

RADIO & Television RETAILING*

Including RADIO & Television TODAY

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29,000 COPIES THIS ISSUE

member of
AUDIT BUREAU OF CIRCULATION





What Move Next ?

WHAT with hundreds of new and different radio sets coming on the market, plus hundreds of old ones that need repairing, there are plenty of servicing headaches ahead. Your Mallory distributor, as usual, stands ready to help you—to get the partic-

ular parts you want, to help you not only in matters of installation but in problems of management and personnel. The Mallory franchise marks your distributor as a man of unusual experience who can be thoroughly relied on. Get to know him better.

What Your Mallory Distributor Offers:

1

A complete line of Mallory replacement parts . . . many of them first developed by Mallory research . . . ALL of them guaranteed against premature failure by years of service in the field.

2

A program of standardization that meets the maximum number of application needs with the minimum number of parts . . . reduces investment, simplifies replacement, speeds up delivery.

3

Efficient service . . . backed by detailed information on prices, parts, catalog numbers . . . promptly applied whether orders are large or small . . . especially effective in meeting emergencies.

4

Technical service helps . . . bulletins, booklets, catalogs, letters with complete data on what to use and where to use it . . . special publications on radio fundamentals and new developments.

5

A background of personal experience . . . acquired through years of service in radio . . . helpful in solving difficult or unusual problems . . . effective in training dealer personnel.

6

Commercial "know how" . . . implemented by sound methods of keeping your business "on the beam" . . . with special attention to promotion devices that help sell your story to the public.

P. R. MALLORY & CO. Inc.
MALLORY

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

APPROVED PRECISION PRODUCTS

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

1946 NOVEMBER

NOV

CALDWELL-CLEMENTS, INC 46

RADIO
& Television

RETAILING

RADIO·FM

APPLIANCES

RECORDS

SERVICES

**"Tune-Up,
Tube-Up,
Check-Up!"**

MY... what a time
that man has!

CROSLEY Shelvador* Refrigerators • Ranges Sinks • Radios

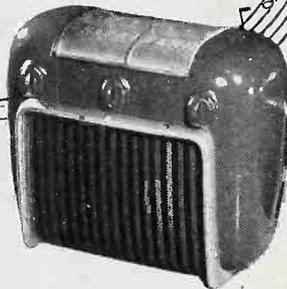
CROSS
WALK

I asked about Radios
AND GOT A REAL RECEPTION!

held my ear. Believe me, that record tone was strictly from symphony!
"Nice needles," I said.
"Needles nothing," said that man. "That's the Crosley Floating Jewel*
Tone System you *don't* hear. A permanent sapphire stylus plays on the
sides of the record groove, eliminates s-c-r-a-t-c-h-i-n-g."
"No matter what you say it sounds good," I told him. "What else?"
"You asked for it," says he. "Crosley Master Tone Control gives you
a choice of 64 different tonal combinations for radio or records. That's
in two combination models, of course. As for the radios themselves...
you'll find every electronic improvement, the smartest new styling, in the
20 Crosley models."
So I was sold—and we hadn't even scratched the surface!

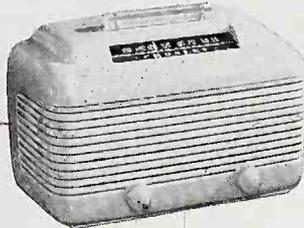
**THE CROSLEY
DUETTE**

Here's a sleek little model whose smart new all 'round styling makes it right at home atop the smartest end-table. Don't let the slim, compact beauty fool you; the DUETTE is sturdy—has power galore. Plastic mahogany cabinet, trimmed in regal gold. Enclosed Loop Antenna; Slide Rule Dial; Continuous Tone Control.



**THE CROSLEY
MINUETTE**

Smart styling joins hands with electronic advancements to guarantee enthusiastic demand for this creation. Permanent Magnet Speaker and Beam Power Output insure superb tone quality as well as clear, powerful, reception. Ivory plastic model has retractable handle. Available also in brown plastic or walnut cabinet. Enclosed Antenna; Automatic Sensitivity Control.



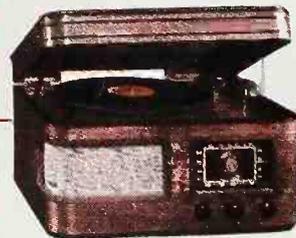
**THE CROSLEY
DEBUTANTE**

Designed especially for smaller homes and apartments, the Debutante occupies no more floor space than a dining room chair. Compactly engineered, it is available in smartly styled mahogany or walnut cabinet. 36 3/8" high, 25" wide, 14 1/2" deep. Crosley FM; Floating Jewel* Tone System; Fast, Jam-proof Automatic Record Changer; Continuous Tone Control.



**THE CROSLEY
PLAYTIME**

A real combination... a table radio-phonograph that tops the field in entertainment values. Has exclusive Crosley Floating Jewel* Tone System; two complete bands for broadcast or overseas reception. Handsome walnut veneer cabinet, 8 1/2" high, 15 1/4" wide, 11 7/8" deep. Enclosed Loop Antenna; 2-Position Tone Control.



**THE CROSLEY
CARROLLTON**

A luxurious cabinet by Carrollton encases many innovations in electronic craftsmanship to make this instrument truly distinctive. Lovers of fine music will be delighted by its tonal delivery; those with one eye on appearance will note how it artistically blends with the finest home furnishings. Floating Jewel* Tone System, Master Tone Control. Crosley FM. Cabinet is satin-finish mahogany—38 1/4" high, 38" wide, 17 1/2" deep.



Refrigerators • Home Freezers
Kitchen Sinks and Cabinets • Ranges
Laundry Equipment

CROSLEY

THE CROSLEY CORPORATION, CINCINNATI, OHIO

Radios • Radio Phonographs
FM • Television • Short Wave • Radar
Home of WLW, "The Nation's Station"

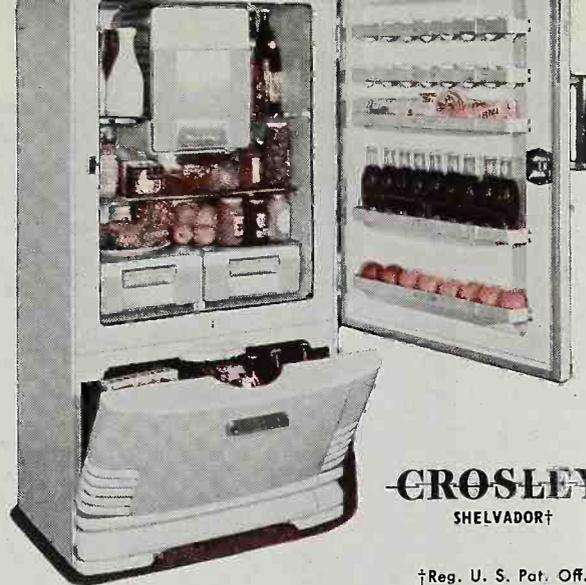
*Patented
†Reg. U. S. Pat. Off.

Whatta line... Whatta line!

**I ASKED ABOUT REFRIGERATORS—
HE ANSWERED WITH DOUBLE-TALK!**

Imagine... a refrigerator with *double* the front-row storage space for foods of all sizes and shapes! I didn't have to *imagine* it... because when I told "that man" I was itchin' to furnish my kitchen, he marched me up to a gleaming white streamlined refrigerator. He opened it wide, and I said, "Ah!" For there was the Shelvador†, the biggest boon to kitcheneering since the can-opener was invented.

My gracious, it's spacious! What's more, there's the over-size freezer, the hermetically-sealed Electro-saver unit and... well, the too-many-to-mention improvements I had been hoping to find in postwar home refrigeration. What really gets me, though, is this *exclusive* time-and-trouble saver, this extra storage space, this... well, this Shelvador†.



CROSLLEY
SHELVADOR†

†Reg. U. S. Pat. Off.



When I mentioned Ranges...



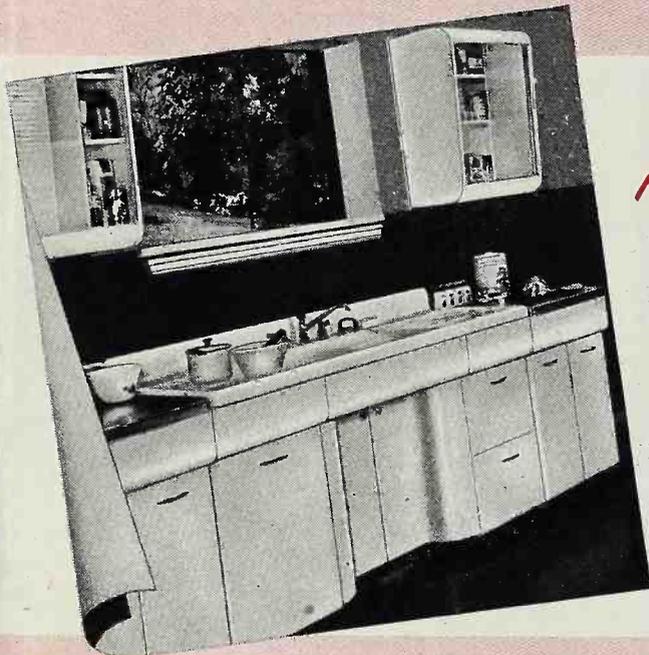
"Do we have ranges?"... he queried. "Absolutely. And Crosley has shown the same be-kind-to-women attitude here as in refrigerators.

"Believe it or not, here's one line of ranges designed primarily, basically, solely for better cooking. Every non-essential gimcrack is out. Every feature that contributes to cooking is in. You have a choice of three models, either gas

**HE REALLY WARMED UP
TO HIS SUBJECT!**

or electric. Each of 'em has an over-size oven, a belt-high broiler, and four fast surface cooking units, including the deep-well cooker on electric models. And, of course, there's the one-piece core construction, the extra-thick insulation, the... well, everything you'd expect in ranges designed to please particular women."

"Well done," I told him. "I'm a pretty cool customer ordinarily... but I certainly warm up to a range that's as dutiful as it is beautiful."



My head was swimming

...AFTER HE SHOWED ME THE SINK

A sink? You think that's hardly something to get excited about? Well let me tell you... a woman doesn't have to peel many Idahqes before she's sick and tired of conventional "water and waste" sinks. Ah, but the Crosley Servisink... what a grand 'n' glorious difference!

You know what those nice people have done? They've made a trim, streamlined porcelain beauty of a sink... a practical, lot-of-space-for-utensils sink... a you-can-sit-down-to-work-at-it-sink

... a handy garbage-container sink... a companion-cabinet sink!

Really, if you men never put in long hours at a Simon-Legree sink... and you haven't!... you can't appreciate what a wonderful feeling it is to plan a Crosley Servisink right into your very own kitchen. It's positively sinkerating, that's what it is!



Does it fit into that dream home she has been planning so long... does it offer practical work-a-day advantages that are soooo important... is it a well-rounded line which simplifies your selling?

That's the Crosley line, all right. A *name* line, a *feature* line, a *woman's* line, and a *retailer's* line. So if you're a Crosley dealer, there's plenty to be enthusiastic about when a gal like me walks in to talk to a guy like you about a line like Crosley's. You have advantages to *demonstrate*, all along the line.

If you aren't a Crosley dealer... well, why not check up on your line? Believe me, the days when we'd take anything to get something are soon to be ancient history. We'll be playing hard-to-get... unless, of course, you have that certain extra something we're *always* looking for. Think it over, will you?

Say Mister...

**DOES YOUR LINE DO THINGS
FOR A WOMAN?**



Refrigerators • Home Freezers
Kitchen Sinks and Cabinets • Ranges
Laundry Equipment

CROSLLEY

THE CROSLLEY CORPORATION, CINCINNATI, OHIO

Radios • Radio Phonographs
FM • Television • Short Wave • Radar
Home of WLW, "The Nation's Station"



Quality always comes before volume in the Merit plant, but we are striving constantly to maintain an even flow of transformers to all customers.

MERIT COIL & TRANSFORMER CORP.

TELEPHONE
4427 North Clark St. Long Beach 6311 CHICAGO 40, ILL.

Your Problems— and How to Solve Them

The basic editorial function of a business paper like RADIO & Television RETAILING is to give help in solving your problems. Our current issue is typical of how we are meeting our editorial responsibility. The problems treated here (among those you face) are general throughout the trade. The solutions offered are based on the most skilled authoritative opinion.

(1) **How can you make your salesmen really salesmen?** This Christmas business represents what will be the last "rehearsal" you may enjoy for the competitive selling to follow. Here is an excellent opportunity to train your salesmen to become more than mere order-takers; Read "Good Will Towards the Customer Makes Good Will for the Dealer", page 37.

(2) **How can you meet the trend of price cutting?** With many chains already cutting prices on radios ten to twenty-five percent, how can you make a legitimate sale without cutting prices. See "Get The Sale—But At A Profit", page 42.

(3) **How can you meet a possible local service slump?** The past few months have seen many new service establishments opening in many communities. And on the other hand, some customers continue to "wait and see" before buying. As a result, some dealers are feeling a service slump. See "Tune-up, Tube-up, Check-up", page 48.

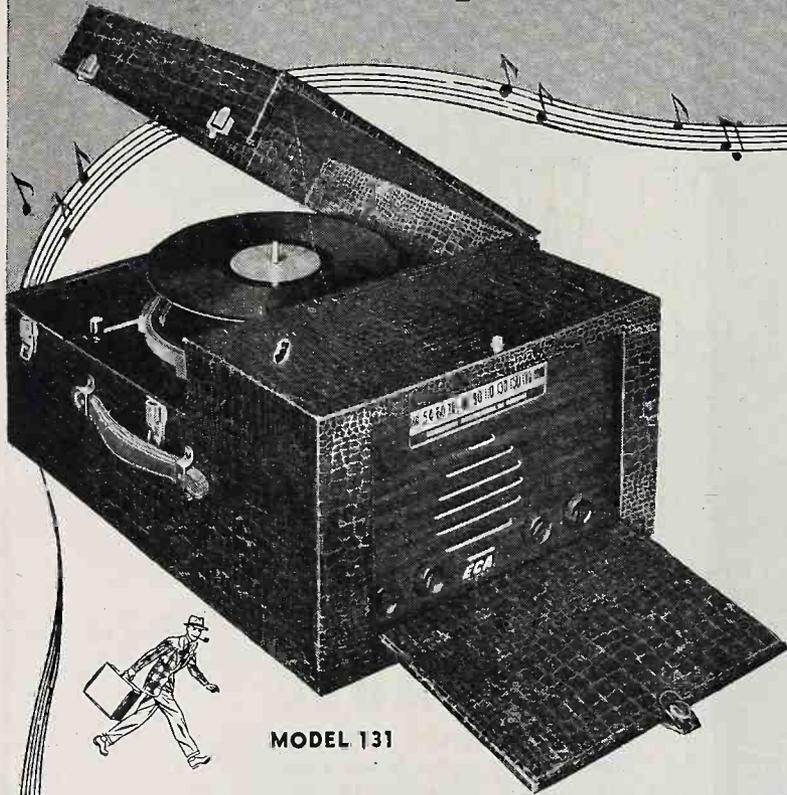
(4) **What new merchandise is available and who makes it?** RADIO & Television RETAILING publishes the largest number of New Products of any magazine in the radio-appliance-music trades. January-September we published 908 new product items of all types, compared with 931 for the next three magazines combined. Pictures, specifications, prices (where released) of new radios, appliances, records, phonographs, sound and service equipment begin on page 50.

(5) **How can you anticipate record sales?** These are a highly transient thing and what is selling now may be a dead issue in a few weeks. RADIO & Television RETAILING's exclusive listing of future good sellers is an important index to help judge your inventory and sales. (Page 76).

Month after month RADIO & Television RETAILING highlights your problems and helps you better to overcome them through more efficient selling and servicing. By so doing, we are helping you to build a strong trade specializing in the Big Four: RADIO, APPLIANCES, RECORDS, SERVICE—the complete merchandising function of modern retailers.

The Publishers

3 MORE **ECA** RADIO SALES WINNERS on the way to Franchised Dealers!



MODEL 131



MODEL 201



MODEL 132

CONSOLE QUALITY IN TABLE RADIOS

Here are the newest models off the production lines . . . 3 more styles to help fill dealers' demands for ECA Radio quality and value . . . 3 superb additions to the fast-selling line that is meeting enthusiastic praise from dealers—and their customers! It's the *only* radio line that gives dealers *all* these profit-making, success-building advantages:

- **SOLD DIRECT**—to limited number of selected dealers
- **PROTECTED TERRITORIES**—protected dealer profits
- **FREIGHT PAID** to your city
- **NATIONALLY ADVERTISED** in top-flight magazines
- **UNIQUE SALES-PLUS**—the ECA Radio WARRANTY TAG—the first "informative label" in radio, gives the consumer vital buying facts . . . makes a powerful sales tool
- **PROMOTIONAL MATERIAL**—a complete program of effective sales helps for dealers



MODEL 131
Portable Style Automatic Radio-Phonograph. Plays twelve 10" or ten 12" records automatically, with lid closed. Handsome leatherette covered case. AC only.

MODEL 132
A compact table radio with console quality tone. Push-pull, over 2 watts undistorted output. Rich, hand-finished wood cabinet. AC-DC.

MODEL 201
Small table model with new miniature tubes . . . new performance features. More efficient sound output. Better selectivity. Higher sensitivity. Two-tone wood cabinet. AC-DC.

ELECTRONIC CORP. OF AMERICA

170 53rd STREET • BROOKLYN 32, NEW YORK

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

ELECTRONIC CORPORATION OF AMERICA
170 53rd St., Brooklyn 32, N. Y. Dept. R-11

I am interested in the ECA Radio Dealer Franchise. Please send me details.

Store Name..... Buyer.....

Address.....

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

more **POWER**
longer **L·I·F·E**
but **LESS WEIGHT**



The Sensational
new

TEMPLE PORTABLE

(MODEL NO. F-611.) 3-way Portable
radio smartly housed in handsome,
new-grained fabricoid cover. Air-
plane metal front.



Here's a Portable that's really *portable* — packing power, yet lacking weight — easy on the eye, and easy to carry — with an ingenious, compact chassis construction that provides for maximum-power, long-life battery usage. A typical Temple "stand-out" in performance and eye-value.

TEMPLE TONE RADIO MFG. CORP.

New London, Conn.

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

"Where FM also means Finest Made"

IT'S **POWER** THAT
DRIVES THE ROCKET
MILES UP INTO SPACE . . .

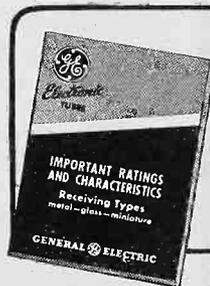
Be smart—use G-E
sales power to lift
your tube volume
to higher, more
profitable levels!



RADIO TUBES

MIGHTY productive sales-wise, the force which the G-E monogram exerts as a popular symbol of quality! Poll your area, and an overwhelming number of buyers will vote G-E on every ballot. That's because their G-Elamps, fans, irons, refrigerators, as well as radios, have served them long and well. In consequence, they'll come to *you* for tubes, once they know you sell the G-E make. . . . So your money-making formula is simple. (1) Arrange to handle G-E radio tubes! (2) Let local owners

know you handle them! That part's made easy by the display and promotion material you get free as a G-E tube dealer. . . . Write for complete information about tube selling rights to *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

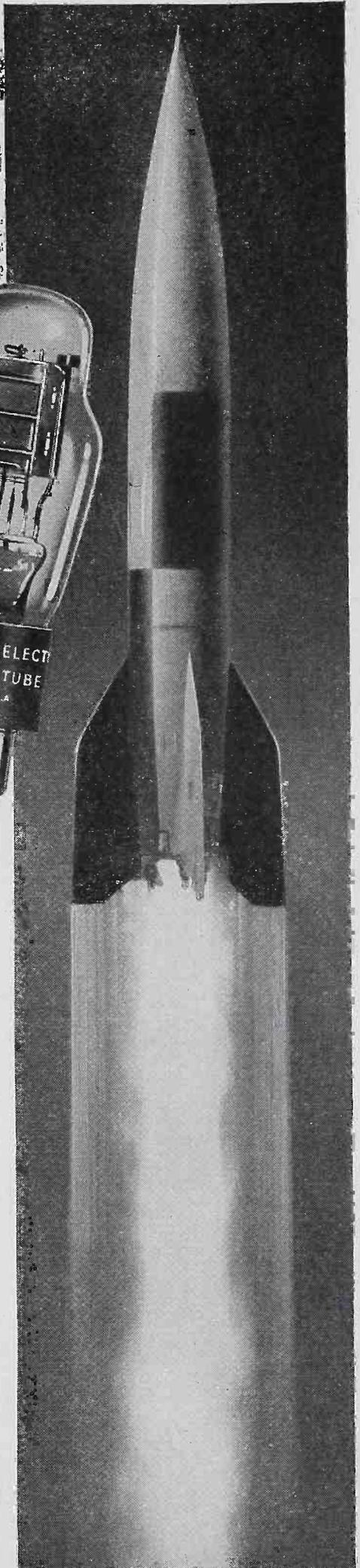


The Technical Data you need to sell or replace radio tubes is contained in G.E.'s Tube Characteristics Booklet ETR-15. Send for your free copy!

GENERAL  ELECTRIC

176-E6-8850

FIRST AND GREATEST NAME IN ELECTRONICS

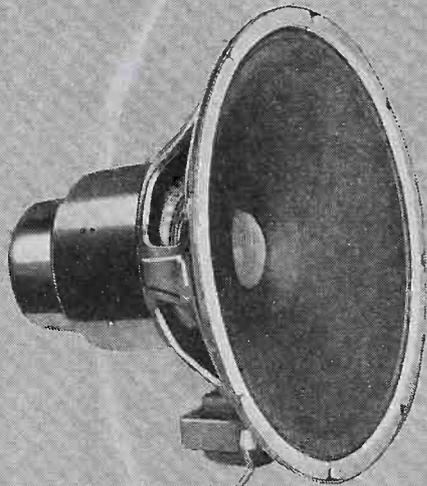
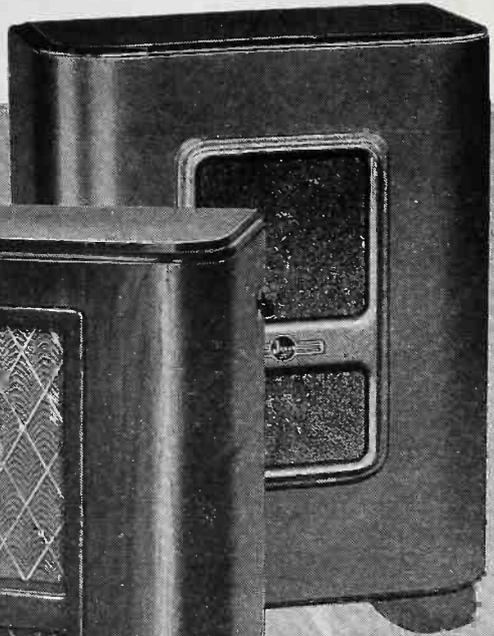


RA-151 REPRODUCER

Listen
... it's a
Jensen
SPEAKER!



RD-151 REPRODUCER



... WITH
HIGH-FREQUENCY
RANGE CONTROL



Jensen High Frequency Control gives you the kind of reproduction you want when you want it... all the way from two-way system high fidelity to conventional single speaker performance. Now you can adjust for best results on every program, every record, every type of service.

Now you can hear ALL program material at its best with the new JENSEN Coaxial Reproducers

- ★ Two articulated, coaxially mounted speakers
- ★ JENSEN Bass Reflex* Cabinets for full low register
- ★ High-Frequency Range Control for all-purpose flexibility
- ★ Beautifully styled walnut and utility cabinets
- ★ Built-in Frequency-dividing Network

*Trade Mark Registered

Never before have you been able to buy such performance... such versatility... at so low a cost. JENSEN now brings you the ultimate in reproducers with top performance so fine, so nearly ideal acoustically that obsolescence is eliminated for years to come. Yet you can instantly adjust response for most pleasing results with every type of program material in use today. Ideal for professional and home use for FM-AM reception and monitoring, transcriptions, commercial phono records... for practically every moderate-level high-quality application.

JENSEN MANUFACTURING CO., 6625 S. Laramie Ave., Chicago, U.S.A.

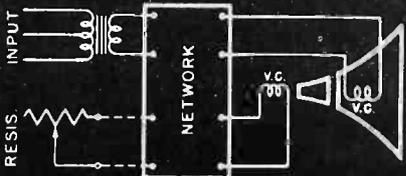
In Canada: J. R. Longstaffe, Ltd., 11 King St., Toronto



Jensen
SPEAKERS WITH

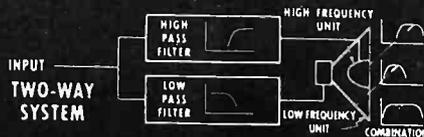
*Designers and Manufacturers
of Fine Acoustic Equipment*

ALNICO 5



Separate coaxially-mounted speakers for low and high frequencies, with integral two-channel network. (Range control not shown.)

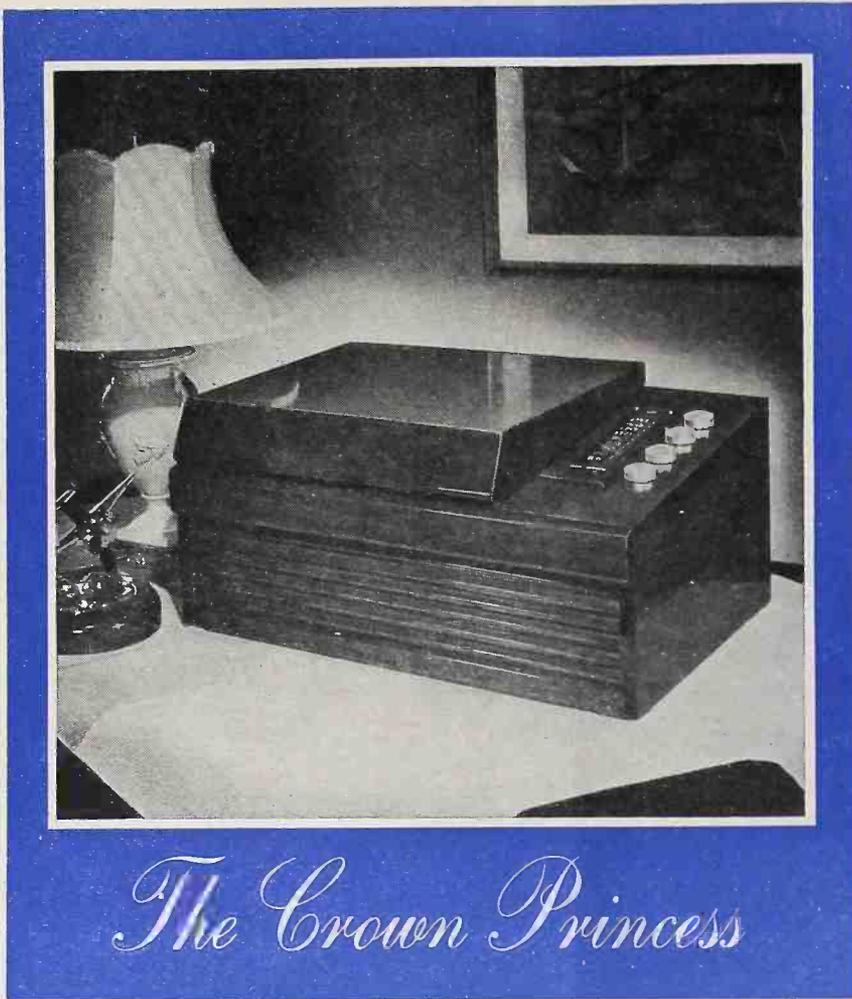
USES "2-WAY" PRINCIPLE



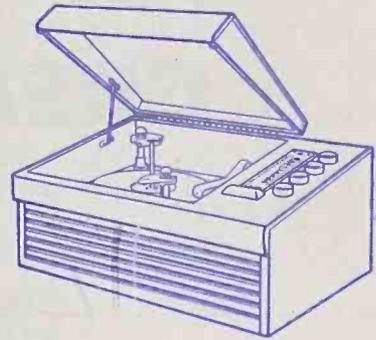
JENSEN
BASS REFLEX

Acoustically-correct Bass Reflex Cabinet gives smoothly extended low register. Better than an "infinite" baffle... efficiently uses back radiation too.





The Crown Princess



*S*atin walnut finish

accented by an edge-lighted dial gives this new Air King radio-phonograph a beauty of appearance equalled only by the purity and naturalness of its tone. Styled with simple dignity, it fits naturally into any decorative scheme. Engineered by Air King, it wins the enthusiasm of the critical musician. And, produced by Air King, its quality demands no penalty of price.

Features that make the Crown Princess a superlative instrument include:—

Six tube (including rectifier) superheterodyne for standard broadcast. Two dual-purpose tubes give eight-tube reception. AC or DC. Automatic changer for ten- or twelve-inch records. Permanent Alnico No. 5 magnet speaker. Featherweight, low-pressure tone arm. Permanent needle. Crystal pick-up. Automatic volume control. Full range tone control. Beam power output. Built-in loop aerial.

The Royalty of Radio Since 1920

AIR KING

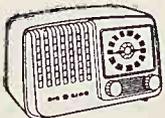
RADIO

Brooklyn

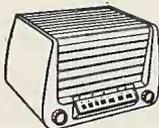
Division of

HYTRON RADIO & ELECTRONICS CORPORATION

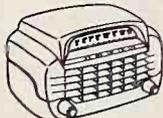
The Royal Family of Radio



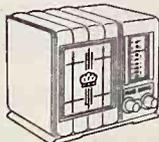
THE Regent



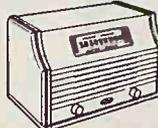
THE Crown Prince



THE Duchess



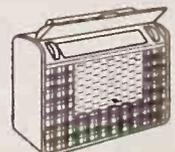
THE Marquis



THE Baron



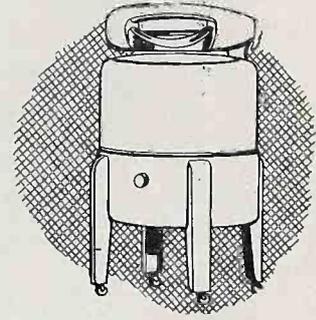
THE Baronet



THE Royal Highlander

591,387

OF THESE



ARE WANTED IN THE GREAT CHICAGO MARKET!



ALSO WANTED ARE:



469,498 REFRIGERATORS



282,150 RADIO-PHONOGRAPHS



264,093 TOASTERS



234,749 IRONS



212,177 MIXERS

... AND HUNDREDS OF THOUSANDS
OF OTHER HOME APPLIANCES!

how many are you going to sell?

Gigantic figures? Yes! But fitting into the pattern of a Sales Plan which will enable you to get your share of the Great Chicago Market and at a profit!

Armed with this Plan, you can determine your merchandising and advertising strategy in the market . . . spot your distribution effectively . . . strengthen your competitive standing.

To prepare this Plan for you, we've asked a lot of people a

lot of questions. We made personal calls on 10,850 families and 2,051 dealers in the Great Chicago Market. The information we received . . . over two million individual replies . . . we've analyzed and assembled into a "Durable Goods Study among Consumers and Dealers." It's the most complete and authoritative home appliance study ever made in this area.

To obtain the benefits of this

Sales Plan and of the Durable Goods Study on which it is built, simply write your nearest Tribune representative, as shown below.

* * *

For quick, effective coverage of the Great Chicago Market, there is no medium quite like the Chicago Tribune! 63.4% of the \$414,757,552 volume for home appliance purchases during the first year they are available will be spent by Tribune-reading families! Rates per line per 100,000 circulation are among the lowest in America.

CHICAGO TRIBUNE

The World's Greatest Newspaper

August average net paid total circulation:
Daily, over 1,100,000; Sunday, over 1,500,000.

H. N. King, Chicago Tribune,
810 Tribune Tower, Chicago 11

E. P. Struhsacker, Chicago Tribune,
220 E. 42nd St., New York City 17

Keene Fitzpatrick, Chicago Tribune,
155 Montgomery St., San Francisco 4

W. E. Bates, Chicago Tribune,
Penobscot Bldg., Detroit 26



Get in on this triumph General Electric presents eight outstanding receivers in its new 1947 line, in full color two-page spreads in Life, Look, Collier's and Saturday Evening Post during November and December. This campaign features the great new FM Radio-Phonographs, Self-Charging Portable, "Wake-up-to-Music" Clock-Radio, Table Radios and Radio-Phonographs. Place your order today to get in on this triumphant Christmas campaign. See your G-E Radio Distributor for full details or write to Electronics Department, General Electric Company, Bridgeport, Conn.

MARGARET O'BRIEN
Lovable young star of the new MGM production, "TENTH AVENUE ANGEL"

Margaret O'Brien STARS IN G-E CHRISTMAS CAMPAIGN REACHING 50 MILLION CUSTOMERS!

GENERAL ELECTRIC FM RADIO-PHONOGRAPHS

These radio-phonographs are the most beautiful and complete combination of radio and phonograph ever designed. They are available in three sizes and prices, and are available in three styles: the new FM Radio-Phonograph, the new FM Radio-Phonograph with automatic record changer, and the new FM Radio-Phonograph with automatic record changer and automatic record changer.

GENERAL ELECTRIC natural color tone radios

Here are magic keys to an enchanted realm of entertainment—heard in the full glory of General Electric's natural color tone from both radio and recordings. Here are the new electronic features you've waited for these many years. Here are the new 1947 instruments whose breath-taking beauty matches their unequalled dependability and performance.

GENERAL ELECTRIC
MADE IN THE U.S.A. REGISTERED AND PATENTED

In all the world, no gifts like these

GENERAL ELECTRIC

Back to school! Make us in Radio Society of the Good Will. Our Radio and you'll see the way. We have a new feature which is available only in our new 1947 line. It's the new "Wake-up-to-Music" Clock-Radio. It's the new "Self-Charging" Portable. It's the new "Automatic Record Changer" and "Automatic Record Changer with Automatic Record Changer".

A blow-up (size 31" x 43") of this two-page spread in full color plus newspaper mats and other sales promotion items are available. Get details from your nearest G-E Radio Distributor.

THE FIRST AND GREATEST NAME IN ELECTRONICS

GENERAL  ELECTRIC

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

For Efficient Radio Electronic Arteries...

Choose Amphenol Components!

Amphenol is known, and relied upon, by amateurs and professionals in every branch of radio and electronics. The encyclopedic array of more than 8,000 different Amphenol components completely serves the entire range of frequencies in use today.

Amphenol engineers steadily are helping to pierce the veil of the unknown in the higher television and FM frequencies. They have been among the pace-setters in achieving the higher standards of mechanical efficiency and electrical correctness upon which progress in these fields depends.

Teamed with top-flight production facilities, Amphenol research has continuously developed new products to keep the Amphenol line of cables, plugs, connectors, fittings sockets, antennas and plastic components the most complete available from any one source in the world today.

Wherever you find electrons at work, you'll find Amphenol components recognized as the standard of performance.

AMERICAN PHENOLIC CORPORATION, CHICAGO 50, ILLINOIS

In Canada • Amphenol Limited • Toronto

AMPHENOL

COAXIAL CABLES AND CONNECTORS • INDUSTRIAL CONNECTORS, FITTINGS AND CONDUIT • ANTENNAS • RF COMPONENTS • PLASTICS FOR ELECTRONICS

IN 1922

when WOR,
New York key station of the Mutual Broadcasting System,
went on the air for the first time . . .



GAROD

was building radios..

Today, the circle of enthusiastic Garod supporters literally covers the country from coast to coast. And every day, as sales competition becomes keener, the strength of Garod consumer appeal is being demonstrated profitably.

Technical excellence, arresting styles, greater values, are based on a knowledge of the field made possible only by 24 years of experience in the field. The **EXTRA** measure built into every GAROD model, makes it the radio that you can recommend to your best friend.



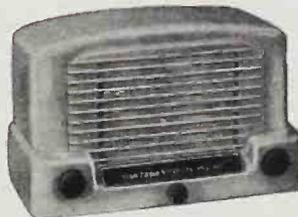
The "Sheraton"
Automatic radio-phonograph combination, with smart "Hide-A-Way" phonograph drawer.



The "Commodore" . . . AC-DC superheterodyne. Plastic in ivory, blue, green or maroon, with contrasting color in grille.



The "Commander" . . . featuring the ingenious "drop handle". AC-DC superheterodyne. Two-tone "Cotalin" plastic combinations.



