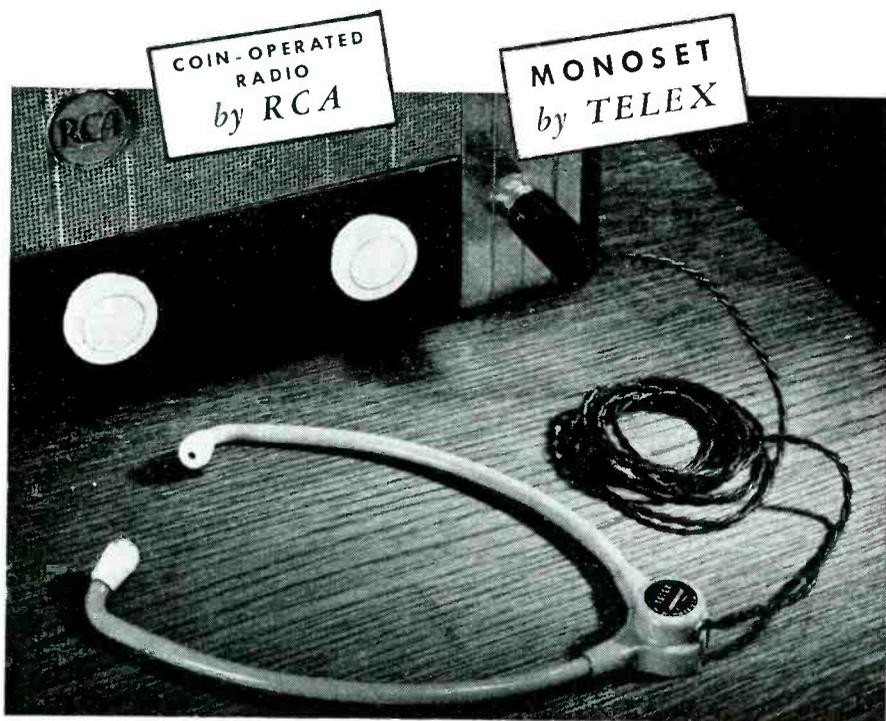
Ward's Reflector Kit combined with either the Straight or Folded Di-Poles as shown at left, provides maximum directional gain of the desired signal and eliminates undesirable and interfering reflections. Di-Pole elements can be rotated in any direction and tilted for any angle to facilitate orienting.



Folded Di-Pole
Model FM-55
List \$10.25

Straight Di-Pole
Model FM-60
List \$9.00

TEAMED FOR PERFECT HEARING COMFORT



When RCA engineers checked headphones for their new hotel "coin-operated" radio, they quickly found what they wanted in the New TELEX Monoset. Today it's standard equipment on this RCA hotel model.

Take a "tip" from RCA and whenever comfortable hearing, fidelity and ease of use are needed for your sound equipment, specify the TELEX Monoset. It replaces old style, uncomfortable headphones. Light weight (1.2 oz.). Worn under the chin. Rugged Tenite plastic construction.

Write Department AA for information and quotations. We'll be happy to show you how the TELEX MONOSET can become part of your team for perfect hearing comfort.

Canadian Distributors:
Addison Industries, Ltd., Toronto



Zenith Names Ad and Promotion Heads

Zenith Radio Corp., has completely separated its sales promotion and advertising activities with the appointments of David H. Grigsby as manager, sales promotion department, and William E. Macke as manager, advertising department. Both executives, according to the announcement by H. C. Bonfig, vice-president have been with Zenith for a number of years, and both have long backgrounds in advertising and sales promotion.

Mr. Grigsby came to Zenith in 1945 after six years as sales promotion and as merchandise manager for the Scholl Mfg.



David H. Grigsby

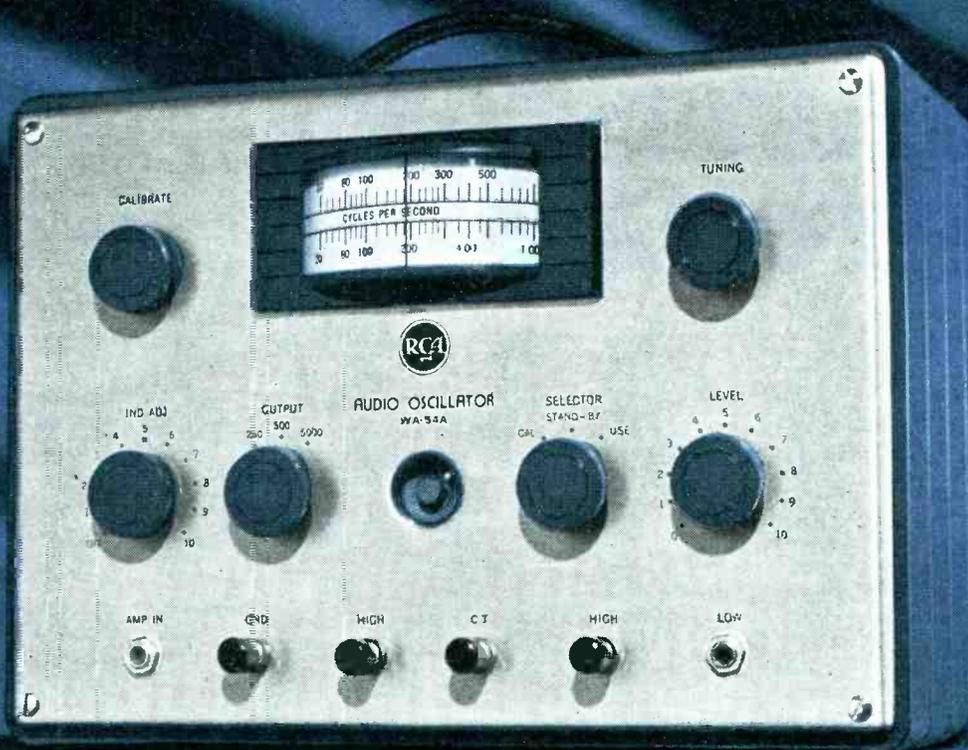


William E. Macke

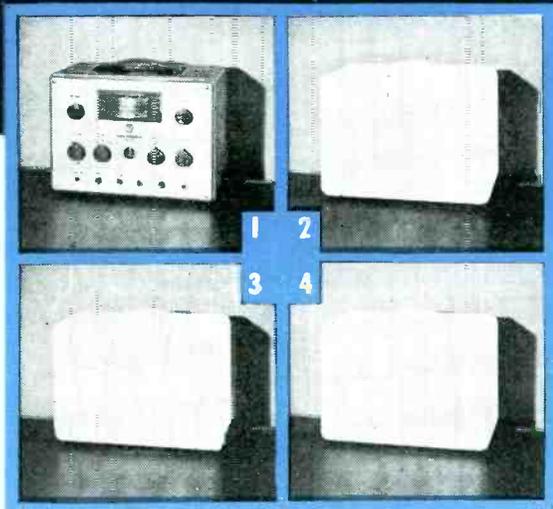
Co. He has previously been with the Fair Store in Chicago, and with the Sears Roebuck Store in Toledo, Ohio.

Before joining Zenith in 1943, Mr. Macke had served five years with Stewart-Warner as assistant advertising and promotion manager. He first entered radio with Grigsby-Grunow in 1928, and from 1933 to 1938 was assistant advertising and sales promotion manager for Fairbanks Morse.

DESIGNED FOR THE BETTER SERVICE SHOP...



RCA's NEW AUDIO OSCILLATOR
... first unit of a
revolutionary new line



ON THE WAY—a superior line of test equipment that puts time-consuming service jobs on a profitable, production-line basis . . . that anticipates all FM and television needs. Matched styling of all instruments permits attractive, convenient grouping. Watch for announcements of the other units in this new line. *Keep in touch with your RCA Test Equipment Distributor.*

A real time-saver for loudspeaker testing and radio servicing

Profitable applications include such diverse jobs as finding the cause of loudspeaker rattle, measuring receiver fidelity and audio amplifier response.

The WA-54A is a temperature-compensated, beat-frequency oscillator with an electronic output-level indicator. The electronic eye serves as a reference to provide an even signal level at all frequencies, and also acts as a zero-beat calibration indicator.

Other outstanding features of this audio-frequency signal source include: wide range . . . continuous tuning . . . low distortion . . . low hum level . . . balanced line outputs . . . application as an a-f amplifier . . . all explained in the WA-54A bulletin, which is yours for the asking.



TEST AND MEASURING EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

TELEVISION TODAY

Decision on Color Video Starts Things Moving

When the Federal Communications Commission announced its rejection of the CBS application for commercial color television, the action was regarded as a vigorous tonic to trade activity in black-and-white video.

Manufacturers are announcing more new models. Dealers and distributors reported sell-outs of video sets on hand. More applications were being made for station permits, and additional cities became "television areas." More work was started on construction of new transmitters and studios. Audiences in the established tele cities began to reach more important proportions.

J. R. Poppele, president of the Television Broadcasters Association, in commenting on the decision by FCC, said that:

"As a result of the decision, the public can expect the production of television receivers to be accelerated greatly and that the number of applicants for commercial black-and-white television stations will be increased materially during the next few months."

Dr. Alfred N. Goldsmith, well known consulting engineer, made the statement that "Television prospects are now clear and assure rapid expansion, public acceptance and a bright future for commercial television . . . the clear-cut and salutary decision of the FCC has brushed away the gray overhanging clouds which have shadowed television's future."

GE Gets Video Dealers Started

First showing of the new General Electric television receiver and dealer appointment program has been held in Bridgeport, Conn., by David H. Fisher, radio sales manager, General Electric Supply Corp., of Connecticut. The meeting introduced the Model 801 television receiver, the first post-war General Electric direct view instrument, and acquainted Connecticut dealers with the method of distribution.

There will be two types of GE dealerships, Mr. Fisher explained:

"First, the servicing dealer, the type of retail organization which has complete shop facilities as approved by GE television engineers, and, most important, which is staffed by technical service personnel, adjudged proficient to handle completely video installation and service.

"Second, the non-servicer dealer will be that type of retail outlet which does not at the moment qualify as above, but will act solely in the capacity of a sales agency. In this case, however, a factory approved servicing agency will be provided."

One-Fifth of Sets Go to Chicago

"Within five years there will be an estimated 150 television stations in operation and more than 10,000,000 receivers tuning in on their programs," predicted Arden B. Rodner, Jr., president of Television Advertising Productions, Inc., at a television demonstration conducted by the Commonwealth Edison Co. before the Chicago Association of Commerce and Industry.

Mr. Rodner said the latest information indicates that manufacturers of television receivers expect to produce about 360,000 sets this year.

"Because of a campaign to promote television in Chicago that has been organized by the Electric Association," he reported, "manufacturers have agreed to allocate at least 20% of their total production to Chicago. That means we should get about 72,000 sets this year.

Those receivers will probably have an average price of \$500, so that means \$36,000,000 worth of new business for Chicago merchants.

"Also remember that television is all plus business, extra business. It will not detract in any way from any other industry. It is new business for dealers, distributors, manufacturers, their suppliers and everyone connected with them."

A feature of the demonstration was introduction of the newly-announced Stewart-Warner "Videorama" television receiver.

Jobber Buys Tele Time on KTLA

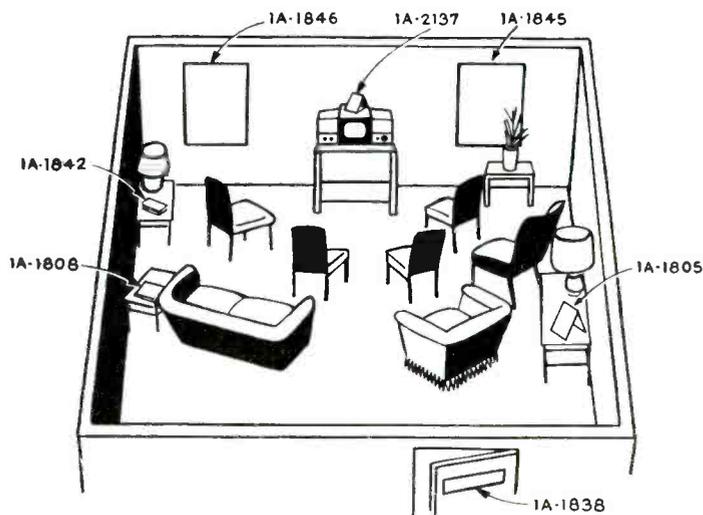
Kinney Brothers, Los Angeles, the Southern California distributors of Stewart-Warner television, radios and household appliances, has signed a contract with Los Angeles television Station KTLA, for an afternoon and evening spot announcement five days a week. Current Stewart-Warner television models are presented to the public via the shows.

This form of advertising is reportedly making a big hit with all of Kinney Brothers' dealers. The firm is believed to be one of the first distributors in the country to advertise via television.

"Big Picture" Sets in Many Cities

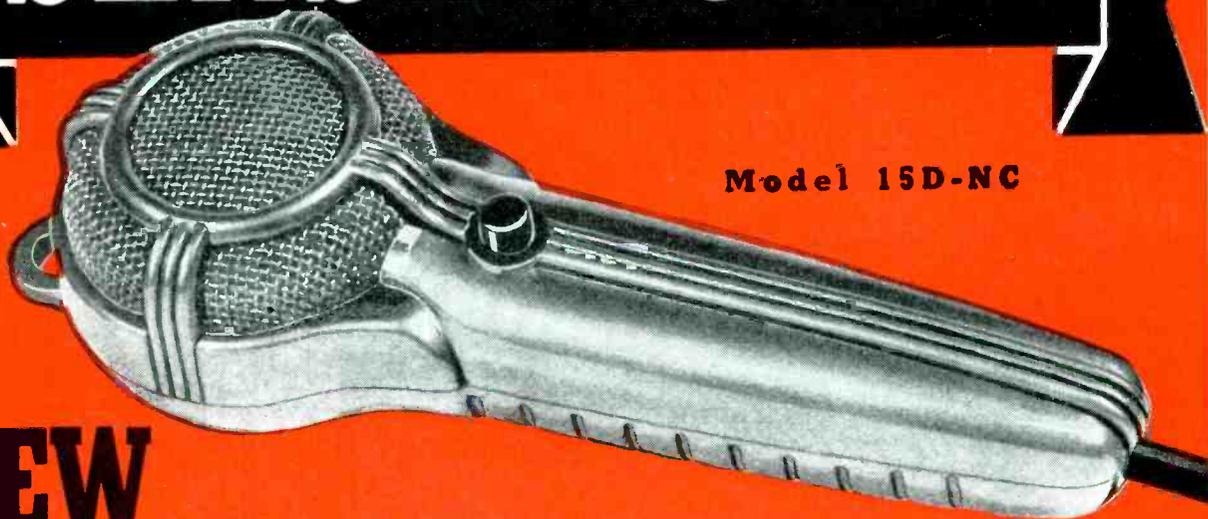
Deliveries of the "Big Picture" television units made by United States Television Mfg. Corp. have started in all the major television cities, according to word from Hamilton Hoge, president of the firm. He said that the sets with the 21¼" by 16" screen are now being installed in leading hotels, night clubs, taverns, etc., as well as many private homes in Washington, Philadelphia, Detroit, Chicago, St. Louis, Schenectady and Los Angeles.

Demonstration Room for Dealers



One of RCA Victor's nine layout ideas for retailers' television demonstration rooms is this "medium size" one—about 10 ft. by 12 ft. Number 1A-1846 is a wall chart on service policy; 1A-2137 is a double faced easel sign; 1A-1845 is another chart of all sets in the line; 1A-1805 is an information easel; 1A-1838 is a plastic streamer; 1A-1808 is a ring binder for catalog sheets and specifications; 1A-1842 represents rotogravure folders on the line.

SENSATIONAL



Model 15D-NC

NEW

Noise Canceling Microphone by **TURNER**

Transmits only when spoken to at close range

A new Turner development . . . Now factories, machine shops, engine rooms, trains, aircraft, etc., can have sharp, clear communications. Turner engineers have solved the problem of effective speech transmission under adverse noise conditions. The Turner Model 15D-NC is so expertly designed and balanced it amplifies only sound originating close to its specially engineered diaphragm. Random sound (noise) arriving from a distance strikes both sides of the diaphragm simultaneously and is canceled out. This new microphone transmits only when spoken to at close range from the front.

The LOUDER the noise—the BETTER the results
By speaking directly into the front side of the Turner Model 15D-NC clear cut results are achieved at ordinary levels of conversation. The din, clatter, and clang of machinery and other disturbances are canceled out. In fact, the higher the noise level, the more effective will be the results observed.

Designed for Convenience

The Model 15D-NC is a rugged dynamic built to stand severe operating conditions. It is housed in an attractive hand held case of light, tough alloy. When not in use, it may be hung on a hook. If desired, a "push-to-talk" thumb switch is built into the handle for on-off operation or relay work. Available in 50, 200, 500 ohms, or high impedance.

SPECIFICATIONS Turner Model 15D-NC

EFFECTIVE OUTPUT LEVEL: 56 db below 1 volt/dyne/sq. cm.

FREQUENCY RESPONSE: 50 to 5000 c. p. s.

OUTPUT IMPEDANCE: 50, 200, 500 ohms, or high impedance

DIRECTIONAL CHARACTERISTICS: Close talking only.

DIAPHRAGM: High quality corrosive resistant aluminum.

MAGNETIC CIRCUIT: High energy magnetic circuit with moving voice coil. Both sides of diaphragm exposed to balance out random sound.

CASE: Smooth, die cast alloy.

FINISH: Gray gunmetal enamel.

MOUNTING: Hand held. Hole provided at top of case for hanging on hook.

CABLE: 7 foot attached, single conductor, shielded.

DIMENSIONS: 7" long x 2 $\frac{3}{8}$ " wide x 1 $\frac{1}{2}$ " deep.

WEIGHT: Approximately 24 ounces.

OPTIONAL: "Push-to-talk" thumb switch for on-off or relay operation.

Also available as Model 15D semi-directional dynamic without noise canceling feature. Level: 56 db below 1 volt/dyne/sq. cm. Response: 40 to 7500 c. p. s.

*Visit the
Turner Exhibit at the
Parts Show Booth 49—
Stevens Hotel,
Chicago. May 13, 14, 15*

THE TURNER COMPANY

903 17th Street N. E., Cedar Rapids, Iowa

TURN TO TURNER FOR SOUND PERFORMANCE

Microphones licensed under U. S. patents of the American Telephone and Telegraph Company, and Western Electric Company, Incorporated. Crystals licensed under patents of the Brush Development Company



Have you these 5 sales advantages?

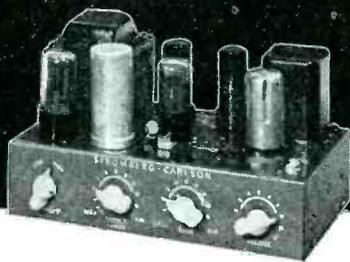
Every Stromberg-Carlson sound equipment distributor now has available these 5 sales advantages for you—5 profitable products with all the latest scientific features that sound equipment customers are looking for ... designed and manufactured with the same skills and experience that make the famous Stromberg-Carlson

radios, telephones and telephone switchboards.