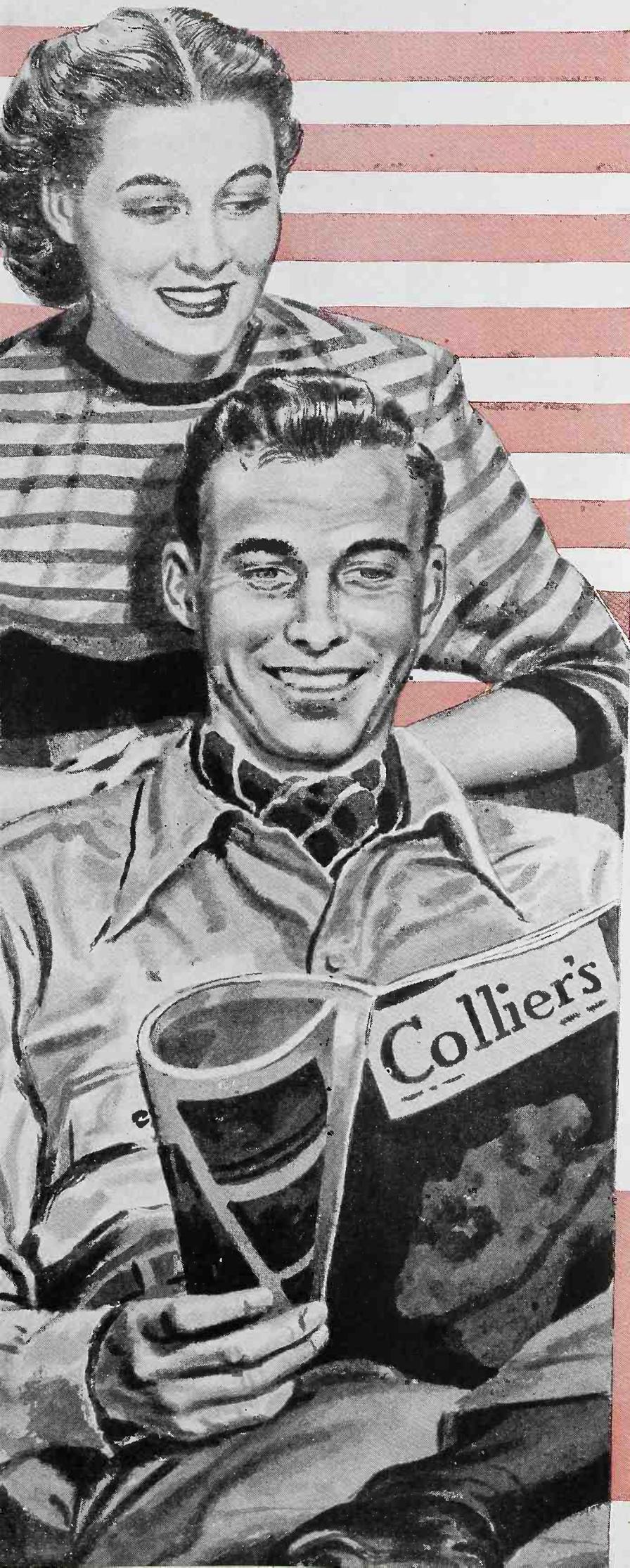
The "Senator" . . . AC-DC superheterodyne with 3-gang condenser. Plastic cabinet in ivory or walnut.

GAROD



RADIO

GAROD RADIO CORPORATION • 70 WASHINGTON STREET • BROOKLYN 1, N. Y.



Collier's

PEOPLE WHO THINK AHEAD

Read Collier's

In every community, there are leaders in thought and action who set the pace for their neighbors. Week after week, they keep up with the world through Collier's. They take pride in their homes and families, they follow the styles and changing trends and they naturally like the new, progressive things. Best of all, these community pace-setters are financially sound and in that "age of acquirement" when they buy steadily and intelligently. There is no more responsive market in the world and Collier's advertisers share a direct and productive influence built up through years of leadership in the weekly family magazine field.

MILESTONES IN MAGAZINE HISTORY

The first women's fashion article in the weekly field appeared in a Fall 1929 issue of Collier's. It discussed the new trend to tweeds.

The Connecting Link
...for Action

ADVERTISERS WHO THINK AHEAD

Use Collier's

Collier's advertisers make friends and influence customers. And they do it with a minimum of waste circulation. Collier's army of readers feel that the products featured in "the magazine that thinks ahead" are their kind of products, made to satisfy the needs of their kind of people. That, in essence, is the meaning of the term *selective market*. Pictures and sales messages about home furnishings, foods, toiletries, luxury items, fashions—in fact, every type of consumer goods advertised in Collier's finds an attentive and prosperous audience of millions who are anxious to have the best. Collier's makes customers with every issue.

*Collier's
Thinks
Ahead*





MINIATURE
#6BA6
RADIO
FREQUENCY
AMPLIFIER
Uses Less Than
Half The Room

TUNG-SOL DEALERS

can't help talking about it!



"Of course I push TUNG-SOL Tubes. And I'll tell you why. TUNG-SOL is always out to help me.

"TUNG-SOL provides me with advertising material featuring radio service, and wherever possible the advertising is imprinted with my name. This type of advertising directs customers to my shop . . .

it helps build my business . . . makes me the radio service authority in my neighborhood.

"It also gives me the opportunity to sell sets, parts, and appliances.

"This is not a new

policy with TUNG-SOL. They have been doing it since they began manufacturing radio tubes. That's one reason why their tubes are often called the radio serviceman's tube.

Furthermore, their sales policy has always discouraged cut-throat competition."



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

AM-FM Console Combinations
 Television Consoles
 Television Table Models
 Table Model Phono-Radios
 Table Model Radios
 3-Way Portables
 Wire Recorders

Television Console Model TZB-906



The Spotlight is on Sonora for '47

with a COMPLETE LINE of "Clear as a Bell" tone radios

Displayed at the Television Broadcasters Association Exhibition, this SONORA Television Console model TZB-906 was the hit of the show! This model, plus three others already scheduled for volume production, will help establish SONORA as a top name in television!

The SONORA line for '47 is a *complete line*—answering every call for superlative tone... superior

styling. No matter what models your customers look for—from big FM console combinations to portables—there'll be a SONORA model for every need. For eye-appeal, it's SONORA'S distinctive shaped-wood and plastic cabinets. And that famous "Clear As A Bell" Tone makes the final choice SONORA!

Watch for SONORA'S *complete line* for '47... and watch the *increased* consumer preference for SONORA!

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

Westinghouse

THEY'RE ROLLING
OFF THE LINES
RIGHT *NOW!*

NEVER BEFORE
HAVE YOU HAD A
2 in 1 INSTRUMENT
LIKE THIS TO SELL!



IT'S AN AUTOMATIC RADIO PHONOGRAPH... BUT, YOU CAN LIFT OUT THE RADIO AND PLAY IT ANYWHERE

.....

RADIO'S FIRST

Radio - first again!

with the

REVOLUTIONARY, NEW

Westinghouse **DUO**

THE AUTOMATIC RADIO PHONOGRAPH

WITH THE SLIDE OUT, CARRY ABOUT RADIO

Here's the set of the year! A revolutionary new TWO-IN-ONE instrument that is an outstanding example of the originality and engineering that characterizes the Westinghouse Radio line.

This Westinghouse first is not only an automatic radio phonograph but it has a removable radio that can be lifted out and used anywhere in the house. *TWICE* the utility of conventional sets!

And it also has *TWICE* the undistorted broadcast output of comparable prewar models, 6 tubes, including rectifier, that

deliver performance you'll have to hear to believe. It plays 12 records without attention . . . has a dependable single-button record-changer . . . continuously variable tone control . . . built-in antenna . . . all compactly packaged in a beautifully finished mahogany veneer airstream cabinet. Feature for feature you can't beat it.

No set on the market offers you the sales clinching story that the Duo gives you . . . for featured promotion on the sales floor, in the window, and in your local newspaper advertising it's a natural. Home Radio Division, Westinghouse Electric Corporation, Sunbury, Pa.

HERE'S SOME OF THE PROMOTION THAT WILL BACK UP THIS AMAZING 2 IN 1 INSTRUMENT!

This action-packed four-color ad provides a perfect tie-in with the Duo national magazine ad running in October and November. It dramatizes the Duo's big 2 in 1 utility feature. Available through your Westinghouse Distributor.



This eye-catching Duo poster in your Miniature Billboard Display will quickly identify your store as the place to come for a demonstration of the amazing new Westinghouse Duo.

Hundreds of your local prospects will see this full-page advertisement in Collier's on October 26th, in the Saturday Evening Post on November 2nd and in Life on November 25th. It does a direct, action-getting selling job on the Duo.



These specially prepared newspaper ad mats will help you tie-in with the Duo national ad and give you business-pulling local advertising for your store. Write to us for a selection of ready-prepared mats.



NAME IS Westinghouse

RADIO TELEVISION



*As alike as
2 peas in a pod
yet*



**ONE of these
TRANSFORMERS
is totally different
WHY? It's an SNC**

YES... Most transformers built to do similar jobs DO look alike! Yet there can be a vast difference in performance and staying qualities!

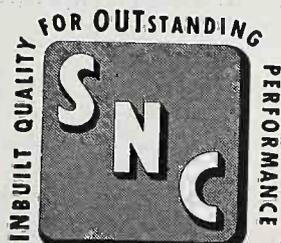
It is a fact that SNC Transformers are 'way above the "run of mine" class... Dependable for performance that is strictly up to par... Not just for a short time, but for a *long, long* time!

This is not because we are miracle men, nor is it because we have any super-geniuses on our staff. It is a simple matter of coupling substantial, experienced engineering brains with finest quality materials and carefully supervised, prideful workmanship. After you have sold SNC Transformers just a short time, your customers will tell you what we mean better than we can.

Below we are reproducing from our catalog, filament transformer specifications which demonstrate how imaginative engineering is transmitted into products that fulfill your most optimistic hopes:

S N C F I L A M E N T T R A N S F O R M E R S

Type Number	Each Transformer Suitable for Any One of the Three Applications Listed Below			Volt. Insul.	Wt.	Mtg.	Dimensions				
	Application No. 1	Application No. 2	Application No. 3				A	B	C	D	E
	4P222	Two Sec. of 2.5V. @ 2.5 A.	5 V. @ 2.5 A.				2.5V. @ 5 A.	2,000	1 1/4	B	2 1/4
4P226	Two Sec. of 2.5V. @ 5 A.	5 V. @ 5 A.	2.5V. @ 10 A.	10,000	2 1/2	B	2 3/8	3 1/8	1 7/8	2 1/2	
4P227	Two Sec. of 2.5V. @ 5 A.	5 V. @ 5 A.	2.5V. @ 10 A.	2,000	2 1/2	B	2 3/8	3 1/8	1 7/8	2 1/2	
4P234	Two Sec. of 2.5V. @ 7.5 A.	5 V. @ 7.5 A.	2.5V. @ 15 A.	2,000	3 1/4	B	3	3 3/8	2 1/8	3 1/8	
4P239	Two Sec. of 5 V. @ 3.25A.	10 V. @ 3.25A.	5 V. @ 6.5A.	2,000	3 1/4	B	3	3 3/8	2 1/8	3 1/8	
4P242	Two Sec. of 5 V. @ 10 A.	10 V. @ 10 A.	5 V. @ 20 A.	10,000	6 1/2	Bx	3 3/4	3 3/8	2 3/8	2 1/2	2 1/4
4P243	Two Sec. of 5 V. @ 10 A.	10 V. @ 10 A.	5 V. @ 20 A.	2,000	6 1/2	Bx	3 3/4	3 3/8	2 3/8	2 1/2	2 1/4
4P244			6.3V. @ 0.6A.	2,000	3/4	B	1 7/8	2 3/8	1 3/8	2	
4P245			6.3V. @ 1.2A.	2,000	3/4	B	1 7/8	2 3/8	1 3/8	2	
4P246	Two Sec. of 6.3V. @ 1 A.	12.6V. @ 1 A.	6.3V. @ 2 A.	2,000	1 1/4	B	2 1/4	2 7/8	1 3/8	2 3/8	
4P251	Two Sec. of 6.3V @ 3 A.	12.6V. @ 3 A.	6.3V. @ 6 A.	2,000	3	B	3	3 3/8	2 1/8	3 1/8	
4P256	Two Sec. of 6.3V. @ 5 A.	12.6V. @ 5 A.	6.3V. @ 10 A.	2,000	4 1/2	Bx	3 3/8	2 1/2	2 3/8	2 1/4	2 1/8
4P260	Two Sec. of 7.5V. @ 1.5 A.	15 V. @ 1.5 A.	7.5V. @ 3 A.	2,000	2 1/2	B	2 3/8	3 1/8	1 7/8	2 1/2	
4P267	Two Sec. of 7.5V. @ 2.3 A.	15 V. @ 2.3 A.	7.5V. @ 4.5A.	2,000	3 1/4	B	3	3 3/8	2 1/8	3 1/8	
4P272	Two Sec. of 11 V. @ 5 A.	22 V. @ 5 A.	11 V. @ 10 A.	2,000	6 1/2	Bx	3 3/4	3 3/8	2 3/8	2 1/2	2 1/4



Manufacturing Company, Inc.
WEST LAKE AVE., AT LEHIGH GLENVIEW, ILLINOIS



Recordio
 OFFERS *Prestige*
 FOR FUTURE PROFITS

★ Radio manufacturing knows no finer name than Wilcox-Gay, pioneers of RECORDIO . . . *the world's finest home recording instrument* . . . strikingly illustrated by the handsome Californian Console, above. Housed in this exquisitely beautiful cabinet is a superb recorder-radio-phonograph whose amazing fidelity of reproduction is matched only by its full-range tone. In RECORDIO your quality-conscious customers will find hour upon hour of sheer musical enjoyment.

For exceptionally profitable returns on your investment, build your radio department sales around the prestige line . . . RECORDIO . . . *the world's finest home recording instrument*, plus RECORDIO DISCS and RECORDIPOINT NEEDLES.

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

by WILCOX-GAY CORPORATION • CHARLOTTE, MICHIGAN

SELL BETTER PERFORMANCE

In fidelity of tone, selectivity and power, the new Delco radios will delight your most hard-to-please prospects.

SELL BETTER APPEARANCE

Today's style-conscious buyers will go for the new cabinet work, the new styling and materials in the new Delco line.

Sell ALL 4 with the New Delco Radio Line

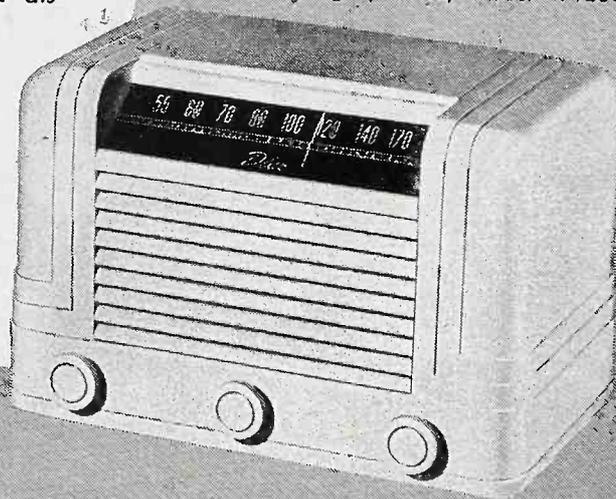
SELL GREATER DEPENDABILITY

Delco engineering and manufacturing methods insure you against inferior workmanship and dissatisfied customers.

SELL A TRUSTED NAME

"Delco" has a friendly and familiar ring to people everywhere. And the new Delco radio line lives up to the finest traditions of this old and trusted name.

MODEL R-1234 — Plastic, Ivory Finish. A.C. & D.C. Also available in Plastic, Mahogany Finish, Model R-1235.



Forerunners of a Complete Home Line

The model illustrated is one of Delco's four new table models. Soon they will be followed by consoles, combinations, portables and F-M models. In this complete line, you'll find the best of all that's new in radio — backed by Delco's experience as manufacturer of original-equipment radios for General Motors cars and leading supplier of military radios and electronic equipment.

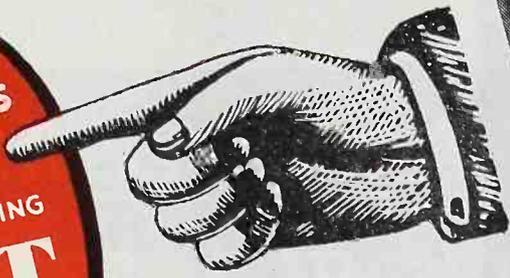
ENGINEERING VISION  MANUFACTURING PRECISION

DELCO RADIO — A UNITED MOTORS LINE



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

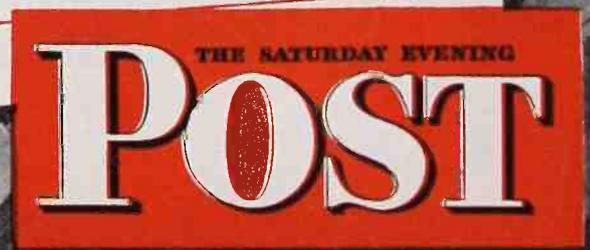
Delco Radio
DIVISION OF
GENERAL MOTORS



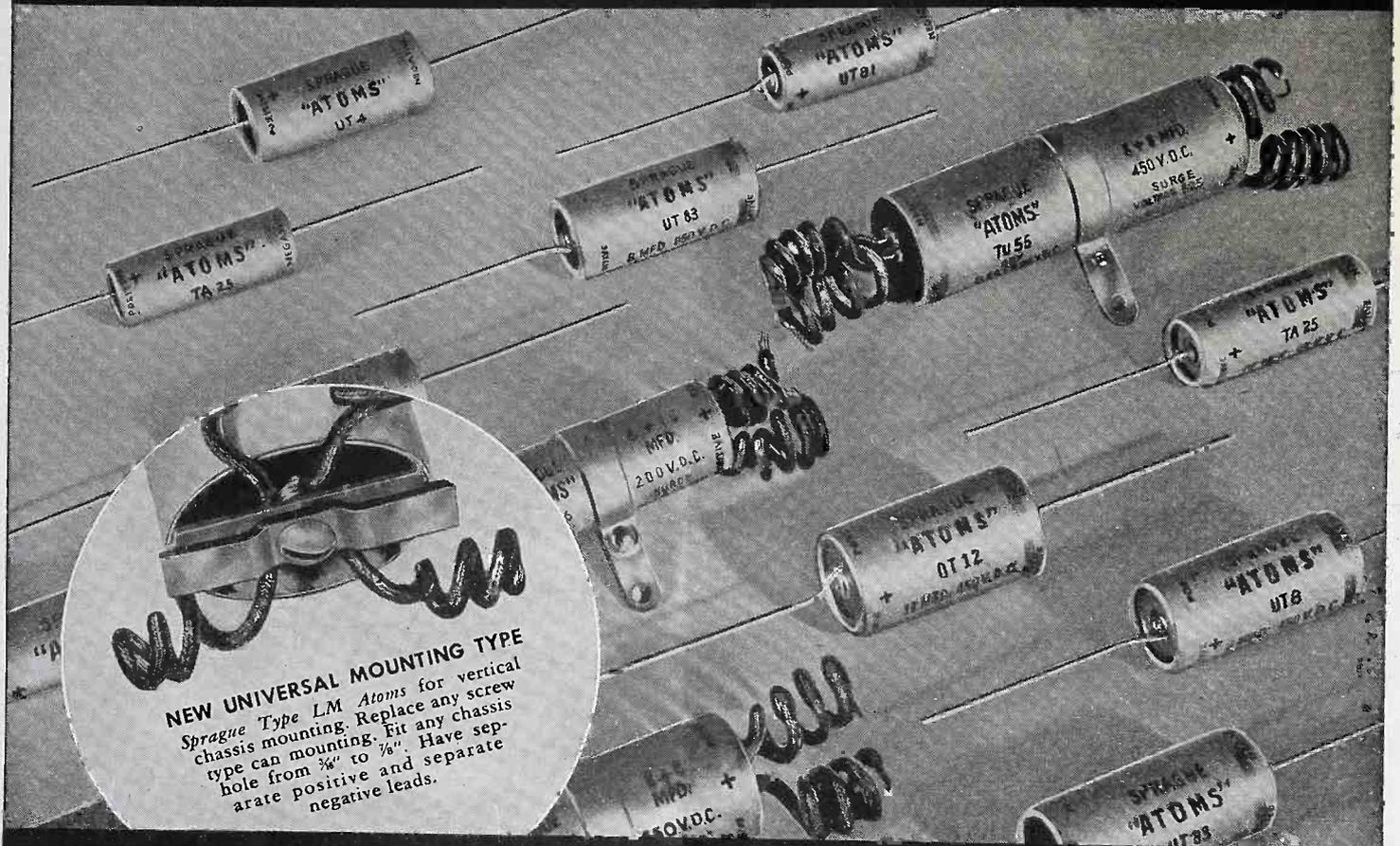
When a manufacturer asks you to "watch for our ads in the Post," he's calling your attention to the best kind of local support.

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

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



REPLACE CAPACITORS Faster... Better... at Less Cost



NEW UNIVERSAL MOUNTING TYPE
 Sprague Type LM Atoms for vertical chassis mounting. Replace any screw type can mounting. Fit any chassis hole from $\frac{3}{8}$ " to $\frac{1}{2}$ ". Have separate positive and separate negative leads.

with **SPRAGUE ATOMS**



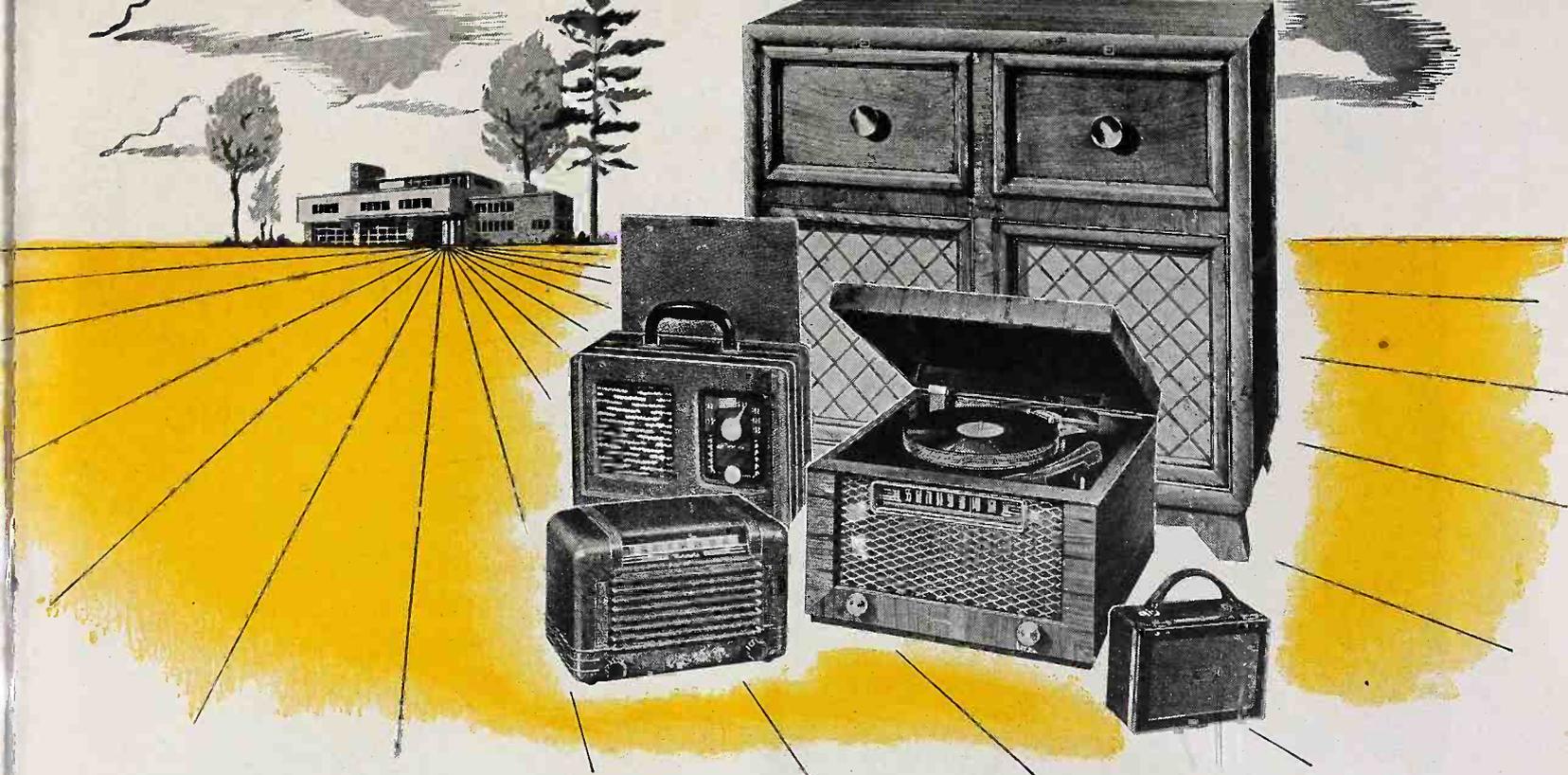
NEW CATALOG—JUST OUT!
 The finest, most complete and most helpful Sprague catalog ever issued! Contains complete details, dimensions, data, etc. on Sprague Capacitors and *Koolohm Resistors for every service, amateur and experimental need.
 *Trademark Reg. U. S. Pat. Off.

SEE US AT BOOTH 132—CHICAGO SHOW!

- Use them universally for ALL dry electrolytic replacements.
- A small supply equips you for ANY job—any voltage, capacity or capacity combination.
- Order them by name—be sure of getting genuine, factory-fresh Sprague Atoms—the kind that will not let you down.

SPRAGUE PRODUCTS COMPANY
 North Adams, Mass.

JOBGING DISTRIBUTING ORGANIZATION FOR PRODUCTS OF THE SPRAGUE ELECTRIC CO.



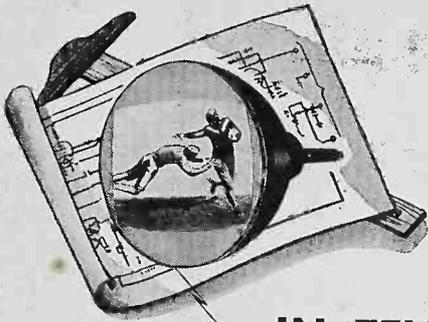
LISTENERS' CHOICE

for Beautiful Styling - "Golden Voice" Tone

Soon you'll have enough radios so that your customers can pick and choose. Then you'll notice the big swing to Motorola - for when your customers can get the Motorola they want, it's a sure bet they won't be satisfied with anything less.

People *prefer* Motorola because of styling that makes the Motorola "at home" in the finest homes and because of exclusive "Golden Voice" tone that just can't be equalled by *any other radio at any price!* It will pay you to feature the *finest.*





IN TELEVISION...IT'S PRECISION ENGINEERING AND THAT MEANS DU MONT

The clear pictures and rich tone of Du Mont Telesets* bespeak precision electronic engineering of the highest order. These receivers are the result of 15 years' concentration by an extraordinarily gifted group of engineers, led by famed scientist, Dr. Allen B. Du Mont.

It was he who developed the cathode-ray tube from a laboratory curiosity to a product so reliable it made television a commercially practical industry. And year by year since, important contributions by Dr. Du Mont and his brilliant staff of electronic engineers have continued to rank Du Mont the first with the finest in television.

DU MONT *First with the Finest in Television*



The "PLYMOUTH" Complete home entertainment instrument, including unsurpassed large-screen Television, FM, Standard and Shortwave radio, plus record-changing phonograph. Dignified Colonial design, in highly polished knotty pine. Seven other Du Mont Teleset models. Cabinet designed by Herbert Rosengren.

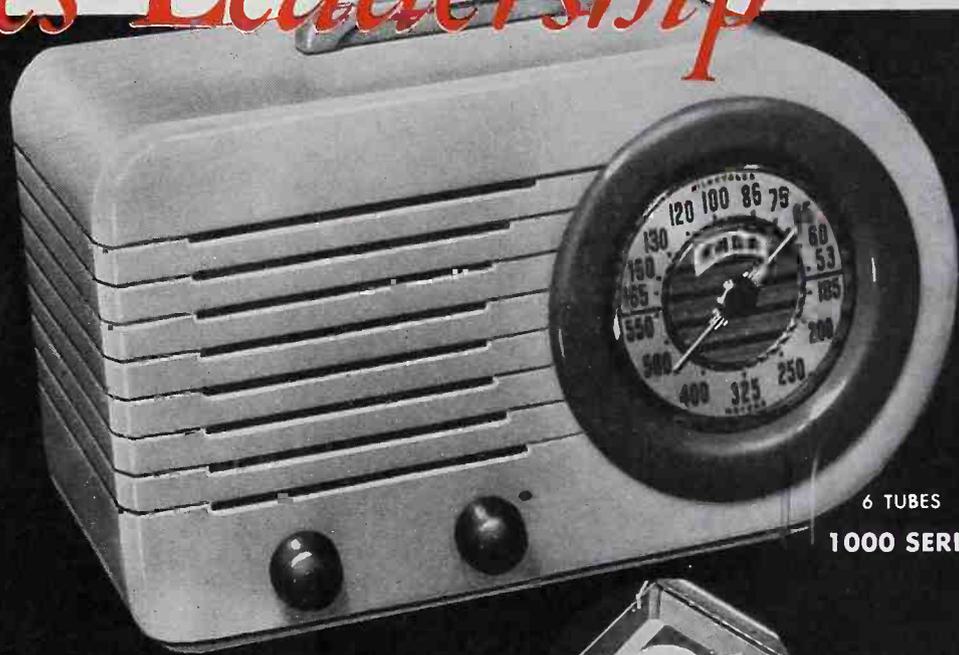
ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WABD, 515 MADISON AVE., NEW YORK 22, N. Y. • HOME OFFICES AND PLANTS, PASSAIC, NEW JERSEY
*Trade-mark Reg. Copyright 1946. Allen B. Du Mont Laboratories, Inc.

Sales Leadership

NATION-WIDE
POPULARITY



FADA 5-tubes—plus-rectifier-tube models are equipped with the new FADA "Sensitive-Tone" ... assuring greater sensitivity and clearer reception.



6 TUBES
1000 SERIES

FADA

Each of the new 1946 FADA models shows that high degree of national popularity—that amazing consumer sales appeal which indicates true leadership!

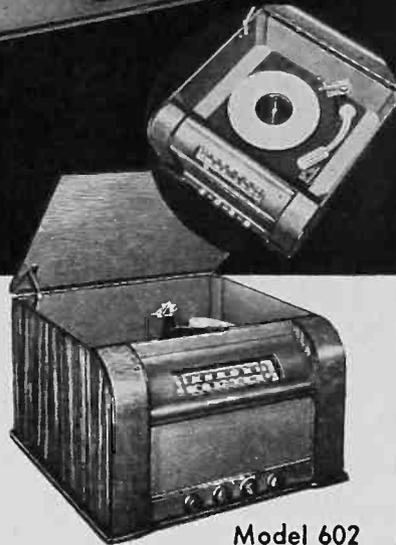
FADA leadership is based upon a 25 year record of performance—superior tone, superior beauty, superior engineering . . . plus 25 years of consistent national advertising and sales promotion.

FADA leadership is reflected in sales! For greater sales—this year, and next year and the years to come—you can depend on FADA—"the radio of tomorrow—today!"

YOU CAN ALWAYS DEPEND ON

FADA Radio

Famous Since Broadcasting Began!



Model 602

New Superheterodyne AC Table Model Radio Phonograph Combination with Automatic Record Changer in a Cabinet of Beautiful Mahogany Veneers.



637 SERIES

Superheterodyne AC de luxe Portable Radio-Phonograph with Automatic Record-Changer.

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



It Takes a Detroiter to Deliver on Detroit

Sure, *you* know Detroit! Or *do you*?

Detroit is 75% of the automotive industry.

Are you also aware that Detroit is steel, shipbuilding, drugs and chemicals? That Detroit is farms' tools and machinery, air conditioning and refrigeration equipment? That Detroit is copper, brass, aluminum, heating equipment and paint? And that Detroit is a major shipping center?

And beyond that — Detroit is also nearly 2,000,000 people, hundreds of thousands of whom moved in during the past few years. Detroit is a conglomeration of folks

from other cities and towns, from remote villages and country crossroads. Detroit is a mixture of backgrounds, tastes and habits.

Here is a situation which calls for up-to-the-minute, on-the-spot knowledge of a market — the kind of information that is being collected every day in Detroit by the Hearst Advertising Service through its "reporters with a nose for sales." Already a storehouse of information on the current situation is available to sales and advertising executives. Why not call the Hearst Advertising Service man now?

HEARST ADVERTISING SERVICE

HERBERT W. BEYEA, General Manager

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

Representing:

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

Presenting
An Outstanding New Model by
ELECTRO TONE



The magnificent new Table Model Combination Radio and Automatic Phonograph that is destined to equal, or even surpass in popularity the regular Electro-Tone Manual Electric, Automatic and Combination Portables.

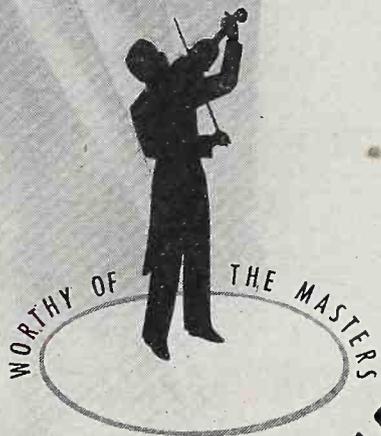
The new Electro-Tone Table Model combines the latest in electronic achievement for brilliance of tone . . . the finest in exclusive styling for beauty of design . . . the most expert craftsmanship for richness of cabinet. Truly Superlative . . . Truly Electro-Tone . . . Truly a Winner!

Model 555 Table Model Combination Lists at \$107.50

Subj. to OPA approval

Cabinet of lustrous Mahogany or Walnut Hand-Rubbed Piano Finish	enclosed loop
Seeburg 2-post automatic changer	iron core coils
plays ten 12" or twelve 10" records	full vision slide rule dial
6 tube AC radio	tapered tone control
featherweight crystal pickup	automatic volume control
6" PM speaker-Alnico V	shock mounted for perfect performance

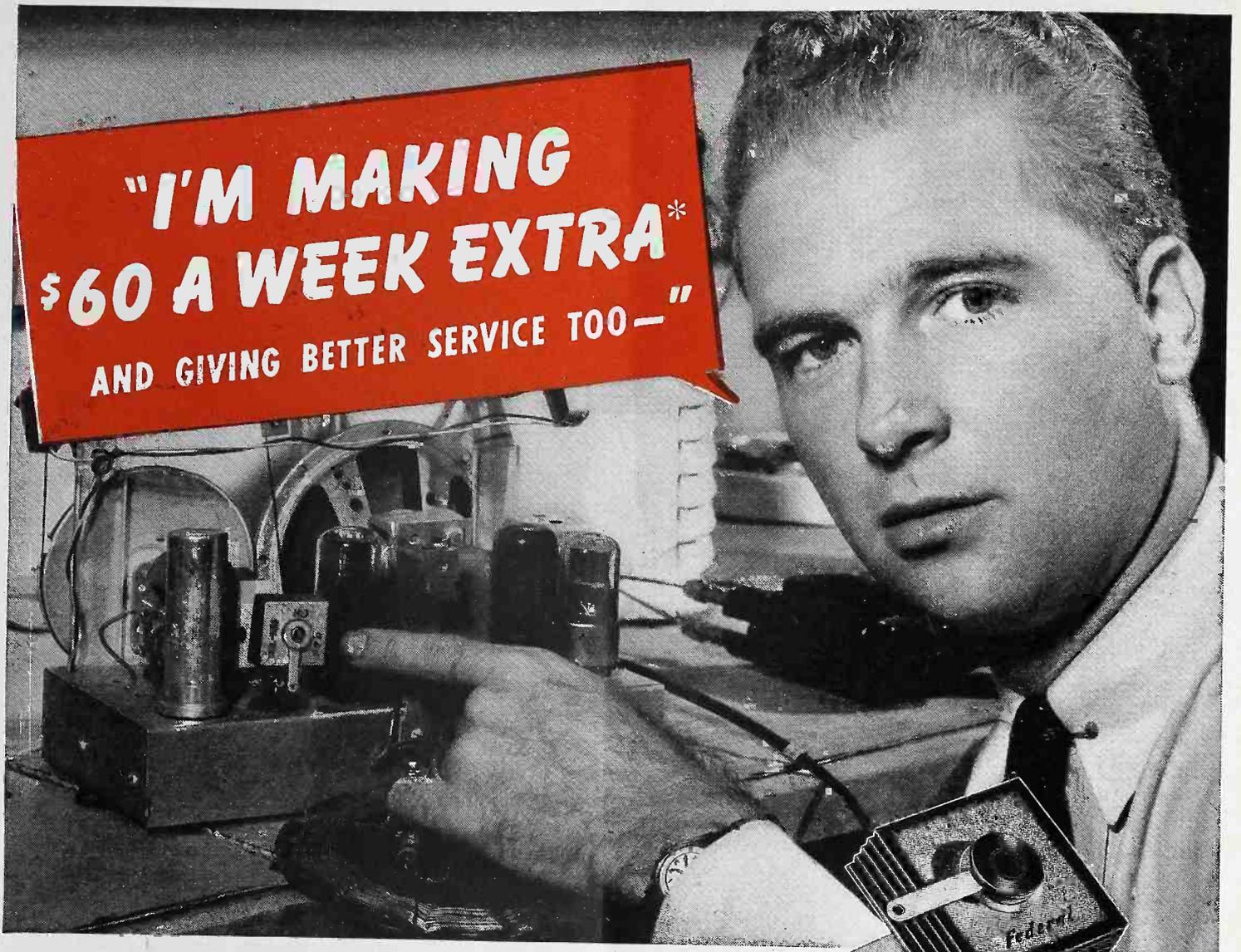
*See the Manual Electric, Automatic Record Changer and
Combination Portables by Electro-Tone*



ELECTRO TONE

CORPORATION 221 Hudson St., Hoboken, N. J.

Nationally Distributed by
MONARCH SALES CO., INC.
13 E. 16th Street, New York 3, N. Y.



Type 403D2625

by Installing Federal's Miniature Selenium Rectifier—in AC-DC home radio receivers to replace rectifier tubes

HERE'S A REAL OPPORTUNITY for the progressive service man — a chance to make extra money and do a better job. For Federal's new, miniature Selenium Rectifier is more than just a substitute for a tube. It's the modern way to give old sets new performance — gives them instant starting without warmup, makes them run cooler, last longer—replaces 29 different rectifier tube types.

Only 1¼ x 1½ x 5/8 inches, it fits anywhere, with just a few simple soldered connections and minimum circuit changes. Once installed, it's in for the life of the set. It withstands overloads from defective electrolytic condensers, and is practically unbreakable.

This miniature Selenium Rectifier gives the same performance that has made Federal "Center-Contact" Selenium Rectifiers the standard of the industry.

***HERE'S HOW YOU CAN DO THE SAME**

By installing Federal's Miniature Rectifier in place of a tube, you earn from \$1 to \$2 extra per set serviced. Ten sets a day gives you \$60 a week (or more) added profit.

Replaces these 29 different rectifier tubes:

5T4	5Y3	6Y5	25Z6	50Y6
5U4	5Y4	6Z5	35W4	50Z7
5V4	5Z4	12Z5	35Z3	117Z3
5Z3	6X5	7Y4	35Z4	117Z6
5W4	0Z4	12Z3	35Z5	OY4
5X4	80	25Z5	35Z6	

FREE—eight page service bulletin telling how to install this rectifier in AC-DC radio sets. Miniature Selenium Rectifiers now available in standard packages of 12, with window poster and mailing pieces. Send check or money order for \$12.00* for 12 rectifiers in display carton and complete sales accessories. Write to Dept. F854.
*excludes State and City use and sales taxes

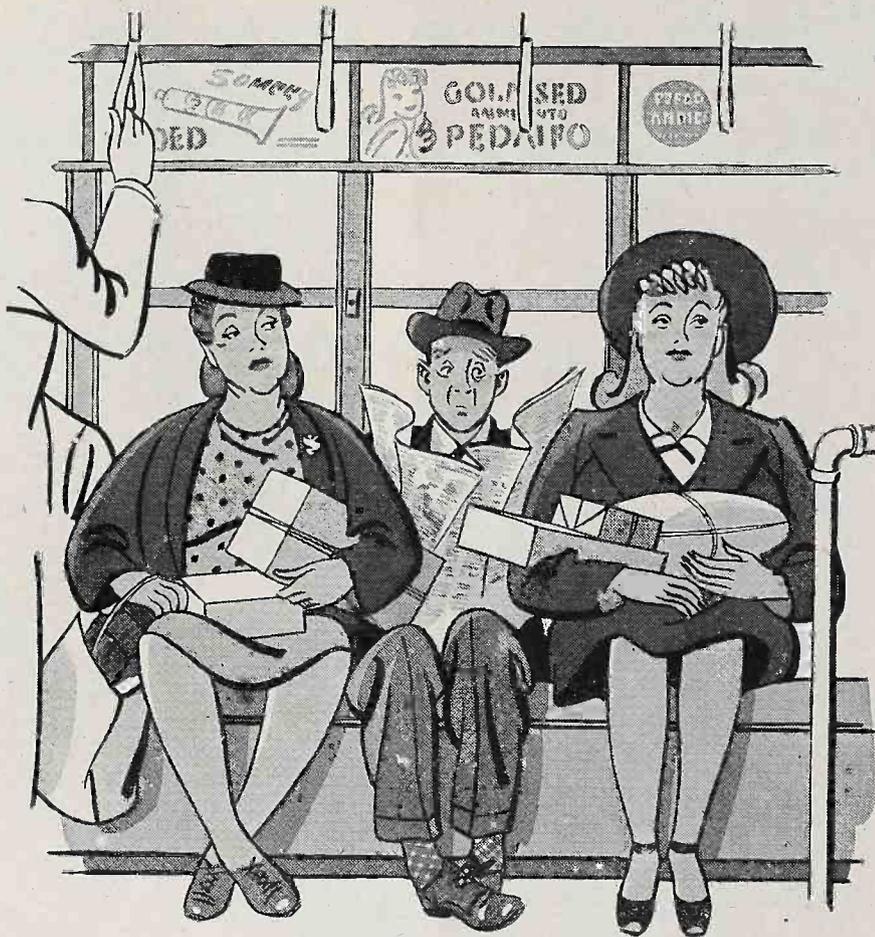


Federal Telephone and Radio Corporation

In Canada:—Federal Electric Manufacturing Company, Ltd., Montreal.
Export Distributors:—International Standard Electric Corp. 67 Broad St., N.Y.C.



Newark 1,
New Jersey



...and we do mean in the middle

YES, MR. DEALER, the future for radio retailing looks mighty bright... *so far!*

But remember, IF the old trade practices start again, you'll be a middle man. And we do mean *in the middle*... squeezed on all sides with pressures, promotions, dumping, camouflaged discounts, and all the rest of the prewar retailing nightmare.

As one bit of evidence of how easily that day can come, there are over 149 licensed manufacturers fighting for the field right now, as against only 49 before the war.

Many of the country's outstanding radio dealers have long ago learned that the S.C.M.P.* helps them steer clear of all these old distribution booby traps.

They've learned it gives them an exclu-

sive franchise in their community on the highest quality radios retailing at a price that appeals to the mass market and returns a profit too.

They've learned that it gives them exclusive benefits of all the Sparton national advertising reaching their respective areas.

They've learned that the S.C.M.P.* really works!

There's a whole line of magnificent Sparton models in production now. Not just stop gaps to skim today's quick market, but masterpieces of radio engineering worthy of the Sparton name and of the dealers who sell them.

It *pays* to be a Sparton dealer!

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

ONE

Sparton
DEALER

in each community

Check These
Profit-Increasing Features

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

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.

FARNSWORTH STABILITY EXTENDS THROUGH FARNSWORTH DISTRIBUTION

When the order-taking days are over, the dealer with the Farnsworth franchise will be spared many of the headaches common to high-pressure marketing.

One reason is the stability of the Farnsworth distributor. Chosen for his merchandising experience and his reputation for fair dealing, the Farnsworth distributor carries into his work of distributing the Farnsworth line the same singleness of purpose that Farnsworth puts into its manufacture.

Another reason is Farnsworth quality. Backed up by eighteen years of engineering research and manufacturing experience in the field of electronics, the

Farnsworth "streamlined" line of radios and phonograph-radios is winning more satisfied customers every day for Farnsworth dealers.

Too, the Farnsworth Selected Dealer Policy brings to *every* Farnsworth dealer the assurance of profit—remember, there are only one-fourth as many Farnsworth dealers in your market area as there are dealers representing other lines. Hence, four times the sales potential.

Truly, the Farnsworth dealer is going places! Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

Farnsworth

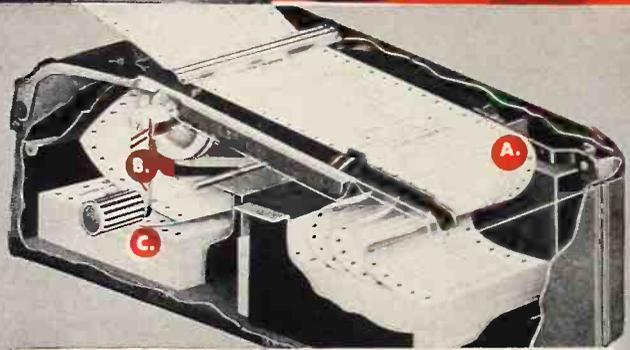
TELEVISION
RADIO
PHONOGRAPH-RADIO

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

Now! Get records that do these 9 vital jobs...easier, simpler, faster!



- ✓ **DEPENDABLE TAX INFORMATION**
- ✓ **DETAILED SALES ANALYSIS**
- ✓ **PROTECTION OF MERCHANDISE**
- ✓ **INFORMATION ON PROFITABLE LINES**
- ✓ **CONTROL OF CASH**
- ✓ **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. 1311, 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 _____

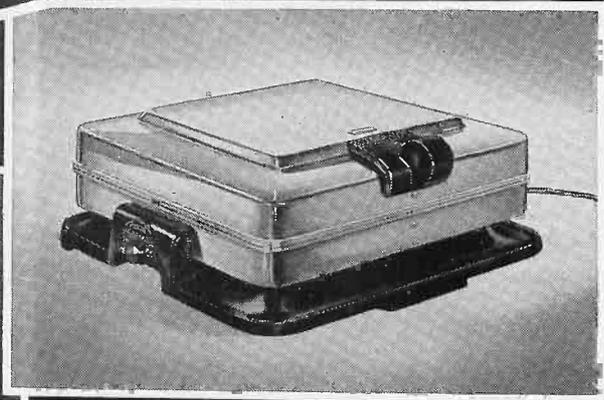
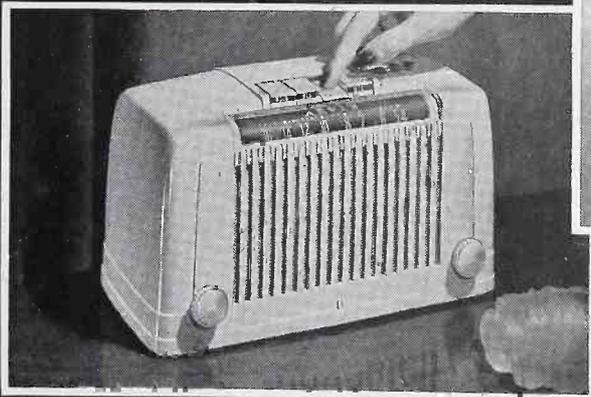
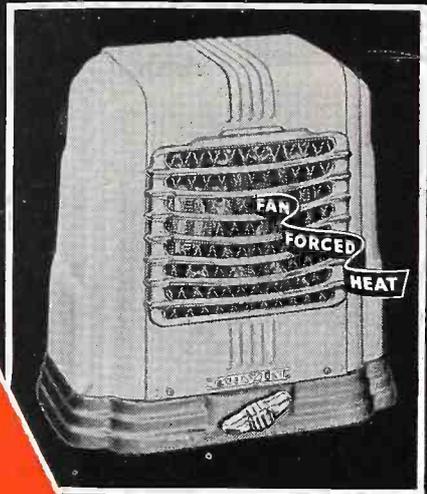
CITY _____ ZONE _____ STATE _____

Pacific Coast: Sunset McKee-Standard Register Sales Co., Oakland 6, Calif. Canada: R. L. Crain Ltd., Ottawa. London: W. H. Smith & Son, Ltd.

ARVIN

Family Products

EVERYWHERE - IN EVERY HOME



● Never in all our 26 years of manufacturing Arvin Products have we produced such volume in so short a time. But never have we known such consumer demand for Arvin radios, appliances and home equipment. Arvin dealers may be sure that the tremendous output of our eleven plants will catch up with orders before long. In the meantime—we're doing our best!



... the name on many fine products from

NOBLITT - SPARKS INDUSTRIES, INC., Columbus, Indiana

RADIO *& Television* RETAILING

Including Radio and Television Today

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

GOOD WILL - - Toward the Customer Makes Good Will for the Dealer

There may not be true peace on earth this Christmas, but there certainly should be and can be good will toward customers in the radio/appliance retail stores. Courteous sales policies are *life insurance* for the business.

The necessity for practicing Golden Rule salesmanship was never more apparent. The dealer who permits his salespeople to take Old Scrooge attitudes toward gift-seeking shoppers will certainly raise the dickens with his good-will structure. He will drive buyers to his competitors.

The temptation to try stampeding customers into hurry-up wrap-up sales will be stronger than ever before. Stores will be well-stocked with some wanted items—totally devoid of others. Such condition will create the illusion that there's *plenty of everything*. The some-of-this, none-of-that situation will slow up sales, cause disappointment and create a frantic customer trek from store to store. Something must be done about it.

The retailer who is interested in more than flash-in-the-pan sales foresees what this Christmas merchandising scene is going to look like, and he's preparing to do two things: *Make money and make friends*.

The alert dealer and his salespeople will go all-out in endeavoring to serve their customers as they themselves hope to be treated when *they* do their Christmas shopping. They will not employ rush 'em-in, rush 'em-out tactics. They will be helpful in offering suggestions for *something else* in place of *something not in stock*. They will handle gift-certificate sales intelligently. They will make their stores *sing* the Christmas spirit.

Above all, they will try to make *each customer* happy with his purchase—be it what the customer wanted or a substitute gift suggested by the salesman. Smart merchants know that customers who *leave* the store thoroughly pleased are the ones most likely to *return*. A few words of reassurance on the advantages of the purchase *after the sale* has been made cost the dealer nothing and makes a more favorable impression on the customer than anything the salesman says before the sale was concluded.

Salesmanship is coming back into its own and this Christmas offers a genuine opportunity for a much needed refresher course. Salesmanship of the Golden Rule sort will be welcomed by a pushed-around public and will be profitable to the merchant practicing it.

RADIO, Electrical Appliances,

STILL CLIMBING is the production of radio receivers. Monthly rate is more than 1½ million sets, and even laggard floor models now equal pre-war production.

TRENDS IN FAMINE-RIDDEN MARKET—*Under-counter selling of most-wanted items . . . mad scramble to get names on priority lists a thing of the past, with folk figuring that there are too, too many ahead of them anyway. . . Merchants becoming very cagy about answering customers' "whens?" now that they've been wrong so many times. . . Manufacturers, wholesalers, retailers fast learning the true meaning of diplomacy now that they're beset with all sorts of pleas for goods and charges of favoritism in filling orders.*

THE RAYTHEON RADARANGE, to be offered in a variety of sizes and models, was described as one of the "frequently prophesized but too seldom seen postwar electronic miracles" when it was shown in New York. Basis for the new range is the magnetron tube. Future aim of Raytheon is to market a home model to sell for about \$400.

RECENT DIP IN STOCK MARKET didn't signify an immediate depression in hard goods, forecasters predict. But continued high prices for food and clothing may drain off much purchasing power and bring a down turn, possibly within a year.



"I'LL DEMONSTRATE YOUR AUTOMATIC washer twice a week if you'll let me wash the family clothes in it," a customer told a dealer recently, referring to one of his hooked-up samples. Not long ago, another customer brought some food into the store with the request that "since you won't sell me a refrigerator, the least you can do is to help me keep my meat purchases from spoiling."

LIGHTOLIER LIGHTING FIXTURES and lamps being distributed through jobbers. Firm formerly sold direct to dealers. Extensive remodelling and decorating project being completed at firm's New York showroom.

A TEST OF DEALER PRIORITY LISTS made by a prominent manufacturer of a major electrical appliance revealed the amazing fact that more than four out of every five customers actually bought the product, and that less than five percent were duplications.

NATIONAL RADIO WEEK offers the dealer an opportunity to boost not only his service but his sales. There are many participation possibilities, such as bang-up window displays, timely advertisements and the stressing of "Tune-Up, Tube-Up, Check-Up" services. National Radio Week is Nov. 24 to 30.

"**TUNE-UP, TUBE-UP, CHECK-UP**" drive by radio merchants will bring in many an extra dollar, bring back many a satisfied customer. This issue of RTR carries scads of profit-promising material for the wide-awake retailer.

PHONOGRAPH RECORD-CONSCIOUS Americans, young and old, now accept "canned" radio programs without a squawk—in fact, they like 'em. This is a new trend, as a few years back a lot of folk were prejudiced against the use of recorded and transcribed airings. All-out acceptance these days is due no doubt to great new interest in home disc-playing and vastly improved platter-playing techniques by broadcasters.

CHICAGO TELEVISION SHOW is being planned for March, 1947, when four television stations are expected to be actively producing programs for Windy City viewers. Power company and Chicago electrical association are taking lead in big plans to sell 150,000 television sets in Cooks County.

THE BUSINESS CYCLE IS HERE TO STAY, it may be inferred from study just released by National Bureau of Economic Research, Inc. Retailers, always likely to suffer most from fluctuations, should note that the Bureau concludes each "boom-and-bust" period is not getting any shorter, but may become more severe.

GREAT DEMAND FOR FM continues to show up in surveys and in reports from manufacturers, dealers, jobbers. Results of a nationwide sampling of nearly two and a half million families who subscribe to the *American Magazine* show that forty-one per cent of the families planning to buy radios this year consider FM a necessity.

THE DEALER IS KING in the present appliance market, figures from a *Woman's Home Companion* survey tend to prove. Cited to show the need for national advertising, they also reveal the power wielded by the retailer. Over half the families planning to renovate have not yet made their final choice of the makes of refrigerators and ranges they want and more than three-fourths show no brand preferences in lighting fixtures or in heating systems.

COORDINATED SELLING of series of records and books on a "long range" basis instituted by Columbia Records and E. P. Dutton. The "Music Box Book" is the first in a succession of five books, planned to be sold in conjunction with Columbia recordings.

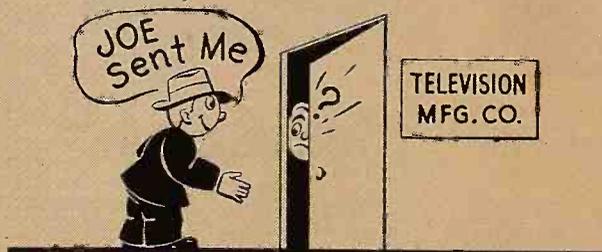
Records, and Television, TODAY

RESERVES FOR BAD DEBTS on instalment contracts are not deductible from federal income tax returns, the Tax Court of the U.S. just ruled. This was held to apply to the dealer's income even when the finance company holds this reserve for the dealer. The Court ruled that the dealer may deduct only actual bad debts, not possible future losses.

SCARCITY OF IRON AND STEEL LOOMS for refrigerators, washing machines, automobiles and similar products. New powers given Housing Expediter Wyatt will enable him to divert these materials as needed into the Veterans Housing Program.

NEED FOR KNOWLEDGE OF CLOTHES WASHING on the part of home appliance dealers greater than ever before. The commercial laundry industry plans to spend more than a hundred million dollars in improving present set-up, and the smart washing machine merchant should know all the answers on home laundry equipment's advantages over services offered by the commercial laundry.

GLOBE-CIRCLING radio webs suggested by David Sarnoff, RCA president who is one of radio's answers to the statesman shortage, gains powerful support daily. Nations could become friendly neighbors on a party line, rather than snapping at each other via professional diplomats. UN would have a fresh claim to articulate authority. Radio men everywhere would be custodians of a system for peace.



TELESHOW GATE-CRASHERS use all sorts of schemes in attempts to horn in on big-event video exhibits by broadcasters and manufacturers. At one showing of the Louis-Mauriello fight, where admission was via telegram sent out by the company, some folk sent identically-worded wires to themselves—submitted them at the door.

GOOD SERVICE AT THIS STAGE OF THE GAME more important than ever before, assert smart radio/appliance retailers. Today's customer who is satisfied with maintenance work rendered by the dealer will be right in line to buy that merchandise soon to come. Such customer's memory of good service will be fresher—re-stimulated over days when the dealer kept radios, appliances working during the War.

MOVING PICTURE COMPANIES EYEING RECORD FIELD ANEW since MGM's entry into disc-making field. Movie-record tie-ins may mark a new trend in the industry.

TELEVISION IN BRITAIN may come sooner than in U.S. Reason is that British Isles are much smaller and more densely populated, so telecasting problem is far easier.



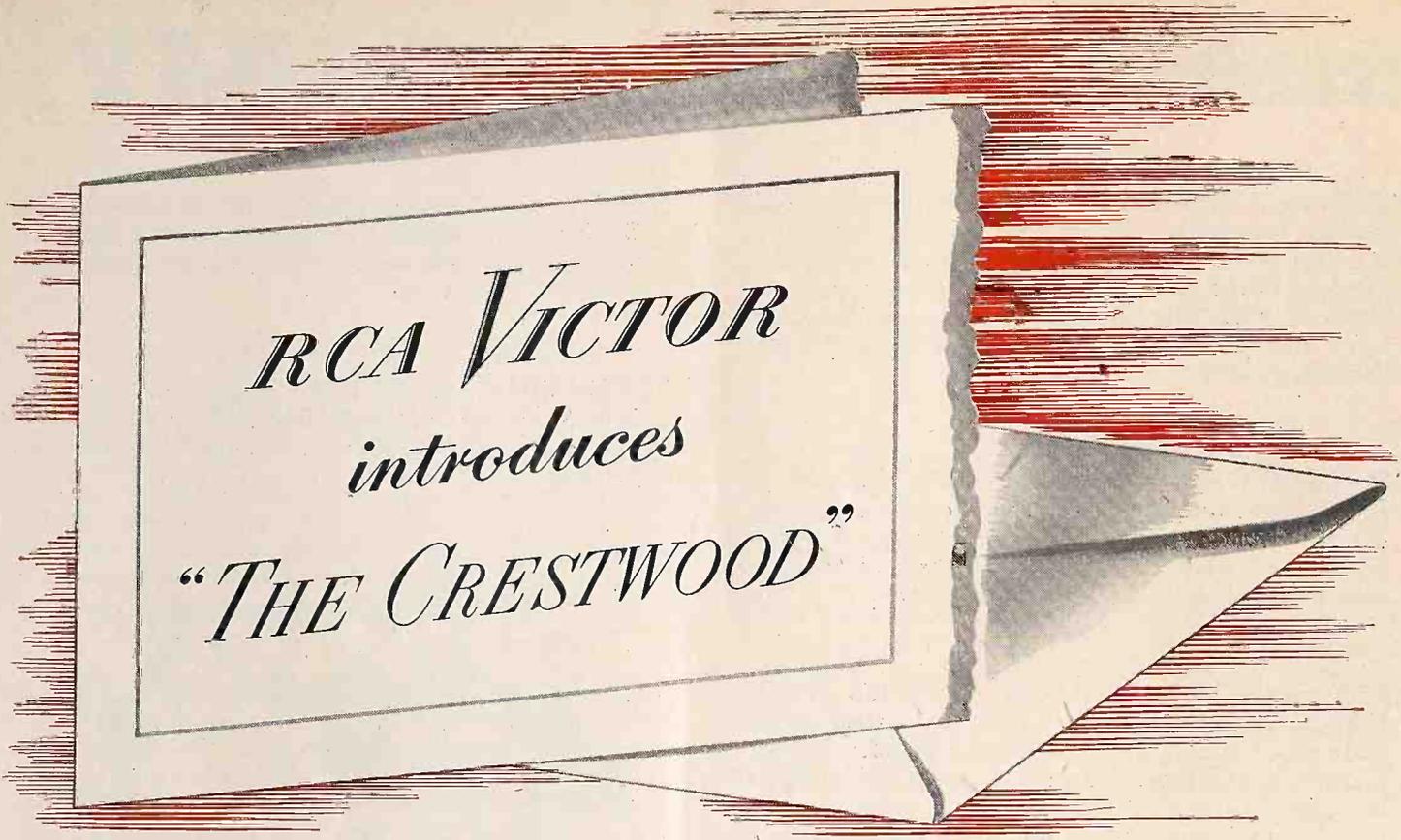
CUSTOMERS ARE THE SALESPeOPLE as far as scarce merchandise is concerned. Terrific pressure is being put on dealers by buyers trying to get retailers to sell their precious "samples." Some of the "sales talks" are so convincing, some dealers report, that they are hard put to maintain their sales resistance.

BANK "SHOWROOM" SELLS THE GOODS. Krich-Radisco, Inc., prominent New Jersey distributors are sponsoring a plan under which dealers may exhibit their full lines of radios and appliances in a bank which is set up to finance purchases by customers. One retailer's salesman wrote up \$13,600 worth of business during first week of such cooperative display.

"HAMS" PACKED IN LIKE SARDINES on their crowded frequencies is anything but mute evidence testifying to the phenomenal growth within their ranks—to their enormous purchases and operation of equipment. The considerable interference on their bands these days harasses, but never overwhelms the hardy Ham.

UNIT SHIPMENTS EXCEED PRE-WAR RATE on the following products, according to the CPA September report: electric irons, 60%; radios, 55%; vacuum cleaners, 40%; electric ranges, 40%; gas ranges, 35%; and washing machines, 23%. However, refrigerators are still 29% below the pre-war level of shipments and sewing machines, 48% below.

NO SMALL POTATOES—One result of brisk competition, between REA and the utility companies, for the job of electrifying the rest of the U.S. farms was that an estimate of the coming electrical farm market emerged. Farmers are expected to buy some \$500,000,000 worth of electrical equipment before 1948 closes.



RCA VICTOR
introduces
"THE CRESTWOOD"



"Golden Throat"

The amazing three-way acoustical system developed by RCA Victor gives radio and phonograph listening a new thrill. This exact co-ordination of electronic amplification, speaker, and cabinet reaches its most glorious tone in the 612V3.

RCA VICTOR FM

RCA Victor FM (Frequency Modulation) assures a true reproduction of the artist's performance against a background free of static. For areas not serviced by FM broadcasts, this three-band console provides top-flight performance on both Standard Broadcast and International Short-Wave Bands.

*"Victrola"—T. M. Reg. U. S. Pat. Off.

Life, November 18—Collier's and The Saturday Evening Post, November 23 issues—introduce to over 22 million readers the Victrola* they've been waiting for . . . the superb new RCA Victor

"Crestwood" (or 612V3). Here's a postwar radio-phonograph in which the genius of RCA electrical engineering and Victor reproduction techniques achieve peak performance.



All-In-One Control Unit

Compact, precision-built, the complete radio chassis and record changer glides in and out at a touch . . . facilitates tuning and reduces to a minimum the amount of effort required to provide stellar performance on either radio or phonograph.



"Silent Sapphire"

Amazing fidelity and tone quality are assured with the new "Silent Sapphire" permanent point pick-up. Needle chatter and needle change are eliminated . . . reduced wear prolongs record life—even scraping the tone arm across the record does no damage.

Partial list of the outstanding features of "THE CRESTWOOD"

- Golden Throat acoustical system.
- All-in-one control unit contains both radio and record changer.
- "Silent Sapphire" permanent point pick-up.
- RCA Victor FM.
- Plays twelve 10" or ten 12" records automatically.
- Generous record storage space.
- 8 automatic push buttons for instantaneous tuning.
- Built-in antennas for FM, Standard Broadcast, and Short-Wave reception.
- 11 RCA Preferred Type tubes (plus one rectifier tube).
- Miniature tubes assure maximum performance especially at high frequencies used for FM.
- Two tone controls provide continuously variable high and low frequencies.
- 12-inch electro-dynamic speaker.
- 9:1 ratio Vernier tuning.



ONLY RCA VICTOR MAKES THE VICTROLA

Advertised in

LIFE -Nov. 18

Collier's -Nov. 23

THE SATURDAY EVENING
POST -Nov. 23



The CRESTWOOD... crowning achievement of RCA's experience in electronic research, and Victor's experience in music. An RCA Victor masterpiece.



FINEST TONE SYSTEM IN RCA VICTOR HISTORY... This symbolizes the "Golden Throat," RCA Victor's exclusive 3-way Acoustical System. This thrilling development is explained technically in a booklet attached to RCA Victor instruments.

In this superb Victrola* the "Golden Throat" reaches new perfection

—with new RCA Victor FM radio reception
—with exclusive new "Silent Sapphire" pickup

You've never seen a radio-phonograph like this! Born in the great RCA Laboratories at Princeton, it's a superb postwar instrument you'll be proud indeed to own!

It introduces the all-in-one control unit—shown rolled out, above. Here—compact, precision-built—is your complete radio chassis and your automatic record-changer! It glides in and out at a touch, a masterpiece of beauty and convenience. No lid to lift!

FOR RADIO RECEPTION (in addition to short-wave and standard bands) you have RCA Victor FM—Frequency Modulation at its finest. Two separate tone controls. Push-button tuning. And above all you get the full beauty of the famous RCA Victor "Golden Throat."

FOR RECORD PLAYING there's the exclusive "Silent Sapphire"—a permanent pickup which adds years to the life of your records. Even scraping the tone arm accidentally across the record does no damage. 4 roomy record compartments. Record-changer plays up to twelve records automatically.

*"Victrola"—T. M. Reg. U. S. Pat. Off.



When playing—either records or radio—your set can be closed, like this.

THE "SILENT SAPPHIRE" PICKUP

Exclusive with RCA Victor, the "Silent Sapphire" is a precious jewel-point pickup. It "floats" in the grooves of your records, sends music electrically to the "Golden Throat." No needles to change, no "hiss," no annoying needle chatter... You will find your records last longer.

RCA VICTOR

RADIO CORPORATION OF AMERICA



GET THE SALE —

The Return of Goods May Mean the Return of Price Wars. Smart Dealers Lay Selling Plans Now—Will Avoid Price Slashing

● The radio-appliance retailer is not in business for his health, for his amusement, for the support of his employes or because he wants to be the boss in order to satisfy his vanity.

He is in business for the purpose of making money—selling merchandise at a profit. There just isn't any other reason, and because there's no other reason, he can view his entire business operation as the simplest thing in the world—elementary to the Nth degree.

How to Survive

As long as the merchant makes it a hard and fast rule to stick to the *fundamentals* of retailing he will have money in the bank and will be able to sleep at night. If there is sufficient mark-up between the price he pays for an article and the price he sells it for to take care of the overhead, and still leave some money to be salted away as clear profit, the dealer will survive. Whenever the merchant allows himself to be caught in the deceptive undertow of price cutting, in order to meet "competition," his days are *numbered*. If the merchant disregards the fundamentals of retail selling, and runs himself ragged high-pressuring people into buying his merchandise at "distressed" prices, it will be but a question of time when the sheriff will arrive to padlock the door.

A Contagious Disease

The smart dealer looks at price-cutting as a *contagious disease*—an insidious disease that saps away the life-blood of the business, drop by drop. The realistically-minded dealer knows that price-cutting is "catching." It can easily get a stranglehold upon the sales force. It can *infect* the merchant's customers to such an extent that they will eventually refuse to pay the dealer list prices for anything in his store.

Price-cutting by the independent retailer—meaning the sale of goods without profit—is the most ridiculous

procedure imaginable. Look at it this way—whoop up one's blood-pressure and get in line for a room in the poorhouse—all for the purpose of urging someone to give you *ninety cents for a dollar!*

It goes without saying, of course, that the merchant who sells at *list*

population there is a merchant we know who has been in business continuously for the past thirty years. He claims that he has operated at a profit each year, and the local banker will verify his statement. This dealer's credit is A1. Like Longfellow's Village Smithy he "looks the whole

When the Dealer Cuts Prices He Cuts His Own Throat

Big City Chains have already slashed some radio prices 10 to 20%.

As production of merchandise mounts, competition will increase accordingly. The independent radio-appliance retailer must realize that he cannot survive if he develops into a "chronic" price-cutter.

The "independent" should capitalize on his better service and personal contact with the customer. He should let the price-cutters battle amongst themselves.

prices, yet makes no profit because his overhead is too high, is headed in the wrong direction, too, just as the chronic price-cutter is, but the former is often able to sit down and analyze his situation, and remedy it by intelligent pruning and chopping. But the dealer who allows himself to get into the price-cutting quicksand has to cure himself and his staff of a *vicious habit*, whereas the merchant with too high operating expenses can deal with a material problem—not an emotional one.

Let's put the whole thing in stronger words. Without pulling any punches, the confirmed price-cutter may be compared to the confirmed drunkard. He's always going to quit—always going to turn over a new leaf. But he's always going to reform himself *tomorrow*—never *today*.

In a certain town of about 25,000

world in the face, for he owes not any man." Through good times and bad times he has piloted his business. He declared in all seriousness that he never sold a single item below *list price* during his entire merchandising career, and he vows that he never will. He never took a trade-in unless he was dead certain he could make a profit on the deal.

The dealer's case is an extreme one indeed, but he has managed to make money for himself and to gain an enviable reputation so far as customers, wholesalers and manufacturers are concerned.

Since we've told the reader that this dealer never sold a single item under the established selling price, the reader will no doubt wonder what this merchant did with radios and appliances which become obsolete.

This is a logical question.

but at a **PROFIT**

The answer is that this dealer meticulously studied the probable "sales life" of the appliance before he bought it. He "pumped" the jobber salesmen; he wrote to the manufacturer, and he delved into past history of the maker's new model schedules. On top of all this, he bought cautiously and sparingly. When he felt that certain equipment he had on hand was likely to be outmoded soon, he exerted every effort toward selling it. When he actually became "stuck" with a famous-brand appliance or radio, he went after the jobber and the manufacturer hammer-and-tongs and attempted to get an adjustment, or authorization to return the merchandise. Surprisingly enough, he was often able to induce his suppliers to "take care of him." If all efforts to either sell or return the equipment failed, this dealer stored the item away in his warehouse. He refused to sell it below the list.

Never Reduced Prices

Extreme case? Indeed it is, and a visit, shortly before the war, to his warehouse revealed hundreds of brand-new major and minor appliances, some of them a quarter century old. An amazing sequel to this story is that the big stock of new, outmoded articles proved to be a gold mine to this retailer after civilian manufacture of goods was halted. He sold his entire stock either by the piece or "in pieces" as parts to rebuild and replace components on customers' equipment.

Of course this dealer had no means of knowing how things were going to turn out, but his steadfast refusal to cut prices paid him off in dividends in this instance.

"Price-Fighting" Futile

His reputation, as stated before, is tops with customers, wholesalers and manufacturers. Customers will tell you that he is "high-priced, but thoroughly honest and dependable." His retail competitors laugh at him openly, but envy him secretly. "He's an old

Profit-less selling puts business in the "red." Why work hard for the sole purpose of losing money? Don't end up with empty pockets—and headaches.

fogy," they say. "He'd rather sell one item at a big profit than ten items at small profit," his fellow merchants agree.

But the fact remains that this dealer will always have money, and making money is what we're all in business for.

In this same town there was another radio-appliance dealer. In contrast to the extremely cautious merchant, this chap went out "high, wide and handsome" after business. He advertised, he modernized, he ballyhooed his business from the "hot place to breakfast." He bought huge stocks of this and huge stocks of that, and during the hey-day of American merchandising, even the sidewalks outside his place of business were well stocked with radios, washing ma-



The dealer who turns down money-losing sales and refuses to let the price-cutting fever get into the veins of his organization, is happy and wealthy.

chines, refrigerators, etc. He drove his huge salesforce with the fury of a demon. He featured "loss-leaders," specials, gifts, premiums. He exhibited at fairs, cooking schools and bazaars. He advertised easy payments, long terms, liberal guarantees.

He did a whale of a big business, and for a long time—as long as sales were easy to get—he made a profit.

When business began to tighten up and competition increased, this dealer commenced to take part in a "price-cutting war." Particularly did he try to battle a well-known and wealthy "chain" organization, recently opened in his town.

Instead of "pulling in his horns" and doing some down-to-earth business retrenching, he expanded—or rather over-expanded. He opened another store. Each time a competitor advertised a big-name brand appliance at a slashed price, he went him one better, and offered the same article at a still lower figure.

The price-cutting technique permeated his entire organization. Distributor salesmen and manufacturers' field

(Continued on page 134)



On a busy thoroughfare, Rockville Centre, N. Y.'s Temple of Music makes a real bid for business with a huge sign, sparkling "see-in" show windows, top-flight sales promotion. See page 48 for photograph showing firm's participation in "Tune-Up, Tube-Up, Check-Up" campaign.

4-Way Sales Pay!

Temple of Music's Modern Methods Feature Radio, Electrical, Appliances, Records and Service—Dealer Keeps Store in Limelight

• Radios, records, electrical appliances and service get equal "play" in importance in the up-to-the-minute and successful business operation of the Temple of Music Stores, 278 Sunrise Highway, Rockville Centre, N. Y.

Under the skillful guidance of Albert T. Sirota and Sol Busloff, the firm, established in 1926, grows younger in ideas with the passing of years, and most definitely is not one of those organizations content with resting on its laurels, employing yesterday's methods in

these days and times.

Temple of Music is modern and is solely concerned with today's and tomorrow's business. That's why the store makes use of sparkling and frequently changed window displays; departmentalizes interior displays and sales setups of products on its showroom floor.

Heavy appliances, such as refrigerators, ranges, washers and kitchen cabinets and sinks, are displayed along one wall with a wide passageway between this and the center "island" which shows small

appliances such as clocks, broilers, table lamps, heaters, etc.

To the rear of the "island", pianos are displayed with sheet music being featured in front of the rear partition. Radios are placed along the wall to the right of the entrance, extending about half way down. Attractive table lamps are used here and there on top of de luxe console models. Next comes the well-stocked record section. Listening booths are recessed into the rear partition.

Good service is a very important

adjunct to the sales department here. Production line methods are used to facilitate repair work. About 75 per cent of the jobs are estimated in advance. Each servicer has a simple bookkeeping chore to perform and this system expedites work, eliminates confusion and simplifies billing of work.

One of the features of the basement service department here is the ample storage space which contributes to orderly arrangement of sets awaiting service, and makes it possible to keep work benches free.