What's more, Stromberg-Carlson dealers have had this profitable line for over a year!

Look these quality products over—then you will decide to carry the profit line ... Stromberg-Carlson natural-voice Sound Equipment.

1. AMPLIFIER, MODEL AR-37



Two input jacks, one provides equalization network for crystal pick up, the other may be bridged across 500-600 ohm circuits without change in level. Treble attenuation and boost, base boost, base compensated volume control, separate gain control and fidelity control give the finest in record and wired music reproduction.

2. EXECUTIVE TELEPHONE, INTER-COM, MODEL 6240



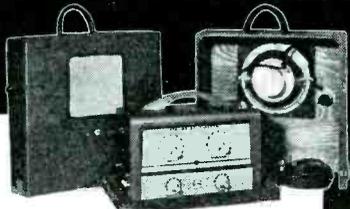
Serving up to twenty-five private master stations, this telephone inter-com gives instant, reliable and private communication as well as providing for telephone conferences. Other systems available to fit your specific requirements.

3. AMPLIFIED INTER-COM, MODEL IM-514



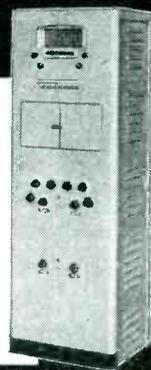
In a cabinet of English Brown Mahogany with coffee brown trim, this unit is supplied with either seven or fourteen station push-buttons. Operating on AC or DC current, it has separate controls for incoming and outgoing volume and a telephone-type press-to-talk key. Remote stations are available in the same cabinet finish and with the same high quality Alnico V reproducer as the master station.

4. PORTABLE SOUND SYSTEM, MODEL PS-32



Portable system in a three-section, compact case. 15 watt amplifier with one phonograph and two microphone inputs, two heavy duty Alnico V reproducers, and 25 feet of durable cord with connectors attached. One case has the reproducer receptacle for connecting in cascade. Underwriters approved.

5. SOUND SYSTEM, MODEL SS-750



A completely pre-engineered system. Incorporates AM-FM radio tuner, record changer, controls, provision for wired music, and 90 watts of audio-power divided into four output circuits. Wired for optional remote control turret. Rugged all-metal cabinet with glacier-grey finish. Underwriters approved.

Represents Emerson Radio in the West



Stanley Abrams

Now serving the factory, distributor and dealer interests in all California and western Nevada, Stanley Abrams, son of Max Abrams, treasurer of Emerson Radio and Phonograph Corp., is competing on the same level as the rest of the sales organization for an executive position in the future. Young Abrams, a veteran of Alaska and the Aleutians, where he served with the U. S. Air Forces, spent a year in training in the Emerson factory in New York, followed by several "conditioning" trips in the sales field.

Federal Telephone in Large New Factory

A quarter-of-a-million square-foot manufacturing plant in Harrison, N. J., featuring the latest facilities for the production of home radios and consumer appliances, has begun operation as the new home of the consumer products division of Federal Telephone and Radio Corp., manufacturing associate of International Telephone and Telegraph Corporation.

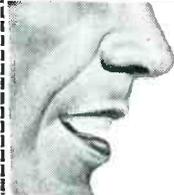
The structure which houses the manufacturing and administrative staffs of Federal's home receiver and appliance division faces Newark from the east bank of the Passaic River and is convenient to rail, water and highway facilities. Home receiver models are currently in production at the new plant, with additional assembly lines available as output increases. Eventually, radio production will be joined by numerous home appliances slated for manufacture by Federal.

Named Western Sales Manager for Eureka

John Burdick Lanigan has been appointed Western sales manager of the Eureka division of the Eureka Williams Corp., it is announced by George T. Stevens, executive vice-president.

Lanigan has long been identified with sales and advertising. Prior to joining Eureka he was a merchandising and advertising executive with Time, Inc.

Effective immediately, Lanigan will make his headquarters in the Eureka division offices located in the Merchandise Mart, San Francisco, Calif.



STROMBERG-CARLSON

NATURAL-VOICE  SOUND SYSTEMS



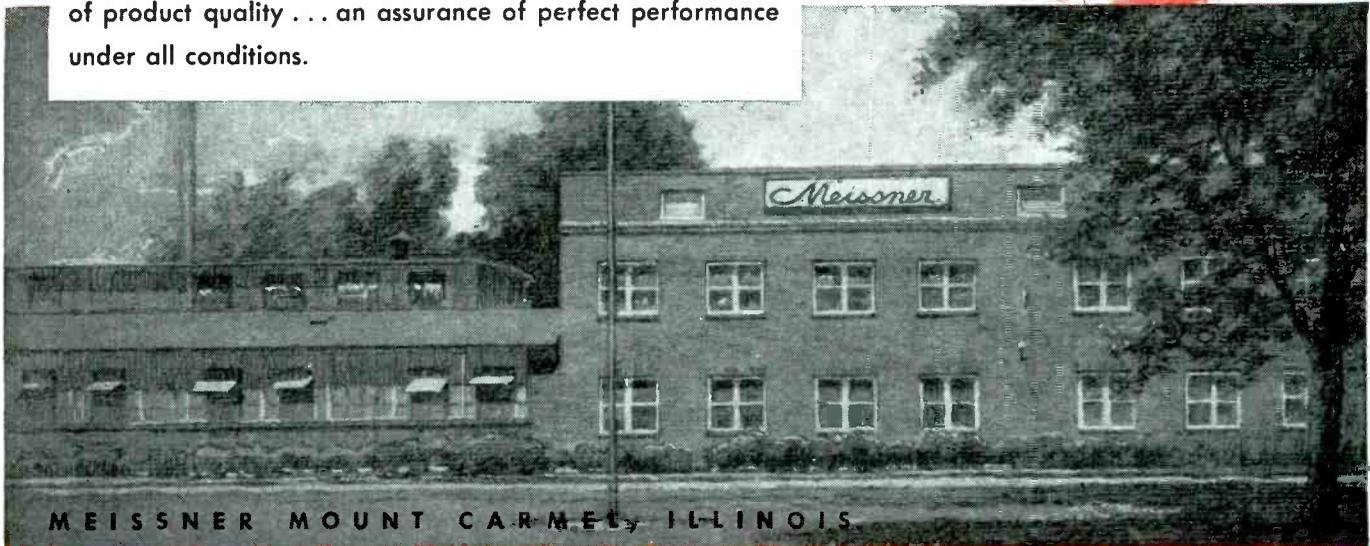
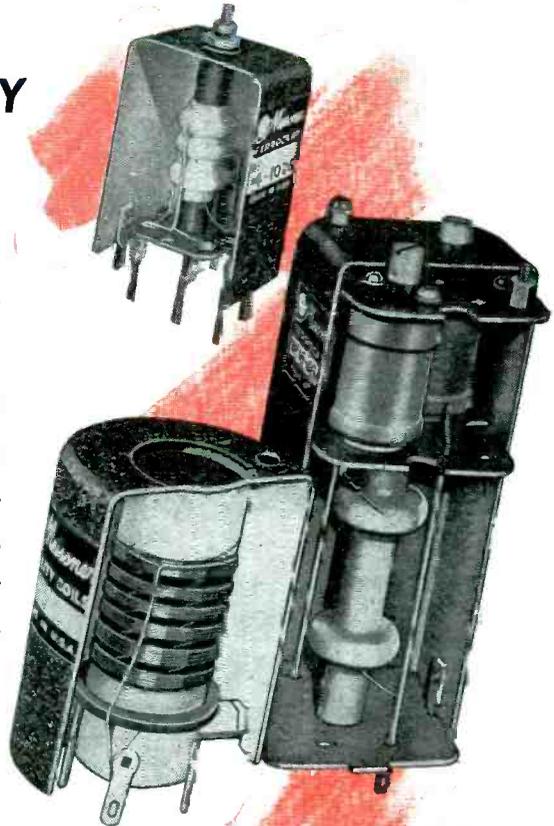
MEISSNER

FOR TWENTY-FIVE YEARS THE STANDARD OF COIL QUALITY

For over a quarter century the name Meissner has stood for the finest in electronic equipment. Founded in 1922 by the late William O. Meissner (famous for his outstandingly successful inventions in communications and electronics) this company has been the source of many new developments in the radio field.

First to build a complete line of jobber coils; first to design and build plastic IFs and to introduce Ferrous IFs, Meissner has long led in the development of fine coil equipment for every application. A pioneer in FM (holding the second license issued in this country) Meissner was also the first to manufacture radio receiver kits. The Meissner Signal Shifter is still the Number 1 requirement for the complete ham shack and the Meissner Analyst has saved thousands of man-hours for servicemen everywhere.

Today Meissner's original policy of aggressive research and development remains unchanged. Strengthened by 25 years of electronic manufacturing experience it is your guarantee of product quality . . . an assurance of perfect performance under all conditions.



MEISSNER MOUNT CARMEL, ILLINOIS

ELECTRONIC DISTRIBUTOR AND
INDUSTRIAL SALES DEPARTMENT
MAGUIRE INDUSTRIES, INC.
936 N. MICHIGAN AVENUE
CHICAGO 11, ILLINOIS

Meissner

EXPORT SALES DIVISION, SCHEEL INTERNATIONAL INCORPORATED
4237-39 N. LINCOLN AVENUE, CHICAGO 18, ILL. CABLE ADDRESS - HARSHEEL

FM Sales Highlights

Receiver Displays in Local Studios

Retailers and jobbers are part of a new FM sales plan being used in Charlotte, N. C.

Local Station WBT-FM is now on the air 7 hours daily, broadcasting from studios which are open to the public. In the WBT studios, Charlotte distributors of FM receivers rotate in a weekly display of new FM sets. Arrangements are made whereby visitors to the studio hear the FM broadcasts over the receiving sets on display. Dealer representatives are on hand to explain and demonstrate the FM receiver set operation.

Sees Vast Changes in Broadcast Sales

In an address for the Advertising Club of Washington, D. C., Hugh D. Lavery, of McCann-Erickson, Inc., spoke on "The Advertising Agency Viewpoint on FM" and said that frequency modulation "could cause a revolution in radio."

Mr. Lavery pointed out that "As FM grows in the next few years, two significant developments can be expected in radio . . . first, the great radio audience will be divided into more slices. More advertisers will get a shot at the large evening audience. As FM station coverage expands, more advertisers will be able to reach prospects by radio than was ever possible before. More smaller advertisers will be able to use radio as rates will be low on most FM stations by comparison with AM stations for some time to come.

"Second, with the competition for audience provided by the lower cost FM broadcasting, a new premium will be placed on programming. It will be pos-

sible to experiment with new talent. The public and incidentally, the advertisers, will be benefited.

"The result could be a revolution in radio—affecting both who can buy time and how they fill that time. This is the opportunity for FM broadcasters to develop their medium and for advertisers to get in on the ground floor with a new selling tool. To take advantage of this opportunity, the FM broadcasters on their part, should begin to improve their programming. A steady diet of phonograph records hardly furthers FM listening to the degree necessary for serious competition with AM radio."

FM on the College Campus Is Planned

A new plan to provide U. S. colleges with small low-powered, low-cost FM broadcast transmitters has been proposed to the FCC and the U. S. Office of Education by the General Electric Company's electronics department.

The company says that the establishment of such stations on a wide scale would encourage adult as well as student educational programs and help train thousands of students to help meet the demand developing for commercial FM station personnel.

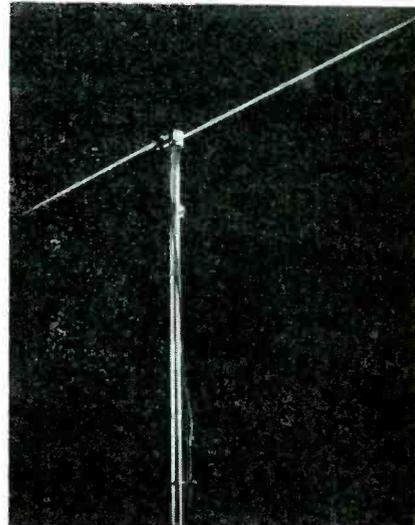
The diminutive FM transmitter, with an output of $2\frac{1}{2}$ watts, would provide a five or six mile range and could be received on standard FM receivers. This range is enough to cover most college campuses, fraternity or sorority houses and surrounding student homes with FM educational programs. The transmitter operates on no more electricity than is required for a three-way floor lamp, about 250 watts.

California Showing of Combinations



The Freed-Eisemann line of radio phonographs, of which FM is a feature, got its premier West Coast showing at the Western Merchandise Mart, San Francisco. Frank K. Ryan, Mart president, is shown congratulating Carole G. Hamilton, owner of C. G. Hamilton Co., Freed sales representatives.

New FM Antenna



Here is the Westinghouse FM receiver antenna called the "Stratovision" model—to retail at \$9.95. Features of the field-tested dipole include swivel base and aluminum masts and elements. It can be used with any receiver on the 88 mc. band.

Sell Proper FM Aerials, Bendix Official Urges

"FM is here to stay, but it's not a Utopian market," says J. T. Dalton, general sales manager for radio and television, Bendix Radio Division, Bendix Aviation Corp.

"These words are inspired by a realistic approach to the antenna market," explains Dalton, who wants to sell FM for its merits and not just to add sales.

"Don't sell FM radios without antennas when there is definite question about reception. Check your local FM stations for their primary broadcasting areas, then explain the antenna story whenever your prospect or customer lives beyond them. Insure his listening pleasure and you help assure FM's future in your market," the Bendix Radio sales head pointed out.

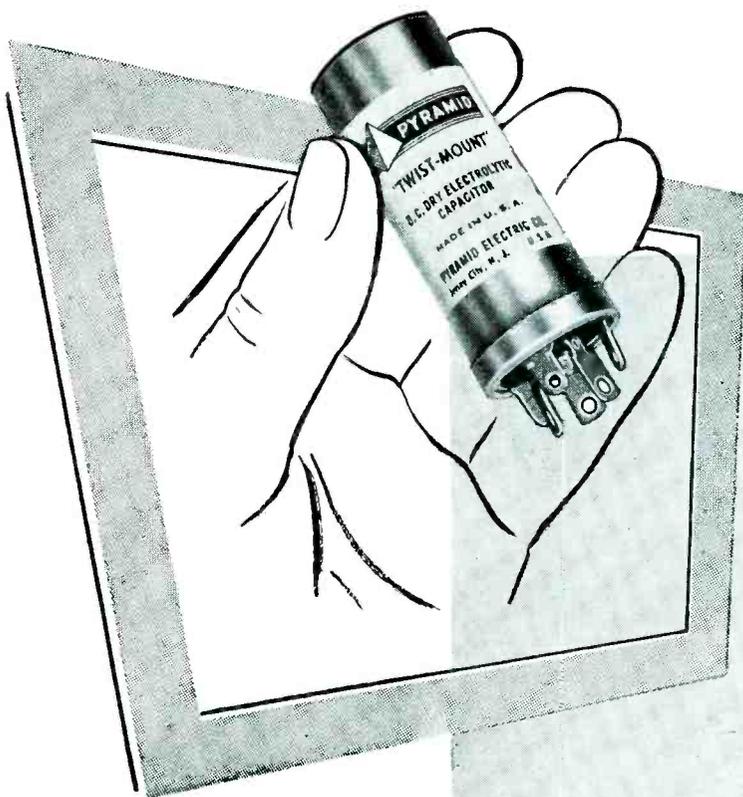
Mountjoy With Stromberg As Chief Radio Engineer

Garrard Mountjoy, former president of the Electronic Corp. of America, has been appointed chief radio engineer of Stromberg-Carlson Co. by Frederic C. Young, vice-president in charge of engineering and research.

Mountjoy previously was head of the licensee consulting section of the RCA license laboratory. He was at different times director of research and development at Lear, Inc., and chief engineer of Sparks-Withington Co.

new

 **PYRAMID**
"twist-mount"
ELECTROLYTIC
CAPACITORS

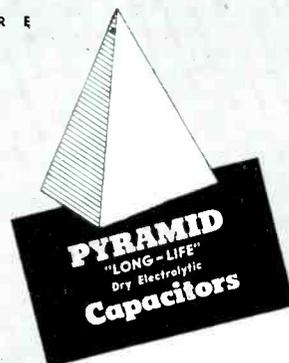


Here's the latest addition to
the Pyramid family—an
ultra-compact, high quality,
metal-sealed, easy-to-mount capacitor!
Pyramid Type TM units are
available in a wide range
of capacity and voltage ratings,
for every application.
And, like all other Pyramid
capacitors, they're modestly priced!

W R I T E F O R L I T E R A T U R E

P Y R A M I D
ELECTRIC COMPANY

JERSEY CITY 6, N. J.



1 Incomparable Radio Reception—thanks to Electronic's Exclusive Orthosonic System of Sound Reproduction.



2 Let's Play Records—a touch of a button, and the record-changer rises to easy-to-load position. Lid of the compartment stays horizontal . . . and a touch of the switch closes player compartment.



Rise and Shine

WITH

ELECTRONIC'S UNIQUE, NEW CHAIRSIDE RADIO-PHONOGRAPH

● Outstanding in Electronic's great new Orthosonic Radio line is the Model 710CB, Chairside Radio-Phonograph. There's nothing else like it! The electro-lift mechanism does the trick—a new, important sales feature exclusive with Electronic! Embodying Electronic's entirely new and exclusive principle of Orthosonic Sound Reproduction, by which the listener can adjust to suit himself the balance between the low and high tones, the Model 710CB is in a class by itself for big-volume, high-profit selling at the luxury level.

Equally attractive, each in its style, are the companion models to the Chairside

—the Model 710PC Apartment Console Radio-Phonograph and the Model 710W Table Model. All have these important, sales-making features:

- Orthosonic Sound Reproduction
- Built-in Bass and Treble Boosts
- Twin amplifiers with independent tone control
- Superheterodyne circuit
- 8 Tubes and 2 Rectifiers
- Handsome Dark Red or Blond Mahogany Cabinets

Electronic gives you complete coverage of market demand with 14 glorious models. Whether in the more expensive sets, or in the lower price range, each Electronic Radio has something special . . . something different . . . something new your customers want. That's why you'll want Electronic's Orthosonic Radios in your store! Write for catalog pages and complete information!



ELECTRONIC LABORATORIES, INC.
INDIANAPOLIS, INDIANA

Disc Profits

(Continued from page 80)

ern, hot jazz, hillbilly, as well as foreign language singles and albums.

Enric Madriguera has been signed to a long term recording contract with National Records. "The Music Ambassador of the Americas" National releases are "Jack, Jack, Jack," backed by "Made for Each Other," and "The Cowbell Song," coupled with "Guatemala." Other National waxings have been made by Charlie Ventura, "Moon Nocturne, Parts 1 and 2"; Billy Eckstine doing "Time on My Hands," flipover, "I Love the Loveliness of You," and Gatemouth Moore's version of "Love Doctor Blues," backed by "They Can't Do This to You."