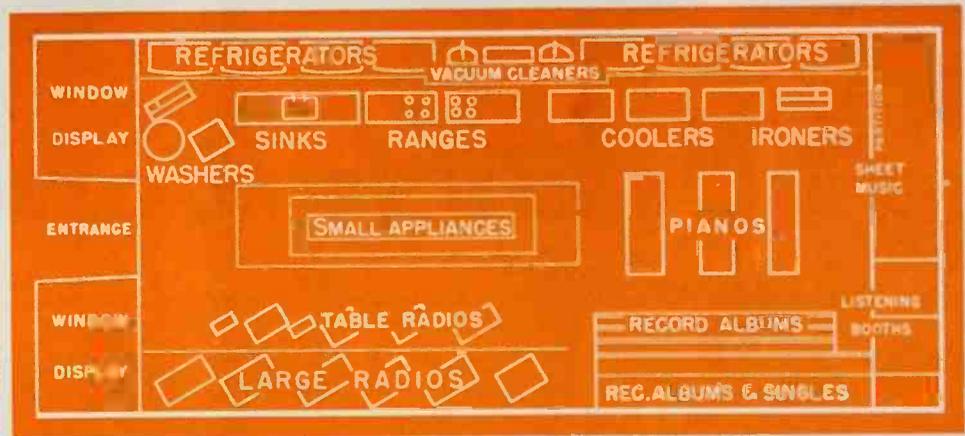
Consistent Advertisers

Though Temple has thousands of regular customers in this wealthy Long Island commuters' section, it is continually on the lookout for new ones, and stresses its sales and service departments via advertisements in local newspapers.

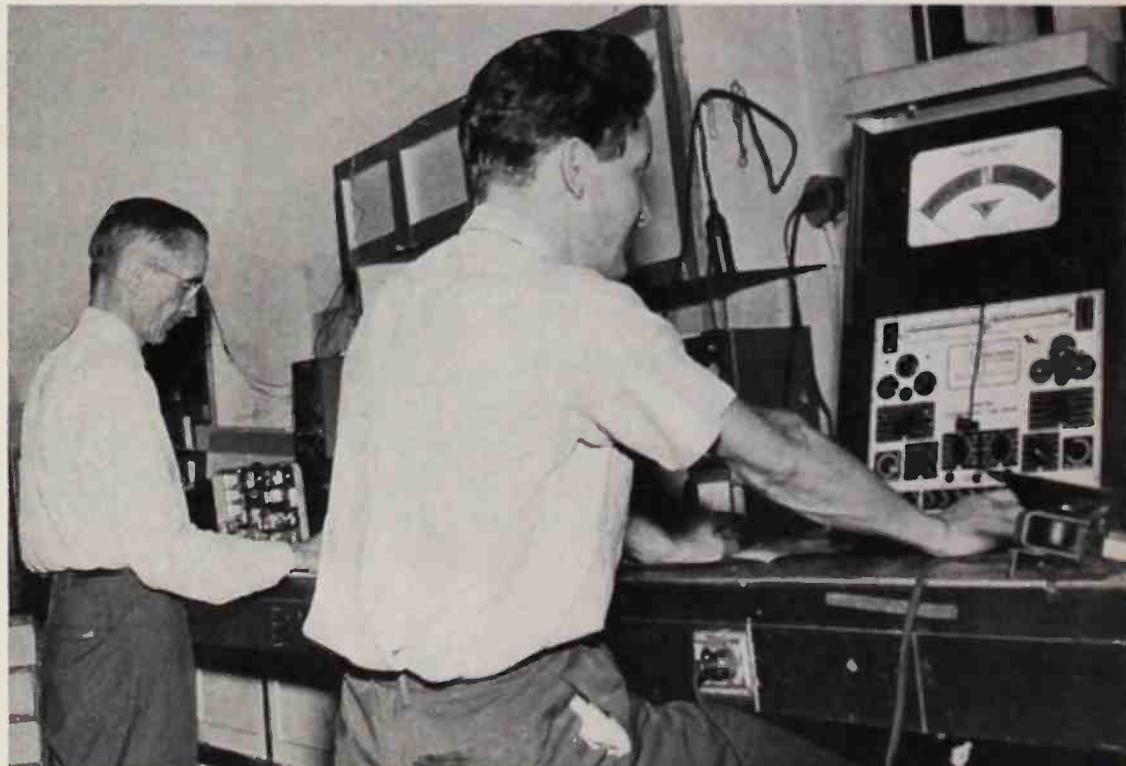
In its advertising copy, Temple frequently plugs specific phono-



Departmentalizing is a modern merchandising technique. Temple does it to speed sales and to offer added convenience to the customer. Ample aisle space prevents congestion during busy times.



Service of the better sort is performed by Temple engineers. Production line system speeds work, prevents confusion and delay. Sets in for repair are placed in order on shelves. Only those being serviced on are on service benches. Simple bookkeeping system takes little of technicians' time.



"Big Four" DEALERS

Sell

**RADIO
APPLIANCES
RECORDS
SERVICE**

graph record numbers, major and minor appliances and its rapid and accurate service facilities.

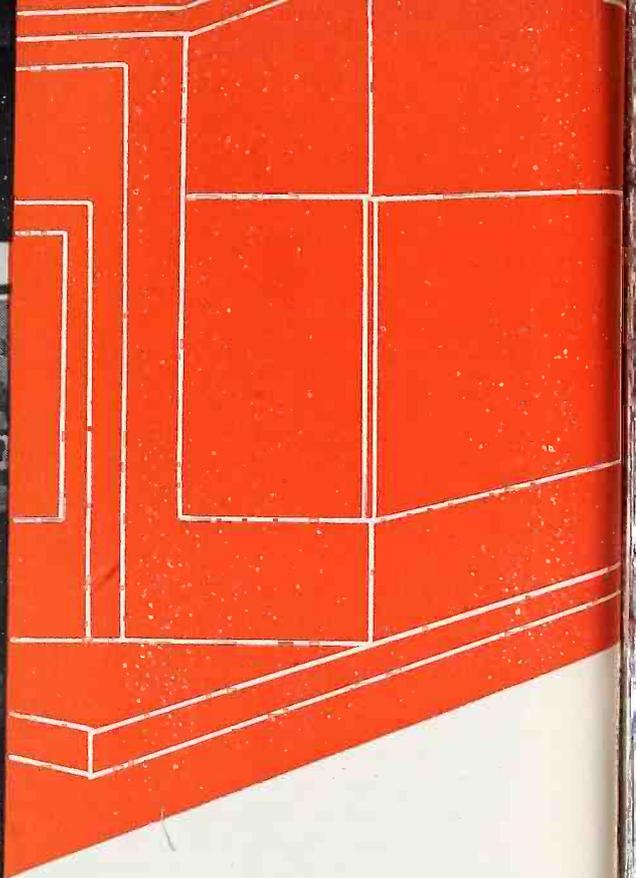
The firm expects to do a big job with television and is arranging to demonstrate sets as soon as they are available. Before the war, Temple sold many of the 300 video receivers now owned in Nassau County.

The handsome store front makes a big splash night and day, and as the establishment is situated on a busy thoroughfare it is a familiar landmark to the steady customer and a magnet which attracts the vehicular or pedestrian passerby.

Temple has long maintained stores in nearby Freeport and Hempstead and has more recently opened branches in Forest Hills and Huntington.



Traffic in this area is very heavy. Four big windows with attractive record displays steer customers into the establishment.



Busy Corner—Busy

Open, stand-up listening posts get big "play" from patrons who need brief "sample" to buy discs.



**Platters Shown in Store
and Window Pull 'Em In;
Record Sales Are Going Up**

● That a big, eye-catching display of records will pay its own way at a spot where the rent is high but the street traffic is heavy, is pretty well established by Lee's Record & Radio Shop, 601 Francis, St. Joseph, Mo.

Tillie Fankhauser, manager, says the place has been so busy they've hardly had time to chart the success in a formal way, but she knows that the outfit is spectacularly in the black, and the sound of the register is mighty good. The store is owned by Lee Drowher, whose first name it bears. It is situated on the second busiest corner of the St. Joe business district.

Self-Service Pays

Lee's have gone the limit in the self-service method, as can be seen in the accompanying photos. Walls are banked solid with the tilted racks of albums, and the windows,

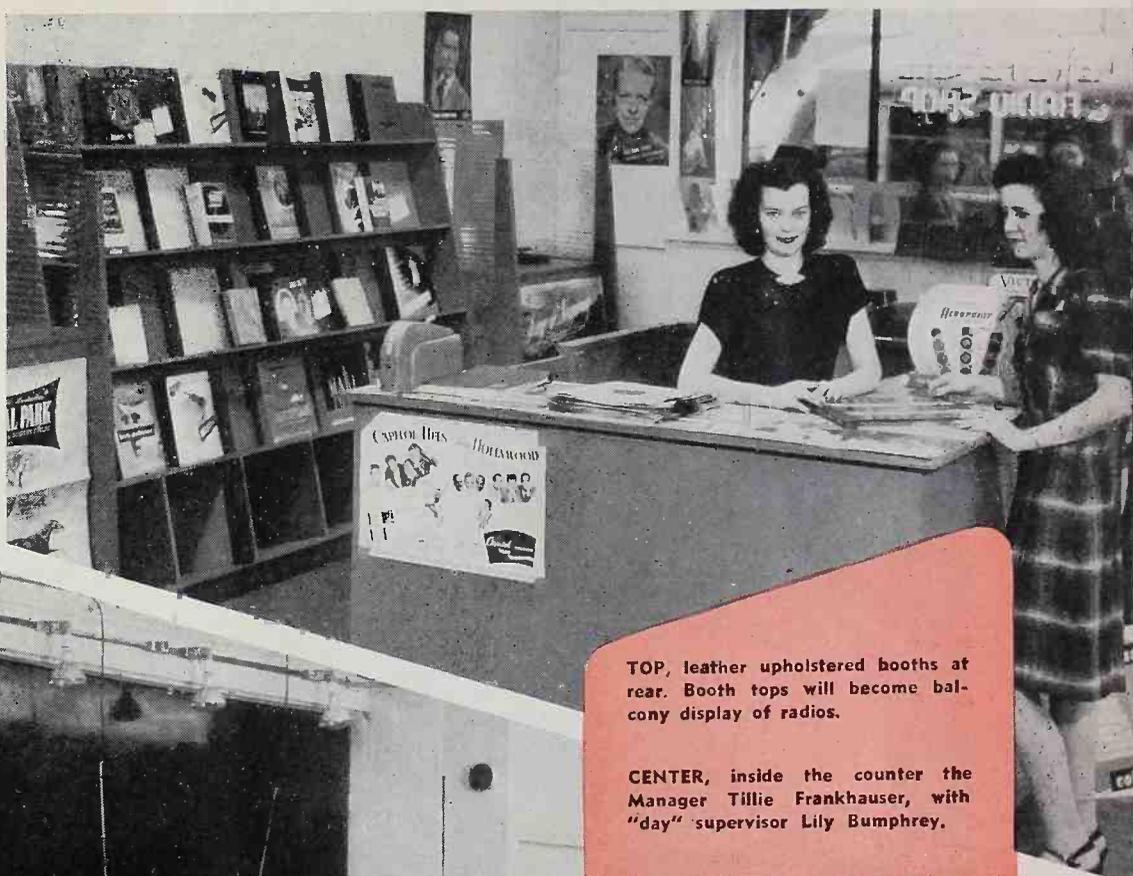
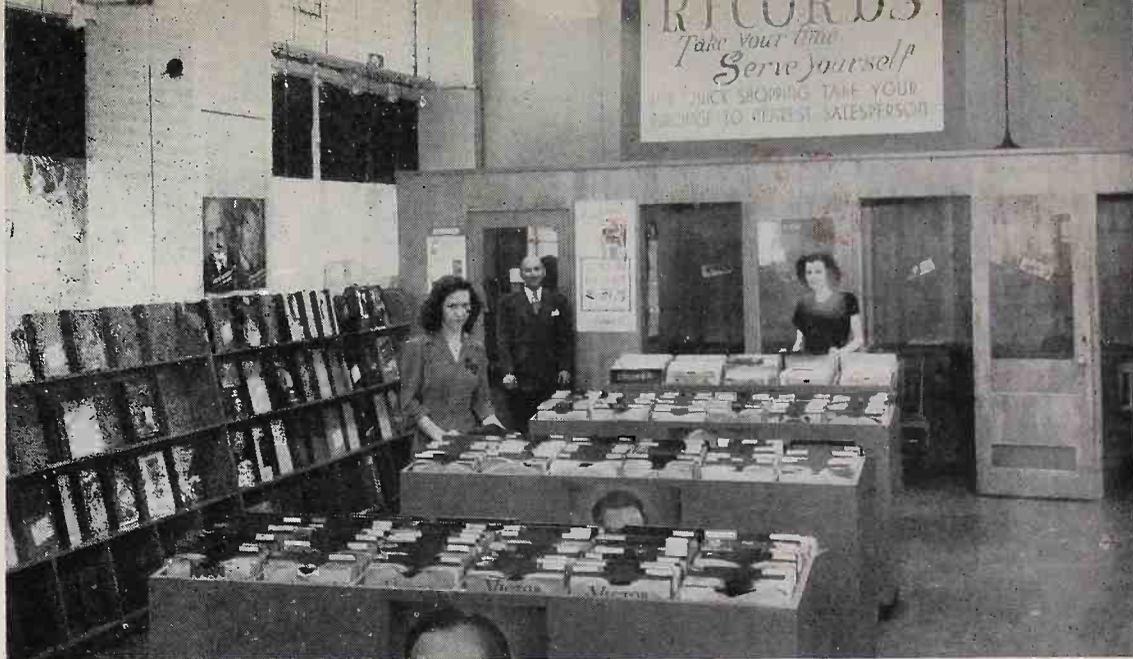
which are double anyway because it's a corner, are neatly full of the flashy books.

This store uses two types of listening booths. The open, stand-up type does the trick for a quick sampling of records, and the closed-in, leather-trimmed ones are for more serious appraisal of music. The open ones have streamlined plastic partitions, handsome and easy to keep clean.

Plans for More Profit

Above the closed booths at the rear of the store is extra space which will shortly be made into an attractive balcony, remodeled and decorated as a feature show-spot for new radios. A few models of sets will, of course, be kept on the floor, but the main stock will be shown on the new "mezzanine" demonstration ledge.

Store



TOP, leather upholstered booths at rear. Booth tops will become balcony display of radios.

CENTER, inside the counter the Manager Tillie Frankhauser, with "day" supervisor Lily Bumphrey.

BELOW, the main album rack, a convenient and colorful display parallel to the show window.



Tune-Up! Tube-Up!



his own interest of better audience reception and more effective broadcasting for the station. Here's a way that radio dealer and radio broadcaster can help each other, to the indirect benefit of all parties concerned.

Broadcasters Will Help

The broadcasters and the networks are getting ready to help in this effort to awaken radio-set owners to the need for overhauling their receiver and antenna installations, all over the U.S.A. The broadcasters will have special programs on the air, urging listeners to "tune up" and check up on their own reception, by calling in the nearest radio man. Broadcast stations will also have spot announcements and short sketches, all with the message that listeners "Tune up, Tube up, Check up."

Radio Manufacturers Aid

The manufacturers of radio replacement parts and equipment are also interested in the success of your own local campaign. Many of the tube makers have prepared folders, announcements and display cards, urging prompt test and replacement of all faulty radio tubes, in preparation for the great winter programs on the air. Parts makers and condenser and filter manufacturers all have display material which can be used to remind listeners that they can enjoy well-nigh perfect reception and need not suffer the annoyances of static, clicks, interference and noise.

In addition to correcting radio-set troubles, the "Check-up" expert can also render a service in explaining to his customers the causes of reception difficulties sometimes experienced, due to fading. In some locations, evening musical or voice programs will suddenly become badly distorted. The distant announcer sounds as if he were talking with a mouthful of mush between his teeth. Then a few seconds later reception clears, and voice and music come through perfectly.

On following pages of this issue, in the Service Section, are detailed suggestions and information about

Prepare Every Radio Home for the Big Air Shows Coming this Winter

● Within ten minutes of your shop are dozens of customers' radio installations which "need a job done" on (1) antenna, (2) receiver, (3) tubes or (4) interfering electrical appliances.

All during the War years these radio sets have gone without attention. Now, tubes are weak; volume controls are worn and noisy; condensers have broken down, producing intermittent racket. Antenna connections have become loose; antenna wires have fallen down or become crossed up; down-leads are

broken or partly grounded; entry strips are in bad condition.

In still other instances, electrical appliances and wiring in the set owner's home or on nearby premises, are causing annoying interference. These clicks and roars are just as disturbing and destructive to radio enjoyment, of course, as serious trouble in the set itself.

Clear Noise-Free Reception

But now that the great winter radio season of 1946-47 is opening up, with a wealth of music, drama and entertainment, never before equalled in radio's history, your neighboring radio set owners will want clear, noise-free reception.

And of course you can provide it for them. You can assure them that good reception, clear of interference, can be theirs if they will let you overhaul their sets and antennas and apply proper filters on their electrical appliances.

What You Can Do

On this page are listed some of the things the dealer-servicer should do, to bring his "Tune up, Tube up" campaign to the attention of his customers and prospects.

Use your telephone, use the mails, use your show windows, get the help of the local newspaper. And if there is a nearby broadcasting station, call on the manager and get him to cooperate with you, in

Put Every Radio Set in 100% Condition—

Send reminder cards or letters to your customers

Call on them by telephone and in person

Use window displays to tell passersby

Advertise in local newspapers

Tell reporters about local interference troubles

Tie in with local broadcast station if any

Speak before local clubs and church societies

Put "Tune Up" sign on your delivery truck

Ask electric light company to include stuffer with bills

Every time you call to sell or install a new radio or appliance, remember to

"Tune Up. Tube Up. Check Up!"

Check-Up!

methods causing reception troubles and the difficulties that plague the listener, as sets and home installations have deteriorated during the war years.

Remember that the customer who is suffering from noisy or poor reception, does not always stop to reason whether his trouble is in the radio set, the antenna, or some nearby electrical appliance. He merely knows that he wants relief, and he is willing to pay to have his radio installation put into first-class operating condition. Even such a simple trouble as a slipping dial or a sliding dial cord, can cause annoyance and irritation all out of proportion to the cause.

Some electrical appliances cause bad interference. These can be cured by connecting in a condenser

or filter at the offending appliance. But the radio-electrical dealer should take a lesson from each such instance, and see that the electrical devices which he himself sells, are provided with built-in filters which halt trouble at its source.

Need Overhauling

In every neighborhood, in every town, and in every city, are hundreds of radio sets and radio installations which need overhauling to give satisfactory listening.

The broadcasters take great pains and expense to provide clear strong signals over the roof tops of practically every house in America. But whether the home owners receive these fine musical, dramatic and news programs, clearly and free of

noise and distortion, will depend upon what kind of receiver installation is provided, and upon the condition of antenna, set, and tubes.

New Friends, New Customers

Every radio dealer and every servicer has a big job ahead, to cover all the nearby radio sets that need overhauling. Here is important work which will pay its way well, and make new friends and new customers. And these new customers mean valuable new prospects for all the new radios, FM sets, records, electrical appliances, and other merchandise which the dealer will soon have to sell again.

So,—Tune Up, Tube Up, Check Up!

You Will Get Help in Your Campaign

From the Broadcasters

through programs and spot announcements reminding listeners to have their receivers overhauled and antennas fixed up, in preparation for great programs ahead.

The Mutual Broadcasting System will supply special programs and "spots" to all Mutual stations during November. Watch local station schedules of this and other networks.

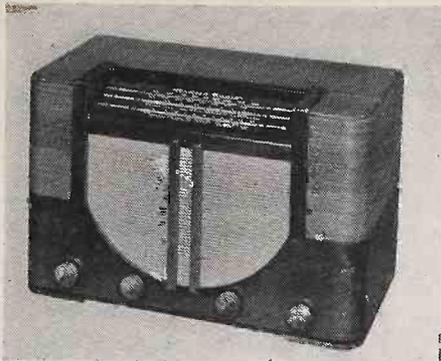
From the Radio Manufacturers

who have prepared circulars, cards, window displays to remind customers to install new tubes and new parts and to eliminate noise and interference.



How one dealer is using his window to tie his store and servicing organization in with the "Tune Up" campaign (Temple of Music, Rockville Centre, N. Y.)

See also pages 117, 119, 120, 122 and 124.



Andrea RADIO

Model T-16 (ac) or Model T-U16 (ac-dc) 3-band superhet tuning 540 to 1600 kc standard—2 to 7.7 mc on "B" band—7.6 to 24 mc on "C" band. Full-vision dial, 6⁵/₈" electrodynamic speaker—oversize magnet. "Climate-Sealed" parts, built-in antenna, phono and tele jacks. Two-toned walnut veneer cabinet with matching knobs, silk grille—16⁷/₈" wide, 11¹/₁₆" high, 8¹/₁₆" deep. Andrea Radio Corp., 27-01 Bridge Plaza North, Long Island City 1, N. Y.—RADIO & Television RETAILING

Kinetic ELECTRO-KIT

Construction Kit No. 1, ready-to-build radio set, complete with all receiver parts, tools for assembling and instruction book. Brings in both distant and local stations. Includes earphone and baseboard. Neatly packaged. Retail at \$10.95 complete plus tax. Kinetic Radio Corp., 255 E. 42nd St., New York 17, N.Y.—RADIO & Television RETAILING

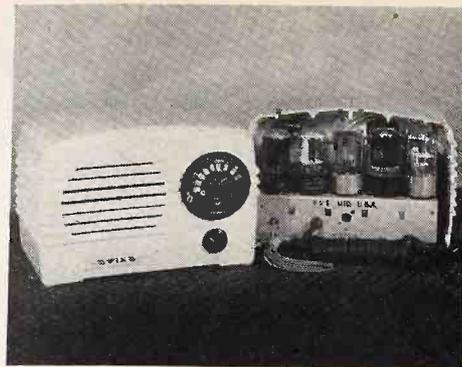
Bendix COMBO

Model 1417-A radio-phonograph with FM (88 to 108 mc), shortwave (6 to 14 mc), plus standard (50 to 1620 kc). Dual coaxial speakers including 14" electromagnetic and 5" high frequency units. Continuous tone control for both bass and treble—high-frequency speaker switch. Three-gang condenser, tuned r-f amplification, slide rule dial, extra space for record storage. Superhet circuits for FM and AM—13 tubes and rectifier; 15 watts undistorted power output with push-pull. Changer handles twelve 10" records and ten 12" discs; featherweight crystal tone arm; semi-precious alloy needle. Traditional mahogany period cabinet with Swing-A-Door. Measures 36" high by 32⁷/₈" wide by 17³/₈" deep. Radio Division, Bendix Aviation Corp., Baltimore 4, Md.—RADIO & Television RETAILING



Olympic RADIO

Model 6-601 (re-designed for 1947 line) plastic table model, broadcast and shortwave, tuning 535 to 1700 kc and 5.6 to 18.2. "Tru-Base" feature in audio circuit; 5 tubes plus rectifier, ac. Automatic volume control, 3-gang condenser, one stage of r-f. Slide-rule dial. Electro-dynamic speaker, 6" by 9". Built-in dual "Hyper-Q" antenna includes shortwave loop; 5-watt output. Modern style plastic cabinet, ivory or walnut, measures 16" long by 9" high. Olympic Radio & Television, Inc., 3401-19 38th Ave., Long Island City, N. Y.—RADIO & Television RETAILING



Viz RADIO

Five-tube, ac-dc table model receiver with cabinet injection molded of thermoplastic (Ethocel) in a single piece. Designed to be durable yet flexible enough to resist damage if dropped. Chassis mounted in cabinet on "floating power" design, to minimize vibration and to improve tone. All tubes lined up across the back, for easy accessibility. Available in three colors—ivory, cream and light brown "mottled". About \$20. Molded Insulation Corp., 335 E. Price St., Philadelphia, Pa.—RADIO & Television RETAILING

New Sets for

U.S. TELEVISION SET

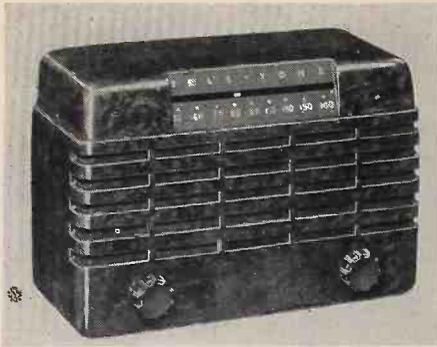
Tele-Symphonic console model television-radio-phonograph receiver, with large projection screen offering picture 21¹/₄" by 16". FM and AM radio with short wave, 35 tubes. Uses UST projection system (developed with Bausch & Lomb) for high brilliance and sharp focus. Disappearing screen folds into top lid, when video system not in use. Controls designed for ease and speed. Automatic record changer intermixes 10" and 12" discs. Cabinet of imported mahogany. \$1950. United States Television Mfg. Corp., 3 West 61st St., New York 23, N. Y.—RADIO & Television RETAILING



Stewart Warner COMBO

Model 72CR16 console ac radio-phonograph combination tuning two bands—540 to 1725 kc and 9 to 12 mc. Six station selector push buttons; 6 tubes plus rectifier; 3-position tone control. Automatic record changer plays ten 12" records or twelve 10" discs, with permanent needle of low-friction alloy designed for up to 5,000 plays. Model 72CR16 is walnut finish; 72CR26 is mahogany finish. Stewart Warner Corp., 1826 Diversey Parkway, Chicago, Ill.—RADIO & Television RETAILING





Tele-Tone RADIO

"Dyna-Mite" model compact table unit, ac-dc superhet, 5 tubes including rectifier. "Radiotikon" built-in loop aerial, velveteed drive for smoother tuning. Automatic volume control, slide-rule dial, combination aluminum-nickel magnet on PM speaker. Plastic cabinet. Measures 8 $\frac{3}{8}$ " by 5 $\frac{13}{16}$ " by 3 $\frac{7}{8}$ ". Retail at \$17.95. Tele-Tone Radio Corp., 609 W. 51st St., New York 19, N. Y.—RADIO & Television RETAILING



Crosley RADIO

Model 56-TD-TE-TF "Duette" end-table receiver, styled the same front and back. Automatic sensitivity control, ac-dc, tunes 540 to 1600 kc. Four tubes plus rectifier, continuous tone control. Beam power output tube, slide-rule dial, 4" PM speaker. Built-in loop antenna. Modern-styled plastic cabinet with gold trim. (TD is mahogany, TE is tan and TF is blue.) Measures 7" high by 12" wide by 5" deep. Crosley Corp. Mfg. Division, Cincinnati 25, Ohio.—RADIO & Television RETAILING



Emerson RADIO

Model 515, table receiver, ac-dc with "Miracle Tone." Visio dial, built-in super loop, PM dynamic speaker with Alnico 5. Cabinet of figured plastics, designed in modern lines. \$30. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York 11, N. Y.—RADIO & Television RETAILING

Carr-Nagy RADIO

Carlier Model W 100-62, two-band superhet table model, ac-dc, 6 tubes, including rectifier. Tunes 550 to 1750 kc. and 5.2 to 19 mc. Built-in antenna loop for standard reception, plus 25 ft. outside aerial for shortwave use. Slide rule dial with 25 to 1 selector radio, 5" PM Alnico speaker. Available in dark walnut, brown, blonde or bleached mahogany. Carr-Nagy Corp., 330 E. 23rd St., New York, N. Y.—RADIO & Television RETAILING

Holiday Trade

Ansley COMBO

"Coventry" model console combination, with automatic record changing Dynaphone. Available with any of three chassis—Model 53 (17-tube ac), Model 54 (22-tube ac-dc FM-AM), or Model 63 (21-tube, ac, FM-AM). Cabinet designed to harmonize with 18th Century furnishings, in matched veneers of striped mahogany. Contrasting oval inlays of swirl mahogany, with lines of inlaid holly. Choice of 3 mahogany finishes. Measures 32" high by 37 $\frac{1}{2}$ " wide by 18" deep. Ansley Radio Corp., 41 St. Joes Ave., Trenton 9, N. J.—RADIO & Television RETAILING

Stromberg-Carlson COMBO

Model 1121 "18th Century" console radio-phonograph combination, with two FM bands, standard, and shortwave with bandspread tuning. "Floating Suspension" 12" speaker, 8 push-buttons, automatic volume control, edge-lighted dial, tone control. Built-in loop antenna. Doors open on radio panel, automatic record changer and record storage space. Changer plays twelve 10" records or ten 12" records—featherweight cry-crystal-type pickup. Cabinet of mahogany or walnut in period design. Stromberg-Carlson Co., Rochester 3, N. Y.—RADIO & Television RETAILING

Musaphonic COMBO

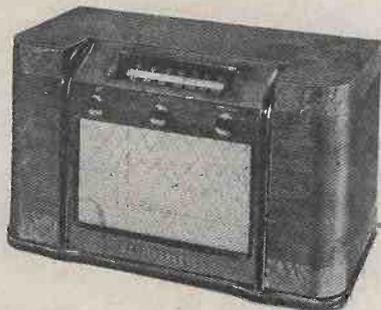
"Standish" Model 43 de luxe radio phonograph combination with 7 bands—AM, two FM, and four shortwave spread bands, 16 tubes including rectifier and tuning indicator. Two 10" PM Alnico 5 speakers, dual spread tone controls, 9 push buttons. Chassis in two units—power and tuner. GE "electronic reproducer" plays 10" and 12" records intermixed. Changer has cycle of 4 sec., automatic stop. Cabinet of knotty pine, suited to either modern or traditional interiors. Roll-out phonograph drawer, storage space for 120 records. Measures 39 $\frac{9}{16}$ " high by 36 $\frac{1}{8}$ " wide by 18 $\frac{1}{2}$ " deep. General Electric Co., Musaphonic Radio Receivers, 1285 Boston Ave., Bridgeport, Conn.—RADIO & Television RETAILING



Parade of New Products

Westinghouse FARM RADIO

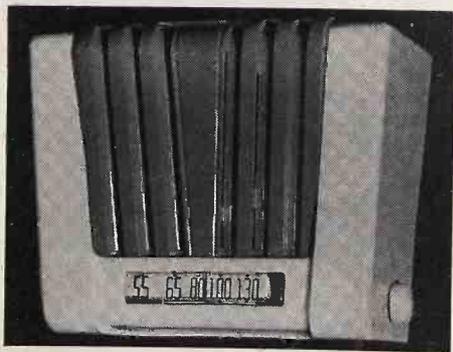
"Ruralist" model battery-operated receiver for farms or camps. Automatic volume control. "Plenti-Power" circuit. 350 milliwatts undistorted output. Three-point tone control, 5 1/4" PM Alnico 5 speaker, phosphorescent dial for night



use. Rated at 1,000 hrs. of operation without battery replacement. Requires 1.5 volts "A", 90 volts "B" and 9 volts "C". Uses one widely available standard "AB" battery pack and two 4 1/2-volt "C" batteries. Ray-O-Vac, Eveready or Burgess batteries may be used. Hardwood cabinet—all-in-one and compact. Measures 10 1/2" high, 18" wide and 9 1/2" deep. Weighs complete with batteries, 36 lbs. Westinghouse Electric Corp., Receiver Division, Sunbury, Pa.—RADIO & Television RETAILING

Magic-Tone RADIO

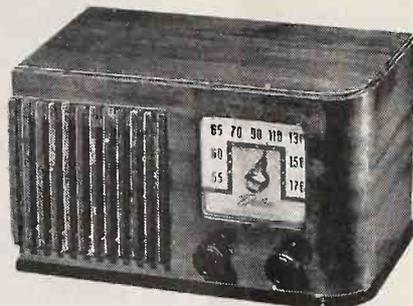
Plastic table model, specially designed for use in several positions—vertically, horizontally or hung on the wall (flush-mounted brackets supplied for latter use). Five tubes, ac-dc, PM speaker, slide-rule dial. Chassis is cadmium plated; components are "climate-



sealed". Cabinet available in variety of pastel colors—white, ivory, black, grey and blue. Removable grill in same choice of colors. About \$20 subject to OPA approval. Scheduled for delivery about Jan. 15. Radio Development & Research Corp., 26 Cornelison Ave., Jersey City, N. J.—RADIO & Television RETAILING



Delco RADIO

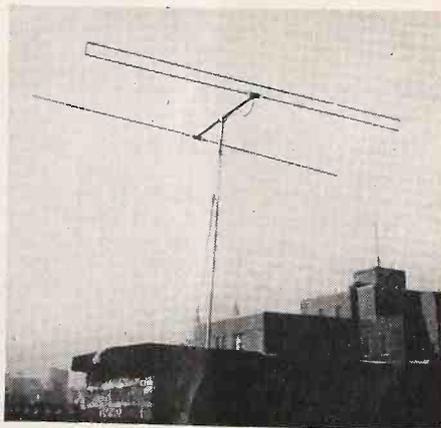


Model R-1232 ac-dc table model receiver tuning 550 to 1700 kc. Five tubes including rectifier. Cabinet with walnut finish. Delco Radio Division, General Motors Corp., Kokomo, Ind.—RADIO & Television RETAILING



Oak Ridge DIPOLE ANTENNA

Folded dipole antenna designed to cover entire lower television band. Sturdy construction of aluminum, lucite



and galvanized steel. Weather-resistant, 300 ohms. Available with reflector. Oak Ridge Antenna Co., Inc., 717 Second Ave., New York, N. Y.—RADIO & Television RETAILING



Ecophone FARM RADIO

Model EC-600 battery-operated superhet table unit for farm homes, summer cottages, etc. Tunes 535 to 1750 kc, 4 tubes, operating from single battery unit, normally giving 1000 hours of use. Any of 4 batteries—including Burgess 17GD60, General 60DL-11L, Eveready 748 or Ray-O-Vac AB82—will fit cab-



inet and provide correct voltages. Automatic volume control, 6 1/2" PM speaker driven by beam-power amplifier. Slide rule dial with large numerals. Walnut veneer cabinet with oriental walnut banding and harmonizing center panel of grille cloth. \$38.80 in Zone 1. The Hallicrafters Co., 2611 S. Indiana Ave., Chicago, Ill.—RADIO & Television RETAILING



Kluge STROBO-LIGHT

Portable light for home or commercial photography, ac operated. K-60 "Sunlight Spectrum" bulb takes 10,000 pictures, giving sunlight quality on color work, indoors or out without filters. Makes any camera capable of taking high-speed action shots—light intensity rated at about 100 times that of sunlight. Retail at \$79.50 plus tax. Kluge Electronics, Inc., 1031 N. Alvarado St., Los Angeles 26, Calif.—RADIO & Television RETAILING



Trav-Ler PORTABLE RADIO

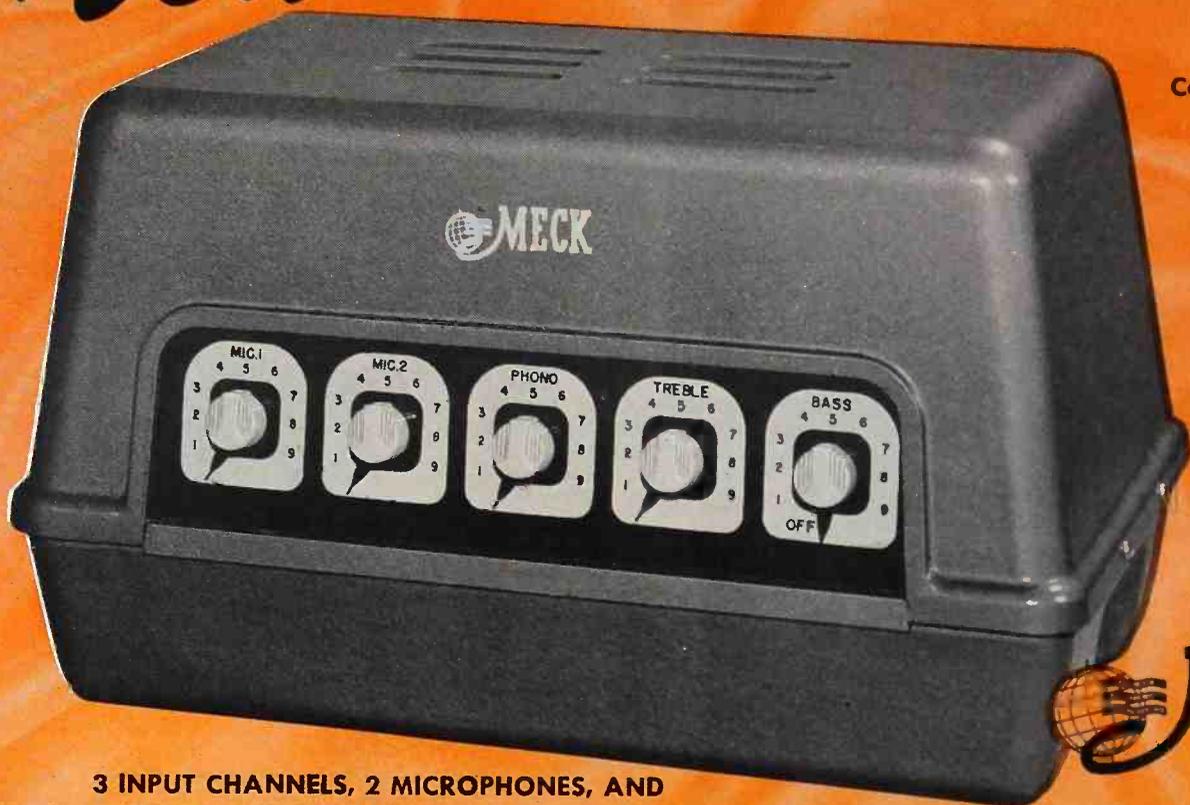
Model 5020, portable superhet combination ac-dc and battery-operated receiver. Built-in loop antenna, 5" Alnico 5 speaker. Compact and lightweight; long-life batteries; power changeover



via switch on front panel. Luggage style—two-tone simulated leather covering—easy-grip handle. Trav-Ler Radio Corp., 571 W. Jackson, Chicago, Ill.—RADIO & Television RETAILING

IMMEDIATE DELIVERY

New 30-WATT AMPLIFIER!



Cast Aluminum
25 lbs.

3 INPUT CHANNELS, 2 MICROPHONES, AND
1 PHONO, ALL WITH SEPARATE CONTROLS

MECK
MODEL
A-30

- ☆ Attractive lightweight cast aluminum housing, 14 $\frac{3}{8}$ " x 9 $\frac{3}{4}$ " x 8 $\frac{1}{2}$ ".
- ☆ 30 Watts at impedances of 4, 8, 15 and 250 ohms.
- ☆ Illuminated transparent plastic dial.
- ☆ Two distinctly separate frequency response controls ... 1 for treble boost ... 1 for bass boost.
- ☆ Built-in remote control circuits for both microphone channels.

— COMPARE THESE FEATURES —

NEW STANDARDS OF FREQUENCY RESPONSE CONTROL

The Meck A30 Amplifier is equipped with two distinctly separate frequency response controls—1 for treble boost and 1 for bass boost. The adjustment of either or both of these controls does not appreciably affect the over-all volume of the amplifier. These controls may be quickly adjusted from the front panel to give any variation from straight line frequency response between 40 and 10,000 cycles to any combination of broad band bass boost and broad band treble boost.

MICROPHONE AND PHONO INPUTS

Any high impedance dynamic or crystal microphone may be connected to either of the two identical channels. Any high impedance phonograph pickup may be connected to the Phono input channel. All cable connectors are marked and located on the rear of the amplifier.

OUTPUT CONNECTIONS

The two speaker plugs furnished and the speaker sockets located on the rear of the amplifier chassis provide a convenient means for connecting speakers to the amplifier

... Speaker load impedance is adjusted by connecting the spade lug on the terminal strip to the proper tap 4, 8, 15 or 250 ohms. Additional 2 ohm and 500 ohm taps are available at the output transformer.

REMOTE CONTROL CIRCUITS

Remote volume control circuits for both microphone channels are built into the amplifier so that the volume of either microphone channel may be controlled up to 1000 feet from the amplifier using any 2 conductor unshielded cable and an inexpensive control box.

TUBE COMPLEMENT

- 2—6SF5—As microphone preamplifiers.
- 1—6SL7—Dual triode cascaded as voltage amplifier and grid choke driver for the power amplifiers.
- 2—6L6G—Power amplifiers in push pull.
- 1—5U4G—Power rectifier.

POWER REQUIREMENTS

Amplifier operates on 105-124 volts 60 cycles AC current only. Power consumption is 175 watts. Power circuit is fused with a 3 ampere type 3AG easily replaceable fuse mounted on the rear of the chassis.

ASK YOUR MECK JOBBER



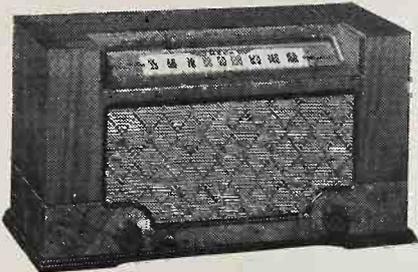
MECK SOUND AMPLIFIERS

J. M. I. SALES CORPORATION • 35 E. WACKER DRIVE, CHICAGO 1, ILLINOIS

New Lines Offered

Meck RECEIVER

Model 6A6 table radio with new "Sensitone" feature, allowing user to adjust set for local noise conditions. Acoustic compensator permits adjustment of bass note reproduction. Both these "Tone" and "Gain" controls located on back of set and do not require resetting, once adjusted. Illuminated 8½" slide rule dial, 6" oval speaker, 6 tubes including rectifier. Built-in loop



antenna with primary turn for connection to external antenna and ground. Cabinets of ivory-finished plastics or choice of woods. John Meck Industries, Inc., Plymouth, Ind.—RADIO & Television RETAILING



Electone COMBO

Automatic table model radio phonograph in sturdy steel cabinet, 4-tube superhet, ac-dc. Planetary drive, "super-gain" circuit, selenium rectifier. High

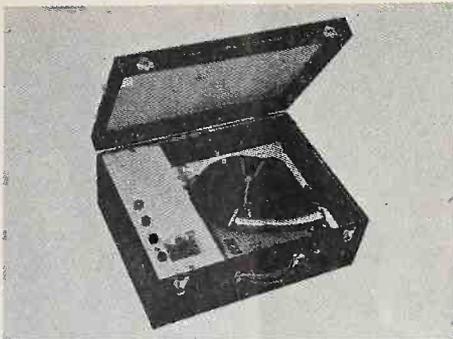


speed changer handles 10" or 12" discs. Crystal pickup. Available in variety of colors. Northeastern Engineering, Inc., Manchester, N. H.—RADIO & Television RETAILING



Concertone COMBO

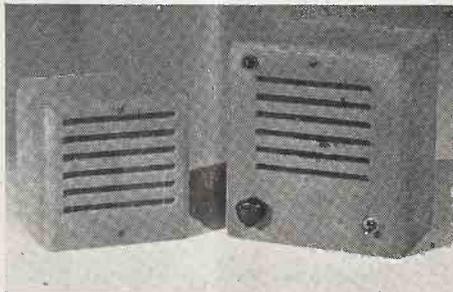
Model 27X106 automatic radio-phonograph combination, ac-dc portable. Five-tube superhet, Detrola record changer, playing ten 12" or twelve 10" discs. Separate tone and volume controls, 5½" Alnico 5 speaker, built-in loop antenna. Binding post for external aerial. Two-tone leatherette case comes in blue, maroon or alligator; brass hardware.



Measures 20" by 16" by 8½". Retail at \$82.50. Traffic Promotions, Inc., 31 Union Square, New York 3, N. Y.—RADIO & Television RETAILING



Televox INTERPHONE



Model 1C interphone in compact cabinets. High gain power amplifier, 3 tubes, pilot light, 2-way switch, variable tone control. On-off switch, 5" Alnico 5 speaker. Televox, Inc., 451 S. Fifth Ave., Mt. Vernon, N. Y.—RADIO & Television RETAILING



Lear COMBO



Table model automatic record changer and radio combination, single-band, 6-tube set. Lear-designed changer playing 10" or 12" discs—automatic stop, permanent type needle. Hand-rubbed genuine mahogany cabinet. Lear, Inc., 110 Ionia Ave., N.W., Grand Rapids 2, Mich.—RADIO & Television RETAILING



Electro-Tone PORTABLE COMBINATION

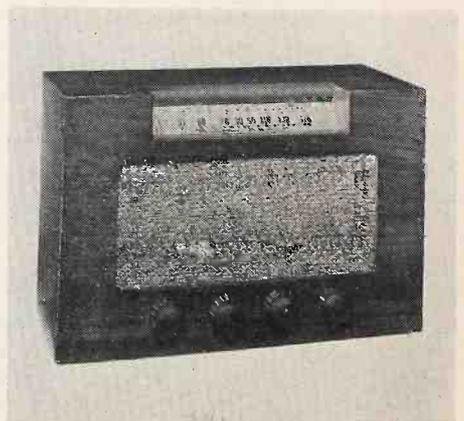
Model 711 automatic portable combination, with 5-tube ac radio, 5" Alnico 5 PM speaker; rated at 2.2 maximum undistorted output wattage. Iron core transformers, automatic volume control, slide-rule dial. Two-post Seeburg auto-



matic record changer playing ten 12" records or twelve 10" discs. Cabinet of contrasting two-tone simulated leather, measures 22" by 15½" by 7". \$83.10 including tax in Zone 1. Electro-Tone Corp., 221 Hudson St., Hoboken, N. J. Nationally distributed by Monarch Sales Co., 13 E. 16th St., New York 3, N. Y.—RADIO & Television RETAILING



Melody RADIO



Two-band table model receiver, tuning 550 to 1700 kc and 6 to 18 mc. Six tubes, 2-gang condenser, 5" PM speaker. Mahogany cabinet measuring 16½" by 9½" by 8". \$39.50. Melody Radio Corp., 2292 Harlem River Terrace, Bronx, N. Y.—RADIO & Television RETAILING

NEW ELECTRICAL APPLIANCES
ON PAGES 104 to 108

*Selling
Faster
than
Rare
Scotch!*

ELECTROMATIC coluratone* BAR-RADIO

MODEL 609

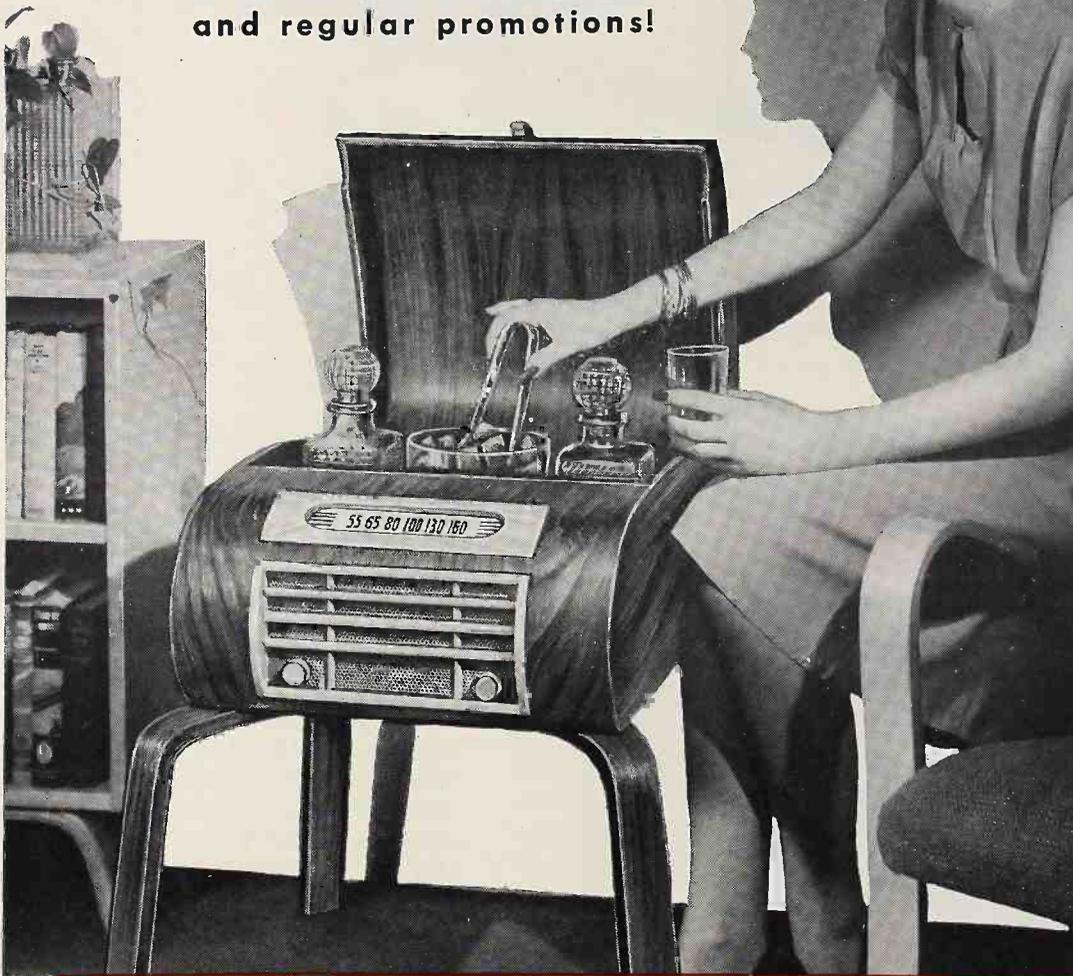
Available in Walnut or Blonde Maple

immediate delivery!

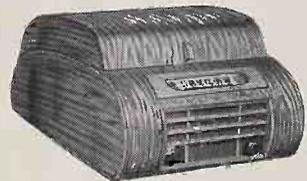
Ideal for your holiday, gift
and regular promotions!

*Coluratone—copyright pending

Write For
Full Details Now.



MODEL 608A
Chairside Combination
Walnut or Blonde Maple



MODEL 607A
Table Top Combination
Walnut or Blonde Maple

tops in table top combinations and consolettes

ELECTROMATIC

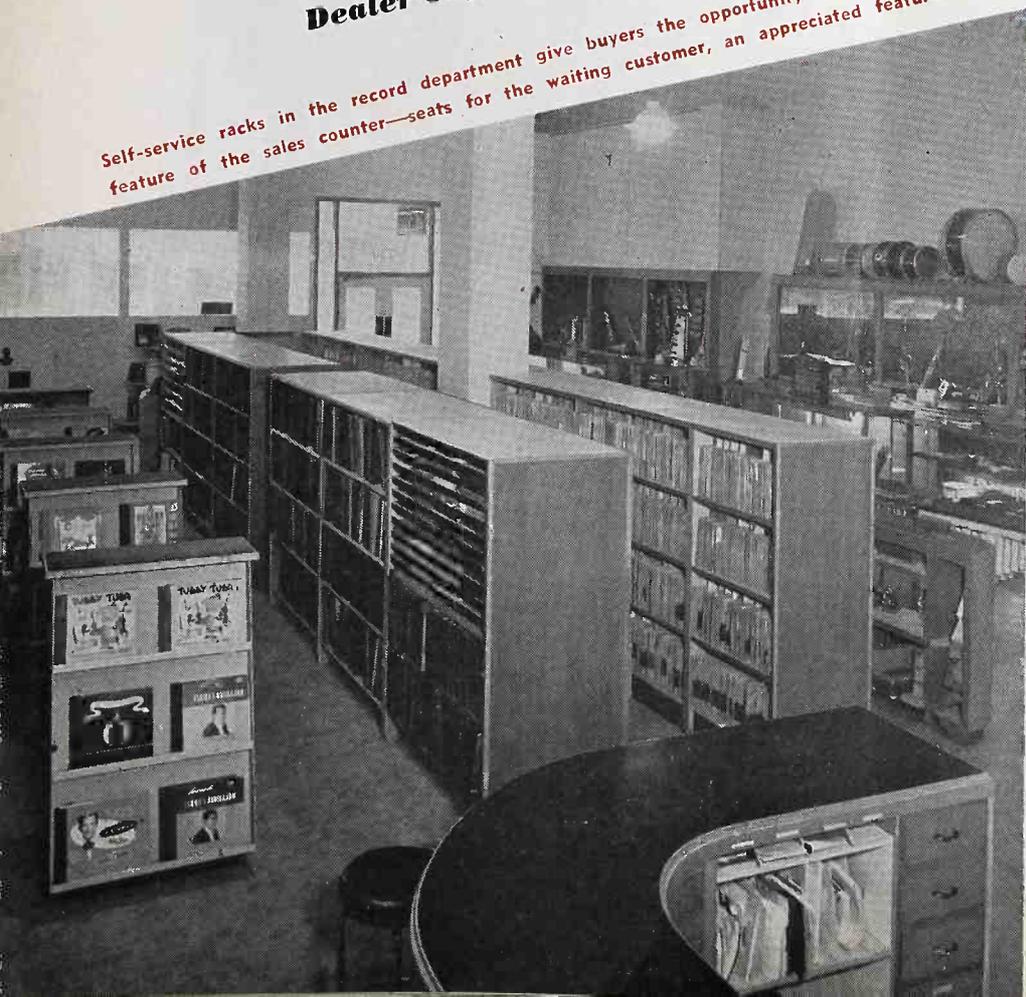
MANUFACTURING CORPORATION, 88 University Place, New York City



How to Make

Dealer Capitalizes on Customer Comfort — Eliminates Tenseness and High-Pressure,

Self-service racks in the record department give buyers the opportunity to browse. Additional feature of the sales counter—seats for the waiting customer, an appreciated feature of store.



● Two years ago the owners of the Birkel-Richardson Company in Los Angeles started plans for enlarging and remodeling their store. Today those plans have become a reality, for the new store has been practically completed.

Let us assume the guise of a customer and make an inspection tour of the entire store. First, as a casual passerby, we are attracted by the well-lighted and carefully constructed window displays. Spaciousness has permitted the store's window designers to feature many and varied items without incurring the danger of cluttering which so often confuses the potential buyer and sends him packing. For evening strollers a neon sign advertises the store as "The House of Music" and subtle lighting allows one to inspect the merchandise displayed in the windows.

An entrance of solid glass leads us into the record, band and orchestra department which occupies the first floor. Moderately modern in design and finished in mahogany, this floor is 45 by 125 feet.



Opposite page, a solid glass door entrance and huge carefully designed window displays are attractive come-ins to the passerby.

Left, service department features customer comfort and capable, satisfactory workers.



Radio and phonograph corner where buyers may inspect and demonstrate individual items for themselves. Home atmosphere prevails.



Above, radio display rooms are visible from vestibule. Note well-chosen furniture.

Below, section of main floor's records and musical instrument departments.



Sales Climb

Creates Sales-Getting Atmosphere

The record department, which occupies a good-sized portion of this floor features self-service racks which permit the customer to study the store's numerous records and make his own selection. For the buyer who prefers the help of a salesman, Birkel-Richardson has installed a service bar and stools. Thus, the customer may await his turn in comfort.

Second Floor Features

An elevator takes us to the second floor and the radio-phonograph department. A cozy, well-furnished hallway leads into individual rooms. The store gives special attention to the Capehart line and devotes a special section to their display. The Capehart has been an important item in the Birkel-Richardson line ever since it was first introduced to the public on the West Coast by this firm many years ago. Mr. Richardson personally sold Capeharts to Mary Pickford, Joan Crawford and Douglas Fairbanks. As other lines of radios become available they will each have a distinct section of their own where the buyer may witness demonstrations without interference.

Near the elevator on the second floor another special section is de-

voted entirely to table models. Here, as throughout the store, the customer is permitted complete freedom in studying and testing the merchandise.

On this floor is located the general office which has been completely remodeled and much new equipment added, including a new credit file which will enable the credit department to clear charge purchases much more rapidly than in the past. A portion of the second floor is also devoted to the testing and assembling of radios sold for delivery.

The third floor features piano and organ displays and also houses an enlarged service department.

The main aim of Birkel-Richardson is to provide every convenience for the customer and to cater to the buying habits of all of its clientele from the rushed businessman, who must do all his shopping in a hurry, to the millionaire dowager, who prefers to do her shopping at leisure and browse about the store for hours.

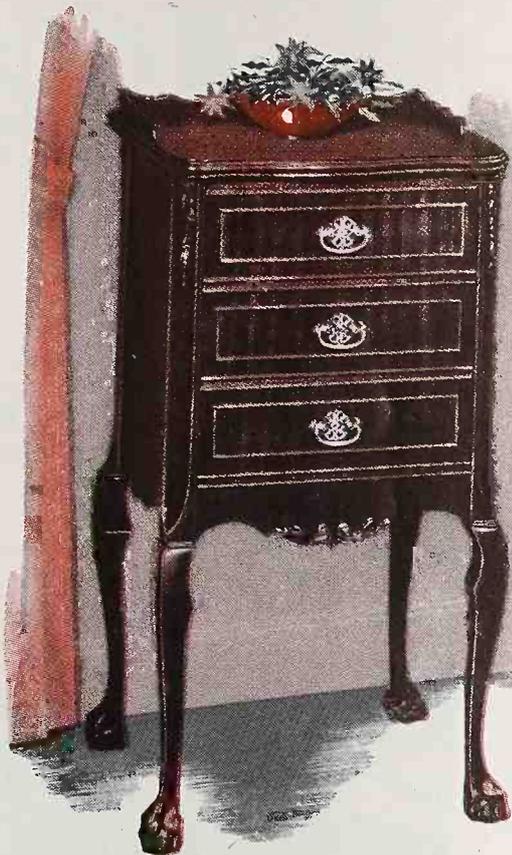
Convenience Foremost

Special lighting, self-service and sales service and easy lounging chairs and couches are among the new store's latest features. By assuming that in keeping the customers' needs in mind, the name Birkel-Richardson, "The House of Music," will be kept in the minds of the customers.

Now—for Christmas sales

Strobo-Sonic Tone

in beautiful modern and 18th century period radios



Chippendale commode radio, all-mahogany. Five tubes and rectifier, 2 bands, new Ferro-lock push-button tuning.

How the master cabinetmakers would applaud the beauty and craftsmanship of these Stewart-Warner radios! And how the great music masters would marvel at the beauty of their Strobo-Sonic Tone! For here is superlative radio and phonograph performance matched by the finest cabinets, period and ultramodern. Fine woods, handsomely worked, they will always be in good taste in every home. Thrilling beauty—for your prospects to see and hear—never achieved in prewar radios regardless of price!

Console radio-phonograph in Sheraton tradition. All the new Stewart-Warner radio features. Finger-tip automatic record changer. No-lift top. Walnut or mahogany.



Table radio-phonograph. Plays up to 12 records automatically. Attachable legs quickly make this set the Consolette.



Strobo-Sonic Tone Music in its true dimensions, rich and picture-clear! Exclusively Stewart-Warner.



The Headliner! All-new table radio; 3 smart finishes in modern woods; illuminated dial. Strobo-Sonic Tone plus big-set power.

Stewart - Warner

Radios • Radio-phonographs

CHICAGO 14, ILLINOIS



Indiana Dealer in Spotlight Promotion



A store becomes the star of the show.



The scene on the stage of the theater during the Tuesday night excitement. Dealer depends on applause to decide winners and awards electrical prizes with his store getting plenty of credit.

Retailer Has "Theatrical" Plan for Drawing Prospects

● The Home Appliance Center, 202 S. Main St., Elkhart, Ind., has found that its weekly "Amateur Night" promotion is more than a show-business stunt. Elkhart is not a big city (population around 30,000) and the Home Appliance Center is not a huge store—the whole plan is conducted modestly as an interest-grabbing community project.

Once a week, this dealer sponsors an Amateur Night for young entertainers, at the local State Theater two blocks away, and offers radios, appliances, washing machines, etc. as prizes. Ten of the ambitious Hoosier singers, dancers or instrumentalists are heard each Tuesday

(Continued on page 134)

The Elkhart merchandiser keeps all available models ready to show curious prospects. Local amateurs and their families have a special new interest in the store as a real "Home Appliance Center."



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

Manufacturers not listed may furnish data for the next issue. No advertising obligation. Additions or revisions will be made monthly.

Name AM-FM
Combinations
Television
Auto Radio
Amateur
Commercial

Name AM-FM
Combinations
Television
Auto Radio
Amateur
Commercial

Abbott Instrument, Inc., 8 W. 18th St., New York, N. Y.					
Admiral Corp., 3500 W. Cortland St., Chicago, Ill.					
Aero Communications Co., 231 Main St., Hempstead, L. I.					
Air Associates, Inc., 3827 W. Century Blvd., Los Angeles 45, Calif.					
Air Communications Co., 7233 Grand Ave., Kansas City, Mo.					
Aircron Corp., Fairfax & Funston Bldg., Kansas City, Mo.					
Air King Prod. Co., Inc., 1523 63rd St., Brooklyn, N. Y.					
Airplane & Marine Instruments, Clearfield, Pa.					
Allied Radio Corp., 833 W. Jackson Blvd., Chicago 7, Ill.					
American Communications Co., 306 Broadway, New York, N. Y.					
American Radio Co., 611 E. Garfield Ave., Glendale 5, Calif.					
Andrew Radio Corp., 43-20 34th St., Long Island City, N. Y.					
Anley Radio Corp., 41 St. Joe Ave., Trenton, N. J.					
Apex Industries, 192 Lexington Ave., New York 16, N. Y.					
ARF Products, 7627 Lake St., River Forest, Ill.					
Atomic Heater & Radio Corp., 104 Park Row, New York, N. Y.					
Autocrat Radio Co., 3855 N. Hamilton Ave., Chicago					
Automatic Radio Mfg. Co., Inc., 122 Brookline Ave., Boston					
Ariole Radio Corp., Phoenix, Ariz.					
Baronette Radio & Tube Corp., 220 Fifth Ave., New York, N. Y.					
Barr Electric Co., 1314 Forest Ave., Dallas, Texas					
Rex Bassett, Inc., 311 N. W. 1st Ave., Ft. Lauderdale, Fla.					
Bell Radio Co., 125 E. 46th St., New York, N. Y.					
Belmont Radio Corp., 5921 W. Dickens Ave., Chicago, Ill.					
Bendix Radio, Div. of Bendix Aviation Corp., Baltimore, Md.					
Biltmore Radio Corp., 18 Ave. "A", New York 3, N. Y.					
Cavaladeo Industries, 39 E. La Salle St., Chicago, Ill.					
City Radio Co., 504-6 E. Washington St., Phoenix, Ariz.					
Collins Radio Co., 2920 First Ave., Cedar Rapids, Iowa					
Colonial Radio Corp., 254 Reno St., Buffalo, N. Y.					
Columbin Electronic, Inc., 185 E. 132nd St., New York, N. Y.					
Communications Co., Inc., 300 Grove Ave., Coral Gables, Fla.					
Communications Equip. Corp., 134 W. Cole St., Pasadena 1, Cal.					
Concord Radio Corp., 901 W. Jackson Blvd., Chicago					
Continental Electronics Ltd., 81 Pine St., New York, N. Y.					
Coronet Radio and Television Corp., Lynbrook, L. I.					
Crosley Corp., 1329 Arlington St., Cincinnati, Ohio					
Crystal Products Co., 1519 McGee Trafficway, Kansas City, Mo.					
DeLo Radio, Div. of General Motors Corp., Kokomo, Ind.					
DeWald Radio Mfg. Corp., 440 Lafayette St., New York, N. Y.					
F. E. Dine & Co., Inc., 2221 Warwick, Santa Monica, Calif.					
Allen B. DuMont Laboratories, 515 Madison Ave., New York					
Dynavox Corp., 40-35 21st St., Long Island City, N. Y.					
Eastern Electronic Corp., 41 Chestnut St., New Haven, Conn.					
Echophone Radio Co., 2611 So. Indiana Ave., Chicago, Ill.					
Eckstein Radio & Television Co., 1400 Harmon Pl., Minneapolis					
Electrical Research & Mfg. Co., 3001 E. Pine Blvd., Los Angeles					
Electromatic Mfg. Co., 88 University Pl., New York, N. Y.					
Electronic Corp. of America, 45 W. 18th St., New York, N. Y.					
Electronic Devices Co., 601 W. 26th St., New York, N. Y.					
Electronic Engineers, 611 E. Garfield Ave., Glendale 5, Calif.					
Electronics, Inc., 645 Iowa St., Dubuque, Iowa					
Electronic Specialty Co., 3456 Glendale Blvd., Glendale, Calif.					
Emerson Radio & Phone Corp., 111 8th Ave., New York, N. Y.					
Espoy Mfg. Co., Inc., 33 W. 46th St., New York, N. Y.					
Fada Radio & Electric Co., Inc., Long Island City, N. Y.					
Farnsworth Television & Radio Corp., Fort Wayne, Ind.					
Federal Telephone & Radio Corp., 591 Broad St., Newark, N. J.					
A. E. Ferrar, 55 W. 26th St., New York, N. Y.					
Fisher Radio Co., 41 E. 47th St., New York, N. Y.					
Fisher Research Lab., 1961 University Ave., Palo Alto, Calif.					
Five Star Radio Co., 416 Broadway, Cambridge, Mass.					
Flux Wall Radio Co., 15 Washington St., Newark, N. J.					
F. M. Radio Mfg. Co., Inc., 10314 Superior, Cleveland, Ohio					
Freed Radio Corp., 200 Hudson St., New York, N. Y.					
Galvin Mfg. Corp., 4545 Augusta Blvd., Chicago, Ill.					
Garner Electronics Corp., 1100 W. Washington Blvd., Chicago 7					
Garnet Radio Corp., 69 Glenwood Place, E. Orange, N. J.					
Garud Radio Corp., 70 Washington St., Brooklyn, N. Y.					
Gen Radio & Television Co., 140 Liberty St., New York 16, N. Y.					
General Electric Co., Bridgeport, Conn.					
Gibbitt Bros., 1815 Venice Blvd., Los Angeles, Calif.					
Globe Electronics, Inc., 325 W. 17th St., New York, N. Y.					
Gray Radio Co., W. Palm Beach, Fla.					
L. Charlton Greene Co., 9 Elliot St., Watertown 22, Mass.					
Halliersford Co., 3611 S. Indiana Ave., Chicago, Ill.					
Hammarlund Mfg. Co., 460 W. 34th St., New York, N. Y.					
Harrie Mfg. Co., 2422 W. 7th St., Los Angeles					
Harvey Machine Co., Inc., 6200 Avalon Blvd., Los Angeles					
Harvey Radio Labs., Inc., 447 Concord St., Cambridge, Mass.					
Harvey-Wells Electronics, Inc., Southbridge, Mass.					
Herbach & Rademann Co., 522 Market St., Philadelphia, Pa.					
Higgins Industries, 2221 Warwick Ave., Santa Monica, Calif.					
Hoffman Radio Corp., 3430 So. Hill St., Los Angeles, Calif.					
Howard Radio Co., 1735 Belmont Ave., Chicago, Ill.					
Hudson-American Corp., 25 W. 43rd St., New York 18, N. Y.					
Industrial Electronic Corp., 505 Court St., Brooklyn 31, N. Y.					
Industrial Tool & Die Works, Inc., Minneapolis, Minn.					
Islip Radio Mfg. Corp., Beach St., Islip, New York					
Jamecon Electronics Lab. Co., Inc., 115 Cooper Lane, Darton, O.					
Jay Jefferson, Inc., 40 E. Merrick Rd., Freeport, L. I., N. Y.					
Jefferson-Travis Radio Mfg. Corp., 245 E. 23rd St., New York					
Jewel Radio Corp., 583 Sixth Ave., New York 11, N. Y.					
Kear Engineering Co., 619 Emerson St., Palo Alto, Calif.					
Keith Radio Products, Bedford, Ind.					
Kinetix Electronics Corp., 235 E. 42nd St., New York 17, N. Y.					
Knoxton Radio Co., Inc., Kokomo, Ind.					
Klums Electronics, Inc., 1031 N. Alvarado St., Los Angeles 36, Cal.					
La Maza Mfg. Co., 51 Clinton Pl., E. Rutherford, N. J.					
Laurel Radio Mfg. Co., 3951 Monroe Ave., Wayne, Mich.					
Lovell Laboratories, Metawan-Froehold Rd., Morganville, N. J.					
Loar, Inc., 110 Ionic Ave., N. W., Grand Rapids 2, Mich.					
Lortred Co., 4 St. Francis St., Newark, N. J.					
Lovely Corp., 60 Broadway, Brooklyn 11, N. Y.					
Lincoln Electronics Corp., 653 11th Ave., New York, N. Y.					
Fred M. Link, 125 W. 17th St., New York, N. Y.					

Magnavox Co., 2131 Buxter Rd., Ft. Wayne 4, Ind.					
Magnavox Industries, Inc., W. Putnam Ave., Greenwich, Conn.					
Majestic Radio & Television Corp., St. Charles, Ill.					
Marco Industries, 245-A So. Beverly Dr., Beverly Hills, Calif.					
Masson Radio Products Co., Kingston, N. Y.					
E. W. McGrado Mfg. Co., 406 W. 34th St., Kansas City, Mo.					
McGlad Dir., Black Industries, 1400 E. 232nd, Cleveland 17, O.					
John Meck Industries, Plymouth, Ind.					
Meotron Corp., Lawrence, Mass.					
Medco Mfg. Co., 5 W. 45th St., New York, N. Y.					
Megard Corp., 1601 S. Burlington Ave., Los Angeles, Calif.					
Meissner Mfg. Co., 936 N. Michigan Ave., Chicago, Ill.					
Mercury Electronic Labs., Inc., 622 W. Kinzie St., Chicago 10, Ill.					
Metropolitan Electronic & Instr. Co., 6 Murray St., New York					
Midland Mfg. Co., Decorah, Iowa					
Midwest Radio Corp., 909 Broadway, Cincinnati, Ohio					
James Millen Mfg. Co., 150 Exchange St., Malden, Mass.					
Mincera Corp. of America, 238 William St., New York, N. Y.					
Molded Insulation Co., 335 E. Price St., Philadelphia 44, Pa.					
Monitor Equipment Co., 110 E. 42nd St., New York, N. Y.					
Music Master Radio Corp., 750 Main St., Hartford, Conn.					
Mustron Co., The 223 W. Erie St., Chicago, Ill.					
National Co., Inc., 61 Sherman St., Malden, Mass.					
National Design Service, 96 Liberty St., New York, N. Y.					
National Union Radio Corp., 57 State St., Newark 2, N. J.					
Noblit-Sparks Industries, Inc., Columbus, Ind.					
Northeastern Engineering, Inc., Canal St., Manchester, N. H.					
Northern Radio Co., 2208 4th Ave., Seattle, Wash.					
Olympic Radio & Tele., Inc., 3101-19 38th Ave., L. I. City, N. Y.					
Packard-Bell Co., 3443 Wilshire Blvd., Los Angeles, Calif.					
Packard Mfg. Corp., 2900 Columbia Ave., Indianapolis, Ind.					
Panoramic Radio Corp., 242 W. 55th St., New York 19, N. Y.					
Philon Corp., Tluga & C. Sts., Philadelphia, Pa.					
Pilot Radio Corp., 37-06 36th St., Long Island City, N. Y.					
Port-O-Matic Corp., 985 Madison Ave., New York, N. Y.					
Precision Specialties, 210 N. Western Ave., Los Angeles, Calif.					
Premier Crystal Laboratories, Inc., 63 Park Row, New York					
Press Wireless, Inc., 1475 Broadway, New York 18, N. Y.					
Pro Electronics, 44 DeKalb Ave., Brooklyn, N. Y.					
Promonette Rad. & Tele. Corp., 1721 Elmwood Ave., Buffalo, N. Y.					
Puretone Radio Corp., 355 Main St., Poughkeepsie, N. Y.					
Quality Industries, 25 E. Jackson Blvd., Chicago 4, Ill.					
Radio Craftsmen, Inc., 1341 S. Michigan Ave., Chicago					
Radio Devel. & Research Corp., 233 W. 54th St., New York 19					
Radio Engineering Laboratories, Inc., 36th St., L. I. City, N. Y.					
Radio Laboratories, 2701 California Ave., Seattle 6, Wash.					
Radio Mfg. Engineers, Inc., Peoria 6, Ill.					
Radio Navigational Inst. Corp., 305 E. 63rd St., New York 21					
Radioactive Equipment Corp., 170 Nassau St., New York, N. Y.					
Radio Process Co., 7618 Melrose Ave., Los Angeles, Calif.					
Radio & Television, Inc., 244 Madison Ave., New York, N. Y.					
Radio Wire Television Inc., 100 Ave. of the Americas, New York					
Ragor Products Corp., 60 E. 42nd St., New York 17, N. Y.					
Rausland Corp., 4245 N. Knox Ave., Chicago 41, Ill.					
RayEnergy Radio & Television Corp., 32 W. 22nd St., New York					
RCA Victor Div., Radio Corp. of America, Camden, N. J.					
Record-O-Vox, Inc., 721 N. Martel Ave., Hollywood 36, Calif.					
Renal Electronics Corp., 20 W. 20th St., New York, N. Y.					
Remler Co. Ltd., 2101 Bryant St., San Francisco, Calif.					
Rex Products Corp., 1313 W. Randolph St., Chicago, Ill.					
RGH Mfg. Corp., 214 E. 41st St., New York, N. Y.					
Rock-Ola Mfg. Corp., 800 N. Kodzie, Chicago, Ill.					
E. M. Sargent Co., 219 9th St., Oakland, Calif.					
Sehuttig & Co., 9th & Kearny Sts., N.E., Washington, D. C.					
Seophony Corp. of America, 527 5th Ave., New York, N. Y.					
Scott Radio Labs., Inc., 4450 Ravenswood Ave., Chicago, Ill.					
Searle Aero Industries, Inc., P. O. Box 111, Orange, Calif.					
Selectograph Mfg. Co., 502 W. Colo. Ave., Colorado Spgs., Colo.					
Sentinal Radio Corp., 2020 Midco Ave., Evanston, Ill.					
Setchell-Carlson, Inc., 2233 University Ave., St. Paul, Minn.					
Sheridan Electronics Corp., 2850 S. Michigan Ave., Chicago					
Signal Electronics, Inc., 114 E. 16th St., New York, N. Y.					
Silver Co., McMurdo, 1240 Main St., Hartford 3, Conn.					
Sparks Radio & Television Corp., 325 N. Hoyne Ave., Chicago					
Speech-O-Phone Recording & Equip. Co., 23 W. 69th, New York					
Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago, Ill.					
Symphonic-Carlson Co., 100 Carlson Rd., Rochester, N. Y.					
Symphonic Radio & Electronic Corp., Main St., Cambridge, Mass.					
Tac Industries, 44 DeKalb Ave., Brooklyn, N. Y.					
Taylor Equipment Co., 120 Greenwich St., New York, N. Y.					
Telequip Radio Co., 123 Prince St., New York, N. Y.					
Teletone Radio Co., 1901 S. Washington Ave., Chicago, Ill.					
Televox, Inc., 451 S. 5th Ave., Mt. Vernon, N. Y.					
Telicon Corp., 851 Madison Ave., New York, N. Y.					
Templestone Radio Mfg. Corp., New London, Conn.					
Transmitter Equipment Co., 345 Hudson St., New York 14, N. Y.					
Truher Radio & Tel. Corp., 571 W. Jackson, Chicago					
Union Radio Co., Box 497, Pasadena, Calif.					
Union Electronics Corp., 38-01 Queens Blvd., Long Island City					
United States Television Mfg. Co., 3 W. 61st St., New York, N. Y.					
Viewtone Co., 325 Miguel St., San Francisco, Calif.					
Victrical Engineering Co., 828 N. Highland Ave., Los Angeles					
Walker, Inc., 684 S. La Fayette Park Pl., Los Angeles, Calif.					
Watterson Mfg. Corp., 4640 W. Harrison St., Chicago, Ill.					
Watts-Gardner & Co., 2700 Swiss Ave., Dallas, Texas					
Western Electric Co., 120 Broadway, New York					
West's Sound & Elec. Labs., Inc., 2512 W. St. Paul Av., Milwaukee					
Winthrop Electric Corp., Receiver Div., Sunbury, Pa.					
Wilson-Ray Corp., 604 Seminary St., Charlotte, Mich.					
Zenith Radio Corp., 6001 Dickens Ave., Chicago, Ill.					