Sonora has inked Warbler Ginny Sims to an exclusive contract. New Sonora discs have been waxed by Fred Meadows, the Singing Waiter. The sides are "When Your Old Wedding Ring Was New" and "When I Lost You" and "Once Upon a Time," coupled with "Dear Old Girl."

Add Waxings

Mercury Records has released the following: "Rhapsody in Blue" and "Kitten on the Keys," as done by Jack Fina; Anita Ellis warbling "Ask Anyone Who Knows," backed by "As Long as I'm Dreaming"; Glen Gray's rendering of "Time After Time," plus "Necessity"; Dinah Washington's "Mean and Evil Blues," backed with "You Satisfy." A Tony Martin disc has been released, "Dreams Are a Dime a Dozen" and "I Miss That Feeling."

Louis Prima's latest hit for Majestic Records is "Baciagaloop," paired with "Just a Gigolo." Other Majestic releases include: Eddie Howard's "My Adobe Hacienda" and "Midnight Masquerade"; Noro Morales' "Alo Alo" and "You Better Mind Your Mama"; Jan Peerce's rendering of "Because," flipover, "Oh, Promise Me"; The Twilight Three doing "As You Desire Me," plus "Pale Moon"; and Ray Dorey's "Mam'selle," coupled with "The Man Who Paints the Rainbow."

Rainbow Records is featuring several new albums. "Show Parade of 1946-47" features Larry Clinton and the Toon Timers in hit tunes from six Broadway musicals. New, "A Love Letter" album, starring Marshall Young singing six love tunes, contains a love letter on cover with actual space for purchasers to fill in names. Hit songs from the new Broadway musical, "Brigadoon," with Alfred Drake featured on the vocals, are contained in another new Rainbow album.



6AK5 CATHODE TYPE,
VOLTAGE AMPLIFIER

TUNG-SOL DEALERS

can't help talking about it!



"We radio service dealers have a problem all our own and it is getting more complicated every year as electronics become more general. In the old days we just serviced ordinary home receivers. Now we have FM, television, combination phonographs, portables and other electronic units that are becoming popular in every home. "As a Tung-Sol dealer I can get

advertising to build my business. Tung-Sol plans its advertising to help build the dealer's business and develop his prestige locally. Instead of concentrating the advertising on forcing consumer acceptance, and going around the retailer, Tung-Sol advertises

through the retailer . . . building him up while creating acceptance for Tung-Sol tubes.

"You know, Jim, I looked 'em all over during the war. I used anything I could get. I had to. But now I'm going to build my business on quality and service and for tubes . . . that means TUNG-SOL."



TUNG-SOL

vibration-tested

ELECTRON TUBES

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

Plastic Film Capacitors For Heavy R-F Current

The r-f current carrying characteristics of Plasticon Glassnikes using Type L plastic film was demonstrated at the recent New York IRE meeting by the Condenser Products Co., of 1369 North Branch St., Chicago 22, Ill.

This new unit has a Q of over 5,000, can be operated over the temperature range of -65°C to $+85^{\circ}\text{C}$, and occupies $\frac{1}{50}$ th the space of an equivalent upright bakelite cased mica capacitor. At the show, a 1500 mmf, 5000-volt d-c rating Plasticon LSG Glassmike measuring $\frac{3}{8}$ " OD x $1\frac{3}{16}$ " long was operated on one mc at five amperes. After 8 hours, the temperature rise was about 5°C .

Applauding New Appliances at Sales Conference



During the Universal distributor conference in Chicago, W. J. Cashman, right, director of promotion and publicity for Landers Frary & Clark, receives the congratulations of Peter Sampson of the Sampson Co., Chicago jobber. Others are Sampson staff members who attended the big sales meeting.

maximum customer coverage

with Oxford Speakers

ONE of the least discussed points in loudspeaker sales is how many customer requirements can be filled from a jobber's stock. Obviously the smaller the stockpile the Jobber must maintain to service his trade, the more rapid his turnover, and the more money he can make. The OXFORD SPEAKER line has been carefully engineered and designed with the thought in mind that it should serve the most customers with the least number of speakers. Hence it is the OXFORD SPEAKER line that provides Maximum Customer Coverage. This built-in MCC factor is why the better jobbers say, "OXFORD SPEAKERS, All Jobbers' Choice."

***OXFORD SPEAKERS/ALL JOBBERS' CHOICE**

Copyright, OXFORD ELECTRIC CORPORATION, 1947.

OXFORD ELECTRIC CORPORATION
3911 SOUTH MICHIGAN AVE., CHICAGO

***OS/AJC**



Music Industry Promotion Launched

A new "Promotion Program" for the music industry was officially launched at an organization meeting of the board of trustees held in Chicago, according to an announcement by William A. Mills, executive secretary of the National Association of Music Merchants.

Louis G. LaMair was elected chairman of the board of trustees. Selection of the other officers was delayed pending the naming of trustees to the board by organizations not represented at the initial meeting. NAMM's staff was designated as the administrative agency.

Attending the organization meeting were: Louis G. LaMair, chairman; Robert A. Hill, National Piano Manufacturers Association; Max Targ, National Association of Musical Merchandise Wholesalers; Robert H. Helfrick, Band Instrument Manufacturers; Jay Kraus, National Association of Musical Merchandise Manufacturers, and E. R. McDuff, NAMM.

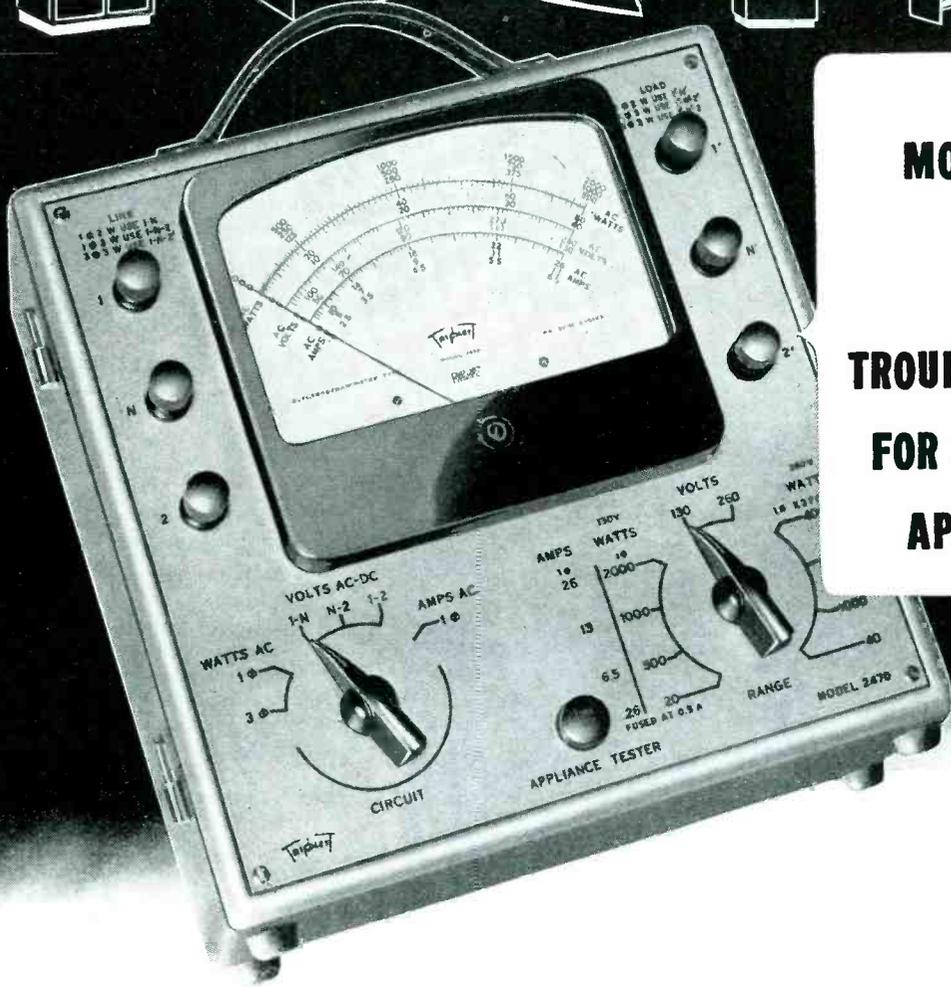
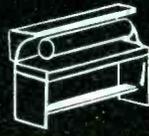
Newspaper Promotion for Anniversary Portable

Newspapers throughout the U. S. are carrying a new cooperative advertising campaign featuring the new Silver Anniversary Model 5D3 three-way portable set (see "New Radios" section of this issue) introduced by Garod Radio Corp., 70 Washington St., Brooklyn 1, N. Y.

Most of Garod's group of over 5,000 retailers are tying in with the promotion of the new portable—a $6\frac{1}{2}$ lb. unit finished in bright pastel colors. The receiver was designed to appeal to the summer vacationers and to the younger set, according to Garod officials.

JFD Wins Safety Award

The State Insurance Fund of New York has announced that the JFD Co., Brooklyn, N. Y. was awarded first place in the 1946 accident reduction contest in the light metal products group. Over 2300 companies competed in this contest.



★
MODEL 2470
The
TROUBLE-SHOOTER
FOR HOUSEHOLD
APPLIANCES

- **WATTMETER, AMMETER, AND VOLTMETER ELECTRICAL APPLIANCE TESTER CHECKS SINGLE PHASE 2-WIRE, SINGLE PHASE 3-WIRE, AND 3-PHASE 3-WIRE CIRCUITS**

Use this "trouble shooter" to measure wattage consumption, current and line voltage of all household appliances and small motors under actual operating conditions. Double-primary transformers and "Y" box resistors for accurate testing on lines with unbalanced currents or voltages. Just the tester for electric refrigerators, washers, radios, ironers, and other appliances. Power used by the smallest appliance is readily checked on the extremely low scale range of 0-20 watts (fused to prevent damage from accidental overload). All switches and leads are ample to carry full loads continuously.

- You need Model 666H Volt-Ohm-Milliammeter, shown at right—the handiest tester of all. Has A.C. and D.C. Volts at 1000 Ohms per Volt 0-10-50-250-1000-5000 (compensated copper-oxide rectifier provides for A.C. measurements); D.C. Milliamperes 0-10-100-500; Resistance 0-300 Ohms; 10 Ohms reading at center scale, 0-250,000 Ohms.



MODEL 666H



Triplet



ELECTRICAL INSTRUMENT CO. BLUFFTON, OHIO

Tube Sales to Be Counted by RMA-NEMA

A new market service, providing for the first time a complete statistical record of electron tube sales—and termed of major importance to virtually every member of the electronic industry—has been announced by the Radio Manufacturers Association and the National Electrical Manufacturers Association.

The NEMA statistical department will carry out the joint activity, which covers the sales by manufacturers of all tubes except receiving, X-ray and battery-charging types.

The industry-wide sales data will be compiled on a quarterly basis beginning with January 1, 1947. An over-all report also will be prepared for 1946.

New Wire Recorder on the Market



Sales reps of Webster-Chicago Corp. gather 'round for preview of new Webster Model 80 wire recorder. This portable unit with simplified controls sells for \$149.50 in the east; \$153 west of the Rockies. L. to r., A. S. Johnson, W-C sales engineer; William J. Purdy, San Francisco; Verner O. Jensen, Seattle, Wash.; and Ronald G. Bowen, Denver, Colo.

Merit Names Five New Representatives

At the Chicago plant of Merit Coil & Transformer Corp., the greatly increased manufacturing facilities have enabled the company to expand distribution of the standard line of Merit transformers. Sales manager, John I. Crockett, Jr., has announced appointment of the following additional representatives for the line: C. E. Anderson, Rockefeller Bldg., Cleveland 13, Ohio, for Ohio, West Virginia, Western Pennsylvania including Johnstown, and Covington and Newport only in Kentucky; Marty Camber, 30 Dongan Place, New York, N. Y., for New Jersey and New York; R. W. Farris Co., 406 W. 34th St., Kansas City 2, Mo., for Missouri, Iowa Kansas and Nebraska; Nickerson & Rudat, 383 Brannan St., San Francisco 7, Calif., for Northern California; Dale G. Weber, 7026 S. W. Capitol Hwy., Portland 1, Ore., for Oregon, Washington, Montana, Idaho and British Columbia.

Merit has also established an export division at 1607 Howard St., Chicago 26, Ill., under the direction of Dan. M. Ortiz.

Hospitality Booth Sponsored by "The Reps"

The New York chapter of "The Representatives" is already considering sponsorship plans for another "Information and Hospitality" booth at the next annual IRE convention. The action follows the unusual success of the unique booth which the Reps sponsored at the last such meeting in the Grand Central Palace, New York City. This booth featured a stenographer, all kinds of office and shipping room supplies, directories and a large number of miscellaneous hospitality services. All of it was free, except for the postage stamps, and the idea was applauded by dozens of guests.

Dan R. Bittan, chairman of the Rep's hospitality committee, is receiving further suggestions from the trade. His offices are c/o Bittan-Nevis Co., Inc., 53 Park Place, New York 7, N. Y.



See You in CHICAGO

We have set our sights on the Big Show because, in Chicago, we will give you a preview of our 1947 plans—show you products we're proud to offer under the Eastern Amplifier banner! . . . To complete the new units of our line, in which you'll be vitally interested, we have

established and expanded engineering forces with know-how, background and outstandingly successful experience. From here in—watch EASTERN for new and unusual sound equipment! . . . Eastern Amplifier Corporation, 734 East 140th Street, New York.

SEE YOU IN CHICAGO -- BOOTH 34

Stevens Hotel

Leon Alpert

William Lorenz

Gerson Lewis

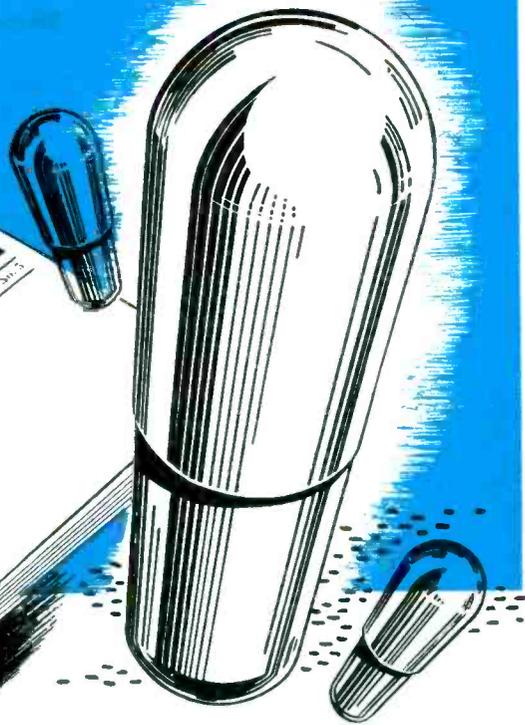
W. E. Macdonald

S. K. Lackoff



Profit-Building Ideas in Capsule Form

FREE
to SERVICEMEN



**GET ON
FREE MAILING
LIST NOW!**

"THE CAPACITOR" IS YOUR MAGAZINE—PUBLISHED SOLELY TO MAKE YOUR WORK EASIER—TO ADD DOLLARS TO YOUR INCOME!

With "Radio Service" signs sprouting on every corner, now is the time to establish *your* shop as *the* radio shop in your locality. How? By building a record of reliable work — fast, efficient service. That's why you need "The Capacitor".

★ ★ ★

This remarkable magazine makes servicing easier —helps you solve tough service problems—speeds up easy ones, by bringing to you every month a fresh supply of servicing hints and data.

★ ★ ★

Thousands of servicemen already are using "The Capacitor" to give them an edge on competition. Be the first in your territory to receive this valuable magazine — every month — absolutely FREE. **MAIL COUPON TODAY!** Cornell-Dubilier Electric Corporation, Dept. JD5, So. Plainfield, N. J.

YOU'LL READ ARTICLES LIKE THESE IN EVERY ISSUE OF "THE CAPACITOR". Here are some titles culled from recent issues: *How to Use Audio Oscillator and Signal Generator to Simplify Tests* — *Hum Elimination* — *New Requirements of FM and Television Servicing* — *Alignment of Superhets*. You'll find use for such articles as these in handling 9 out of 10 service jobs. Mail coupon NOW!

READ WHAT THIS SERVICEMAN SAYS. "I wish to thank you for mailing me 'The Capacitor'. The special items are of particular interest because of their easy reading and their simplification of complex circuits." This is typical of letters received every day.

SERVICEMEN'S ADS RUN FREE OF CHARGE. *The Trading Post* which appears in "The Capacitor" every month is your market place for buying, selling or swapping all types of electronic equipment. Use this C-D service to pick up that new signal generator you need — or to turn that spare tube tester into ready cash.

GET THIS COUPON IN THE MAIL TODAY



CORNELL-DUBILIER
WORLD'S LARGEST MANUFACTURER OF
CAPACITORS

MICA • DYKANOL • PAPER • ELECTROLYTIC

CORNELL-DUBILIER ELECTRIC CORPORATION, Dept. JD5
South Plainfield, New Jersey
Please enter my name to start receiving "The Capacitor"
at once — absolutely free.

Name.....

Firm.....

Address.....

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

I own my own shop. I am employed. (Please check one)

Reprinted from Radio and Television Retailing May • Service July 1947

Marshall New Ad Manager for Magnavox

Pierre F. Marshall has been named as advertising manager for The Magnavox Co., manufacturers of fine radio-phonographs, radio components, and audio-visual training aids, announces Frank Freimann, executive vice-president.

Mr. Marshall brings to Magnavox a widely varied background in advertising, public relations, journalism, and the graphic arts.

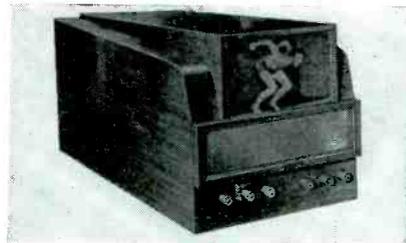
Magnavox advertising will continue to reflect the basic theme of quality established by the company's promotions for the past several years, with illustrations and copy demonstrating that Magnavox radio-phonographs are an investment in lasting

pleasure for the entire family. Additional dealer helps and services to further stimulate activity at the point of purchase are also promised for early distribution.

Contacts Distributors

Ralph Marks, President of Continental Electronics Ltd., 252 Norman Avenue, Brooklyn, N. Y., has just returned from a very successful trip throughout the country visiting the distributors of Continental's "Sky-Weight" line of phonographs and phono-combinations. In reporting on his trip Mr. Marks also stated that Continental is now ready to open distributorships in the New York territory as well as in several Midwestern States.

Cinema-Vision Video Set



The new Cinema-Vision table model television receiver is offered by Telesonic Corp. of America, 5 W. 45th St., New York City. It has a 7" tube, 30 sq. in. of screen, and retails at \$275. Installation is handled by the factory and there's a 1-year guarantee.

Two New Masco Reps

Arthur S. Detsch of Arthur S. Detsch Co., 234 Sherlock Bldg., Portland 4, Ore., has been appointed factory representative for Mark Simpson Mfg. Co., Inc., manufacturers of Masco sound systems and equipment. He will represent the Long Island City, N. Y. manufacturer in the states of Washington, Oregon, Idaho and the western half of Montana.

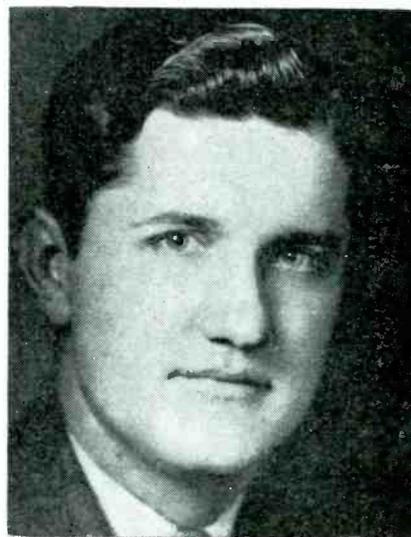
Felix Simon, P. O. Box 614, Denver 1, Col., has also been named as a Masco rep. He will cover the states of Wyoming, Colorado, Utah, New Mexico, Nevada (with the exception of Washoe County) and the eastern half of Montana.

Emerson Promotes Light

The appointment of Gerald Light as assistant director of sales and advertising of the Emerson Radio and Phonograph Corp. has been announced by P. G. Gillig, vice-president in charge of sales and advertising.

Mr. Light served as head of technical publications and as service manager of Emerson Radio, and, previously was with the advertising department of General Electric Co. in Schenectady, N. Y.

Majestic Divisional Manager



Lewis W. Reynolds is the new divisional manager in Southeastern U. S. for Majestic Radio & Television Corp. and Majestic Records, Inc.



GENERAL ELECTRIC TUBE CHECKER TYPE YTW-1

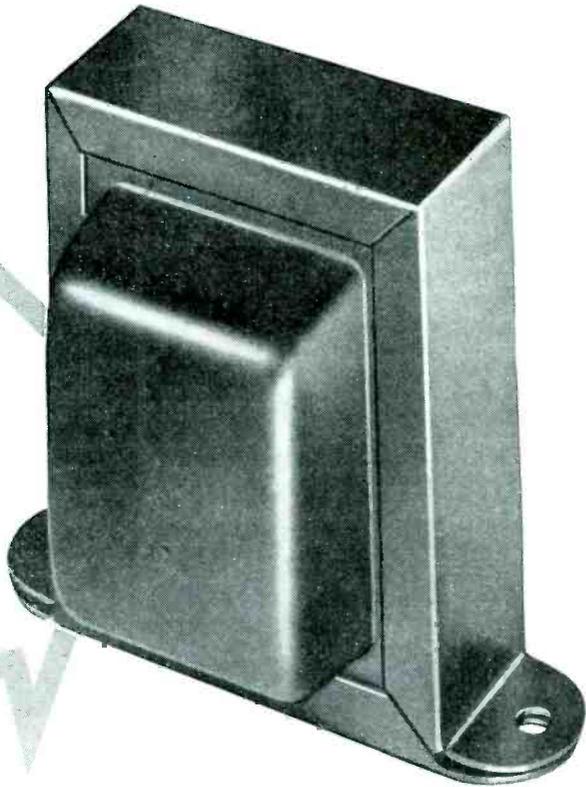
DOUBLE CHECK the features of this new General Electric tube checker—they'll click with every service man. Fast, accurate results save time—keep work moving.

- 4½" square meter with red and green sectors for easy reading.
- Four position switches.
- Large roll chart that lines up with the four position switches to give you the information you want at a glance.
- Checks all receiving type tubes.
- Each tube element can be switched independently of all others.
- Automatically gives positive indication of filament tube continuity without waiting for warm-up period.
- Leakage sensitivity (up to approximately 240,000 ohms).
- Spare pin jack providing for future tube types with two top caps.
- Green sector of instrument scale used for good indication of all tubes. (No arbitrary points need be chosen for diodes).
- Meets all RMA Standards.
- Portable, sturdy, steel case, with grey wrinkle-finish.

For additional information, write: *General Electric Company, Electronics Department, Syracuse 1, New York.*

GENERAL  ELECTRIC
164-F3

**Designed for
DOUBLE
DUTY**



Premium Quality SNC Transformers

Give MORE Applications... Cut Down Inventory Lines



Send for
the revolutionary
SNC catalog.
Only 10 pages!

Ordinary transformers designed for one or two highly specialized applications and unadaptable by construction to uses of a similar nature, extend inventories and tie up capital.

SNC transformers . . . known over the world for high quality and uniformly satisfactory performance . . . are engineered to eliminate the endless variety of sizes, shapes and restricted applications that prove so costly both to the manufacturers of electronic equipment and to the radio service dealer.

The entire SNC transformer line is fully described in the new SNC catalog of only 10 easy-to-read pages, yet is flexible enough to cover most electronic applications. Send for a copy of this booklet! A quick reading will convince you of the many advantages of the simplified SNC line.

**Remember! SNC gives MORE applications with
SMALLER inventories for GREATER profits!**

SNC MANUFACTURING CO., INC.
Quality Transformers
WEST LAKE AVE. NEAR LEHIGH • GLENVIEW, ILLINOIS

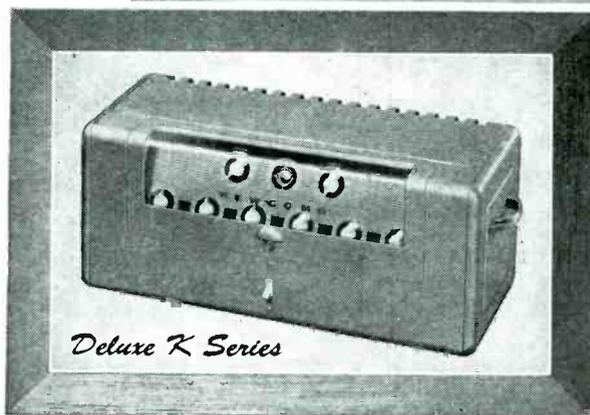
Sales Training Program Launched by Bendix

A sales training program designed to inject more efficiency and profit into the retail sales effort has been readied for launching by Bendix Radio distributors, according to J. T. Dalton, general sales manager for Bendix radio and television. "A good dealer is an asset to his community," says Mr. Dalton. He states that it is the firm's belief that dealers who cooperate with the Bendix distributors in this sales training program will erase more quickly the abuses of the seller's market and will do a service not only to themselves, but to the industry and community as well.



Leading radio stars are now being featured in national color advertising of Bendix Radio. Here, general sales manager J. T. Dalton (center) is shown with Earl L. Hadley (left), advertising manager, Fred Hatch (standing) and Hovey Hagerman of MacManus, John & Adams, Inc., the Bendix ad agency.

AMERICA'S TOP QUALITY AMPLIFIERS



Deluxe K Series

THE reputation for quality we have gained among sound equipment jobbers and users throughout the country is our most important asset. The performance of any Newcomb amplifier is convincing testimony to that reputation. We invite you to investigate the Newcomb line . . . compare with others, note what it can do for you, judge by your strictest standards. We know you'll agree that the Newcomb line is important to you, for its completeness . . . for quality . . . for its price range . . . for profit . . . for repeat sales . . . and for prestige.

See us at the
RADIO-ELECTRONICS PARTS SHOW
(Hotel Stevens, Chicago, May 11-16)
BOOTH #7



Dept. A, 6824 Lexington Avenue • Hollywood 38, California

Send for details of our complete line of sound equipment.

Named District Manager for General Mills

Dan W. Thompson has been named New England district manager for the Home Appliance Department of General Mills, it is announced by R. E. Imhoff, Division vice-president and manager.

Thompson succeeds Frank Clopeck, who resigned to re-enter the housewares business in New England. Before joining General Mills, Thompson was New York district manager for Proctor Electric Company since 1939. Prior to joining Proctor, he spent seven years with Landers, Frary & Clark, makers of Universal appliances.

Thompson's headquarters at New England appliance head for General Mills will be in Boston.

New GE Refrigerators

Two additional cubic feet of refrigerated storage space are made available to the American housewife by General Electric's 1947 line of standard space-making refrigerators, it has been announced by L. H. Miller, manager of the company's household refrigerator division.

Leader of the new line is a deluxe refrigerator that occupies the same amount of floor space as an average six-cubic-foot box, but which has a full eight cubic feet of storage capacity. This model, designated the ND-8, is now on sale at a recommended national retail price of \$259.75, Mr. Miller said.

Other models, are a six-cubic-foot refrigerator with the floor dimensions of an average "four"; low and medium-price eight-cubic foot refrigerators with the floor dimensions of an average "six" and one ten-cubic foot deluxe refrigerator with the floor dimensions of an average "eight".

Emery Vice-President

Roberts & Mander Corp., of Hatboro, Pa., makers of Quality ranges and steel kitchen cabinets, has announced the election of John H. Emery as vice-president and sales manager. W. B. Eckenhoff will continue as assistant sales manager.

SPRAGUE TRADING POST

SWAP—BUY OR SELL

FOR SALE—Supreme Publications most-often needed radio diagrams, 1928 thru 1940 complete. Sell entire set for \$5.50, parcel post prepaid. Maxim Appliance, 320 S. Central, Bartow, Fla.

FOR SALE—Clarion sig. generator CCB, hand calibrated range 60 kc. to 45 mc. Good condition. Austin Radio Service, 106 Hall St., Jamestown, N. Y.

FOR SALE—Supreme 504-A tube and set tester. Latest automatic push-button, like new; Hi-fidelity 14" speaker; 4-51 G.E. speakers; Jewell bakelite cased a-c 0-15 V. voltmeter. Robert R. Rossi, 429 Moore St., Philadelphia 48, Pa.

FOR SALE—Precision E-200 generator; 954-C tube and set tester, perfect condition. Tubes, one and two of a kind, many hard to get; condensers, other parts. Attractive prices. W. E. Clark, Box 365, Newport, Tenn.

SWAP—Rider Manuals 14 and 1-5; Rider's Sig. Traings; Pada '42 manual; photo facts 1-12; over 100 radio wiring diagrams. Want a good broadcast and S.W. receiver. R. B. Wollisroft, Garrison Rd., RD-R3, Vineland, N. J.

WANTED—New radio tubes: 1P6; 1F7; AC32; and 58's. Hollister Electric, Auttsville, Ont., Canada.

WANTED—Vols. 1 and 2 ('45 & '46) Radio Maintenance magazine, must be in good condition, not marked. Kurt Gabel, 241 2nd St., Pittsfield, Mass.

FOR SALE—Oil impregnated condensers four tap per unit: 2 mf., .5 mf., .3 mf. Under rated at 200 V d-c. Metal containers. Well known maker 24c each, one dozen \$2.50. No orders filled for under 4, you pay postage. Rolf Thorkildsen, 58 S. St., Le Roy, N. Y.

FOR SALE—Precision EV-10 portable vacuum tube volt meter, new, never used, in original carton, \$60 cash f.o.b. Also RF-UIIF probe for use with same \$15. A bargain. R. A. Dressler, 355 Front St., Millersburg, Pa.

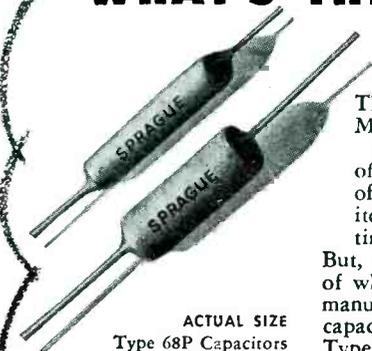
SWAP—16" exhaust fan in frame with motor; Rider Vol. 2, new; 7-MB meters new; 2-TB 35 tubes; HQ 120 receiver for good used Victor or B & H sound projector. G. D. Griffin, 222 Eddy St., Ithaca, N. Y.

WANTED—Used 110 V. generator, a-c or d-c, with or without engine, 200 to 2000 watts output, or a similar d-c to a-c or a-c to d-c 110 V. dynamotor with similar output. F. M. Sebok, 1469 Hiblish Ave., Akron 6, Ohio.

WANTED—Radio Service Dealer magazine for 1942, '43, '44, '45, '46. Will pay cash. Theo. L. Seybold, 610 Eye St., N.W., Washington, D. C.

SELL OR SWAP—New Warner brush electroplating outfit with extra accessories, \$80 value, only \$85, or Rider's, Sam's Photo Facts, radio tubes, parts or capacitor tester. What do you have for a trade? Frank's, 709 Darr, Parrell, Pa.

WHAT'S THIS ABOUT MIDGET TUBULARS?



ACTUAL SIZE
Type 68P Capacitors
Ranges from
.001 mfd. 400V to
0.5 mfd. 100V.

There's more about the new line of Sprague Type 68P Midget Tubular Capacitors than appears on the surface: They're the smallest, most dependable midgets yet offered for normal applications. They're the direct result of Sprague engineering expertise in developing capacitors for the famous VT fuse and other miniature wartime electronic assemblies. . . .

But, even more important, they offer concrete evidence of what you can expect from Sprague in the future. No manufacturer was called upon to engineer as many unique capacitor types for war equipment as was Sprague. The Type 68P Midgets are the first of these to be converted for everyday service and amateur radio use. Many more are coming.

Look to Sprague for the newest—and the best!

See us at BOOTH 89 at the Chicago Show!

SELL OR SWAP—Philco remote control. George Lutz, 144 N. Division, Buffalo, N. Y.

WANTED—Complete wiring diagram, and if possible, instruction sheet on Webber 60 tube tester. Joseph O. Miller, 2282 Loth St., Cincinnati 19, Ohio.

WANTED—IFD or other make auto radio cable cutting and swedging machine; auto radio fittings. Monitor Appliances, Box 403, Chillicothe, Ohio.

FOR SALE—Late models in new test equipment at reduced prices. Tube testers, volt-ohmmeter, Meissner analyst, 3" oscilloscope, RCP vacuum tube voltmeter. Radio Communications Service, 4475 Myrtle St., San Diego 5, Calif.

WANTED—Rider manuals Vols. 1, 2, and 3. Must be in good condition; 30-watt used mobile sound amplifier with speakers, mike, turntable for 6 V., 117 V. ac-d-c. Hoertz Radio Service, RFD 1, Randolph, Wis.

WANTED—Panel kit or control for Motorola auto radio to fit 1937 Chev. Also overhead speaker for 37 Chev. Interested in complete custom 57 Chev. auto set complete. L. Stein, 456 Bedford Ave., Mt. Vernon, N. J.

FOR SALE—Supreme vedolyzer. Contains

'scope, vacuum tube voltmeter, also has jack for phones. An ideal signal tracer, good condition, \$120. Bill's Radio Service, 105 N. Jeffers, North Platte, Neb.

WANTED—Rider manuals in good condition, must be reasonable. John J. Marsh, 4624 N. 19th St., Milwaukee 9, Wis.

FOR SALE—Precision 915 counter tube checker, practically new, in original carton. Cost \$84.41—will sell for \$70. Al's Sales and Service, 727 State St., Schenectady 7, N. Y.

WANTED—Vol. 11 Rider's or National Union Manuals. Colusa Automatic Co., Colusa, Calif.

SELL OR SWAP—C/R tubes 3AP1, 2AP1 with sockets; 6 amp. rectigon bulb; Selsyn motor; 6 V. d-c motor; condensers, oil-filled 1 mfd. 1000 V. d-c; potentiometers, 2500 ohm 100 watt, 3500 ohm 50 watt, 1000 ohm 25 watt; many others. Sell complete group for \$27.75 or signal generator. R. Keithley, 145 E. Clinton Ave., Roosevelt, N. Y.

FOR SALE—Magnetic type handset TS-10-N. Sig. Corps. 2 phones, \$15. H. Kanter, 1301 E. 57th St., Brooklyn, N. Y.

FOR SALE—550 assorted used and new tubes; speakers; mikes; parts; meters; transformers; resistors; chassis; pick-ups; record changer; used radios. All above equipment \$370, not sold separate. Priced for quick sale. H. McMasters, 1800 S. 26th St., Terre Haute, Ind.

FOR SALE—G.E. voltmeter 0-15 volts, new, \$1; Westinghouse 0-3 amp. ammeters, new, \$3.50 each. Neal Molby, 582 W. Chicago St., Coldwater, Mich.

WANTED—Television sets, kits; camera short wave receiver; test equipment. Sell, trade tubes at 60-70% off list, boxed and guaranteed. Other radio parts at equally low prices. Gershe, 147 Chester, 12, Brooklyn, N. Y.

WANTED—Circuit diagram of BTL model L tube checker. Will pay any reasonable price. Humbert Torres, 217 E 12th St., New York 3, N. Y.

POSITION WANTED—Technical radio-electronics; graduate of Mass. radio, telegraph school; 14 mo. Sig. Corps radio; 2½ years Navy ETM 2/c; amateur and 2nd class commercial radio-telephone licenses; in eastern Mass. I. Smith, 39 Prospect St., Milford, Mass.

FOR SALE—Established radio business, town of 1000, large rural trading area. Combination radio service-gift shop, large store, garage. Also 4 rm house, 3 acres

in suburbs available. Priced for quick sale, ill health. G. W. F. Field, 476 Greenwood St., St. Paul, Minn.

WANTED—2 Army surplus TG-14's. W. T. Rankin, Lockney, Tex.

SELL OR SWAP—\$60 worth of radio parts, excellent for beginner or shop; for cash or trade for automatic pistol, 32, 39 or 45 cal., or a Hallierafers S-39 receiver. Robert Vogeltanz, Wilber RFD 2, Nebraska.

WANTED—Radio City 309 tube checker; all kinds of test equipment; amplifiers; parts, etc. State age, make, model number, description, condition, price. Adams, 206 10th St., Lorain, Ohio.

FOR SALE—Radio Service business. Well equipped shop. AM, FM oscillators, (Supreme); vacuum tube voltmeter & 7 other test units, factory made; all Rider's manuals; stock; tools; equip. worth \$5000. Sell for \$10,000. Include 8 rm. house, garage, shop, ¼ acre, \$20,000. Located here 24 years. Grocott Radio Service, Box 170, Ocean Grove, Mass.

FOR SALE—Superior 1280 tube and set tester in handy leatherette portable case. Charts and schematic diagram included, \$25. Harry Galewaki, 452 Muln St., Winona, Minn.

WANTED—Rider Manuals Vols. 8 to 11 and abridged 1 to 5. Theodore Lohr, 140-28 247th St., Rosedale, L. I., N. Y.