Republication prohibited. See copyright notice, page 1. For "Where to Buy Electrical Appliances", see page 115.

THE WHOLE TRADE'S TALKING ABOUT

Tele-tone's 'DYNA-MITE'

"Mightiest Atom" of the Airways!



- So small in size—
yet so BIG in performance,
tone quality, value!

AT LAST—a powerbilt, diminutive, superbly styled plastic table model radio *that has everything bigger sets have!* Powerful superheterodyne, (AC-DC). Has TELE-TONE'S new velveted drive for smoother tuning. Combination aluminum nickel magnet on permanent magnet speaker, slide-rule dial, automatic volume control, maximum power output. Covers entire new F.C.C. broadcast band. Priced to retail at \$17.95, and available for prompt delivery.



TELE-TONE RADIO CORPORATION, 609 West 51st St., New York 19

America's Leading Small Radio Specialists



Sun-Kraft, Inc.

It's a Split Decision!

It's obviously true that though couples are married
Their buying impulses are apt to be varied.

He shops with practical features in mind,
While she's apt to go for "artistic" design.

So in selling it makes extremely good sense
Never to leave either sex on the fence.

Sell both men and women—there is your clue.
As *Sun-Kraft* has done it, it's easy to do:

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

The double exposure you get in this book
Is a sure-fire way to keep sales on the

The
American
Magazine

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

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

RECORDS

Section of **RADIO & Television RETAILING**

AS SOON AS DEMAND FOR RECORD PLAYERS is satisfied, dealers can look to bigger period of record selling than ever before. It is estimated that there are only 8 million turntables in use now; record production this year totaled 300 million. With demand for disc players what it is, future record sales should double in the next year or so.

SLICK CONSUMER ADVERTISING by disc manufacturers is a promotion angle which should not be overlooked by retailers. Dealer displays that tie-in with monthly national ads give platters added "class", and dealer extra prestige.

NATIONAL PROMOTION OF VICTOR'S XMAS MERCHANDISE gets under way in mid-November with increased emphasis on the point-of-sale and dealer aids to supplement national advertising. Special wrap-around bands for albums are being offered in addition to regular promotion pieces.

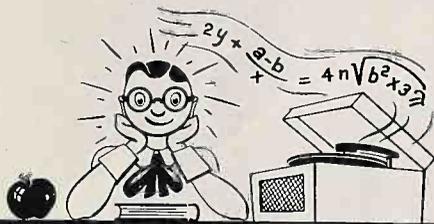


"KILROY WAS HERE" written on the walls of a phono record listening booth, or such terse statements as "Jane Loves Joe" printed in lipstick, along with just plain out-and-out doodling, may seem humorous to the perpetrator but it's certainly a headache to the merchant. Some dealers use washable materials to cut down repair costs, others are enlarging glass areas of booths to permit greater visibility. Still others are installing more and more out-of-booth listening devices.

A FARNSWORTH DEALER in Colorado reports that after he had installed a record sales department in his store, inquiries for radio-phonograph combinations went up more than 90 per cent.

PHENOMENAL GROWTH OF KIDISCS — Production in this field has increased thirteen-fold over what it was five years ago.

TO DETERMINE CHILDREN'S PREFERENCES in popular literature and repertory is the aim of a survey conducted by Columbia Records in record stores, book stores and public schools. Results will serve as a basis for choosing additional albums for Columbia's children's catalog, and to meet the taste of children in all age groups.



HIGH LEVEL OF CHILDREN'S DISCS is a credit to the record industry as a whole. The disc people have gone to symphonies and operas for their material, in addition to creating new stories for youngsters, to supplement the old stand-bys. The subject matter and presentation of "kidiscs" will undoubtedly pay dividends later, too, by creating an intelligent adult "record buyer" who will be aware of "quality."

VERTICAL RECORD PLAYER. Joseph A. Darwin, former Capehart sales executive, has patented a phonograph that plays records in a vertical position. According to the East Orange, N.J., inventor, the device can be built to play as many as 500 platters, ten or twelve inch—either or both sides. Instrument has two tone arms, with oppositely placed needles.

HOW TO SELL A \$50 DIAMOND TIPPED NEEDLE — Stephen Nester, president of Duotone Co. suggests: 1) Try to sell needle with all expensive combinations; 2) Send a personal letter and folder on diamond needle to "record collector" customers; 3) Point out that needle can be used on Vinylite, shellac, and home recorded discs with equal fidelity and without danger of record wear; 4) Demonstrate quiet operation, with absence of surface noise and "needle talk"; 5) Note extended frequency range. (Haynes-Griffin, New York City independent retailers marked up \$3000 in sales in 60 days on this item.)

THANKSGIVING WINDOW DISPLAYS offer dealer splendid pre-Christmas opportunity for seasonal promotion. Get passers-by in a holiday mood by dressing up window with Thanksgiving symbols as a background for disc merchandise.



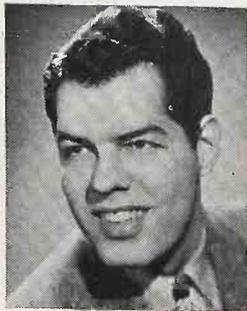
GLADYS SWARTHOUT

... in a magnificent, new album of "Carmen" excerpts, to be featured full page in "LIFE" Dec. 16. With the RCA Victor Chorale and Orchestra, Erich Leinsdorf, Conductor; Robert Shaw, Choral Director; Licia Albanese; Ramon Vinay; Thelma Votipka; Lucielle Browning; Robert Merrill; Anthony Amato; George Cehanovsky. Order Album M/DM-1078, \$7.00 (suggested list price, exclusive of taxes).



• Hear the music of these great "pop" artists, playing Jingle Bells on your cash register! Two full pages in "LIFE" next month will sell and sell their latest RCA Victor hits. Have your merchandise and displays all set, to team up with these strategic pre-Christmas ads!

TIE IN WITH RCA VICTOR'S THREE "LIFE" PAGES NEXT MONTH!



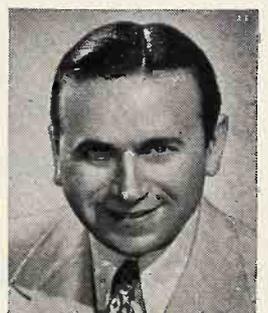
TEX BENEKE



SAMMY KAYE



BETTY RHODES



CHARLIE SPIVAK

Tune in and tie in!

One Red Seal and one popular recording are promoted every Sunday on the RCA Victor Show (2 p.m., EST, over NBC). Put them in a Monday reminder-display, to cash in on this valuable advertising support!



LOUIS ARMSTRONG



SPIKE JONES



WAYNE KING

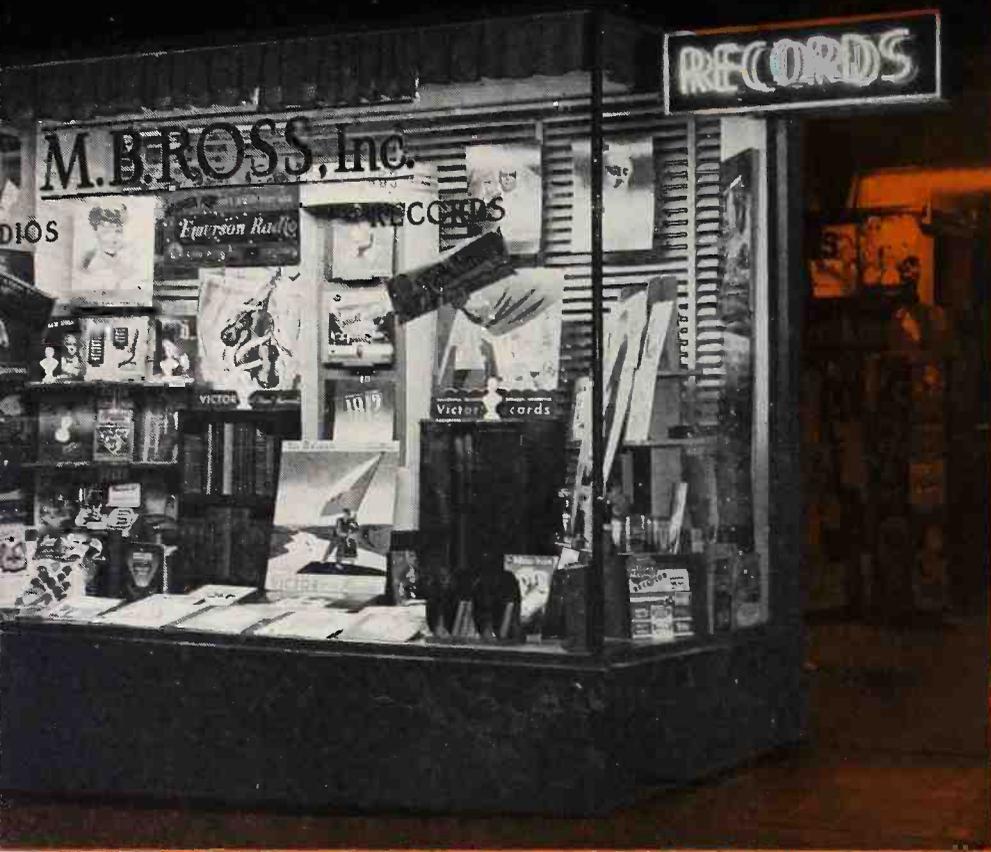


FREDDY MARTIN



YOUR RCA VICTOR DISTRIBUTOR





This window at M. B. Ross' in East Orange, N. J., presents the stock of the entire record department as a unified whole. By careful arrangement, it suggests interrelated sales.

For Top Impact, Develop a Central Theme. Stress One Artist, Composer, Manufacturer or Type of Music.

Disc Windows That Win

• Leading disc dealers say that one thing is paramount in creating record windows which sell. And that is—present one idea at a time.

They stress this because a phonograph record or album is a small unit. It is easy to get a confused and crowded effect with this kind of merchandise.

Therefore, they emphasize, select only those discs which make it possible to present a single theme. Of course a window may be divided into sections. In this case each section can present a different appeal.

There are many ways of obtaining this unity in a record window. This is because the material lends itself to a variety of dramatic presentations based on the records.

Feature a Person

For sales winning windows record dealers frequently accent the artist. They have found that people are in general more interested in other people than they are in things. Consequently they build an entire window around the various phonograph records they stock made by one artist.

They can do more than merely present the merchandise itself. They can feature a picture of the

artist, perhaps in the form of a life size cutout. In some cases they use records autographed by the artist to feature in the window.

Dealers also attain unity by presenting the various works of a single composer. Here, too, a picture of the composer heightens interest. A grouping of records made by one conductor are also sometimes featured in window displays together with pictures of the conductor and his orchestra.

Ways to Get Unity

Dealers frequently present a window which features the records put out by a single manufacturer. Most of these windows are set up with display material provided by the manufacturer himself. Many of these windows are extremely effective in selling records.

Mass display of a single album or a single record also is used frequently by dealers. Such a window can feature the discs or albums themselves, sheet music of the same number being offered, one or more pictures of the stars involved and manufacturers' display pieces. It can also show a picture of the instrument being featured or per-

haps can include the actual instrument itself or else a mock-up.

Sufficient unity can be attained in a window simply by building a central theme around one type of music. In this kind of window the possibilities for grouping are endless in variety.

For example, a window of children's records can use dolls, toy animals and other items as companion displays to go along with the juvenile records themselves. A window of rumba records can have as accompaniments gourds, pottery, pictures of people in Latin American costumes, tropical landscapes and other suitable backgrounds that suggest the tropics.

Planning Windows

Each type of record listed in manufacturers' catalogs can present a theme for a disc window display that will provide unity.

Record dealers generally agree that to arrange a series of timely unified windows a window calendar is needed. They usually set up such calendar on a weekly basis, having one card for each week in the entire calendar year.

As they receive manufacturers' (Continued on page 87)



Igor Stravinsky and Woody Herman get together during Columbia recording session of Russian composer's "Ebony Concerto".

proper holiday display materials, hire extra help that will be needed for the rush, and provide their salespeople with ample wrapping facilities.

Along with special releases of singles and albums for Christmas, the record companies have continued to turn out their monthly crop of new releases.

A featured RCA Victor red seal album is "A Treasury of Grand Opera," with outstanding artists in selections from operatic masterpieces. Rachmaninoff's "Concerto No. 2" with Artur Schnabel as the pianist, and the NBC Symphony, Vladimir Golschmann conducting, is another outstanding red

It's a Merry Christmas

Record Retailers Will Take Advantage of Colorful

• With the approach of the Yuletide season, dealers all over the country are getting ready and rarin' to go on one of the biggest selling periods in record history.

Record production has reached an all-time high, and the demand is continually climbing.

To prepare for Christmas, dealers should make sure that they have an adequate and well-rounded stock of discs on hand, obtain the

seal album. A film tie-in of this album with the Republic picture, "I've Always Loved You," is being conducted by Victor, since Artur Rubinstein also recorded the sound track of the concerto for the film. Promotion plans for this concerto



Songstress Louanne Hogan, warbles smooth and mellow tunes on new Musicraft releases.



The Merry Macs, new exclusive Majestic recording stars, vocalize "Sooner Or Later", flipover, "There's Them That Do", on their first Majestic waxing.

Arturo Toscanini and the NBC Symphony are among outstanding performers featured in Victor's "A Treasury Of Grand Opera".

call for full page national advertising for November, weekly release of the picture throughout different areas continuing beyond the first of the year, and dealer aids and point of sale displays.

New Promotion

Vaughn Monroe's "Dream Week," a promotion similar to the one Victor gave Perry Como, is scheduled for the last week in November. Featured Monroe album will be "Dreamland Special," a group of discs with the word "dream" in the title.

Another red seal album destined for great popularity, is "Dorothy Kirsten Sings Victor Herbert Mel-



in Discs

Seasonal Releases to Increase Sales

dies." The Irish tenor, Christopher Lynch, makes his initial bow on Victor with "Believe Me If All Those Endearing Young Charms," and "Oft In The Stilly Night."

Songstress Betty Hutton gives
(Continued on page 80)



Ella Fitzgerald's "Stone Cold Dead In The Market", on Decca label, is very much alive on the best seller lists.



▲ Tony Martin's romantics for Mercury, are outstanding.

▼ Cosmo's new vocalist, the beautiful Fran Warren.

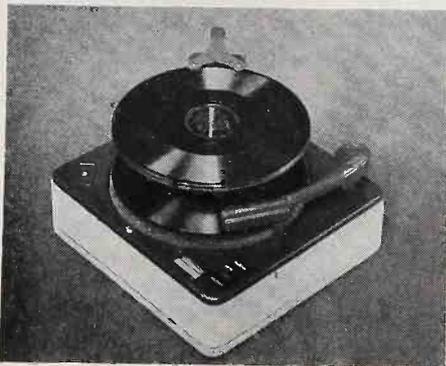


Diana Lynn makes her debut as a recording artist with her album of "Piano Portraits", for Capitol Records. Paul Weston's orchestra accompanies the keyboard artist.

New Phono Lines

Latest Disc-Playing Equipment and Accessories

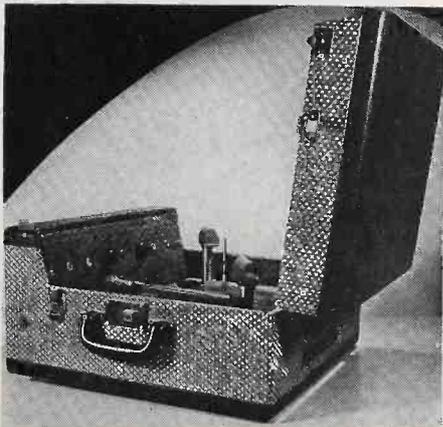
Ultratone RECORD PLAYER



Model WA-6 wireless type phonograph with automatic record changer. Combined manual-automatic-reject control. Uses 2-tube transmitter—plays discs through any radio without connections between phonograph and set. Audio Industries, Michigan City, Ind.—RADIO & Television RETAILING



Televox RECORD CHANGER



Model MC-2 automatic record player, portable type. Three tubes, ac. De luxe 2-post automatic changer, Alnico 5 speaker. Controls on tilted panel. Televox, Inc., 451 S. 5th Ave., Mt. Vernon, N. Y.—RADIO & Television RETAILING



Sonata BATTERY PHONOGRAPH

Trela Model HW-301, electrically amplified portable record player. Hand-wound by use of a special disk—plays two records with one winding. Battery amplification makes HW-301 suitable for use outdoors or in large buildings. Tilt-panel front. Luggage type



case, leatherette covered, sturdy handle. Weighs 21 lbs. Sonata Electronics Corp., 624 S. Michigan, Chicago, Ill.—RADIO & Television RETAILING



Alliance PHONOGRAPH MOTOR

Model 80 "Even-Speed" phonograph motor with idler and motor plate shock-mounted to mounting plate for low vibration transfer to turntable and motor board. Available for operation on 110 or 220 volt, 40, 50 or 60 cycle source at 16 watts input, 78 RPM only. No gears; positive friction rim drive. Carefully proportioned bearings, large oil reserves. Forced ventilation—slip type fan for safety. Mounting plate keeps correct turntable height regardless of mounting board thickness. Available with 8, 9, or 10" turntable top. Maximum depth below base mounting plate 2 1/16". Individually packaged. Alliance Mfg. Co., Alliance, Ohio—RADIO & Television RETAILING



Sterling PHONOGRAPH



Model E-505 automatic table record player, 3-tube amplifier. Controls on convenient panel at front. Six-inch speaker. Two-post record changer. \$71.35. Paywin Industries, 814 Tenth Ave., New York, N. Y.—RADIO & Television RETAILING



Waco CONSOLE

Model 400-C console record player, designed primarily for youngsters. Plays 6", 8", 10", or 12" records. Conventional electric-driven turntable. Acoustic tone arm and reproducer head. Reproducer arm connected to papier mache horn which faces opening at cabinet front. Opening has flocked grill, sound board, and covering of 1/16"



mesh wire. Cream finish; Model 400-M is mahogany. Waco Products Corp., 410 Asylum St., Hartford, Conn.—RADIO & Television RETAILING

(Continued on page 79)

Unforgettable Performances!

by the great artists of our day are yours to enjoy whenever you wish on Columbia Masterworks Records. Here are but 10 of our many exclusive artists in inspired interpretations of music you love!

LILY PONS

with orchestra conducted by Andre Kostelanetz.
Paris. Columbia Masterworks Set M-MM-638 \$3.85*

NATHAN MILSTEIN

with the Philharmonic-Symphony Orchestra of New York,
conducted by Bruno Walter.
Mozart's Concerto in E-Flat Major for Violin and Orchestra.
Columbia Masterworks Set M-MM-577 \$4.85*

BIDÚ SAYÃO

with the Metropolitan Opera Orchestra, conducted by Ferruccio Cervo.
Caldesi's Operatic Arias.
Columbia Masterworks Set M-617 \$4.85*

The Philadelphia Orchestra

Eugene Ormandy, conductor.
Beethoven: The Ninth Symphony.
Columbia Masterworks Set M-MM-616 \$3.85*

VRONSKY AND BABIN

with the Radio Wood Dale Orchestra of Philadelphia,
conducted by Dimitri Mitropoulos.
Mozart's Concerto in E-Flat Major for Two Pianos and Orchestra.
Columbia Masterworks Set M-MM-626 \$3.85*

RISÉ STEVENS

with Robert J. Williams, Madeline Conner, Robert Weade and the Metropolitan Opera Chorus and Orchestra, conducted by George Sebastian.
Bizet: Carmen—Excerpts.
Columbia Masterworks Set M-MM-607 \$3.85*

RUDOLF SERKIN

with The Philadelphia Orchestra, Eugene Ormandy, conductor.
Brahms: Concerto No. 2 in B-flat Major for Piano and Orchestra.
Columbia Masterworks Set M-MM-564 \$5.85*

Philharmonic-Symphony Orchestra of New York

Axelrod, conductor.
Bartok: Ecstasies (Parts of Call).
Columbia Masterworks Set X-MX-297 \$2.85*

HERBERT JANSSEN

with the Metropolitan Opera Orchestra, cond. by Paul Breisch.
Wagner: Die Meistersinger—Two Monologues.
Columbia Masterworks Set X-MX-269 \$2.85*

EGON PETRI

Chopin: Preludes, Op. 28.
Columbia Masterworks Set M-MM-523 \$4.85*

A wonderful experience awaits you when you hear these great new recordings. Visit your Columbia Record Dealer today. Consult the new Columbia Record Catalog for complete lists of interpretations by these artists who record exclusively on Columbia Masterworks Records.

*Prices shown are exclusive of taxes.



Trade Marks "Columbia," "Masterworks" and © Reg. U. S. Pat. Off.

Lily Pons photographed as she will appear in the motion picture "Carnegie Hall" soon to be released by United Artists

LILY PONS



one of scores of great artists now recording exclusively for
COLUMBIA Masterworks RECORDS

THIS DRAMATIC NEW COLUMBIA MASTERWORKS ADVERTISEMENT

... will reach 19,000,000 readers, to sell your Columbia Masterworks Records ... and to convince your customers that more and more and more great artists are now recording exclusively for Columbia Masterworks Records.

COLUMBIA
Masterworks
RECORDS

Trade Marks "Columbia," "Masterworks" and © Reg. U. S. Pat. Off.

RECOTON Jewelry-Type Counter Show-Case...



Recoton National Ads

An impressive national advertising campaign in such leading magazines as Esquire, House Beautiful, Saturday Evening Post, Fortune, Good Housekeeping, Collier's, etc. is building demand and acceptance, for Recoton

The only Display of its kind in *Phoneedle Merchandising...

Meet Recoton's remarkable new custom-built sales-maker that displays . . . stocks . . . and sells needles like magic. It's beautiful! . . . just look at its smooth, streamlined, durable construction. It sells! . . . note its crystal-clear hood that shows up Recoton's jewel-tipped line to beautiful advantage . . . observe the jeweler's-type tray that has a distinctive "museum-case" appearance. Check the spacious built-in reservoir for stocking needles. *And-it's-free!* It's all part of Recoton's sensational 4-Karat Deal . . . You get this deluxe display free with your order (at special discounts) for one dozen each of Recoton's nationally-advertised, Jewel-Tipped Phoneedles: PRIMUS (retails \$2.50); RUBY-POINT (retails \$3.50); SUPRA (retails \$5.00); SYMPHONIE (retails \$7.50) . . . Now here's another big plus . . . Recoton is offering retailer's salespeople valuable premium awards . . . Get details from your wholesaler!



Clear-view hood shows entire line displayed on Juxurious tray. A great counter-asset.



Eases selling: When customers ask for needle they want . . . simply lift out tray . . . let them select needle . . . sale is made.



After customer leaves . . . replace needle sold from stock in reservoir at base . . . put replacement needle back on display tray . . . You're ready for another sale.

Recoton Precision-Turned Steel Needles—Made in Switzerland—maintain the same high standards of quality and performance that have made RECOTON the world's finest Phoneedles

RECOTON

Always faithful

...AND EVER PROFITABLE



Radios and record-players in the window of the Norwalk store are compactly displayed.

• At the Connecticut record store known as Ernie's Music Box, at 7 Main St., in Norwalk, it got so there wasn't enough space for record stocks so Ernest Harris, the proprietor, began to make use of the upper walls.

The Music Box is admittedly small, and Mr. Harris likes it that way. The store is only about 40 ft. by 13 ft., and when you subtract space for two counters, a pair of listening booths, some radios and record players and a window display, there isn't much area left for storage of the complete disc stocks which Mr. Harris regularly keeps.

Walls of Albums

But retailer Harris found space for a lot of albums by building shelves for albums flat against the wall, seven shelves high, on both sides of the store. Now, the Music Box literally looks like a house of albums—with the walls covered with them and the color designs of the covers supplying plenty of variety. To add even more color to the atmosphere, Mr. Harris used a lively "plaid" design wall paper on one side and the rear of the store.

There are several reasons why the disc fans are beating a path to the door of the Music Box. For one thing, Mr. Harris makes a practice of keeping up to the minute on

Business in a "Box"

New England Retailer Likes "Personal" Merchandising

the fads and trends in popular music—he does this to some extent by merely having friendly talks with his customers. They tell him the jive news around town, and if a certain orchestra starts to move from warm to hot, Mr. Harris will likely learn about it from the record fans themselves. Then he tells *them* some news, and the first thing you know, the Music Box is in solid with the record buyers and the store is one "headquarters" for the folks who want the recordings.

Classical Fans Contacted

Norwalk is a musical town and, in addition to the popular orchestra fans, has a large number of people interested in serious or classical music. The Music Box develops this trade by getting membership lists from the local concert associations, for use in sending out mailing pieces on a regular basis.

Mr. Harris has found that mu-

sical films have a tremendous effect on record sales, and believes that the disc retailer's worst sin is to be caught without the appropriate stocks when a tuneful movie gets to town. He contacts the local theater managers and gets the advance dates—the rest of it he declares to be virtually automatic. He points out that a revival of a musical film can have almost the same effect as a first-run, and that the second showings of such pictures should be watched carefully for their power to create new demands for forgotten discs.

Thus, by using a few promotion methods of the appropriate kind, and by making the best use of his limited space, Mr. Harris keeps a big stock of recordings moving at a profitable clip. The name of the store actually explains the whole operation—a small establishment run by a man who likes to be called by his first name.

Wherever the customer's eye falls, in this store, there is another musical display to be seen.



MUSITRON

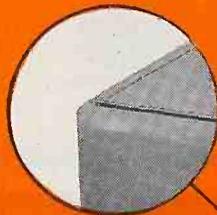
THE COMPLETE LINE OF PORTABLE PHONOGRAPHS

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



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

PICCOLO MODEL No. 101. 3 tube amplifier with superior tone quality. Superbly designed case of luxurious leather-like material. Features saddle stitch top. Patent Pending.



PICCOLO MODEL No. 102. Hand wound. Features MUSITRON'S own Qual-Spring Motor that plays 2 complete 12 inch records on both sides. Sturdy, true-tone instrument.



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

MUSITRON COMPANY
FORMERLY L. M. SANDWICK ASSOCIATES

223 WEST ERIE STREET
CHICAGO 10, ILLINOIS

Phono Record News

Dealer Window Features Decca Albums



W. W. Kimball, 306 S. Wabash Ave., Chicago, Ill., made up this all-Decca window display. The featured album is "Bloomer Girl," with "The Red Mill," "The Andrews Sisters," "The Mills Brothers," and "Al Jolson" albums coming in for their share of the space.

RCA Victor Sales Aid



RCA Victor is now supplying dealers with a 5 ft. window and interior display piece based on the trade mark "Nipper." Erma Stallfort of Victor, shown with Nipper, is not available with the display.

Musicraft Records Signs Classical Disc Talent

Musicraft Records, Inc., has signed the Buffalo Philharmonic Orchestra, with William Steinberg as conductor, for a series of album sets, it was announced by president Peter Hilton. Other classical record talent already signed by the plattery, included Sylvia Marlowe, the Kroll Quartet, Jacques Abram and Mordy Bauman.

Tone Products Names Phono, Disc Jobbers

Announcement of the preliminary distribution set-up for the Merry-Go-Sound phonograph and kiddie records, involving 20 distributors covering sixteen states, has been made by Howard A. Jacobs, sales manager of the Tone Products Corp. of America, New York City, manufacturers of musical merchandise for children.

Ted Cott has been appointed a vice-pres. in charge of production.

NAMM Presents Album To United Nations

On behalf of the National Association of Music Merchants, and in the presence of leading figures of the music world, Louis G. LaMair, president of NAMM, presented to the United Nations, a carefully selected and prepared original oil painted album of United Nations musicians.

The Hon. Capt. Jehan de Noue, Chief of Protocol, United Nations, accepted the album as personal representative of the Hon. Trygve Lie, Secretary General of the United Nations. Present at the proceedings were representatives of Columbia Recording, Decca Records, Musicraft, National Music Council, RCA Victor, H. & A. Selmer Co., Sonora Records, and Steinway Pianos.

The album is based on the premise that music speaks a universal language, which knows no barriers of race, creed or color.

Stinson's Record Catalog

The Stinson Record Company's new catalog includes all albums and individual record releases up to and including Sept. 15. Stinson is currently concluding negotiations with a long list of major jobbers and distributors to give its recordings outlets in areas where it has never before been represented.

Record Salesgirls Get Cosmo Artist's Autograph



Tony Pastor, Cosmo recording star, autographs his records for a group of record salesgirls from the Detroit stores during a trip there. Pastor has waxed a new album for Cosmo featuring hit songs from Walt Disney's technicolor film, "Song of the South."

AVAILABLE

NOW

for Christmas Sales

CAPITOL'S 3-WAY ELECTRONIC PORTABLE

Just in time for the Christmas buying season! Capitol's handsome Model U-24—the *only* portable phonograph that plays *anywhere* under *any* conditions. AC, DC, or battery operation at the flip of a switch! And with its electric or spring wound motor...all the tonal richness of complete electronic reproduction.

IT'S IDEAL for winter vacation spots, for out-of-the-way parties, for traveling, or for home itself. A wonderful gift to own. A profitable item to sell!

FEATURES

- Hollywood-styled cabinet; leatherette covering
- High-gain amplifier
- Improved postwar type electronic tubes
- Permanent Alnico No. 5 magnet-type speaker
- Rugged constant-speed electric motor
- Two-spring mechanical motor
- Plays three 10-inch records with one winding
- High-quality wide range crystal pickup
- Protection fuse
- Continuous variable tone control
- Genuine Capitol PM needle



A flip of the switch changes electric to spring-wound motor... or back again. The turn of a knob converts the amplifier from Alternating- or Direct Current to the battery.

"LOOKY-TALKY" ..another CAPITOL word for Christmas Profits!



A Picture-Book That Talks!
New Fun for Kids (2 to 11!)
New Cash for Dealers
Album BBX-34 \$2.70 list*

Here's a picture-book that *talks!* A brand new way to amuse kids and sell albums! While a child LOOKS at the amusing circus characters in the colorful 20-page picture-album... he hears them TALK from the two intriguing records. Then Bozo the Clown blows a whistle... and the

juvenile listener flips the page to the next picture!

"Looky-Talky" is the ideal Christmas gift for the kids... even for those too young to read. So easy to enjoy... so easy to sell! And so easy to order—from your Capitol distributor NOW!

Build Your GIFTS-FOR-KIDS Displays Around These 3 New Albums!

"RUSTY IN ORCHESTRVILLE"
Musical instruments "talk", in this tuneful novelty series of 6 sides.
Album BC-35—\$2.55 list*

MARGARET O'BRIEN—"Goldilocks and the 3 Bears"
A beloved child star charmingly records a best-loved children's tale.
Album CB-32—\$2.25 list*

THE GREAT GILDERSLEEVE—
"Hansel and Gretel" and "The Brave Little Tailor"
One of radio's leading funnymen chuckles through two story favorites.
Album CD-33—\$3.75 list*

NEW FUN FOR KIDS (2-11!)
NEW CASH FOR DEALERS

*plus tax



Favorite Popular Tunes

Varied Lists of the Country's Radio and Record Leaders

The fall season of network broadcasting is well under way with fourteen new titles on this month's list of RADIO SONG FAVORITES. The fourteen newcomers—only three of them are in films or stage productions—are:

A Garden In The Rain, Blue Skies (in the film, "Blue Skies"), *The Coffee Song, The Girl That I Marry* ("Annie Get Your Gun"), *I Guess I'll Get The Papers And Go Home, My Sugar Is So Refined, The Old Lamp-Lighter, Ole Buttermilk Sky, Remember Me, September Song, That Little Dream Got No-*

where ("Cross My Heart"), *Under The Willow Tree, Why Does It Get So Late So Early, and The Whole World Is Singing My Song.*

To Each His Own continues to be the nation's Number One hit, with *Five Minutes More, South America Take It Away* and *Surrender* among the top favorites. The film "Blue Skies" shows up with Berlin's old-timer by the same name and a new tune, *You Keep Coming Back Like A Song*, which first appeared on last month's survey, is getting large audiences over the national networks.

THE NATION'S FIRST FIFTY TUNES

(RADIO & Television RETAILING'S Own Survey)

Current Ranking		Trend of Popularity
1	To Each His Own	→
2	Five Minutes More	▲
3	South America Take It Away	▲
4	This Is Always	▲
5	They Say It's Wonderful	→
6	Surrender	→
7	And Then It's Heaven	▲
8	I Got The Sun In The Morning	→
9	If You Were The Only Girl In The World	▲
10	Whatta Ya Gonna Do	▲
11	Linger In My Arms A Little Longer Baby	▲
12	It's The Talk Of The Town	▲
13	Why Does It Get So Late So Early	▲
14	Rumors Are Flying	▲
15	Somewhere In The Night	▲
16	It's A Pity To Say Goodnight	▲
17	I Don't Know Why	→
18	I'd Be Lost Without You	▲
19	Guess I'll Get The Papers	▲
20	For You For Me Forever More	▲
21	You Keep Coming Back Like A Song	▲
22	Two Silhouettes	▲
23	Blue Skies	→
24	Heart To Heart	▲
25	Doin' What Comes Natur'ly	→
26	Smoke Dreams	→
27	Without You	→
28	Same Time Same Place	▲
29	September Song	▲
30	Along With Me	▲
31	I Don't Know Enough About You	→
32	That Little Dream Got Nowhere	▲
33	Who Told You That Lie	→
34	Sometimes I'm Happy	→
35	The Old Lamplighter	→
36	Wherever There's Me There's You	→
37	Love Nest	→
38	In Old New York	→
39	In The Blue Of Evening	→
40	Vem Vem	→
41	All The Time	→
42	The Gypsy	→
43	Night and Day	→
44	Blue Champagne	→
45	Too Many Irons In The Fire	→
46	Ole Buttermilk Sky	→
47	More Than You Know	→
48	Under The Willow Tree	→
49	Begin The Beguine	→
50	Star Dust	→

PEATMAN RADIO SONG FAVORITES

Alphabetical list of top 35 songs with largest air audiences

Song Title	Publisher	Song Title	Publisher
A Garden In The Rain	Melrose	Remember Me	Witmark
And Then It's Heaven	Remick	Rumors Are Flying	Oxford
Blue Skies	Berlin	September Song	Crawford
(The) Coffee Song	Valiant	Somewhere In The Night	Triangle
Come Rain Or Come Shine	Crawford	South America Take It Away	Witmark
Doin' What Comes Natur'ly	Berlin	Surrender	Santly-Joy
Five Minutes More	Melrose	That Little Dream Got Nowhere	Famous
(The) Girl That I Marry	Berlin	They Say 'It's Wonderful'	Berlin
I Don't Know Why	Feist	This Is Always	Bregman-Vocco-Conn
I Got The Sun In The Morning	Berlin	To Each His Own	Paramount
I Guess I'll Get The Papers and Go Home	Campbell-Porgie	Under The Willow Tree	Peter Maunice
I'd Be Lost Without You	Advanced	Wherever There's Me There's You	Républic
If You Were The Only Girl	Mutual	Who Told You That Lie	Stevens
Linger In My Arms A Little Longer, Baby	Bourne	(The) Whole World Is Singing My Song	Robbins
My Sugar Is So Refined	Capitol	Why Does It Get So Late So Early	Harms
(The) Old Lamp-Lighter	Shapiro-Bernstein	Without You (Tres Palabras)	Southern
Ole Buttermilk Sky	Burke and Van Heusen	You Keep Coming Back Like A Song	Berlin
On The Boardwalk	Bregman-Vocco-Conn		

DEALER RANKINGS OF LEADING POPULAR RECORDS

This is a last-minute tally of the most popular popular records in outstanding stores scattered from Coast to Coast. Leading dealers sent their reports to RADIO & Television RETAILING just prior to press-time.

Presented as a supplement to the survey of the Nation's First Fifty Tunes shown elsewhere on this page, this is a tabulation of actual phonograph records rather than tunes.

Record buyers use this list to check against requests in their own stores. They thus uncover promising possibilities in new records that have found favor elsewhere.

This list is not offered as a final ranking of the way these records sold in all stores in the country, be-

cause the speed of collecting data requires reports from fewer dealers than would be required to obtain those results.