WANTED—Inverter to change 32 V. d-c to 110 V. a-c. 60 cy., 180 watts continuous output. Paul H. Achterburg Radio Service, Oconto, Neb.

FOR SALE—Weston capacity meter 664, new condition. August Friel, 885 Cone Pl., Apt. 2A, Glen Hazel Hgts., Pittsburgh 7, Pa.

SELL OR SWAP—Waterman pocketoscope S-10-A. Bought in November '46. Want a good signal tracer or Rider Manuals. James McTae, 163 South St., Jersey City 7, N. J.

FOR SALE—Entire stock of new U. S. Army surplus walkie-talkies, \$25 each. Chase Radio Service, Sun Prairie, Wis.

FOR SALE—Amplifier for public address or phono. Rated output 14 watts. Has one mike and one phono input. Slightly used, but in good condition. A bargain at \$30. James E. Kietzer, 2035 W. Berwyn Ave., Chicago 25, Ill.

FOR SALE—RCA Victor recorded MI-12701 in first class condition with good RCA mike and sapphire cutting needle. Sommers' Song Shop, Proplestown, Ill.

YOUR OWN AD RUN HERE FREE

The Sprague Trading Post is a free advertising service for the benefit of our radio friends. Providing only that it fits in with the spirit of this service, we'll gladly run your own ad in the first available issue of one of the six radio magazines in which this feature appears. Write CAREFULLY or print. Hold it to 40 words or less.

Confine it to radio subjects. Make sure your meaning is clear. No commercial advertising or the offering of merchandise to the highest bidder is acceptable. Sprague, of course, assumes no responsibility in connection with merchandise bought or sold through these columns or for the resulting transactions.

Send your ad to Dept. RRT-57

SPRAGUE PRODUCTS COMPANY
North Adams, Mass.

(Jobbing distributing organization for products of the Sprague Electric Co.)

ASK FOR SPRAGUE CAPACITORS and *KOOLOHM RESISTORS by name!

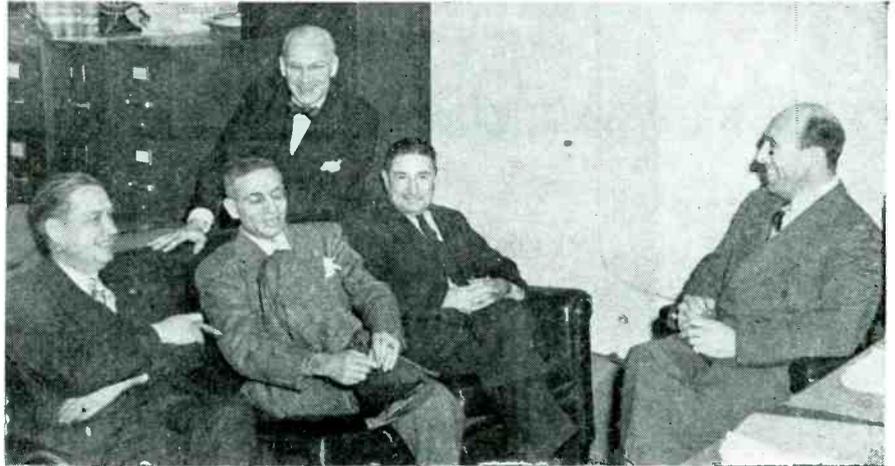
* Trademark Reg. U. S. Pat. Off.

Cooperation Urged for Worthy Cause

Each year during the week of Memorial Day the Veterans of Foreign Wars of the United States conduct their National sale of Buddy Poppies, made by disabled and needy ex-service men patients in government hospitals.

The V. F. W., the "Gold Stripe" organization, all of whose members have seen service overseas or in hostile waters, believe that this annual appeal is a means of giving tribute and honor to those who have fought the battles of their country. It affords, too, the opportunity of a practical and patriotic program of relief and welfare activities among disabled and needy veterans and their dependents.

See How Sams Photo Fact Folders Are Put Together



Attracted by a common interest in the increased sale and better use of radio replacement parts, S. L. Chertok, below, Y of Solar Mfg. Co., and above A, from left to right, Vic Mucher of Clarostat, Charles Golenpaul of Aerovox, Austin C. Lescarbours, advertising agency executive, and Harry Kalker of Sprague recently visited Howard W. Sams, seen standing, at his Photo Fact Folder headquarters in Indianapolis. Highly satisfied with their examination of the laboratory in which newly marketed receivers are studied, photographed and charted for the compiling of service data, these officials of well-known parts manufacturing firms continue to be among the sponsors of the handy Photo Fact Folders.



THE NAME OF GROWING IMPORTANCE IN SOUND EQUIPMENT

THE MASCO line has earned a unique position in the sound field.

Standard component parts of nationally advertised manufacturers are used in the manufacture of Masco equipment . . . the same parts that you regularly merchandise . . . none but the finest!

Superior engineering and precision manufacture are the key to Masco performance. High factory morale, extensive inspections and executive know-how play their role in maintaining Masco quality.

And of highest importance is Masco's VALUE concept. In building for the future we believe that the widest use of sound equipment can result only from a pricing policy that expands the market to the greatest possible number of users.

Compare Masco values with those of ANY other line.

MASCO

MARK SIMPSON MANUFACTURING CO., Inc.
32-28 49th Street, Long Island City 3, N.Y.

SOUND SYSTEMS and Accessories

RAvenswood 8-5810-1-2-3-4



Television Sets for Taverns

Bace Television Corp., Green Leuning Streets, S. Hackensack, N. J., has announced a new line of Tavern and Club model television receivers. The line includes a standard unit, a master unit and remote units for multiple installations. All models are adaptable to either a 147 sq. inch or 236 sq. inch direct-view picture. All 13 channels are tuned by means of bandswitching, and all covers are locked to prevent tampering. Prices begin at \$1650.

Merchandise Manager

Along with the enlargement of their electrical appliance section, Crown's store at 222 S. Wabash Ave., Chicago, has announced the appointment of Edward J. Bertrand as merchandise manager, with complete charge of the operation of the entire store.

Mr. Bertrand announced the appointments of Loren Lock as manager of the home appliance section, Douglas Goldner as manager of the radio department, Celeste Greenberg in charge of the record department, and Howard Godfrey, manager of the service department.

Glamour at Night



How the ladies can dress on the coldest evenings if aided by an electronic blanket, is indicated here by the lingerie designer Thea Tewi. Designs were inspired by the Simmons unit.

National Music Week Celebrated May 4-11

Celebration of National Music Week, May 4-11, is now under way, with the 34 sponsoring organizations bringing the activities to a climax. The event is being observed throughout the U. S. by retailers, radio stations, schools, parent-teacher groups, churches, music teachers, civic clubs, hospitals, newspapers, magazines, theaters, factories, libraries, advertising agencies, etc.

Many radio dealers are holding "open house" in their stores, using Music Week window displays, taking part in special programs, and cooperating with all local music groups to help put the event over and to establish their stores as musical centers.

Extensive sets of appropriate promotional materials were being sent out by the National and Inter-American Music Week Committee, 314 Fourth Ave., New York 10, N. Y.

Jobber Division Moved

Marion Electrical Instrument Co., Manchester, N. H., manufacturers of precision electrical instruments and electronic induction soldering units, has announced that the jobber division of the company is now located at the Manchester address.

Jobber's Jumbo Sign



A huge neon electric sign at the entrance of the new showrooms of Emerson Radio of Pennsylvania, Inc., has attracted wide attention. Each face of the sign is 25 ft. long by 20 ft. high.

Every Radio Serviceman Needs This New **FREE**

AC-DC BALLAST TUBE MANUAL

JFD's new 68-Page Ballast Manual is a treasury of information for Radio Servicemen and Dealers — AND ITS' FREE!

10,000,000 radios now in use employ plug-in ballasts. Eliminate guesswork when replacing — consult the JFD Ballast Manual. It lists:

1. More than 3000 radio ballasts.
2. AC-DC ballasts for fluorescent lights & electrical appliances.
3. Stepdown ballasts, 220 to 110 V.

Servicemen: YOUR FREE COPY of this book (value \$1.50) is now ready for you. To obtain it, merely mail in to JFD factory twelve flaps from JFD Radio Dial Belt envelopes; include 10¢ in postage to cover mailing cost. This book is also included in JFD Belt Kits B25A, B50A, B100A. (Buy your JFD belts and belt kits from your nearest parts jobber).

No radio service shop can afford to be without this complete and essential source of information on Ballast Tubes. Send for YOUR copy today!



J.F.D. MANUFACTURING CO.
4109-4123 FORT HAMILTON PARKWAY, BROOKLYN 19, N. Y.



MODEL 718A

THE NEW **SHURE**
"VERSATEX"
CRYSTAL MICROPHONE

Is Tops Any Way You Use It...

IN YOUR HAND

ON YOUR DESK

ON A FLOOR STAND

Never before did \$10 buy so much microphone value as this.

LIST PRICE . . . \$10.00

**FOR HOME RECORDING —
COMMUNICATIONS — PAGING SYSTEMS
— LOW COST PUBLIC ADDRESS**



Patents applied for by Shure Brothers. Licensed under the Patents of The Brush Development Company.

SHURE BROTHERS, INC.

Microphones and Acoustic Devices
225 West Huron Street Chicago 10, Illinois
Cable Address: SHUREMICRO

Emerson's Big Promotion for Its Retailers

The Emerson Radio & Phonograph Corp. has launched an extensive factory-distributor-sponsored promotion in behalf of all dealers alike.

The newspaper campaign employs a series of 1,000- and 800-line ads in more than 300 cities, featuring new 1947 models and urging calls on "nearest Emerson Radio dealers." The theme is "Better Style, Tone, Performance and Value" and the models illustrated start with the "world's smallest AC-DC superheterodyne" at \$19.95. Included are compacts, portables, phonoradios, pocket receivers, electric phonographs and recorders in a wide range of prices.

Continues Parade of New Radio Products



In a new summary of pioneering work done in producing parts for the radio service field by Julius Finkel, president of JFD Mfg. Co., the firm has listed such products as telescopic antennas, A-B-C ballasts, the Remote-O-Cable replacer, flexible auto radio cable and fittings, Universal line cord, radio dial cable, Handy Spool line of cables and cords, universal-mounting roof antenna, etc. All these were in addition to his "Daniel Boone" work in his well known dial belts. He is shown at his desk with his two sons, Al (left) and Eddie, who serve as sales manager and production manager, respectively.

**NEW!
MASCO
BUILT**

**MODERN
DESIGN
1947 STYLING**

**GREAT
POWER
WITHOUT
DISTORTION**

**LIGHT
WEIGHT
EFFICIENT**

**QUALITY
COMPONENT
PARTS**

FRONT BACK

5 STAR VALUE

**MODEL MAP-105
PORTABLE MUSICAL
AMPLIFIER ... 5-WATTS**

This compact system with its 5 watts of power is MASCO's answer to the needs of the musical student. Its two mike inputs for voice or instrument make it adaptable to P.A. work such as Chamber of Commerce and American Legion functions, auction rooms, small night spots, etc. Self-contained in a two-tone carrying case with top mounted panel control for convenient operation. Safety fused circuit, on-off switch, pilot light, heavy duty 8" Alnico V P.M. speaker.

List price less tubes **\$44.65**
Kit of Matched Tubes, list **\$5.30**
Add 5% West of Rockies

Contact your local Masco distributor for immediate delivery. For descriptive literature or other information write direct to factory.
Dept. D.

MASCO

MARK SIMPSON MANUFACTURING CO., Inc.
32-28 49th Street, Long Island City 3, N.Y.

SOUND SYSTEMS and Accessories

RAvenswood 8-5810-1-2-3-4

Expands into Second Modern Factory

Tele-tone Radio Corp. has now acquired a second manufacturing plant at 540-550 W. 58th St., New York City, according to an announcement by S. W. Gross, president of the firm.

"Acquisition of additional factory space, personnel, and equipment," Mr. Gross said, has been necessary for some time to meet the rising orders for Tele-tone models. Our sales now are about 100% over comparable figures during the last quarter of 1946. Greater availability of parts and raw materials also makes plant expansion at this time a sound venture economically and financially," Gross stated.

The new factory is already in full production and is equipped with "the most advanced radio manufacturing equipment and mass production machinery." In line with company's announced policy of manufacturing sets at lower prices, the Tele-tone engineering staff and laboratory personnel have been provided with additional space and personnel.

The firm is now producing a new three-way portable set selling for \$29.95.

Landis with Solar

The naming of B. C. ("Cliff") Landis as industrial distributor representative for Solar Capacitor Sales Corp. in metropolitan New York and northern New Jersey, has been announced by W. C. Harter, vice-president.

Mr. Landis has been in radio parts for the past 20 years, during 18 of which he was connected with Burgess Battery Co., the last seven as eastern division manager. His office is at 1472 Broadway, New York 10, N. Y.

Sound-on-Wire Recorder



Model B Powell wire recorder, first of five Wi-Recorder units in the line, is announced by R. C. Powell of R. C. Powell & Co., 57 William St., New York, as the first such unit to hit mass production. The firm is sales representative for WiRecorder Corp., Detroit, Mich.

RMA Set for Annual Conclave in Chicago

FCC chairman Charles R. Denny has conditionally accepted an invitation to be the guest speaker at the RMA luncheon on June 12th, during the 23rd annual convention of the Radio Manufacturers Association at the Stevens Hotel, Chicago, June 10-12. Plans for the big event have been completed by the RMA convention committee headed by Leslie F. Muter, RMA treasurer and past president and president of The Muter Co., of Chicago.

All RMA divisions and major committees will meet during the three-day Chicago session, and new Officers and some new directors will be elected. A large industry banquet, the first since 1941, will conclude the meetings on Thursday, June 12. Prominent industry and government officials will be invited to the banquet, and a nationally known speaker is expected to be announced shortly.

President R. C. Cosgrove, who is retiring after three years of service, will preside at the RMA membership luncheon and meeting of the retiring board of directors. Following election of the new officers and directors the new board will convene.

Divisions which will hold meetings during the convention and their chairmen are: set division, Paul V. Galvin, president of the Galvin Corp., Chicago; parts division, J. J. Kahn, president of the Standard Transformer Corp., Chicago; tube division, M. F. Balcom, vice-president of Sylvania Electric Products Inc., Emporium, Pa.; transmitter division, S. P. Taylor, Western Electric Co., New York; and the amplifier & sound equipment division, H. W. Bennett, General Electric Co.

The annual RMA convention golf tournament will conclude the events on Friday, June 13, at the Calumet Country Club.

Kaufman Appointed

The appointment of Jess Kaufman as comptroller and assistant secretary of Air King Products Co. Inc., division of Hytron Radio & Electronics Corp., has been announced by David H. Cogan, Air King president. Mr. Kaufman was formerly chief accountant, the position he has held since joining the company in 1946.



MODEL "A" PERMA-POWER

(Successor to
Porto-Power)

Help your customers
take advantage of the High Line . . .
Convert 1½ volt Battery Radios to All-
Electric Operation with

✓ GUARANTEED ELECTRICALLY FOR 3 YEARS
✓ SELENIUM RECTIFIERS. NO TUBES

Radio Plays Immediately

Visit
us at
Booth 63 at
the Radio
Show

Made and Guaranteed by

GENERAL TRANSFORMER CORPORATION

1250 WEST VAN BUREN ST. CHICAGO 7, ILL.

A FLANAGAN SCOOP!

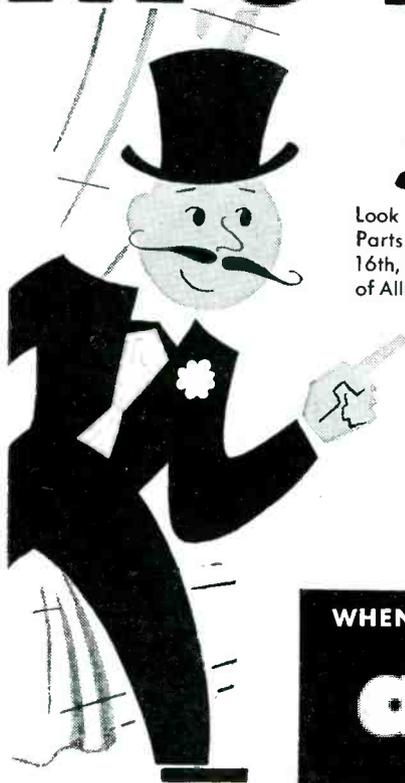
Radio-Phonograph Combination

| | |
|-------------------|----------------|
| 5 TUBES | TO RETAIL AT |
| SUPERHET CIRCUIT | \$37.50 |
| 5" ALNICO SPEAKER | YOUR COST |
| BUILT-IN AERIAL | \$23.96 |
| CRYSTAL PICKUP | |



FLANAGAN RADIO CORP. We ship
N.E. Corner 7th & Chestnut Streets, Philadelphia 6, Penna. anywhere
AMERICA'S LARGEST STOCK OF RADIO TUBES

MOTORS



SEE US AT THE
Show BOOTH No. 123

Look for the Alliance Mfg. exhibit at the Radio Parts & Electronic Equipment Show, May 11th to 16th, Stevens Hotel, Chicago. See the complete line of Alliance Phonomotors for Record Changers, Record Players and Radio Combinations. Alliance representatives will be glad to meet all of their old friends and new ones, too!

**ALLIANCE PHONOMOTORS
ALLIANCE POWR-PAKT MOTORS**

Constantly expanding capacity and improved designs will assure Alliance's No. 1 position in the radio industry for the famous line of Phonomotors used to drive turntables, record changers and radio tuning devices. Also, new Powr-Pakt motors in both shaded pole induction and split-phase resistor types will be produced for continuous or intermittent duty to power all kinds of controls.

WHEN YOU DESIGN... KEEP

alliance

MOTORS IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO
Export Department, 401 Broadway, New York 13, N. Y., U. S. A.

Wanamaker Joins the Associated Stores, Inc.

H. A. Brennan, vice-president and general manager of Associated Stores, Inc., has announced the appointment of Duane Wanamaker as advertising director for



Duane Wanamaker

this well known group of Florida retail establishments.

Mr. Wanamaker is a prominent figure in the radio and appliance field, having directed numerous advertising and publicity campaigns which have attracted nationwide attention.

Going with the Grigsby-Grunow Co. of Chicago when it was a small struggling concern, Mr. Wanamaker set in motion an advertising program for the company which soon made Majestic Radio famous as the "Mighty Monarch of the Air" throughout every country in the world. At the height of these operations he was spending as much as four and half million dollars a year on Majestic publicity, and the company was doing over a hundred million dollars' worth of business annually.

In commenting on this appointment, Welburn Guernsey, president of Associated Stores, stated, "I have been striving for the past two years to surround myself with an organization of 'top-flight' executives, many of whom have become affiliated with our company during this time. Mr. Wanamaker is a welcome addition to our executive staff because of his wide and diversified activities in the field of radios, appliances and musical instruments."

Evans District Manager

Appointment of Robert M. Pettigrew as eastern district manager for the heating and appliance division, Evans Products Co., Plymouth, Michigan, is announced by R. B. Evans, vice-president in charge of the division.

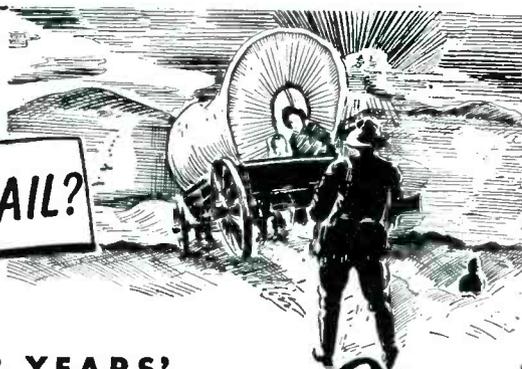
Pettigrew's territory will include Michigan, Indiana, Kentucky, Tennessee (except Memphis), Pennsylvania, West Virginia, New York and the New England states. He will maintain offices at Evans main plant, Plymouth.

WHY BREAK TRAIL?

CASH IN ON 28 YEARS' PREFERENCE FOR

Selling Lenk soldering equipment is easy because of Lenk's 28 years of leadership! The dependable quality built into Lenk Blotorches, Electric Soldering Irons and Solder has won customer goodwill everywhere.

Lenk products are available now in quantity to meet the demand. Reliable, uniform quality and an expanding national advertising program have kept the road to profits open — why break trail?



Lenk



BLOTORCHES



SOLDER



ELECTRIC SOLDERING IRONS

Lenk ★ ★ ★
THE MFG. COMPANY

DEPT. S, NEWTON LOWER FALLS 62, MASS.
★ ★ Manufacturers of Soldering Equipment Since 1919

Neal Heads West Coast Westinghouse Operation

Robert A. Neal, vice-president of the Westinghouse Electric Corp., has been named general manager of the company's expanding Pacific Coast operations, according to Gwilym A. Price, Westinghouse president.

Appointment of a chief executive officer for the Pacific Coast, reporting directly to the president, is dictated by expansion of the company's operations there and involves no change in the personnel or duties of those now in the company's employ in that section. Westinghouse at present is completing lease arrangements to operate the Sunnyvale, California, plant of the Joshua Hendy Iron Works. Other West Coast Westinghouse plants are located at Los Angeles and Emeryville, California, Portland, Oregon, and Seattle, Washington.

New Plug-In Tuner by Packard-Bell

A new "plug-in" FM tuner unit has been announced by Howard D. Thomas, Jr., executive vice-president and general manager of the Packard-Bell Co., Los Angeles. The firm says "the tuner can adapt any radio to receive frequency modulation broadcasts . . . On radio-phonographs, the phonograph plug is removed and plugged into the tuner, then the tuner cord is plugged into the phonograph socket on the set. On other radios the tuner is attached in the same way by first installing an inexpensive phonograph plug and socket in the sets".

GE Has New Freezer

Answering the demands of people who need a bigger home freezer, General Electric is now in production of an 8-cubic-foot chest-type freezer that fills all the requirements of the average family.

According to L. H. Miller, manager of the GE household refrigerator division, the new model, designated the NA-8, holds 280 pounds of assorted frozen food. Recommended national retail price has been set at \$299.75.

Bright Light Reps

Two new sales representatives have been appointed by the Bright Light Reflector Co., Inc., Bridgeport, Conn., manufacturers of fluorescent and incandescent lighting equipment. Harry A. Miller will cover the states of Arkansas, Oklahoma and Texas. His office is in Dallas, Texas. Donald S. Gleason, Seattle, Wash., has been assigned a territory embracing Idaho, Oregon and Washington.

Insuline Offers Ignition Suppressor Counter Box

A new auto radio accessory line has been produced by the Insuline Corp. of America, Long Island City, N. Y., and packaged in a counter display carton for self-help selling. Instructions are supplied with each unit set, containing capacitors and suppressors to match a given old or new car.

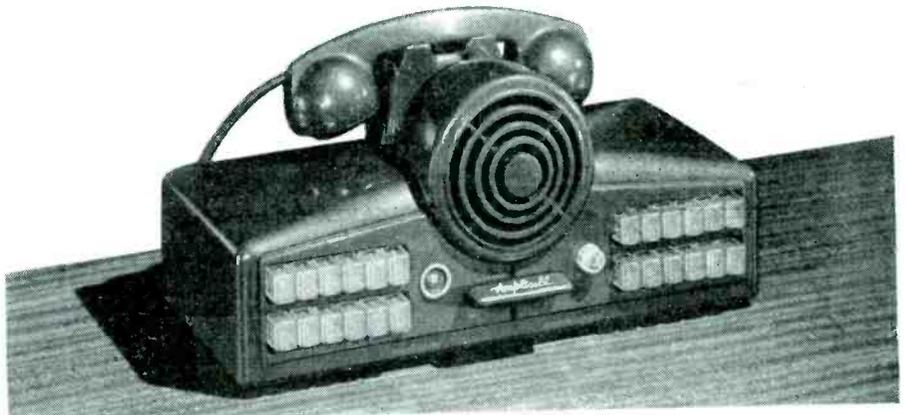
AT THE 1947 RADIO PARTS SHOW . . .

ALL EYES WILL BE ON THE NEW



America's Finest

Business Communication Systems



Here's a picture preview of the NEW AMPLICALL . . . completely revolutionary . . . dramatically different and superior . . . years ahead of anything in the Intercommunication field. Here's irresistible styling mated with ultra-modern function—businesslike beauty in sleek plastic that creates a powerful desire for possession, that sells on sight. And that's not all. At the May Show, we're taking the "wraps" off the most advanced features ever developed for business communication . . . the smashing advantages that will sell the NEW AMPLICALL for you as you've never sold Intercom before!

Here's What You'll See—

In addition to our full showing of the NEW AMPLICALL, you'll want to see the complete new line of RAULAND Electronic Sound we'll feature at the May Show. And don't miss the new RAULAND FM Antenna and Picture Tube display . . . We'll be looking for you . . .

At Booth 83!

Electroneering is our business

RADIO • RADAR
SOUND

Rauland

COMMUNICATIONS
TELEVISION

THE RAULAND CORP. • 4247 N. KNOX AVE. • CHICAGO 41, ILL.

DEALERS AND JOBBERS... HERE IS YOUR IDEAL FM OR TELEVISION DEMONSTRATOR

FINEST GRADE ALUMINUM



BROAD BAND • HIGH GAIN
HIGH FRONT TO BACK RATIO

COMPLETE LINE OF FM AND TELEVISION ANTENNAS PRICED FROM \$8.75 to \$27.50

ALL ALUMINUM CONSTRUCTION
SEE OUR PRODUCTS AT THE CONGRESS HOTEL CHICAGO, WEEK OF MAY 12th (RMA PARTS SHOW)

S/C LABORATORIES, INC.

20-22 Van Wagenen Street

Newark 4, N. J.



YOUR POT O'GOLD

- ★ DEPENDABILITY
- ★ TOP QUALITY
- ★ SERVICE
- ★ SALES

INDUSTRIAL'S complete line of TOP QUALITY CAPACITORS offer the dependability and service that has been previously found only in the largest installations of electronic equipment. TIME and EXPERIENCE have proven that INDUSTRIAL Capacitors are demanded by more and more users of quality electronic components.

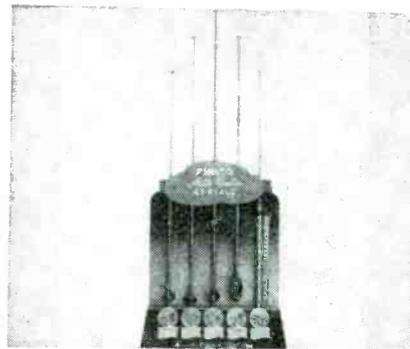
Visit our display at the Radio Parts Show, May 11-16, Stevens Hotel, Chicago, Booth 141. Ask or write for our new 1947 Catalog No. 1084

OIL . . . WAX . . . ELECTROLYTIC
INDUSTRIAL CONDENSER CORPORATION

3243 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SALES HELPS

Philco Ready with Complete Promotions on Accessories

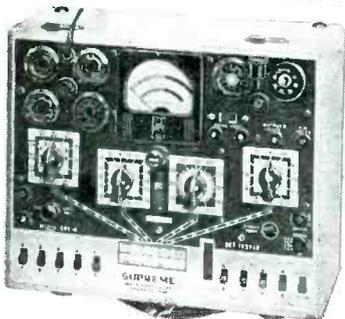


Five aerials are shown in compact display.

Strongly backing up the slogan that "Philco Accessory Products Are Big Business!" the Philco Corp. is presenting a big selection of new merchandising aid and sales helps for retailers selling the firm's parts and accessory list. These products include aerials (FM, outdoor, farm and auto), flashlights, microphones, batteries, tubes, furniture and refrigerator polish, phono needles, ice cube trays, home recording blanks, etc.

Promotion materials include suggested ads and radio announcements for all these products, counter and window displays, direct-mail circulars and post cards, plus complete materials for offering a \$1 special Spring radio tune-up.

3 WAYS TO BE AHEAD in Buying Test Equipment



Model 599-A Tube and Set Tester

SPECIFICATIONS
 DC Volts — 5 ranges 0/6/15/150/600/1500 volts, 1000 ohms per volt.
 AC Volts — 3 ranges 0/15/150/600 volts.
 DC Current — 3 ranges 0/6/60/600 milliamps.
 Output Volts—0/15/150/600 volts.
 Ohmmeter — 4 ranges 0/200/20,000 ohms and 0/2/20 megohms.

Condenser Checker—Ohmmeter provides fast method of checking leakage of both paper and electrolytic condensers.

Battery Tester — Tests most commonly used dry portable batteries of 1.5/4.5/6.0/45/90 volts. English reading "Replace-Good" scale.

- 1 BUY ACCURACY
- 2 BUY DEPENDABILITY
- 3 BUY SUPREME-ACY

Ask your nearest SUPREME Jobber for a demonstration of Model 599-A Tube and Set Tester (above), Model 561-AF & RF Oscillator, Model 546-A Oscilloscope, Model 592 Speed Tester. Ask to see the complete line of SUPREME equipment.

SUPREME

Tube Testing — Circuit incorporates proven and modernized emission circuit. Checks for short, leakage, and noise tests between elements.
 Power Supply—100-133 volts—50/60 cycles. Special voltages and frequencies on request.



WRITE FOR NEW CATALOG

SUPREME INSTRUMENTS CORP., Greenwood, Miss., U.S.A.

Export Department: THE AMERICAN STEEL EXPORT CO. Inc., 347 Madison Ave., New York 17, N. Y., U.S.A.

Big Ad Campaign for Serviceman Good-Will



Eye-catchers compliment the serviceman.

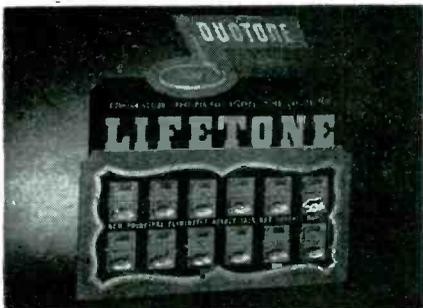
A big-scale national consumer advertising drive to promote good will for radio servicemen and boost sales of tubes has been announced by Sylvania Electric Products Inc.

The campaign, conceived as a follow-up of recent Sylvania market studies showing that the majority of radio set owners concede that the radio serviceman does a good job, will include 38 high-visibility fractional page ads running to the end of the year in *Collier's*, *Life*, *Post*, etc.

Ads will be patterned with brief and to-the-point copy emphasizing the dependability, honesty and skill of the local radio

service dealer and the top quality performance of Sylvania radio tubes for replacement. The campaign will be merchandised through the distribution of 20,000 easel-mounted reprints suitable for service-dealer window and counter displays, 40,000 6½" x 9" window stickers and 45,000 direct mail pieces.

Improved Type Counter Card



Three-dimensional merchandising card is offered by Duotone Co. for its \$1.50 Lifetone phono needle. Eye-catching lucite packages are neatly mounted against informational background. Duotone backs up the display with promotional campaign to all jobbers to launch the new point.

Million Dollar Drive on Small Appliances

"A Million Dollars on the Line" is how Proctor Electric Co., Philadelphia 40, Pa., describes its new advertising program—in which the firm offers dealers a "partnership" for the sum of \$6.95. The set of promotional materials available for that price includes two full-color cut-out displays priced at \$3.48; two ad-in easels good for 3 months priced at \$4.65; six identification signs at \$3.67; demonstration and training materials of four types at \$1.72; together with a supply of ad guides, "sold" tags and consumer folders. Two spectacular displays are offered separately.

Proctor's 1947 advertising schedule in leading consumer magazines is called by the company "the largest, heaviest most costly campaign in the long history of small appliance merchandising." It includes such publications as *Saturday Evening Post*, *Ladies' Home Journal*, *Good Housekeeping*, *McCall's*, *Better Homes & Gardens*, and 15 others.

Tip Toe Carousel



A new circular demonstrator has been introduced by Yale & Towne Mfg. Co., Empire State Bldg., New York City, for its Tip Toe electric irons. Five irons are ready for use of interested customers.

READY TO DELIVER

EXTRA PROFITS FOR YOU

The New Maestro

BELfone

REG. U. S. PAT. OFF.

INTERCOM

Sales-Winning Features

- ★ Typical 15-station system operates for 6¢ a month
- ★ Rich brown plastic cabinet in sleek, modern style
- ★ "Instant-heating" electronic tubes cut current costs
- ★ Provides ALL types of service in one system

At last, Intercom equipment the business world has waited for. Response to advance publicity has snowed us under. Buyers are ready. Get set to share in the peak demand for the BELfone Maestro. Using tiny instant-heating electronic tubes, a 15-station system operates for 6¢ a month. Mix "masters" and "subs," combine intercom and paging for *easier selling*. BELfone beauty, simplicity, and up-to-the-minute accessories all add up to bigger Intercom sales volume for you. Ask your nearby Bell distributor for details.



BELL SOUND SYSTEMS, INC.
 1197 ESSEX AVENUE COLUMBUS 3, OHIO
 Export Office: 4900 Euclid Ave., Cleveland 3, Ohio

new

CONCORD

Radio

Catalog



**RADIO PARTS • RADIO SETS
 RECORD CHANGERS • PLAYERS
 HAM GEAR • AMPLIFIERS • TESTERS**

It's here—the new 1947 Concord Catalog—a vast, complete selection of everything in Radio and Electronics. See these value-packed pages showing thousands of items available for IMMEDIATE SHIPMENT—hundreds of them now available for the first time—featuring new, latest 1947 prices. See new LOWER prices on finest-quality RADIO SETS, PHONO-RADIOS, RECORD CHANGERS, RECORD PLAYERS, PORTABLES, AMPLIFIERS, COMPLETE SOUND SYSTEMS, TESTERS. See latest listings of well-known, standard, dependable lines of radio parts and equipment—tubes, condensers, transformers, relays—available for IMMEDIATE SHIPMENT from huge stocks in CHICAGO and ATLANTA. Mail coupon NOW!

free

Mail COUPON TODAY!

Concord Radio Corporation, Dept. RB-57
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 Yes, rush FREE COPY of the comprehensive new Concord Radio Catalog.

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CONCORD
 RADIO CORPORATION
 LAFAYETTE RADIO CORPORATION
 CHICAGO 7, ILL. ATLANTA 3, GA.
 901 W. Jackson Blvd. 265 Peachtree St.



THE JACKSON Model 645 AC-DC ELECTRONIC VOLT-OHM-MILLIAMMETER

is the instrument for you. Here are the condensed specifications.

Both A.C. and D.C. volt ranges are Electronic. This provides maximum sensitivity and overload protection for all A.C., D.C., and ohms ranges.

Measures resistance up to 1 billion ohms (1 thousand megohms) — and as low as 2/10 ohm.

3 million ohms per volt sensitivity on 0-4 volt D.C. range. Constant input resistance 12 megohms on all D.C. volts ranges.

Over 4 million ohms per volt sensitivity on 0-1 volt A.C. range. Input resistance of 4.4 megohms on all A.C. ranges. Flat frequency response between 50 cycles and 200 kilocycles.

Meter cannot be damaged by accidental overload on any electronic range. Electronic overload protection on all A.C. and D.C. volts, and ohms ranges. Variations in line voltage do not affect accuracy within the range of 100 to 125 volts. Equipped with ballast control tube and self-compensating circuits.

Contains 3 tubes (6X5GT/6K6GT/7N7), neon regulator, 1-4½ volt battery and ballast; self-contained, furnished with the instrument.

Meter ranges—

A.C. Volts: 0-1/4/10/40/100/400/1000
D.C. Volts: 0-4/10/40/100/400/1000
Ohms: 0-1000/10,000/100,000/1 meg/10 meg/100 meg/1000 meg
M.A.: 0-1/4/10/40/100/400/1000
Decibels: Minus 30 to minus 5/minus 10 to plus 15/10 to 35/30 to 55

Either positive or negative D.C. volt-meter indications instantly by means of reversal switch. Signal Tracing type test lead, isolation resistor in probe.

Dimensions — 8½" x 8½" x 6" — Unit welded steel case, grey morocco finish.



JACKSON

Fine Electrical
Testing Instruments

Jackson Electrical Instrument Co.
Dayton, Ohio

FM Set Production Put at 2,600,000

The figure for estimated production of FM receivers during this year is about 2,600,000 according to a special FM committee of RMA. It is expected that the majority of them will be FM-AM consoles.

The committee, appointed by RMA president R. C. Cosgrove to make a "realistic" report on the outlook for FM set and transmitter production this year, however, took a more cautious view, after a thorough analysis of all factors, and estimated that the 1947 output of FM sets possibly will be between 1.8 and 2.1 million because of anticipated production difficulties.

The RMA committee, which presented its report at a meeting with a committee of the FM Association in Washington, D. C., said it is "most encouraged" by the 1947 outlook for FM set and transmitter production, but warned that the growth of this new broadcasting service will be gradual and would be hampered rather than aided at this time by the manufacturing of "cheap FM sets" which would not realize the full advantages of FM.

The RMA report also revealed that transmitter manufacturers estimate delivery of more than 700 FM transmitters by the end of this year and confirmed the forecast of 700 FM stations on the air by the end of 1947 as made recently by Charles R. Denny, Jr., FCC chairman.

Dealer Opens Branch Store

Linn's Radio and Home Appliances, with a headquarters store at 1202-08 Filbert St., Philadelphia, has opened a branch store at 921 N. Marshall St., to serve residents of the Northern Liberties section with a complete selection of popular records, radios and home appliances.

Named by Merit Coil



A. "Bud" Fields has been appointed by Merit Coil & Transformer Corp., Chicago, as assistant sales manager, to act as general assistant to sales manager John I. Crockett, Jr., and to head up sales in the Chicago area. Mr. Fields was formerly with Thordarson, and Bell & Howell.