Instead, it is meant to suggest possibilities. The list follows:

1	To Each His Own
2	Rumors Are Flying
3	South America Take It Away
4	Surrender
5	Five Minutes More
6	Choo Choo Ch'Boogie
7	Playful Baby
8	Pretending
9	Flying Home
10	Stone Cold Dead In The Market
11	House Of Blue Lights
12	Boogie Blues
13	Prisoner Of Love
14	The Coffee Song
15	No Greater Love
16	The King
17	Blue Skies
18	If You Were The Only Girl
19	Somewhere In The Night
20	This Is Always
21	Doin' What Comes Natur'ly
22	My Blue Heaven
23	I Guess I'll Get The Papers
24	Temptation
25	This Is The Night

Here is a survey of the nation's first half-hundred tunes, ranked in the order of their popularity. This ranking is presented because dealers find that they need to distinguish between records at the top of the list and discs that have a minor degree of popularity.

A distinctive feature of this list is the arrow denoting trend of popularity. Exclusive with RADIO & Television RETAILING, which originated this system, it tells the record buyer at a glance whether the trend of the tune is upward, static or downward, and he can guide his purchases of records accordingly.

By this device dealers may get their first notice of declining sales. Thus they reduce inventory and speed stock-turn.

3 AGGRESSIVE SALESMEN -



..to step-up your sales of

WALCO NEEDLES

A powerful coast-to-coast Walco campaign with special introductory bonus deal!

Get set now to cash in on the Walco sales campaign. Walco pioneered the manufacture of jewel and alloy tipped needles and is again leading the way in the greatest needle market ever! Walco offers you an unbeatable combination for more needle sales — the phono needle with a reputation backed up with nation-wide promotion complete from national consumer advertising right through to point-of-sale. ELECTROVOX CO., INC., 31 FULTON STREET, NEWARK 2, N. J.

WRITE FOR THIS SALES CATALOG!

It contains full information on the famous WALCO "400" Series needles and explains why this line offers ready-made repeat business for you. Then, ask your jobber for the complete WALCO merchandising story and special introductory bonus deal.



PROTECT YOUR STOCK!

Rear view of the new Walco counter Dispensers. Cases are easily inserted from the rear-snap securely in place. WALCO needles cannot be removed from the front. Display them anywhere with full protection against tampering or pilfer.



THE NEEDLES RADIO MANUFACTURERS BUY!

Phonola
One word tells the whole story...

Phonola
Phonola
Phonola
REG. U. S. PAT. OFF.

The
complete
line of

PORTABLE PHONOGRAPHS

Phonola
Acoustic and
Electronic Models
of Every Popular
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EXCLUSIVE DISTRIBUTORS EVERYWHERE

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224 South Michigan Avenue, Chicago 4—HAR. 1880

Factory and Engineering Laboratory
Rochester, Minnesota



WATERS CONLEY COMPANY
ROCHESTER, MINNESOTA

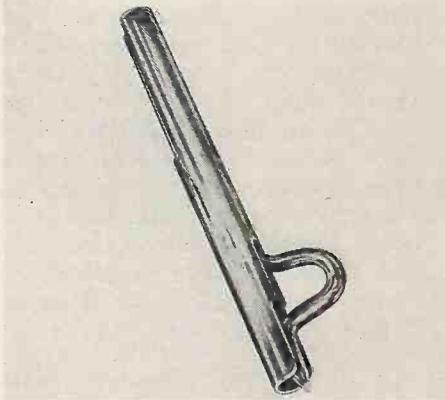
Since 1916 America's Leading

Manufacturer of Fine Portable Phonographs

More New Phono Lines



Fidelitone Supreme PHONO NEEDLE



"Supreme" Model phonograph needle of new floating-point specially patented spring design. Long-life type, with interior spring providing shock-absorption. Designed also to give vertical and horizontal compliance needed for longer needle and record life. Constructed to eliminate record scratch by "floating" characteristics. Incorporates the V-groove, self-locking feature to prevent needle loosening by vibrations. Design emphasizes reproduction qualities. Packaged in record brush. \$2.50. Permo, Inc., 6415 Ravenswood Ave., Chicago 26, Ill.—RADIO & Television RETAILING



Dynavox PHONOGRAPH

Model AT-511 automatic record player with Seeburg changer, 5" Alnico 5 speaker. Three-tube amplifier, beam power output, 2.2 watt undistorted



power output. Cabinet of solid walnut with contrasting grill. Dynavox Corp., 40-05 21st St., Long Island City, N. Y.—RADIO & Television RETAILING



Burkaw RECORD PLAYER

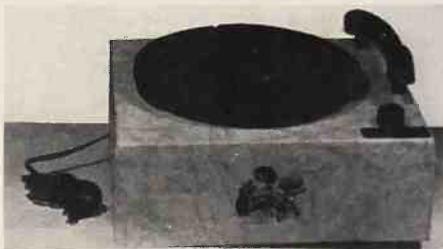
Model JM1 "Just-for-Kids" phonograph, playing all size records up to and including 12". Built-in "dynabox" to improve tone production. Automatic stop to prevent overwinding; nickel-plated crank; plays two 10" discs with one winding. All-steel turntable;



speed pointer and regulator. Case is colorfully decorated for youngsters. \$16.50. Burkaw Electric Co., 105 E. 29th St., New York 16, N. Y.—RADIO & Television RETAILING



Duosonic RECORD PLAYER



Model K-1 electric single-record phonograph, with 2-tube amplifier, 5" Alnico 5 speaker. Leatherette covered, with decorative decal. \$20, including tax. Duosonic Radio Corp., 700 Elton Ave., Bronx, N. Y.—RADIO & Television RETAILING



Collaro RECORD CHANGER

Model 196 British-made a-c automatic record changer, playing 10" and 12" discs intermixed. Straight, non-rotating spindle, eliminating bends and wearing of records. Pickup head is offset—is placed mechanically (not dropped) into the outer groove of the record. Tone arm cannot be damaged by retaining it while changer is in operation. Two selector mechanisms—one each for 10" and 12" records. Automatic stop; repeat, reject, start and stop combined in single control. Motor regulated by governor for better reproduction. Heavy 12" turntable. Changing mechanism is plated and is offered as rust-proof, jam-free and silent. \$155. Model 296 is a-c. Micro-Sonic Corp., 44 W. 18th, New York 11, N. Y.—RADIO & Television RETAILING

Ohio PHONOGRAPH



Model 46-R table record-playing unit. Wood cabinet without lid, waterfall design. Lightweight pickup, single control. Ohio Electronics, Inc., 1156 Dorr St., Toledo 7, Ohio.—RADIO & Television RETAILING



Phonola RECORD PLAYER

Model K-102 compact portable ac phonograph, 2-tube amplifier, 4" PM speaker. Self-starting, rubber-mounted motor. Lightweight, tangent aluminum tone arm—lever-type cartridge. Combined on-off switch and volume control. Streamlined case covered with simulated leather; matched hardware. Measures 17 1/8" by 11 3/4" by 5 1/8". Weight in shipping carton, 12 1/2 lbs. Lowest priced amplifier unit in Phonola line. Waters Conley Co., Rochester, Minn.—RADIO & Television RETAILING



Steelman PHONOGRAPH



Model 302 single-record phonograph, 5" Alnico 5 speaker, three tubes. "Dual channel" circuit, "electronic" tone control, 2 watt output. Minimum ac hum. \$43.95. Steelman Radio Corp., 742 E. Tremont Ave., Bronx 57, N. Y.—RADIO & Television RETAILING



It's a Merry Christmas in Discs

(Continued from page 67)

out with "Walkin' Away With My Heart," flipover, "What Did You Put In That Kiss?" Dennis Day vocalizes, "The Whole World Is Singing My Song," and "April Showers." Other pop releases featured by Victor are by Sammy Kaye, Erskine Hawkins, Henri Rene, Tex Beneke, Tommy Dorsey, and Herbie Fields.

Woody Herman has recorded Igor Stravinsky's "Ebony Concerto," for Columbia. The nine-minute long work will be featured on Woody's concert tour of the Midwest, which begins Nov. 13 in Topeka, and will take him through Oklahoma, Missouri, Iowa, Indiana, Ohio, Kentucky, Michigan, to the wind-up concert scheduled for Dec. 15, in Chicago. Stravinsky's concerto is a blend of jazz and "modern" music.

Columbia Populars

The first Harry James album to be issued by Columbia Records is "All-Time Favorites By Harry James." The sides in the album are all old James best-sellers. Dick Jurgens' first record for Columbia since his return from the service is, "You'll See What A Kiss Can Do," and "Passe." Frank Sinatra does a unique album for Columbia entitled, "Frank Sinatra Conducts Music Of Alex Wilder," in which the crooner makes his debut as conductor of an orchestra. Sinatra sings two perennial Christmas favorites on another new Columbia single, "Adeste Fideles" and "Silent Night, Holy Night."

Lily Pons' newest, the "Paris Album" presents the coloratura so-

prano, with orchestra conducted by Andre Kostelanetz, in a tribute to Paris. In the popular field, Dinah Shore revives "Who'll Buy My Violets?" On the reverse side she sings, "I May Be Wrong But, I Think You're Wonderful." Singles by Cab Calloway, Tommy Tucker, and other pops by Harry James and Woody



Pretty-as-a-picture Joan Edwards is featured on discs by Vogue, the picture record.

Herman are also included in Columbia's latest releases.

Decca puts more Irving Berlin tunes on wax, with its new "Blue Skies" album featuring Bing Crosby and Fred Astaire. The album offers a glimpse into Paramount's film of the same name. Bing Crosby and Jimmy Dorsey's orchestra collaborate on a Decca single, "The Things We Did Last Summer," and "Sweet Lorraine." Leonard Bernstein directs the Ballet Theatre Orchestra in selections from his own ballet, "Fancy Free," in an outstanding Decca album, with a prologue sung by Billie Holiday.

More New Discs

Ella Fitzgerald, Guy Lombardo, Jimmy Wakely and Louis Jordan do their stuff on other Decca records. Edgar Allan Poe's story of "The Cask of Amontillado," with Sydney Greenstreet in the stellar role, is another Decca feature. Frank Luther's latest albums for children are, "Peter Rabbit And Other Tales," and "Fairy Tales."

With the release of her album, "Piano Portraits," Diana Lynn, Paramount screen star, makes her debut as a recording artist for Capitol Records. Also out in time for holiday selling will be "Johnny

Mercer And The Pied Pipers" album of eight favorites, with Paul Weston's orchestra; Stan Kenton's "Artistry In Rhythm"; Paul Weston and orchestra, in "Music For Memories."

The King Cole Trio, does the ballad, "I Love You," and flipover, "The Best Man" on new Capitol single. Other Capitol releases include: The Pied Pipers, "Either It's Love Or It Isn't," backed with "Walkin' Away With My Heart"; Stan Kenton and orchestra, "It's A Pity To Say Goodnight," "Intermission Riff"; Martha Tilton, "Gotta Get Me Somebody To Love," with "Honeyfoglin' Time" on the reverse side; Jack Smith, in his first Capitol side, "The Whole World Is Singing My Song," backed with "Everybody Kiss Your Sweetheart"; Ella Mae Morse, Bobby Sherwood, Skitch Henderson, Hal Derwin, Cootie Williams, and Merle Travis appear on other new Capitol discs.

Featured Artists

Musicraft record releases of the month feature Phil Brito in "Years And Years Ago," flipover, "Sooner Or Later"; Artie Shaw and orchestra, with vocal by Mel Torme and Mel-Tones in "Guilty," and "Anniversary Song"; Gordon MacRae singing "Oh, But I Do," backed by "Flattery Will Get You Nowhere." "Autumn In New York," and "Look For The Silver Lining," is sung by Musicraft thrush Louanne Hogan in an outstanding single. Other artists on recent Musicraft discs include: Orrin Tucker, Kitty Kallen, Gordon MacRae, Dizzy Gillespie, Miguelito Valdes, Sarah Vaughn, and Georgie Auld.

Sing New Tunes

Cosmo's new releases contain a variety of "folk series" and "select series" discs. Fran Warren's "For Sentimental Reasons," and "Them Who Has—Gets," is her first Cosmo release. Larry Clinton does two double feature albums, one containing a group of tunes from the films, "The Shocking Miss Pilgrim," and "London Town," and the other containing selected numbers from "Night and Day," and "Blue Skies." Tony Pastor's "Song Of the South" album features songs from Walt Disney's new technicolor production; "Scarlett & Amber, Part 1 and 2" comprise a new instrumental Hal McIntyre novelty. The Sleepy Valley Five vocalize, "You're My Last Sweetheart Darlin'," flipover, "Prairie Polka."

Sherman Hayes and his orchestra

(Continued on page 86)



Jan August, keyboard artist, has recorded "Miserlou" for Diamond Record Corp.

SPECIAL RELEASE!

No. 2

New

APOLLO

RELEASES



The
INTERNATIONALLY FAMOUS
**CARL
BRISSON**
RECORDS FOR
Apollo



ALBUM #A-3

2 DELIGHTFUL NUMBERS
★ **NORA
IRELAND** ★
ORCHESTRA UNDER THE DIRECTION
of **JERRY JEROME**
Apollo No. 1021

Write
FOR COMPLETE CATALOG
of
APOLLO
Releases

*The Love of
TWO CABBAGES*
An Operetta for Children
No. 1016
Part 1. ITS A WONDERFUL PLACE
Part 4. WE'RE ON OUR WAY TO
MARKET
No. 1017
Part 2. TO THE VERY FINAL SWALLOW
SNIP, SNIP, SNIP
Part 3. NOBODY WANTS ME
IF WE CAN BE TOGETHER
AGAIN

APOLLO RECORDS, Inc.

NATIONAL DISTRIBUTORS FOR *Hub Records*

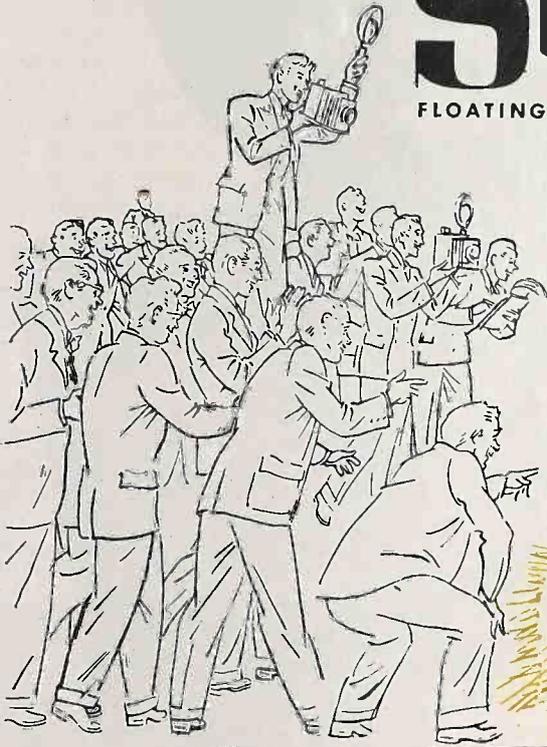
NEW YORK	DETROIT	LOS ANGELES	ATLANTA	BALTIMORE	NEW ORLEANS
615 10th Avenue New York 19, N. Y.	100-02 E. Atwater St. Detroit 26, Mich.	2705 W. Pico Blvd. Los Angeles 6, Calif.	367 Edgewood Ave., S. E. Atlanta, Ga.	2015 Maryland Ave. Baltimore 18, Md.	418 Gravier St. New Orleans, La.

Here it is!

the needle with **Spring** in its heart

THE NEW Fidelitone Supreme

FLOATING POINT NEEDLE



\$2.50



Beautifully packaged
in a useful
record brush

Dealers Everywhere
are acclaiming the sensational
Fidelitone Supreme **INTRODUCTORY**
OFFER. And why not when it
brings them **150% PROFIT!**

Contact your Fidelitone Distributor or write

PERMO, Incorporated Chicago 26
More Permo Needles sold than all
other longlife needles combined

STAR DISC SELLERS

Record Cash Register Ringers Must Have a Lot on the Ball

What is a *good* disc salesperson? What does he or she look like? How do they act? How do they *react* under pressure and when confronted with trying situations? What is that very special something or other they possess which makes them click with customers—which causes their initial to appear so frequently on the cash register tape?

Answers to the foregoing questions will be found in the letter

appearing on this page. This imaginary job-seeker's note was cooked up for the sole purpose of stressing the qualifications most desired in a phonograph record salesperson. Mr. Retailer: If you ever receive an application from a man or woman, young or old, who

has as much or nearly as much on the ball as the imaginary being in the space below—well, Brother, just get 'em on your payroll—but fast!

Dear Mr. Dealer:

I present a fine appearance and have a good personality sufficiently wide-angled to please all sorts of customers. I am always even-tempered, never moody. My salesability is of the tactful, resourceful variety and my well-defined sense of loyalty is your assurance that your orders will be carried out.

If you give me the job, I promise you to act as follows: I will always know the stock, what's on hand and what isn't. I will familiarize myself with hundreds of titles in order to offer acceptable substitutes.

Having no "peeves" against anyone, I will sell equally well to men, women and children.

I know how to speed up sales without letting the customer know it.

During rush periods, I will hurry without appearing to be like a mad bull in a china shop.

I'll never be too busy to suggest more records, some accessories to the customer.

There is a way to keep waiting customers happy and preventing them from leaving. I know how to do this with a smile and a few reassuring remarks — for instance: "Sorry to keep you waiting, but I'll be with you in a few minutes."

I will keep the stock in order to prevent breakage and confusion. I'll be out to break sales records, not phonograph ones.

Because I am a combination of born and made salesman, my prices will be profitable to you and pleasing to you. You will like to buy from me because they

M-G-M Promotion Plans Underway for Next Year

Donahue & Coe, Inc., New York City, have been appointed advertising counsel for M-G-M Records. This new organization, so named because it will produce popular records by top Metro-Goldwyn-Mayer stars, as well as by other prominent artists of the entertainment world, has a production capacity of 40 million records annually. Immediate advertising plans call for newspaper, spot radio, and trade paper campaigns, together with extensive dealer aids and point-of-sale material. A national magazine color campaign will run in 1947.

Columbia Distributors Visit King's Mills Plant



Paul Southard (left), vice-president in charge of sales of Columbia Recording Corp., chats with a group of Columbia distributors at King's Mills, Ohio, upon their arrival to visit the new Columbia plant. L. to r.: Southard; Ed Inghram of Times-Columbia, New York; Willard Ray of Times-Columbia, New York; George Egleston of H. R. Basford Co., San Francisco, Calif.; and F. E. Stern of Stern and Co., Hartford, Conn. The visit was one of the features of the company's national sales convention held in Cincinnati.

GARRARD

record
changer is
different!



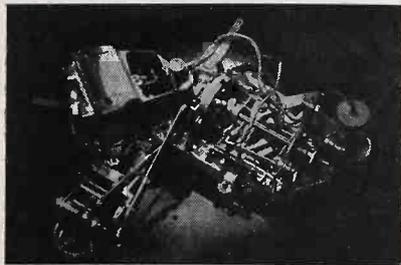
right-side-up . . .
upside-down . . .
and in
PROFITS
you earn

There's a solid business reason why you should use a Garrard changer in every custom-built combination and for every changer replacement you make. It earns more for you! And it's amazingly easier to sell—even if it costs a bit more.

You can turn a Garrard upside down—sport "the works"—and even the least technical minded customer will be impressed. Here is a changer with features to talk about and "trade up" to!

governor-controlled, speed regulated motor.
completely automatic mixing . a range of
pickups are available . true-tangent, jew-
elled-pivot pickup . exclusive non-slip spindle

FOR CUSTOM ASSEMBLIES
FOR REPLACEMENT IN FINE
COMBINATIONS



The "works" of the Garrard . . . precise as a watch.

. . . they ask for it by name . . .

GARRARD

WORLD'S FINEST AUTOMATIC RECORD CHANGER

Send for a sample changer and put it through your own tests.
Write: Garrard Sales Corporation, 315 Broadway, New York 7, N. Y.

Audience Records Execs

C. P. Jaeger was elected vice-president in charge of sales and manufacture of Audience Records, Inc., New York City, a new corporation uniting leading radio and motion picture stars as director-stockholders under a single banner for production of record albums, it was announced by H. Paul Warwick, president. Norman Merrill was named vice-president in charge of recording.

Audience Records will embark on a large scale program to market albums featuring the stars who are members of the organization. They include Jack Benny, Edgar Bergen, Eddie Cantor, Ed Gardner (Duffy's Tavern), George Burns and Gracie Allen, Jim Jordan (Fibber McGee and Molly) and Freeman Gosden (Amos n' Andy). Albums are to feature complete home entertainment programs, which will be produced with music and full casts before studio audiences in Hollywood and New York.

New Execs for National

National Records, New York City, has announced the return of Herb Abramson to his post as director of talent and repertoire after a five-month leave of absence. Ralph Berson has been appointed sales manager and director of publicity. National is now franchising its own distributors on a nationwide basis.

THE HOTTEST NAME ON RECORDS TODAY!

Piano Magic
by

JAN

AUGUST

#2009 MISIRLOU
BABALU

#2010
TEA FOR TWO
A PRETTY GIRL IS LIKE A MELODY

List . . . 79c Cost . . . 48 1/2c tax incl.



DIAMOND PRESENTS THE GREATEST CHILDREN'S RECORDS

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

The demand throughout the country for these children's classics has been overwhelming. Each record is a complete 6 minute playlet starring Dick Kollmar as narrator supported by the Cisney Players, currently at the Pasadena Play House in California. The records are individually packed in a multi-colored folder, complete with story and illustrations, and top anything ever offered for children's enjoyment. Order them Today—nothing better for Christmas selling!

List Price . . . \$1.05 each Your Cost . . . 65c each, tax incl.

CURRENT FAST-SELLING RELEASES

- #2039 IT'S ALL OVER NOW
A LADY WITH A PARASOL
- #2040 YOU KEEP COMING BACK LIKE A SONG
LINGER IN MY ARMS A LITTLE LONGER, BABY
VERA MASSEY, vocals—Jan August Rhythm Stylists
- #2035 WHICH WAY DID MY HEART GO
ALL OF ME
- #2036 I GOT THE SUN IN THE MORNING
SWEETHEART OF SIGMA CHI
DEAN MARTIN, vocals—Nat Brandwynne Orch.

List . . . 79c Cost . . . 48 1/2c tax incl.

SEND YOUR ORDER IN TODAY

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

SEND CURRENT
RELEASE SHEET

SHIP C.O.D.
 PAYMENT ENCLOSED
 OPEN ACCOUNT

(No shipments sent open
account unless rated in
Dun & Bradstreet)

Ship me at once the following:

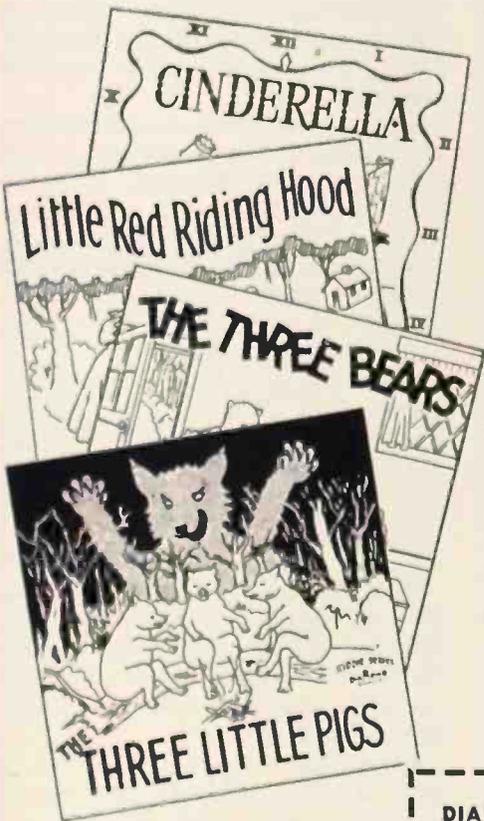
2009.....	D-21.....	2039.....
	D-22.....	2040.....
2010.....	D-23.....	2035.....
	D-24.....	2036.....

NAME.....

ADDRESS.....

CITY.....ZONE NO.....STATE.....

All shipments F.O.B. nearest distributor



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

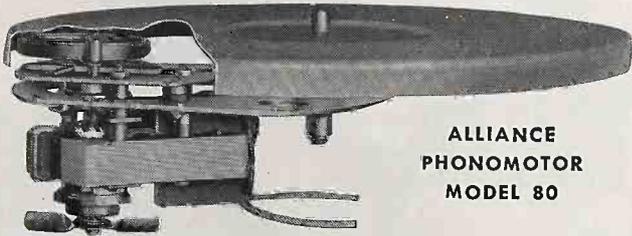
**START
THINGS**

MOVING

WITH alliance MOTORS

Turning turntables, driving record changers, recorders and tuning devices . . . these are all jobs performed by *Alliance Phonomotors*. In fact, the entire radio-phonograph industry looks to Alliance for leadership in developing small, compact motors!

Alliance Powr-Pakt Motors in varied sizes and types make ideal power units to actuate controls, drive fans, operate valves, switches, toys and all kinds of mechanical products!



ALLIANCE
PHONOMOTOR
MODEL 80



WHEN YOU DESIGN ... KEEP

alliance

MOTORS IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO

IMMEDIATE DELIVERY!

**Clinton Walnut Automatic Model 5015
Radio Phonograph Combination**

Beautiful walnut cabinet with hand rubbed piano finish, lid of seasoned walnut with core 13/16" thick, guaranteed against warping, 18 3/4" D x 10 1/2" H x 16" W.

5-tube radio, 6" dynamic speaker with Alnico five magnet, heavy duty power transformer, complete with tubes (6SA7, 6SR7, 6C5, 6V6, equi. 6X5) takes 12-10" or 10-12" records, automatic Crescent changer, dual volume and separate tone controls..... **\$56⁰⁰**



**Model R5515
Clinton Electrola Automatic
Radio Phonograph Combination**

Expensive luxurious leatherette, brass hardware throughout with saddle stitched leather handle, 15" D x 9 1/2" H x 21" W.

5-tube radio, 6" dynamic speaker with Alnico five magnet, heavy duty power transformer, complete with tubes (6SA7, 6SR7, 6C5, 6V6, equi. 6X5) takes 12-10" or 10-12" records, automatic Crescent changer, dual volume and separate tone controls..... **\$49⁵⁰**

20% deposit required on all orders.
Write for our new illustrated catalog; it's FREE!

Dept. C

UNION Radio Corporation

328 S. Paulina • Chicago 12, Ill.

Merry Disc Xmas

(Continued from page 80)

perform a ballad, "Love Doesn't Grow On Trees," and a novelty, "What've You Got to Lose But Your Heart," on another Cosmo single.

Monica Lewis sings for Signature, "For You, For Me, For Evermore," backed with "Au Revoir," and "Sweet And Low," and the "Cradle Song." Other singles waxed by songstress Lewis and Ray Bloch and his Swing Eight are, "My Sugar Is So Refined," backed with "South America, Take It Away," "Beware My Heart," and "Save Me A Dream," Marie Greene, Johnny Bothwell, Harry Cool, Will Bradley, and Bobby Doyle in "White Christmas," backed with "Silent Night," are featured on other Musicraft releases.

New Releases

Disc Co. of America presents its third in the series of on-the-spot recordings taken at the Norman Granz jazz concerts. Entitled "Jazz At The Philharmonic Vol. III," this waxing affords an interesting study of contemporary jazz. "Calypso, Volume 2," and an "Erroll Garner-Billy Kyle" album are other Disc releases.

Diamond Records recent discovery, pianist Jan August, plays "Misirlou" and "Babalu" on a recent Diamond disc. His other waxings are "Tea For Two," flipover, "A Pretty Girl Is Like A Melody," and "Besame Mucho" and "Dark Eyes," backed with "Make Believe" and "My Melancholy Baby."

Tony Martin's recent discing for Mercury is "Rumors Are Flying" and "And Then It's Heaven." Frances Langford warbles "I Love Mike" and "My Wonderful One" on a new Mercury disc.

Add Waxings

Sonora releases include: "Mr. and Mrs. Harmonica" with Jimmy and Mildred Mulcahy, "Singing In The Rain" with Murray Kelner and orchestra, and selections by Clyde Bernhardt.

Apollo Records has a new star in Carl Brisson, who sings, "Nora," "Ireland," with Jerry Jerome's orchestra. LouMel Morgan Trio, Luis Russell, and Laurel Watson are featured on other releases. Apollo's kiddie album, "Love Of Two Cabages," is available this month.

Al Trace, and his Silly Symphonists do a "Kiddie Album," for Coronet.

Vogue's children album to be promoted for Xmas contains the stories, "The Trial Of Bumble, the Bee," and "The Boy Who Cried Wolf." New Vogue releases feature

Joan Edwards, "This Is Always," backed by "Love Means The Same Old Thing," and "More Than You Know," flipover, "Go West, Young Man, Go West." Vogue's first hot jazz waxing is Charlie Shaver's "Serenade To A Pair Of Nylons," backed by "Broadjump" and "She's Funny That Way," with "Dizzy's Dilemma" on the reverse side.

Shep Field's Vogue record is "Whatta Ya Gonna Do," and "Guess I'll Get The Papers And Go Home." Enric Madriguera has cut "The Minute Samba," and "So It Goes" for Vogue. Phil Spitalny's all-girl orchestra plays "Blue Skies," and "Seville," for the picture record company.

Continental's newest recording star, Anson Weeks, recorded "Passe," flipover, "Speak Easy," and "This Is Always," and "It's A Pity To Say Goodnight" for the record company. "Mexican Melodies," is another new Continental album.

National's album, "Housewarming" with Pete Johnson is a new novelty jazz set. Lilyann Carol, new National vocalist, just signed to an exclusive two year contract, has recorded, "Either It's Love Or It Isn't," backed up by "Misirlou." Billy Eckstine's latest National record is "I've Got To Pass Your House," and "It Ain't Like That No More."

Winning Windows

(Continued from page 65)

display pieces, read of coming events in newspapers or happen to have ideas, they schedule a window incorporating each theme by jotting it down on the week for which it is planned.

They tie up with movies, both by participating in record company movie promotions and by becoming acquainted with local theatre managers and using some of their posters. They also tie up with the local radio station. They develop central window themes around all major holidays in the year. They get other window ideas from the concerts and appearances of artists which are scheduled to take place in their locality.

Record dealers who build their windows around a central theme are frequently astounded at the complete sellout of records which result. This is because they achieve maximum impact.

At the same time, by presenting a variety of these themes and by tying them in with the interests of their customers, they produce the timing which is important for maximum sales results.

New Columbia Artist

The signing of a five year recording contract with the gifted negro contralto, Carol Brice, was announced by Edward Wallerstein, president of the Columbia Recording Corp. Miss Brice's first album is Mahler's "Songs of a Wayfarer."

Exchange Record Lines

The Birwell Corp. of Hollywood and Goody Distributing Corp. of New York, swapped record lines for distribution in their respective territories. The Birwell outfit, manufacturers of Pan-American records, have given Goody their line exclu-

sively for New York State and Connecticut—and in return are sole jobbers for Sam Goody's Gotham record line in California.

Distributes Tone Prod.

Tone Products Corp. of America, New York City, has appointed the Educational Equipment Company of New York as national educational distributor.

Musicaft Distributor

Dale-New Jersey, Inc., 79 Lock St., Newark, N. J., announces its appointment as exclusive distributors of Musicaft records in thirteen counties in New Jersey.

The "Star" Sapphire
Completely handmade with a sapphire point. \$5.00 retail.

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

The Duotone Ruby
A ruby tipped needle that's really new. \$3.50 retail.

The Regent Sapphire
Outstrips competition in any test. \$2.00 retail.

The New Lifetone
Osmium tipped for longer life. \$1.50 retail.

The Durpoint
High-profit needle with excellent tonal reproduction. \$1.00 retail.

The Filter Point
Reproduces with high fidelity. Package of 25—25¢ retail.

Bells ring out with Duotone Xmas sales



Polish up the cash box, prime the register chimes and stock up with Duotone needles for the industry's greatest Christmas buying spree!

This year, the brilliant Duotone Diamond and the incomparable "Star" Sapphire—both Christmas gift-packed in the gayest holiday trimmings—will lead the entire Duotone line over dealer counters.

Thousands of new record fans will be introduced to the famous Duotone trademark—the absolute guarantee of perfect record reproduction. Smart is the dealer who uses the Duotone Christmas springboard to future repeat sales and greater profits for 1947.

So get your share! Today—now—write your distributor or direct to Duotone Company for complete line of Duotone record accessories.



DUOTONE

DUOTONE COMPANY

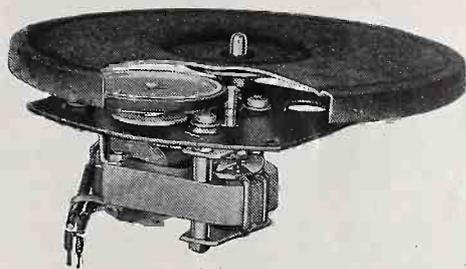
799 Broadway, New York 3, N. Y.



Smooth Running
Smooth Selling

with

Smooth Power



You'll build smoother performance and smoother selling into your phonographs, recorders and record-changers when you equip them with *GI Smooth Power Motors*.

Every unit in our wide line provides that combination of quick pick-up, unvarying speed and velvety operation which pleases customers and makes your selling job easier.

For smooth running and smooth selling, *standardize on Smooth Power Motors*.



THE **GENERAL**
INDUSTRIES CO.

Dept. MV

Elyria, Ohio

Victor's Billionth Disc



J. W. Murray, vice-president in charge of RCA Victor record activities, examines the history-making "master" of "Semper Fidelis" and "Stars and Stripes Forever" by the Boston Symphony Orchestra, from which the one billionth RCA Victor record was produced.

Columbia Records Set Up Increased Ad Campaign

With final contracts signed and original insertions scheduled, Columbia Records launches one of the greatest advertising programs in the history of the recording company.

"Columbia's advertising program for the coming season is the most extensive schedule we have ever undertaken," said Edward Wallerstein, president of Columbia Recording Corp., Bridgeport, Conn. "Our plans call for separate schedules for Masterworks and Popular Records in both radio and magazines."

Columbia's radio schedule for the 1946-47 season includes the return to the air of the "Columbia Record Shop," featuring Martin Block as host with guest appearance of Columbia Record stars. The popular transcribed and recorded programs will be heard over 200 stations on Saturday mornings, when, surveys reveal, more teenagers are at their radios than in the afternoons, when the program was previously scheduled.

Number two program in the Columbia radio schedule is the "Symphony Hall," which returns to the air over a New York City station.

Diamond Franchise Form

Diamond Record Corp., New York City is presenting dealers with authorized franchise forms to put in their windows.

New Offices for Coronet

Lee Pearl, general manager, Coronet Records, New York City, announced the opening of new offices for his firm at 53 E. 51st St.

NOW AVAILABLE
For Immediate
Shipment

THE NEW
Millertone

STYLE NO. 3002

AUTOMATIC
RECORD CHANGER

FOR 10 and 12 INCH RECORDS



Featuring

CASE: Covered with heavy quality duPont grained brown Fabrikoid • Brass plated hardware on outside • Molded plastic handle • Interior lined with a heavy quality duPont grained Fabrikoid to match exterior covering • Entire case constructed with 3/8" three ply veneer • Sides of case designed with reinforced extended edge • Equipped with a removable record compartment to hold 12 records • Player can be used with lid closed and record holder intact • Complete case made by luggage craftsmen.

RECORDER UNIT: AC amplifier • Variable tone control • 5 inch Alnico PM Speaker • Newest model Detrola Automatic Record Changer using astatic pick-up • All other component parts of standard makes.

RETAIL PRICE **\$6875**
ONLY OPA Zone 1

Send in your orders now

MILLER MANUFACTURING CO.
ELECTRONICS DIVISION
CHESTNUT STREET • GLEN COVE, N. Y.

it's got Wham
it's got Sock!

the **BIG** new national
advertising campaign

of

Signature
records

is reaching disc fans
by the **MILLIONS!**

High-Circulation Magazines like these are carrying Signature ads into every corner of the country! Tie-in... cash-in... on the fastest growing name in records - Signature!



Watch for these **NEW** Signature Releases



**MONICA
LEWIS**

15046 For You, For me,
Forever More
Au Revoir

15047 Cradle Song
(Brahm's Lullaby)
Sweet and Low

15057 { White Christmas
Silent Night }

**WILL
BRADLEY**

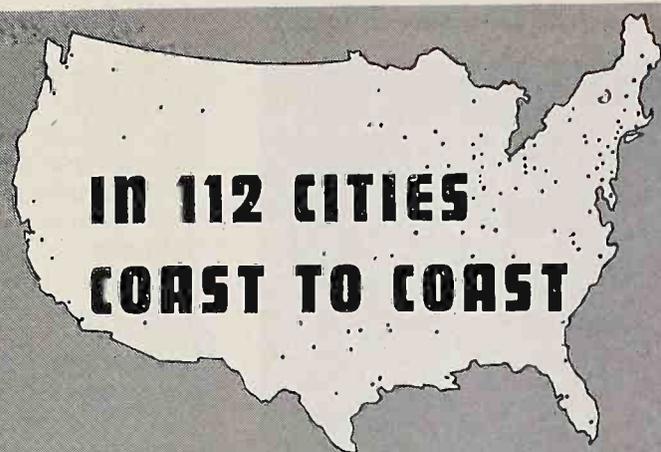


15048 Etude Brutus
If I'm Lucky
(from 20th Century Fox Film)

15049 Turn the Knob on the
Left to the Right
Sooner or Later

BOBBY DOYLE WITH RAY BLOCH

DISTRIBUTED BY **GENERAL ELECTRIC SUPPLY CORPORATION**



**IN 112 CITIES
COAST TO COAST**

You Get Immediate Service For Fast Turnover

Concentrate on these record department profit makers. Nationally distributed by GESCO. Our quick delivery service means bigger sales on less investment for you.