ATLAS

*The Seal of
Sound Supremacy*



REENTRANT PROJECTORS



DRIVER UNITS



BOOSTER UNITS



RADIAL PROJECTORS



"MIKE" STANDS

- Baffles
- Enclosures
- Desk Stands
- Speaker Stands
- Adaptors
- Wall Boxes
- Boom Stands

Write for illustrated catalog sheets

ATLAS SOUND

CORPORATION

1451—39th Street, Brooklyn 18, N. Y.

Lescarbourea Honored by French Officials

The French Embassy has announced that Austin C. Lescarbourea, well-known journalist and industrial advertising consultant of Croton-on-Hudson, N. Y., has been awarded the coveted order of "Officier de l'Instruction Publique". The citation is in recognition of technical services rendered for many years past.

This honor is a promotion from the order of "Officier d'Academie" and the decoration of Academic Palms, awarded him for services to France and the Allies in World War I in 1919, to the highest French recognition of achievement in liberal arts. Mr. Lescarbourea is a frequent contributor to American and French industrial and technical publications, and a correspondent for the physics department of the University of Lyons. More recently he has been aiding members of the French Mission for Industrial Production in securing American technical aid for the rehabilitation of devastated French industry.

New Products Honored by Safety Awards

Winner of the annual home safety award given by Lewis & Conger, New York, was the Tex-Knit Burnproof ironing board cover made by Textile Mills Co., Chicago 24. The cover, which is made of the "Asbestos" developed by U. S. Rubber Co., was chosen as "foremost among the year's new products in promoting greater safety in the home." The sponsors, Lewis & Conger, the well known metropolitan retailers presented a bronze plaque on April 8 to Kurt Goldsmith, president of Textile Mills.

The cover is an elastic-edged burnproof job, offered at \$2.98 without a pad, or at \$3.98 with a waffle-knit pad.

Seven winners of honorable mention were also announced—to the General Mills Tru-Heat iron, the Wil-Stan iron holder, the Reflecto driveway marker, the Amerline safety cap (for electric outlets), the E-Z cap lifter (to be used on any vacuum jar), the Magic Mirror door interviewer, and the Safeway window cleaner.

Starts Delivery on Compact Video Set

Colonial Television Corp., Laurelton, L. I., manufacturers of custom built television receivers, has delivered its first models of the "Vision Master 700," to radio and television dealers throughout New York and New Jersey.

According to Arthur Berkman, president, the "Vision Master 700 is one of the most compact table model receivers seen to date." The sets retail at \$199.50.

In addition, Colonial will soon offer consoles with large screen television, AM, FM and an automatic record changer, also in the low priced brackets.

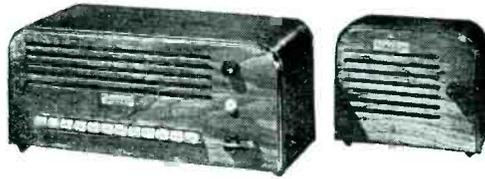
The installation department at Colonial is now training personnel in installing, servicing and maintaining of its receivers, in accordance with its plan to offer the set owner a one year unconditional guarantee.

Be *Sure* To Visit

Talk-A-Phone BOOTH 151
RADIO PARTS SHOW
MAY 13 THROUGH MAY 16

See The very latest advancements in inter-communication!

Remember The makers of Talk-A-Phone make *only* inter-communication . . . and *only* the *best*.



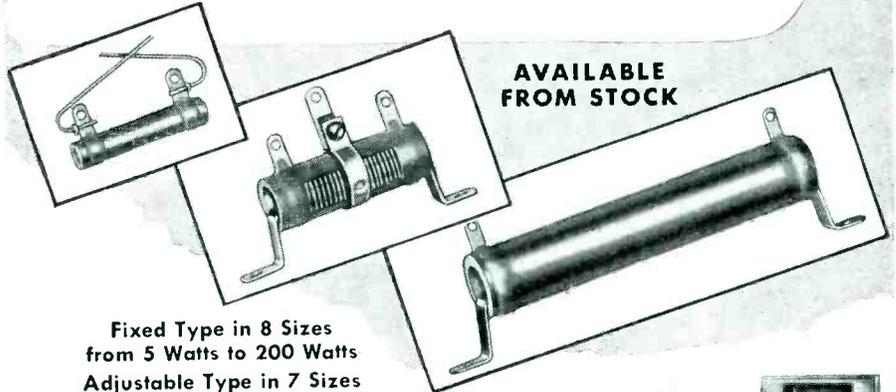
Talk-A-Phone Co.

1512 S. Pulaski Road Chicago 23, Ill.

EXTRA Protection for EVERY Service Job!

FIXED OR ADJUSTABLE

VITROHM RESISTORS



AVAILABLE FROM STOCK

Fixed Type in 8 Sizes
from 5 Watts to 200 Watts
Adjustable Type in 7 Sizes
from 10 Watts to 200 Watts

You can guarantee dependable, trouble-free performance when you install VITROHM wire-wound resistors. Windings are held in place and protected by a special WL vitreous enamel which is tough, crazeless, moisture and acid-resistant. They give long service, avoid call-backs, build satisfied customers and greater profits. Available in wide range of resistance values.

Authorized Distributors Everywhere

WARD LEONARD ELECTRIC CO., Radio and Electronic Distributor Division, 53-H W. Jackson, Chicago 4

SEND FOR FREE CATALOG

Write for Catalog No. D-2. Gives complete data and information.



WARD LEONARD

RELAYS • RESISTORS • RHEOSTATS

Electric control devices since 1892

OHMITE

Little Devil

INSULATED
COMPOSITION RESISTORS



TINY but DEPENDABLE

You never have to guess about the resistance and wattage of any Little Devil resistor. Every unit is not only color-coded, but individually marked for quick, positive identification. Millions of these Little Devils have proved their ruggedness and reliability in critical war equipment. Available from stock, in standard RMA values from 10 ohms to 22 megohms. Tolerance $\pm 10\%$.

Available only from OHMITE Distributors

See them at the
RADIO and ELECTRONICS SHOW
Stevens Hotel
Chicago, May 13-16... Booth No. 74

Send Now for
Bulletin No. 127

Gives complete data and list
of RMA values. Includes dimen-
sional drawings and handy
color codes.



OHMITE MANUFACTURING CO.
4873 Flourney Street Chicago, Ill.



Be Right with...

OHMITE

RHEOSTATS • RESISTORS • TAP SWITCHES

Heavy Promotion by Traubee Products

Plans of the Traubee Products Inc., Brooklyn, N. Y., have been completed for placing its new model 102 Time-Saver pressure cooker in the actual production of 9 major films and on the stage set of four shows on Broadway this spring, it has been announced by Jacques Traubee, president of the firm.

Leading soap opera radio script writers have also received a sample of the new Time-Saver with complete information about the new five safety features which, according to Mr. Traubee, are scientific improvements on all pressure cookers.

"We are utilizing every conceivable approach to getting the pressure cooker better known and well-received," Mr. Traubee said.

New Factory Rep for JFD Products

JFD Co., 4117 Ft. Hamilton Parkway, Brooklyn 19, N. Y., has announced the appointment of the first direct factory representative to handle the JFD line of radio parts exclusively. The representative is Edward E. Wineblatt, who has been factory trained at the various JFD plants in Brooklyn. Thus he has a thorough knowledge of the precision manufacture of all JFD products—radio dial belts and cables, battery plugs, ballast tubes, step-down ballasts, line cords, etc. He will cover the state of Illinois, with headquarters at the Hotel Monterey, 808 Junior Terrace, Chicago 13.

Suggests More Attention to Parts & Service Dept.

"The radio dealer should be in the parts business with both feet! It should be an important part of his business—and a profitable part!"

These are the views of Morris Green of the Almo Radio Co., parts distributor of 509 Arch St., Philadelphia 6, Pa., as expressed in a statement for the Appliance Dealers Association of Philadelphia. Mr. Green said that a dealer should handle his replacement-parts-and-maintenance department with just as much attention and thought as he gives to his major appliance sales. It is his belief that the more alert merchants are planning additional activity in the parts and service business.

Mr. Green mentioned the more complicated aspects of television and FM, and declared that retailers should not regard the increased servicing responsibilities as a "headache" but rather as an opportunity "for the radio dealer to prove his organizational and supervising ability, and to change a service department loss into a handsome profit."

Fada in New Factory

Fada Radio & Electric Co., Inc., has moved from Long Island City, N. Y., to its large, new plant at Belleville, N. J., according to an announcement received from J. M. Marks, Fada president.

BURGESS

Best bet for more business



This perfect pair for personal portables the new No. 2R "A", (left) made expressly for personal portables and No. XX45, 67½ volt "B" battery, give more listening pleasure and mean more sales and profits for you. Order your stock today.



Bright New Package

This bright, new package of 12 2R "A" batteries does its own selling. Carton fits into small space on your counter. Remember, Burgess recognized quality is preferred by 2 out of 3 electronic engineers. Push Burgess—for more sales and profits!



NEW! The Vacation Kit!

Sell a whole vacation's listening pleasure—6 No. 2R "A" batteries and 1 No. XX45, 67½ volt "B"—in an attractive kit which packs easily into the vacation suitcase. A big seller to thousands of vacationists, as well as "stay-at-homes", teenagers and traveling men. Ask your distributor for this new profit-package.

BURGESS

IS THE COMPLETE LINE OF BATTERIES

BURGESS BATTERY COMPANY

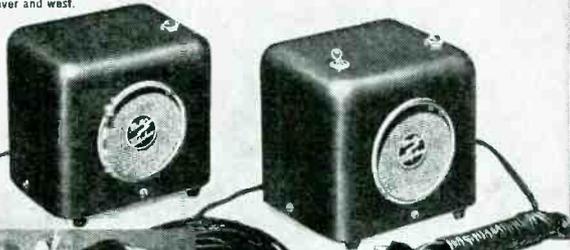
PREPARED, ILLINOIS

Utiliphone

THE INTERCOM THAT
SELLS EVERYWHERE

\$29.95 LIST

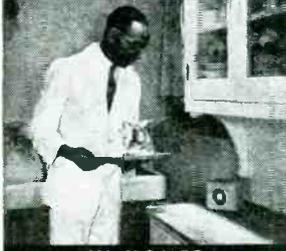
Prices slightly higher,
Denver and west.



Electronic 2-Station Master Utiliphone



IN STORES



IN HOMES



IN OFFICES



ON FARMS

THE FIRST TOP QUALITY INTERCOM
IN THE POPULAR PRICE RANGE

• Thousands of homes . . . and business establishments . . . are not only prospects, but *good* prospects for Utiliphone. They all want the step-saving, time-saving, money-saving convenience of instantaneous intercommunication. Now, Utiliphone puts these advantages within the reach of all in powerful, sturdy, good-looking sets at moderate cost.

Here's a real sales and profit opportunity for distributors and dealers—Utiliphone, with thousands sold last year, is a line you can cash in with now! Complete descriptive information, fully illustrated, is available, as well as consumer literature and other promotional helps. Write us today!

Radio Utiliphone for Business and Professional Men

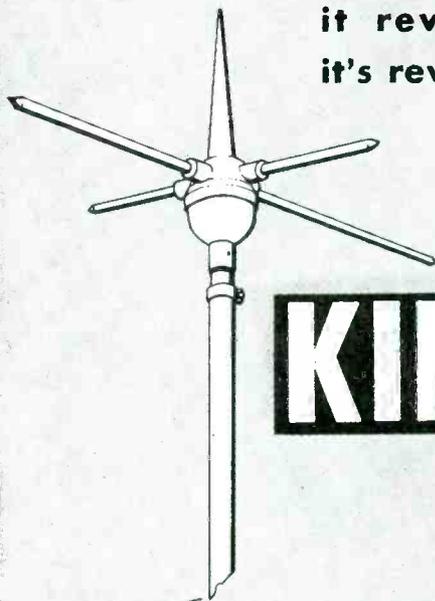
The Radio-Utiliphone—a combination intercom and radio receiver all in one high-quality instrument. Handsomely styled . . . easy to sell . . . easy to install . . . it's new, unique . . . and exclusive! Full details available.



Limited Number of Distributorships Available
Wire or Phone Sales Division • Indianapolis, Riley 1551

ELECTRONIC LABORATORIES, INC.
INDIANAPOLIS, INDIANA

it revolves . . .
it's revolutionary



KINGS roto beam antenna

FOR FM AND TELEVISION RECEPTION

A flip of the switch at the set

• ROTATES THE ANTENNA ARMS • TAPS THE PEAK OF THE TELEVISION AND FM CARRIER WAVES • ELIMINATES "GHOSTS" • BOOSTS WEAK STATIONS.

Be the first to feature this rotating, tunable, remote-controlled antenna. Now, at last, you can offer your FM and Video fans an antenna that can be tuned into the wanted station with a flip of the switch . . . *at the set.*

It's as simple as focussing a camera, yet it's efficiency PLUS. The KINGS ROTO BEAM ANTENNA eliminates "ghosts," boosts weak stations, and gives sharp, clear, unblurred reception.

There are plenty of other reasons why your customers will welcome this revolutionary antenna, so write today for the descriptive folder. RT

KINGS ROTO BEAM ANTENNA

List Price

\$115.

Matching transmission lines available.

Licensed under Farnsworth patents.



KINGS ELECTRONICS

372 CLASSON AVENUE, BROOKLYN 5, N. Y.

manufacturers of

FM, TELEVISION AND HAM ANTENNAS • VARIABLE CONDENSERS • MICROPHONE PLUGS AND JACKS • CO-AXIAL CONNECTORS • WAVE GUIDES • WAVE TRAPS • RADAR ASSEMBLIES • SPECIAL ELECTRONIC EQUIPMENT



It's a GREENOHM!

★ Yes, it's a Greenohm—not just another power resistor. And that means a lot when you're building new equipment or repairing old. It guarantees you a tougher, longest-lasting, absolutely stay-put power resistor.

Greenohms are those green-colored cement-coated power resistors featured in the finest receivers, amplifiers, transmitters and other electronic assemblies. Greenohms have proved that "they can take it" day after day, year in and year out. They handle heavy overloads without flinching. The exclusive cement coating won't crack, flake or peel. No tougher power resistors are made.



Available in standard 5 to 200 watt ratings. Widest choice of resistance values. Fixed and adjustable types.

★ Ask for GREENOHMS!

Your local jobber stocks Greenohms for your convenience. Order your power resistor requirements from him. Ask for latest catalog—or write us.



CLAROSTAT MFG. CO., Inc. • 285-7 N. 6th St., Brooklyn, N. Y.

20 Years Ago

From the May 1927 Issue of Radio Retailing

YOUR FINANCES—Retailers should not hesitate to borrow—from carefully selected sources—funds for legitimate business expansion.

SUMMER CHECK-UP—Seasonal follow-up on service contacts are paying off in sales.

RADIO IS MUSIC—How Dealers use the universal appeal of music to sell the unsold 80,000,000.

MANUFACTURERS ARE NOT ALL ANGELS says retailer who was formerly in the manufacturing business—some suppliers should revise policies.

REFRIGERATORS stocked with radios pay all the overhead.

SERVICE PAYS—Dealer members of California trade group report maintenance profits.

SPECIALIST IN PARTS—Brooklyn dealer says replacement parts will be sold by "specialists" in the future.

SUMMER APPEAL in radio display windows features outdoor scenes, floral exhibits, June brides, light-colored fabrics, etc.

Two New-Styled Models by Setchell-Carlson

The portable "55" receiver which appeared in RADIO & Television RETAILING on page 44 in the March issue, should not have been described as a new unit. The manufacturer, Setchell-Carlson, Inc., 2233 University Ave., St. Paul, Minn., states that the radio is obsolete, and that the company is now producing only two units—table models 416 and 427.

These two superhets feature plastic cabinets which completely enclose the backs of the sets. They also feature "Finger-Tip" controls, "Penthouse" dials, and they are available in a variety of colors.

Swivelier Sales Rep

H. C. Brandman, sales manager of Swivelier Company, Inc., of New York City, announces that the Chicago territory is now being covered by the George Butler Co. located at 1015 West Washington Blvd. in Chicago.



TELEVISION KIT... A High Quality TELEVISION RECEIVER

ready for Easy, Rapid Assembly
Features the Brilliant LECTROVISION Picture Tube!



ENGINEERED BY TELEVISION SPECIALISTS

Easy-to-Assemble: No knowledge of television required. COMPLETE easy-to-follow INSTRUCTION SHEET gives you all the knowledge you need.

This kit INCLUDES SOUND, all component parts, and the following:—

1. Specially designed Television Antenna.
2. A \$30.00 Brilliant LECTROVISION seven-inch Picture Tube . . . plus ALL other tubes.
3. Pre-tuned R-F unit.
4. Finished front panel.
5. All solder, wire, and 60 ft. of low loss lead-in cable.

Operates on 110V.; 50-60 cycles A.C.
List Price: complete with ALL tubes,

\$159.50 (Fair Traded)

IMMEDIATE DELIVERY!

We believe that the comparative quality of this set is superior to other available sets. It has been acclaimed by major television schools.

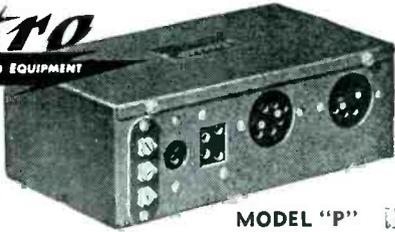
DEALERS! JOBBERS!

CASH IN ON THIS KIT!

Dealers, this KIT is ideal for making your own Custom-Built Television Receiver.
SEE YOUR LOCAL DISTRIBUTOR,
or, for further information, write to:

TRANSVISION, INC. Dept. R.T.R.
385 North Ave.—New Rochelle, N.Y.

ELECTRO
ELECTRICAL AND RADIO EQUIPMENT



**BATTERY
ELIMINATORS**

MODEL "P" II

A Complete Line for Every Requirement!

Models to convert dry battery radios to efficient AC receivers. Other models to convert dry battery radio for use only with 6 volt storage battery.

Cost but a few cents per hundred hours of operation. Completely filtered—hum free—silent and efficient. Sturdily constructed—no liquids or moving parts—operate in any position.

MODEL "Q"—Operates any 1.4 volt 4, 5 or 6 tube radio from 6 volt storage or dry battery, or Wincharger. Ideal for farms, camps, autos, boats, etc.

MODEL "R"—Operates 2 volt 4, 5, 6 or 7 tube radio from 6 volt storage or dry battery, or Wincharger. (0.5 Amp. filament max.)

MODEL "P"—Operates any 1.4 volt 4, 5 or 6 tube radio from 110 volt 60 cy. source. Cuts down current use and saves batteries for portable use.

MODEL "F"—Operates any 2 volt 4, 5, 6 or 7 tube radio from 110 volt, 60 cy. source. (0.5 Amp. filament max.)

Canadian representative, **ATLAS RADIO CORP.**, Toronto, Canada

ELECTRO PRODUCTS LABORATORIES

Pioneer Manufacturers of Battery Eliminators
549 WEST RANDOLPH STREET CHICAGO 6, ILL.

the BIT that has the BITE!

The BIT on every VACO is scientifically designed...treated in just the right way to insure a firm "bite" and dependable service on jobs where the right kind of screw driver means the difference between first-class and second-rate production. Vaco handles are made of gleaming Amberyl plastic—shock-proof and break-proof.

There are 173 Types of VACO Screw Drivers

VACO

You will find, in the VACO line, a size and style of screw driver for all your needs. Write for catalog.

PRODUCTS CO. 317 E. ONTARIO ST. CHICAGO 11, ILL.
CANADIAN WAREHOUSE: 560 KING STREET WEST TORONTO 2, ONT.

OLSON

The Case of the **RUSH ORDER**
Featuring **LECTRO NICK**

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8 AM

ORDER OPENING DEPT.

U.S. MAIL

ORDER CHECKING DEPT.

INVENTORY

BILLING DEPT.

BILLING

ORDER GATHERING DEPT.

PACKAGING DEPT.

PACKAGING

ON THE WAY - SAME DAY!

AKRON OHIO

MAIL TODAY. OLSON RADIO WAREHOUSE

73 E. MILL ST., DEPT. 82, AKRON, OHIO

Yes, I too want Olson's "Same-Day Service." Send me your new big Bargain Book FREE.

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CITY _____ STATE _____

NOW!

**BIG-BUSINESS EFFICIENCY
FOR ALL FIRMS**

**at
low
cost!**



Dictograph

Electronic
INTERCOM

with "VOICE-MIRROR" reproduction

Big-business efficiency in intercommunication is no longer reserved for big business! Because DICTOGRAPH—the system used by top executives of the world's largest firms—has created a new Electronic Intercom designed and priced for small and growing firms!

DICTOGRAPH Electronic keeps the president in split-second contact with secretary of sales manager, plant or stockroom—keeps staff members at their desks, working. Saves time, steps, nerves. Keeps switchboard clear for calls from customer or client.

"VOICE-MIRROR" reproduction provides startling clarity—you never have to repeat to be understood.



**DEALER FRANCHISES OPEN
IN CERTAIN TERRITORIES**

So great is the demand for this new system that the DICTOGRAPH branch-office setup is unable adequately to take care of the potential volume. Consequently, in certain territories, we are seeking top-calibre dealers.

A full-fledged sales force, plus service and maintenance facilities are necessary. Firms which qualify will find that they have one of the most profitable and satisfying propositions in the business equipment field.

Please address all communications to General Sales Manager.

DICTOGRAPH PRODUCTS, INC., 580 Fifth Avenue, New York 19, N. Y.

DATES AHEAD

Future Events of Interest to Readers

- May 4-11: National Music Week
- May 4-11: Houston National Home Show, Sam Houston Coliseum, Houston, Tex.
- May 5-9: National Electrical Wholesalers Assn., Hotel Traymore, Atlantic City, N. J.
- May 5-11: National Plastics Exposition, Coliseum, Chicago
- May 11-16: Radio-Electronics Parts Show, Hotel Stevens, Chicago.
- June 1-5: National Association of Music Merchants (NAMM) Trade Show, Palmer House, Chicago
- June 10-13: Radio Manufacturers Association (RMA), Convention, Hotel Stevens, Chicago
- June 12-22: Second Annual Construction Industries Exposition and Home Show, Pacific Auditorium, Los Angeles
- June 23-30: New York Furniture Show, Grand Central Palace, New York City
- July 7-13: Store Modernization Show, Grand Central Palace, New York City
- Oct. 7-9: National Farm Electrification Conference, Claypool Hotel, Indianapolis, Ind.
- Nov. 3-5: National Electronics Conference, Edgewater Beach Hotel, Chicago
- Nov. 23-30: Second Annual National Crafts & Hobby Show, Madison Square Garden, N. Y.

Key to Buying

(Continued from page 55)

press, the manufacturer notifies the dealer of his promotion plans, as well as of additions to his catalog. Display pieces, sales literature and publicity releases are featured in the trade press to notify dealers of selling aids.

Many retailers lapsed into the habit of buying heavily during the war. They ordered blindly, and in absurd quantities, knowing that only one-third or so of each order would be filled. Record store proprietors who made their start in the business under these extraordinary conditions are the ones who will have to be extremely careful now. Learning all over again how to avoid overbuying is not easy, but profits can only be realized from an efficient organization.

Record retailers should stick to three smart merchandising rules:

- 1) Buy to keep business at a steady pace. (Avoid periods of scarcities before a new shipment arrives.)
- 2) Buy frequently, and plan to have just enough stock on hand to meet normal demand plus a safety margin.
- 3) Aim for rapid stock turnover, so that invested capital can be used to maximum advantage.

LOOK AT THESE VALUES

TUBES

| | |
|--------|-------|
| 7A8 | \$.89 |
| 6J7GT | .70 |
| 1LA6 | 1.53 |
| 117L7 | 1.53 |
| 7B7 | .83 |
| 7C6 | .83 |
| 12K8 | .75 |
| OZ4 | 1.04 |
| 12J7GT | .70 |
| 35Z5 | .53 |
| 50L6 | .70 |
| 6L6 | 1.15 |
| 2A3 | 1.15 |

CAPACITORS

Dual capacity electrolytics with mounting brackets (common negatives)

Cap. WVDC

| | | |
|---------|-----|-----|
| 20 x 20 | 150 | 35c |
| 30 x 20 | 150 | 39c |
| 30 x 20 | 150 | 45c |
| 40 x 30 | 150 | 49c |
| 40 x 40 | 150 | 55c |
| 50 x 30 | 150 | 55c |

ALMO RADIO COMPANY

509 Arch Street, Philadelphia 6, Pa.
LOmbard 3-9225

Mail Orders Filled Promptly
10% Cash with all orders



SPRAY KIT REPAIR KIT PHONO NEEDLE-LUBRIPLATE



G-C "Concert Grand" PHONO NEEDLE
Master Point needle, our very finest, scratch-free reproduction, long-life, special metal tip, for use on automatic record players. No. 1436
List \$1.50 each

G-C LUBE-REX "LUBRIPLATE"

Best contact cleaner on market. Prevents corrosion. Applicable for switches, attenuators, contacts, etc. Moisture repellent, rust-preventing. No. 1209.
2 oz bottle—List 50c



G-C MASTER DE LUXE CABINET REPAIR KIT

Complete kit in permanent metal box. Contains shellac stick, alcohol lamp, varnishes, glue, enamels, polish, directions, etc. No. 900
List \$6.75



G-C FELT-KOAT FLOCK FINISH SPRAY KITS

Easy to apply flock for refinishing turntables, cabinets, grilles, etc. Kit contains specially designed spray gun, 2 colors flock, undercoats, thinner, brush, instructions, etc. No. 180-2.
List \$10.75

Sold By All Jobbers. Write for Catalog.
RADIO DIVISION DEPT. G

GENERAL CEMENT Mfg. Co., Rockford, Ill., U. S. A.
Manufacturers of over 3,000 products
Sales offices in principal cities

Columbia's MAY SPECIALS!

HOOK-UP WIRE

22 Ga. Solid bare copper with plastic insulation. Ideal for alarm systems, inter-com work, Bell wire, etc.
Per 100 ft.—\$2.95
Per 100 ft. coil—34c

RUBBER HAND PLUG

This is a hot item. A large handle cap, screw type connectors.
Per 100 plugs—\$7.50
Per 1000 plugs—\$71.90



18 Ga. SOLID PUSH-BACK WIRE

Highest quality, lacquered braid over celanese serve. Easy push-back. Tinned copper conductor. Yellow only.
100 ft. coil—68c
1000 ft. spool—\$6.10

We carry in stock for immediate delivery many types of wire and cable in gauges of from 23 to 2, in addition to various types of multi conductor cable for many uses. We also manufacture cord sets and cables to specifications. Send us your inquiries for prompt attention.

Our new catalog will be ready for distribution shortly. Write for your copy today.

COLUMBIA WIRE & SUPPLY CO.

5740 ELSTON AVE., CHICAGO 30, ILLINOIS

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|--------------------|-------------|--------|--------------------------|
| RADIO TUBES | 50L6 | \$.49 | Packed In Bulk |
| | 35Z5 | .42 | |
| | 12SK7 | .44 | Minimum Order 25 of Each |
| | 12SQ7 | .47 | |
| | 12SA7 | .49 | |

Coaxial Wire RG59V per M Ft. \$68.20
300 Ohm Lead-in Wire Per M Ft. 19.80
Shur Television Interceptor Antenna 5.70
Ohm Millimeter for Outside Serviceman 19.75
Also Speakers, Volume Controls, Condensers etc.

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RADIO Television RETAILING

5th of preceding month for all ads requiring proofs, composition, foundry work, key changes, etc.
10th of preceding month for complete plates only—no setting.

1st of month—Publication Date.

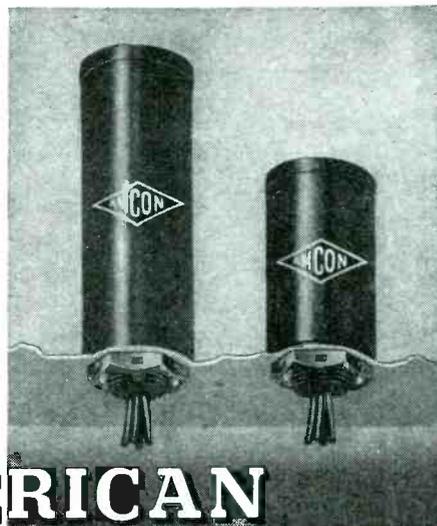
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Amcon precision engineering means unfailing dependability

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Quality Tools **PREFERRED BY EXPERTS**

The HOUSE OF A MILLION RADIO PARTS

FOR IMMEDIATE SHIPMENT

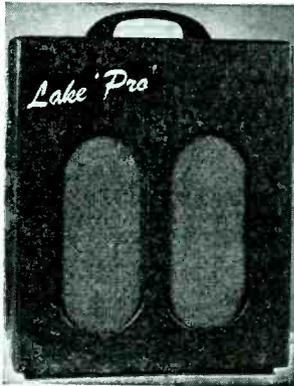
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| No. 353 Crystal Pickups | \$3.53 |
| No. 395 Crystal Pickups | 3.82 |
| No. 289 Vibrator Transformers for 6 to 8 tube radio | 2.89 |
| No. 295 Power Transformer—650V 90 m 5V 2 amp. 6.3V 3 amp. Giveaway price | 2.95 |

Thousands of bargains in tubes, parts, amplifiers, radios, etc.
Write for Bulletin TV-17

Lifetime SOUND EQUIPMENT CO.
911-913 Jefferson Ave., TOLEDO 2, OHIO

SENSATIONAL SELLERS

LAKE AMPLIFYING SYSTEMS



Excellent-ly designed, compact amplifiers, ideal for students, professional entertainers, homes, factories, schools, etc. Perfect for voice, musical instruments, pickups and contact micro-phones; clear, rich tone; heavy plywood in luxurious leatherette-covered, streamlined portable cabinets.

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| No. | Watts | Inputs | List | Your Cost |
|-----|-------|--------|----------|-----------|
| A16 | 16 | 4 | \$110.00 | \$62.50 |
| A15 | 15 | 3 | 97.50 | 52.86 |
| A12 | 12 | 2 | 87.50 | 45.00 |
| A8 | 8 | 3 | 87.50 | 45.00 |
| A6 | 6 | 2 | 75.00 | 44.10 |
| A5 | 5 | 2 | 60.00 | 26.95 |

HAWAIIAN ELECTRIC GUITAR
Beautiful black plastic, trimmed with chrome 23" scale, 4 1/2 octaves of playing range
List—\$50.00—Your cost \$29.40

SERVICEMEN—RETAILERS

Write for our new, illustrated 16 page catalog NR-116. It's free. Get on our mailing list! Write for our special catalog on micro-phones, amplifiers and sound equipment.



LAKE DELUXE CHANGER

Revolutionizes the Industry!
A Sensational Seller!

11 Outstanding Features:

- Positive Intermix
- Service Adjustments Eliminated
- Minimizes Record Wear
- Single Knob Control
- Plays ALL Records
- Pick-up arm may be grasped at any time and changer will not be thrown out of adjustment
- Resonance-free ball bearing tone arm
- Easily operated—any child can do it
- Completely Jam-proof
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- Automatic Shut-off on last record

Dimensions: 13 13/16" W x 12 1/4" D x 7 3/8" H
No. 116A YOUR NET **\$28⁷³**

Lake Radio Sales Co.
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Dept. B
Chicago 6, Ill.

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FLUX

Repair burned out electric elements of coffee urns, electric stoves, flat irons, toasters, and other electrical appliances. Simply apply Christy Electric Heating Element Flux to the break, turn on the current and PRESTO the job is done and your appliance is ready again for years of satisfactory service. Generous size package (enough to repair 50 elements) sent postpaid for only \$1.00.

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| Toaster element forms. Clear Mica. Fits most toasters. 10 for | 1.80 |
| Rubber Grommets—assorted sizes. Kit of 100 | 1.30 |
| Motor insulating varnish. 1 pint | 1.00 |
| Heating element wire. 10 ft. coiled 3/16" O.D. #22 | 1.77 |
| Hot Plate bricks 5 3/4" diameter. 6 for | 1.62 |
| Electricians Drill Bits. 1/4" 3/8" 1/2" 5/8" | 6.75 |
| Complete set | .75 |
| Ribbon element heating wire. Std. size 100 ft. | 1.20 |
| Percolator elements. Universal. Flat type. 1 yr. guar. 2 for | 1.00 |
| Element cement. Withstand 3000° F. 1 lb pkg. | 1.00 |
| Lead wire. Asbestos covered heater hook-up wire 10 ft. | 1.00 |
| Carbon brush set. Assorted. 104 brushes. 15 Springs. Complete set | 3.00 |
| Kerosene to Electric lamp conversion adapters. 5 for only | 1.00 |
| Nickel Electroplating Kit. Complete outfit. Ready to use | 1.50 |
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Here is your opportunity to save on repairing your own appliances and to earn extra money repairing appliances for friends and neighbors.

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SHUR

ALL TUNING FACTORS EASY AND SIMPLY ADJUSTABLE

Meet us in Person at Booth 42 to see the new improved Shur Interceptor & Antenna Mount

THE 300 OHM SPACED LINE And -- Two NEW Antennas: -- The DELUXE INTERCEPTOR The SHUR "Jiffy" ANTENNA

SHUR-ANTENNA-MOUNT, INC.
EASTERN DIVISION SEA CLIFF, NEW YORK

9" Alliance Turntable. Rim-drive; 3/8" hole... .98

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Nos. 1A7, 6A8, 6C5/6U5, 50L8 or 50..... .59

HEADPHONES (Army HS-33) 2000 ohms. Leather covered, adjustable. With PL-54 plug—1.25; 6 pairs for..... 6.95

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No. 1—R-F, Antenna & Osc. coils, 10 asstd. .98
No. 2—Speaker Cones; 12 asstd., 4" to 16" moulded & free-edge (magnetic incl.) Less voice coils..... 2.00
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No. 4—TUBULAR BY-PASS CONDENSERS: 50 asstd. .001 to .25 mfd, 200-600 WV. Standard brands..... 2.49
No. 6—Dial Scales; 25 asstd. airplane & slide-rule (acetate & glass included).... 2.98
No. 7—Escutcheon Plates; 25 asstd. airplane, slide-rule & full-vision types.... 2.95
No. 8—Knobs; 25 asstd. wood & bakelite, including push-on & setscrew types..... 1.00
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No. 17—DIAL WINDOWS: 12 asstd. sizes incl. flat & moulded acetate and convex glass..... 1.29
No. 20—SPEAKER REPAIR KIT. A real money & time saver. Contains: 25 asstd. paper rings, 10 spiders, 25 asstd. voice coil forms, 3 yds. felt strips, 20 chamol's leather segments, kit of 16 shims & tube of speaker cement. All for 2.49
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PROMPT SERVICE ON ALL SPEAKER & PHONO-PICK-UP REPAIRS
Minimum Order \$2.00—20% Deposit Required on All Orders. Please Add Sufficient Postage.

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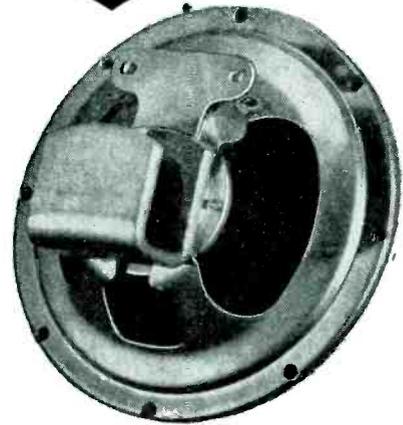
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COIL POT

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Following a thorough survey of the dry electrolytics actually used in post-war set production, Solar has pioneered in making available to the radio serviceman the capacitors needed for repairing today's compact receivers—quickly, neatly, and with a minimum of puzzling over what to do.

You'll find the needed listings of high capacitance and multiple-section capacitors in the three new Solar leaflets shown here.

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All three leaflets are available from your Solar distributor or directly from

SOLAR CAPACITOR SALES CORP.
285 Madison Avenue, New York 17, N. Y.

2453

SOLAR CAPACITORS

"Quality Above All"



Seeburg's ON RECORD WITH THREE FINE CHANGERS!

You know how much a dependable record changer can contribute to the performance of a radio-phonograph combination. Then why not go on record with Seeburg Changers in the phonographs you manufacture?

Seeburg produces three changers—the new intermix “M”, the “L” and the “K”.

While each is designed for combinations of varying price range, all three are engineered to provide the last word in listening pleasure. When the changer is a Seeburg, you can count on quiet, simple operation . . . constant, sustained speed . . . minimum time between changes . . . long record life.

Seeburg “M” Three-post construction. CAPACITY: fourteen 10-inch records, or twelve 12-inch records, or twelve 10 and 12-inch records intermixed. SIZE: 14¼ x 14¼ inches.



Seeburg “L” Two-post construction. CAPACITY: fourteen 10-inch records, or ten 12-inch records. SIZE: 14¼ x 14¼ inches.

Seeburg “K” Two-post construction. CAPACITY: fourteen 10-inch records, or ten 12-inch records. SIZE: 12½ x 12½ inches.



Seeburg

RECORD CHANGERS ★ MUSIC SYSTEMS

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You're in the lead with RCA ... *here's why*

RCA and only RCA, brings you a preferred line of related products for greater sales volume

TUBES—BACKED BY THE GREATEST NAME IN RADIO



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PACKAGE SOUND LINE



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Stevens Hotel, May 13-16
Room 9, 3rd floor, and Reception Suite



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RADIO CORPORATION of AMERICA

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