Signature
RECORDS

"Platter spinners" go for every new Signature release. So will your customers. If it's a Signature record you can count on fine technical recording, less surface noise and longer life.

DUOTONE NEEDLES

Cash registers ring merrily for dealers with the full Duotone line of needles and record accessories. Superlative quality that means satisfied customers. 25¢ to \$50 retail.

Meritone

NEEDLES — Precision turned of Swedish steel, high fidelity Meritone needles play 12 or more records each. Bring you business that repeats over and over. 10¢ and 25¢ packages.



DISTRIBUTED BY

**GENERAL ELECTRIC
SUPPLY CORPORATION**

GENERAL OFFICES — BRIDGEPORT, CONN.

Columbia Window Display



This Kostelanetz window display by G. Schirmer, New York City, was chosen by Columbia's New York distributor, Times-Columbia, as one of the outstanding in the Kostelanetz dealer display series.

William Mills Welcomes Dealers to Institute

At the opening session of the Record Merchandising Institute, sponsored by the National Association of Music Merchants in Chicago, William A. Mills, executive secretary, gave the welcoming address to dealers. He stressed the fact that retailers must learn to sell,

"for we are rapidly passing from a buyers to a selling market."

Mr. Mills explained that "a large percentage of the phonographs now in use are of the pre-war vintage and mechanically a little on the unsatisfactory side. The best estimate that we can get is that one out of eight families at the present time are record buyers. When the phonograph-radio industry is in full production it is expected that the ratio will be a minimum of one turn-table for each two and one half families. Thus when efficient turn-tables are available in reasonably good supply we can anticipate an increase in the number of record buyers."

ECA Ready with New AM-FM Combo

A new 12-tube FM-AM phonograph console, offered in both period and modern cabinets, was a feature of the radio display of the Electronic Corp. of America, at the Music Merchants Show at the Palmer House in Chicago. Jack Geartner, ECA sales manager, introduced the set as "designed for popular mass appeal and to raise the dealer's average unit sale."

The ECA exhibit included a total of ten radios and combinations—table models, combinations in both table models and consoles, portables and AM and FM receivers.

By Air Express



"Your order is being flown," is what Terminal Radio Corp., New York distributors, tells customers, as the firm features air freight. Here, Pattie Clayton, CBS singer met the plane with William Filler, Terminal president, to receive and test her new Radiotone recorder, flown from Ellinwood Industries plant in Los Angeles.

Disc Demand to Increase

Results of a nationwide sampling of nearly two and a half million families who subscribe to The American Magazine, reveal that "a 940,000 family market for records is indicated by the fact that 39 per cent of the American Magazine families now have record players." The report further states, "In view of the finding that 680,000 families are planning to buy record players (mostly combination radio-phonographs), the market for records seems about to undergo a significant expansion."

Automatic Combinations—NOW!

The New Arnold Shure Automatic Wired Record Player Ready for Immediate Delivery!

The Shure automatic record player connects easily to any radio. Its featherweight crystal pickup and quiet, smooth changer action assure high quality playing of ten 12" records or twelve 10" records. Every one of your customers can now own a fine automatic combination at a remarkably low cost.



Shure players are shipped complete with A.C. cord and shielded cable—only 2 wires to connect and it's ready to play.

Your price only \$21.92 net.
F.O.B. CHICAGO, ILLINOIS

OPA Retail Price \$31.30 Zone 1
OPA Retail Price 33.87 Zone 2

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

PHONO AMPLIFIERS

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

PM SPEAKERS

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

TUBULAR ELECTROLYTICS

100-MFD-25 V... \$.22 ea.	10-MFD-450 V... \$.29 ea.
10-MFD-50 V... .22 ea.	16-MFD-450 V... .39 ea.
20-MFD-150 V... .22 ea.	20-20-MFD-450 V... .59 ea.
30-MFD-150 V... .29 ea.	20-20-MFD-150 V... .29 ea.
40-MFD-150 V... .39 ea.	30-20-MFD-150 V... .39 ea.
50-MFD-150 V... .45 ea.	40-30-MFD-150 V... .45 ea.
8-MFD-450 V... .25 ea.	50-30-MFD-150 V... .59 ea.

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

Walco Needle Dispenser



Electrovox Co., Inc., Newark, N. J., announce a new pilfer-proof counter dispenser for their Walco "400" series phonograph needles. Display is approximately 15" high x 11" wide.

Capitol Officials at New Headquarters



Members of Capitol Records, Inc. executive group, assembled in the main conference room of Capitol's new headquarters at Sunset and Vine in Hollywood. L. to r.: W. H. (Bill) Fowler, treasurer; Paul Weston, musical director, standing; national sales manager Floyd Bittaker; president Johnny Mercer; and Glen Wallichs, vice-president and general manager.

Miller Offers New Phono Record Changer

An automatic record changer of the portable AC type is the newest product to be announced by the electronics division of the Miller Mfg. Co., Glen Cove, Long Island, N. Y. This is the first of a series of new Miller Products.

The case of this portable player reflects the special experience of the firm in producing vast quantities of trunks and luggage for the armed forces. It is made of $\frac{3}{8}$ " plywood veneer, covered and lined with a heavy fabricoid. It carries 10" or 12" records.

The unit has a 5" Alnico 5 PM speaker with variable control. There is an automatic record rejector, and the record compartment is so arranged that the machine may be played when it is in place or removed.

Miller was a leader in war production of signal generators, decoding units, and transmitting and receiving assemblies for the United States Signal Corps.

Sacred Records Appointee

In a move designed to improve dealer and distributor service and effect unique promotional and merchandising plans, Sacred Records Corp. of Los Angeles has named Harry Sigmond head of a new eastern factory branch to be located at 1222-4 Arch St., Philadelphia. The announcement was made by Earle E. W. Williams, president.

Sigmond heads Pennsylvania Record Supply, Inc., a distributor organization serving the Middle Atlantic states.

Decca Promotes Meyerson

Decca Records, Inc., New York City, announces the promotion of Jack W. Meyerson of Brookline, Mass., to the position of general manager of World Broadcasting System (a subsidiary of the company). Mr. Meyerson is a charter member of the Decca organization having been with the company since its inception in 1934.

Mercury Names N.J. Rep

Mercury Records, Chicago, announces the appointment of All-State Distributors, Inc., Newark 2, N. J., as exclusive representative for the state of New Jersey.

Engineered

FOR LASTING PLEASURE

MODEL 50



WEBSTER *Record Changers*



MOTOR

Shaded pole, 4-pole. 62% more powerful than most record changer motors. Improved rim drive.



CHANGER MECHANISM

Sturdy two-tier bonded construction. Copper-plated steel parts. Graphite-bronze main bearing. Simplified action. Stainless steel cushioned spindle.

TURNTABLE

Full size, heavy-gauge steel for dynamic stability. Rim concentric to .015". Graphite-bronze bearing. Long pile static flock.



PICKUP ARM

Attractively styled. Ingenious mounting gives minimum lateral and vertical needle pressure. Low fundamental frequency eliminates resonant peaks.



NOW IN
FULL PRODUCTION

THE CHOICE
OF MUSIC LOVERS

WEBSTER  CHICAGO

5610 Bloomingdale Avenue, CHICAGO 39, ILLINOIS

32 years of Continuous Successful Manufacturing

Selling and Reselling Everywhere!

**THE Sky-Weight LINE — LIGHT WEIGHT PORTABLES
IN LEATHER-BOUND LUGGAGE CASES**



Sky-Weight Model 82 Combination—With the New Miracle Eye Tuning, exclusive Sky-Weight Engineering Feature. 5 tubes, built-in antenna, Radio-Phono Selector. Weighs *Less Than 12 Pounds*—Only 5½ x 11 x 15½ inches. Plays 10" and 12" Records.

Sky-Weight Model 81 Phono—3 tubes, Alnico V Speaker, Tone and Volume Controls. Plays 10" and 12" Records. Weighs *Less Than 10 Pounds*—Only 5½ x 11 x 15½ inches.



CONTINENTAL ELECTRONICS, LTD.
BROOKLYN 22 • NEW YORK

Write, Wire or Phone

MILTONE ELECTRONIC DISTRIBUTORS

139 East 57th St. Plaza 3-6666 New York 22, N. Y.

NOW



\$3775

OPA List Price

**DON McGOHAN
WIRELESS RECORD PLAYER**

Model OC50 complete ready for operation. Automatic record changer designed to assure trouble-free operation. Plays ten 12" or twelve 10" records.

This unit will amaze the listener with its excellent reproduction on large or small radio sets.

Dealers see your local jobber

DON McGOHAN CO.

Manufacturer of the "Phonotron"

4155 Lincoln Avenue, Chicago 18, Ill.

**R-L PORTABLE & TABLE MODEL
RECORD PLAYERS**



Beautifully designed cabinet of matched birch veneer. Built-in amplifier. 5" PM speaker with Alnico #5 magnet. Lightweight tone arm assures longer life for records. Shipping weight, 13 lbs.

B6201 Net \$26.97

Portable model similar to B6201, with wood case covered in smart two-tone leatherette. Shp. wt. 17 lbs.

B5816 Net \$28.22



Write for Free 1946 Parts Catalog



731 West Washington Boulevard
Dept. R. CHICAGO 6, ILLINOIS

M-G-M Names Plymouth

Robert J. Mailhouse, president of The Plymouth Electric Company of New Haven, Zenith radio distributors for southern Connecticut, has been informed that his company has been appointed exclusive distributor for Connecticut, western Massachusetts and part of Vermont for M-G-M Records. This announcement came from Metro-Goldwyn-Mayer in New York through Nicholas M. Schenck, president of Loew's, Inc.

Paul D. Karsten, general manager of The Plymouth Electric Co. has appointed Richard K. MacCatherine to head the record division. It is expected that dealers will be franchised and M-G-M Records will be flowing to consumers by January, 1947.

Muscraft Price Increase

Effective October 1st, Muscraft Records' 50c label (blue) was increased to 60c for the fifteen thousand series exclusively, it was announced by Peter Hilton, president. Distributors have been informed of the 10c increase. General increase of cost resulted in the upping of price of the Muscraft record. There will be no price advance on the 75c (red) label.

Columbia Tie-In Campaign

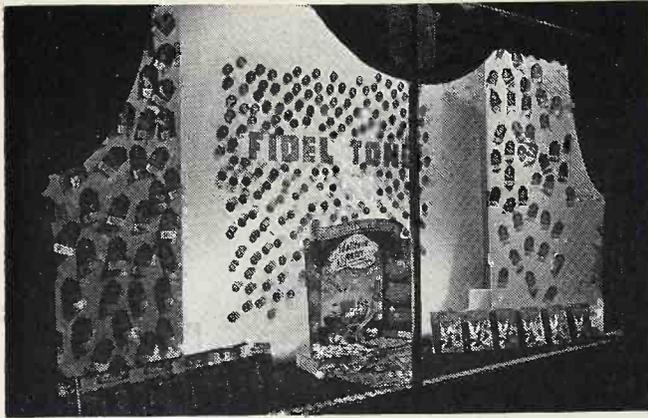
Columbia Recording Corp., has joined forces with a cosmetic firm to promote Dinah Shore's latest record, "Who'll Buy My Violets" as well as promote the new violet fall shade. National advertising promotion in consumer magazines mentioning Columbia discs as well as promotion tie-ins with retail accounts are being worked out by Columbia and the cosmetic firm.

**National Promotion On
for Pfanstiehl Needle**

The Metallurgical Div. of the Pfanstiehl Chemical Co. is taking the merchandising spotlight in record shops and among dealers with a new promotion of its well-known osmium-tipped phonograph needle. Feature of the campaign is a remarkable 10-day satisfaction-or-your-money-back guarantee on every Pfanstiehl needle.

The copy makes the challenge: "Buy it, Try it, Return it—if it doesn't give you reproduction that, to your ear, is accurate beyond that of any needle at any price." Mats for local advertising, mounted reprints of the national ads and complete display material has been distributed to record shops and dealers.

Permo, Inc., Announces Group Prize-Winners of Window Display Contest



J. K. Gill's prize-winning group "B" window.



Londeree, Inc., W. Va., won first prize of its group.

Permo, Inc., Chicago, has announced the winners of its 1946 window display contest. E. C. Stefens, Permo's sales and advertising manager says, "The number of dealers who participated in our 1946 contest was greater than in previous years and their displays revealed an unusual amount of care and thought."

The contest was separated into divisions so that all dealers had an equal opportunity. The first group "A" was for cities over 750,000 population. Group "B", 250,000 to 750,000. "C", cities of 100,000 to 250,000 population. "D", cities of

25,000 to 100,000. "E", cities under 25,000 population.

First prize winners in groups "A" to "E" respectively were: General Radio & Electric Co., Chicago; J. K. Gill Co., Portland, Ore.; Stambaugh-Thompson Co., Youngstown, O.; Londeree, Inc., Charleston, W. Va.; The Record Shop, Iliion, N. Y.

To Record for Victor

J. W. Murray, vice-president in charge of RCA Victor record activities, confirmed the report that the Minneapolis Symphony Orchestra will renew its association with the

company after an interlude of several years. A contract has been signed with board of directors of the orchestra calling for the Minneapolis Symphony and its conductor, Dimitri Mitropoulos, to record exclusively for RCA Victor. His Eminence Francis Cardinal Spellman, Archbishop of New York, has recorded an album of his own poetry for RCA Records, Mr. Murray also announced.

Cosmo Selling Help

Cosmo Records, New York City, has available for dealers a monthly record box display.

for the Better Dealers-

"AMPLIPHONE"

Portable Record Player



MODEL 10

THE FINEST PLAYER on the market today . . . Sold by better dealers in United States and Canada . . . Ideally suited for home use or for any occasion where really fine reproduction is desired.

Full transformer operated, it delivers 5.5 watts of undisturbed power to the speaker. May be used with microphone and external speakers for public address system.

Write for information today

Eastern Electronics Corp.

41 CHESTNUT STREET, NEW HAVEN, CONNECTICUT, U.S.A.

The Perfect Gift

FEATURE

Rembrandt

FOR CHRISTMAS



PORTABLE

ELECTRIC

PHONOGRAPH

by REMINGTON

REMINGTON RADIO CORP.

80 MAIN STREET, WHITE PLAINS, N. Y.

The problem

An acute shortage of
Radio-Phono Combinations

The answer
**WIRED AUTOMATIC
RECORD CHANGER**



"USE-A-TONE" MODEL OR2

**Makes a Radio-Phonograph
Combination Out of Any Radio**



The signature of ARNOLD SHURE is a trade-mark warranty of superior quality to the customer.



**PORTABLE AUTOMATIC
CHANGER PHONOGRAPH
MODEL 4RP2**

A completely self contained all electric fully portable instrument. Operates independently of radio. 3 Tubes (7C5, 5Y3, 7N7) 2 Watt output, 6" PM A.C. Speaker, fast action changer. Handsome leatherette covered carrying case with handle.

**PORTABLE PHONOGRAPH
MODEL 4RP1**

Self contained all electric Phonograph. 3 AC Tubes (7Y4, 6B4, 7F7) 2 Watt output. Sturdily built. 5" PM Speaker. Attractive leatherette covered carrying case with round handle.



New and Different!
**TIP-OUT TOASTER MODEL 40-T2
COMPLETE WITH FULL CORD
AND DETACHABLE TRAY**

The fastest operating toaster made. Beautifully streamlined and of most modern post-war design. Toasts two slices of bread simultaneously. Made of highly polished chromium plated steel. Works on the tip-out principle. Toast rack swings down at slight finger tip touch. Completely silent operation. AC-DC, 110-120 Volts.

IMMEDIATE DELIVERY ON ALL ITEMS

- PLAYS AUTOMATICALLY UP TO TWELVE 12" OR FOURTEEN 10" RECORDS AT ONE SETTING
- LIGHT WEIGHT CRYSTAL PICK-UP—ALUMINUM ARM
- ALL PUSH BUTTON CONTROL
- TONE ARM IS POSITIVELY LOCKED DURING CHANGING CYCLE UNTIL IT HAS RESTED ON TURN TABLE FOR ONE-HALF ROTATION—PREVENTS SLIPPING
- NEW TYPE HIGH QUALITY BEARINGS IN MECHANISM
- COMPACT CHANGER UNIT
- MOUNTED ON HANDSOME LEATHERETTE COVERED BASE
- AC ONLY, 110-120 VOLT, 60 CYCLE, 18 WATTS (Can be converted to 50 Cycles with Simple Adapter)
- A QUALITY INSTRUMENT NOW SOLD BY LEADING DEPARTMENT, MUSIC, AND RADIO STORES

Cash in on phonograph conscious America!
Everybody wants a phonograph! Almost everybody has a radio. The Shure USE-A-TONE converts ANY radio into a Radio-Phonograph Combination with electric automatic record changer. This method, utilizing the radio's full tone quality, has proven to be the most economical in all respects. The installation is simple—anyone having only elementary knowledge of radio can hook up the two wires.

Write for information on our other Phonographs.

Phone—Wire—or Write

National Acoustic Products

120 NORTH GREEN ST.

CHICAGO 7

PHONE HAYMARKET 8522

**QUALITY
CONTROLLED
FULLY
GUARANTEED**

ELECTRICAL APPLIANCES

Section of **RADIO & Television RETAILING**

Clean House This Christmas

Present Season Last Chance to Sell Outmoded Stocks

• Some dealers with whom we have talked lately are thinking only about how they expect to "clean up" on electrical appliances and other products during the present Christmas season. Other dealers, perhaps a little more thoughtful, are putting their energy also into ways to "clean out."

It is especially important, these dealers feel, to make a clean sweep of strictly seasonal items, such as Christmas tree sets, toys, ornaments, and gifts which will not sell again until the 1947 Christmas season. Manufacturers have been forced to use light-gauge metal and other inferior materials to produce some of these items. The quality may improve, and the price weaken, during the next twelve months.

Sweep Out "Menagerie"

Dealers say they are becoming skeptical of some of their postwar table appliances. They took in what they admit were some "cats and dogs." On their shelves, in the back of the store, or perhaps in the basement, they have some little-known radio receivers, irons, toasters, grills and other items.

The production rate for most of these table appliances is already well past the pre-war rate, and is still rising rapidly. Many dealers expect that some time in 1947, the market will be flooded.

Saturation studies have been conducted by several manufacturers, to see how many of their appliances can be absorbed in a particular trading area. When the findings are applied on a national

scale, these studies show that although it may take two or more years to saturate the market on a few major appliances, the supply of many others will far outrun demand sometime next year.

Then, too, leading manufacturers are preparing new 1947 models of electrical appliances. These may tend to make some of the present models obsolete.

These dealers fear, and we think rightly, that if they do not move out their small appliances during the current Christmas season, they may have to mark some of them down next year.

A few dealers still have odds and ends of war-born merchandise in their stores. They intend to bring this out, display it and push it hard during this Christmas season.

We do not recommend that any merchandise be marked down, except goods that are definitely shop-worn or obsolete. But a few dealers say they will re-price dubious "war" goods rather than keep them any longer.

Their decision is based partly on the advisability in some individual cases of taking tax losses by clearing out this stock this year, rather than next year. They feel it is perfectly legitimate to avoid unnecessary income taxes, although they would not *evade* them.

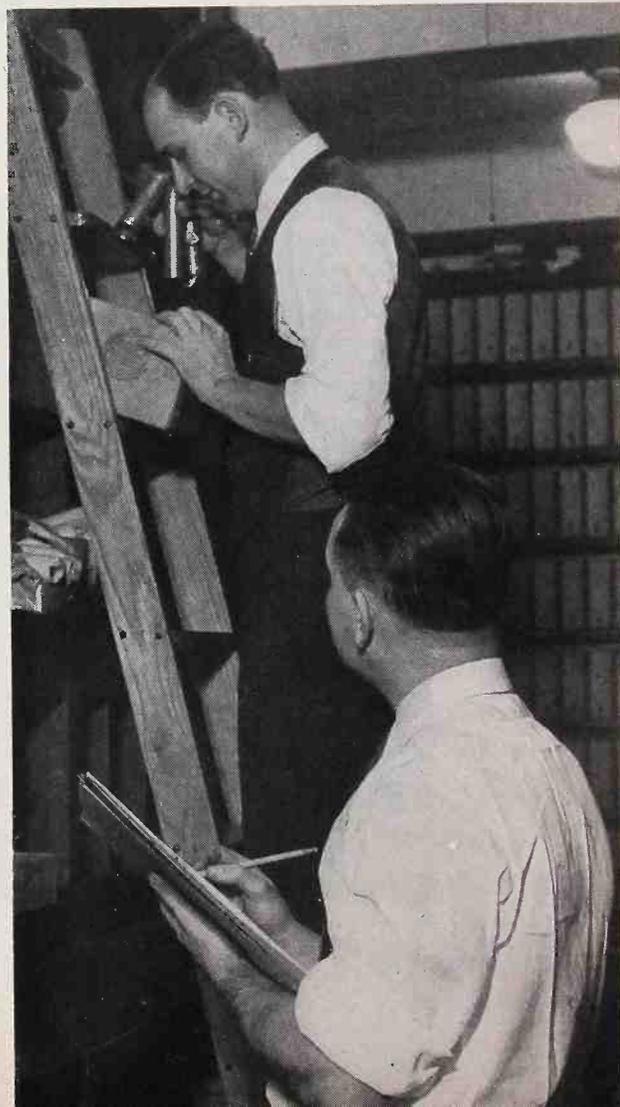
Dealers discount the scare talk of some economists concerning growing retail inventories. They know their own stocks of both radios and electrical appliances are still inadequate.

Oldtimers who were in business in 1920 do not think the present situation parallels that one. In

spite of the stock market recession, these dealers feel prices of radios and appliances will gradually weaken rather than break wide open.

The dealers we have talked with think that business will continue to be good in 1947. But they also think it is good insurance to look closely at every item they carry in stock past the present Christmas season.

Bringing out and selling old stock is the most important chore now confronting the radio/appliance dealer this Christmas season.



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

It Pays to be an Expert

Specialty Dealer Has Edge on "General" Store—Can Use Specialized Knowledge to Increase Stock Turn, Reduce Lines and Make Competitive Sales.

• There is one thing that sets off the radio/appliance dealer from the general merchandise store operator now selling appliances. He is an expert; they are not.

He can sell his prospects for a certain make of product, or he can sell them away from it. He can enhance or counteract the effects of million-dollar advertising appropriations, because personal selling is always potentially stronger than impersonal promotion.

He can capitalize on his own standing in his community and his personal skills. He can guarantee proper service on the appliances he sells, which many syndicate and chain stores are not equipped to do.

He can do all these things. And the successful independent dealer does them, because he finds it pays him well.

"Weeding Out" Makes

Being an expert saves a specialty electrical appliance dealer money. Those stores that handle a general line of merchandise cannot train skilled help, and so they are forced to handle many makes of electrical appliances so as to have whatever a customer happens to walk in and ask for.

True, independent dealers today are also burdened with many franchises. Old-timers, however, are already beginning to do a job of "weeding" in their franchise patch. As major appliances become more plentiful, they announce they intend to stick to a few *good* lines, the exact number for each store depending on the size of store and type of appliance.

A dealer can, by concentrating his stock into a few lines, get a higher turnover. This means with a given dollar investment he can sell more merchandise and hence make more profit per dollar he puts in.

Even if a dealer is satisfied with his present rate of turnover, he can

improve his business by stocking a complete assortment of a few lines, rather than a sketchy hit-and-miss stock of many makes. Complete stock of a line says to a customer, "Here is a stable, well-rounded line of merchandise—one you can depend on."

However, the independent dealer cannot get away with stocking just a few lines unless he knows the business thoroughly. He must know intimately every line of appliances he *does not* stock, in order to sell his own franchised lines properly.

This means that the dealer and his staff need to know how to sell for any line he carries, *against* every other line made!

People who are not proficient electrical appliance specialty salesmen are afraid to sell against a competitive line. They just don't know how.

Many of these have for years been stymied by the bromide "don't knock."

It is, of course, true that the more a salesman dwells on a competitive product, the more he focuses the attention of the customer on it. That kind of selling is just poor psychology.

Competitive—But Tactful

But the master of the appliance-selling art doesn't do that. He dwells on the make of appliance that he does want to push. He first points out to the customer the advantages and conveniences it brings, and only then does he compare these to the disadvantages and inconveniences that the purchase of other makes of appliances may incur.

Moreover, he is always adroit in his comparisons. Instead of making a negative reference to any one make of appliance, he is careful to include all appliances of a certain type. If in spite of all these precautions, he finds the customer inclined to "bridle," he takes care to

listen to counter-arguments courteously and to express sympathetic understanding with the customer's viewpoint before he goes on to make further competitive statements.

In this way, the skilled appliance dealer and his staff do make these comparisons every day in the week. And they should; for in fact there is no other known way to do an effective job of specialty selling in a competitive market.

Whenever an appliance prospect faces a salesman, either one of two things happens—1) the salesman sells the prospect, or 2) the prospect sells the salesman. The dealer who has trained himself and his staff to know all points about every appliance can be confident that he will sell more prospects with less investment than other non-specialized dealers.

And that spells—perennial profit, not only for 1946 but for many years to come.

Besides "bare hands", expert competitive selling requires only one tool—a trained personality.





These windows of Park-Presidio Radio, San Francisco, Cal., suggest several ways of making displays more dramatic. Refrigerators can contain mock-up foods, radios can show "dummies" or cardboard cut-outs, heaters can be bathed in red light, flashers can be used with lamps and bulbs.

REAL Appliance Displays

Top Dealers Enhance Products With Stage Props—Show Electrical Appliances in Actual Use—Help Customer Picture Benefits in His Own Home

• Business has always borrowed from the arts. This is nowhere more true than in electrical appliance window displays.

Good windows that display electrical appliances are packed with drama. They have the same realism as a stage setting. They carry the hues and gestures of real life.

Fly Bait Won't Sell

Inspection of windows in many stores throughout the country reveals that some dealers already are following the path of least resistance in window displays. They move a few major appliances into the window with no setting and no further attention.

These products standing starkly by themselves are good bait for flies and dust. As soon as the extreme shortage of major appliances ends they will attract little else.

Topnotch dealers, on the other hand, are taking pains with their major appliance windows. They are establishing themselves now as permanent headquarters for these products in their trading areas.

When they place laundry equipment in the windows they take the

time and trouble to get real clothes to show what kind of work the laundry equipment does. They get and install attractive stage props such as washlines, clothes baskets, soap chips or whatever detergent is recommended with the washer being used, clothes pins, ironing boards, irons, and other incidental items that give realism to the display.

Good dealers always team up vacuum cleaners with rugs and chairs to give the effect of the cleaners being in use. Such a setting helps the housewife to imagine herself using the product more easily.

Aggressive dealers use artificial foods to enhance their displays of electric ranges. They provide red backgrounds for all such appliances that heat in order to create the proper mood for the appliance.

They follow through this same formula even on displays of small cooking appliances. They use mocked-up foods and red "decor" with toasters, waffle irons, grills and other similar products. They also provide tables perhaps with tablecloths, cutlery and other appurtenances in place, so as to show these

small appliances in the setting in which they are used in the home.

Creating Atmosphere

Even though refrigerators are still scarce these good dealers take the time to arrange displays suggesting the superior preservation of foods in the makes being displayed by using mock-up foods and selling cards. Good dealers also use blue decorations and backgrounds to suggest coldness.

There is a growing tendency on the part of electrical appliance dealers to consider interior decoration to be of primary importance in arranging appliance displays. They enhance their displays of wall electric clocks with wallpaper background, and with other appropriate settings, such as a mock fireplace, a mantle with candlesticks, or a wall fixture holding some appropriate plant that adds a touch of hominess to the scene.

Good radio dealers have always emphasized settings for their products because they have found that proper decorations add to the mood of enjoyment they are trying to create. Living room scenes with

chairs, bookcases, and an ash tray with perhaps a pipe lying on it help to set off beautiful radio cabinets.

Now that the goal of radio appliance dealers is to sell a radio for every room in the house, it is possible to vary the setting for radios. Some may be placed in a wall niche in a model kitchen. Others may be made part of a bedroom scene background, perhaps on a night table.

The attractiveness of food mixer displays can be enhanced with simulated foods. An imitation cake batter can be placed in the bowl and a package of cake flour set near by to complete the picture.

Similar treatment is possible with coffee makers. They can be shown making coffee through the use of electric timers with an open coffee package standing nearby.

Display dummies can add realism to window displays. Just as theater audiences identify themselves with the heroes and heroines of movies and plays, so too do customers see themselves in the place of the dummy, enjoying the use of the electrical appliance being displayed.

The harried housewife who sees a nicely-dressed female dummy seated beside an automatic washer reading a book is bound to associate this scene with her own need to avoid heavy laundry work. A "dummy" enjoying simulated foods prepared by a range or refrigerator can add realism to the display.

All electric appliances lend themselves on occasion to the use of dummies in window displays. Perhaps the one appliance that is most suited of all to dummy displays is the sunlamp.

Dummies Attract Interest

Some dealers have created startling scenes in mid-winter that show a beach with real sand, a palm tree, and dummies receiving sun baths under the sunlamp. Dealers sometimes borrow these dummies from a neighboring dress shop, giving the latter credit via a card. Some dealers have substituted miniature figures and cycloramas with miniature sand, painted ocean and trees instead of a life-sized display.

Dummies can also enhance radio displays. They can be shown in a living room or a theater seat enjoying a program, the latter setting to suggest fidelity of tone in the receiver.

Door chimes mounted on doors or on sections of doors are more

effective in window displays than when they are placed on the floor or on a stand. Wall chimes should be mounted on the wall in a position which they may take in the home.

Fans and heaters often make action displays possible. Fans may have streamers or ribbons attached. Room heaters that have fans or ventilator attachments may receive the same treatment. Other room heaters may have red spots playing on them from an overhead spotlight mechanism.

Window fan ventilators are more strikingly displayed when they are placed in mock-up windows. Under some circumstances it may help create interest to turn on a window ventilator, in hot weather when some air movement is needed in the store anyway, or on cold days to prevent window glass from fogging.

Dealers may display hair dryers with dummies that have wigs. It is even possible to have the dryer turned on, creating a breeze that

makes the hair wave slightly and thus attracts attention.

Settings for Appliances

Aggressive dealers have always displayed hand irons with ironing boards and covers. This is especially important now since many dealers are actually selling burn-proof covers and boards as part of their stock in trade.

Lightweight irons are effectively displayed hanging on cheap scales to show their actual weight. Special features of various makes of irons that eliminate fatigue may also be shown dramatically in displays that place the iron in its "resting" position.

Dramatic appliance displays take time, thought and trouble. But those dealers who use them are confident they repay the effort and they are equally confident that these displays are helping them build a reputation for the tough selling days ahead.

Crowds will always stop and look at your window if it is realistic. Most dealers cannot afford to install a model kitchen like this, but any dealer can add "stage props" to suggest product-in-use.



Old Store — YOUNG Ideas

Long-Established Carolina Dealer Pioneered Washers and Ranges by Outside Selling. Now Brings Customers to Him Via Pull-in Items.

• Every radio dealer needs some kind of traffic-builder, says D. C. Young of Salisbury, N. C. He found his "come-on department" in hardware items.

"I named my store 'Young Hardware & Electric Company', but this is a long way from being a hardware store", he explained. "The pull-in items are what we carry—paint, garden tools, lawn mowers, cutlery and sporting goods.

"They come in here for little stuff and if they don't watch out, they buy something big", he said. "Electrical appliances amount to 40% of our sales, and radios total 25%. Other big-ticket items like lawn mowers and coal ranges account for another 25%, and hardware is only 10%."

Varies Traffic Items

Young changes his traffic-builders to meet current demands. At one time he handled paint in huge quantities. It is still a pretty good traffic item, accounting for about \$5,000 a year.

The largest single big-ticket item is washers. Unlike many Carolina dealers, Young pioneered this product many years ago.

"The Spencer railway shops of

➤ The entire right-hand side of the store is devoted to the most important part of the business—major appliances and radios. Pull-in items are on the "dead" left side. ▼ Here is a close-up of one section of the appliance department, showing D. C. Young and a customer.

the Southern System are in my trading area," he explained. There are lots of dirty clothes in the families of these workers.

"We do store demonstrations and teach families how to operate washers here. Under present conditions



▲ On the main street, Young's store pulls traffic to pave the way for major sales.

we see no need to spend two or three hours on a washer in the home."

"During times of tough sledding we have always done outside work. And right now, whenever we get a special tip we go right out and bring home the bacon."

Rates Sell Ranges

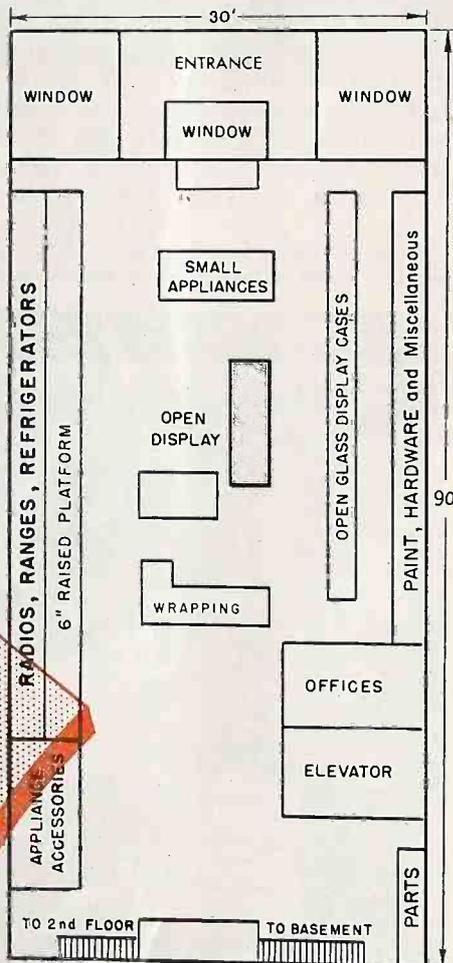
Electric ranges are another important product in this store. Young sells them by talking electric rates to the customer.

"For example", he said, "some of our customers have a rate basis whereby they pay 80c for the first ten kilowatt hours and three and a half cents per kw. for the next forty.

"So I say, 'Mrs. Jones, for the first 50 kilowatt hours you pay \$2.20. Your monthly bill is running around that right now. With an electric range, your next 50 kw. will cost you only two cents each, so the second 50 kw. will be \$1.00, or less than half! But you are paying on the same high basis for gas that you pay for your first 50 kw. So it would save you money to swing over to cooking at two cents per kw.'

"On all the Duke Power Systems, the domestic rates are very low. This setup makes it easy to sell such appliances as electric water

(Continued on page 114)



NOW-SATURATING YOUR COMMUNITY WITH THE KOILED KORD STORY!

APPEARING IN AMERICA'S FAVORITE MAGAZINES

THE SATURDAY EVENING
POST

LADIES' ABOUT
Journal

PARENTS' MAGAZINE

Esquire

Better Homes and Gardens

GOOD HOUSEKEEPING

WOMAN'S HOME
COMPANION

TELLING CUSTOMERS TO BUY AT YOUR STORE

Today—right in *your* community, your customers are being told: *get Koiled Kords at your dealer now.* It's a giant campaign, in top mass magazines with circulation of over 20,000,000—and readership many times that!

Today—hard selling advertisements are at work for you—telling *your* customers about these better, more practical electrical cords—selling their exclusive, easy-stretching, self-retracting action . . . giving the sales-making “no-dangling, no-tangling, no-kinking, no-fraying” facts—describing their extra convenience, safety and economy.

Cash in now on this barrage of advertising. Stock up on Koiled Kords now. Remember—every Koiled Kord sale nets you as much profit as 5 or 6 ordinary cords! Holiday buyers are free spenders—prepare for really big Koiled Kord sales—NOW. Order plenty of all three Kellogg Koiled Kords from your wholesaler—TODAY!

KOILED KORD DIVISION

Kellogg Switchboard & Supply Company

6680 South Cicero Avenue, Chicago 38, Illinois

Leading Manufacturer of Telephone Systems, Radio Apparatus and Industrial Electrical Equipment



Cash In—Order Now From Your Wholesaler



KOILED KORDS



For Heater Appliances

Assures extra convenience, extra cord life—specially designed for electric irons, roasters, grills, hot plates, room heaters, etc.

No. 6000-2 (with attachment and heater plug) Retail \$2.95* ea.
No. 6000-1 (with attachment plug only) Retail \$2.75* ea.

*Prices 15c higher west of Rockies



E-X-T-E-N-D-O



The Multi-Purpose Extension Cord

Eliminates dangling, tangling and kinking of cords—perfect for radios, lamps, mixers, hand vacuums, fans, light power tools, etc.

No. 8001-6 (with male and female connectors) Retail \$2.95* ea.
No. 8001-5 (with male attachment plug only) Retail \$2.75* ea.

*Prices 15c higher west of Rockies

Recoil



The “Safety-First” cord for washing machines that won't dangle on damp, wet floors . . . reduces menace of shocks, shorts, and blown fuses.

No. 8011-2 (with attachment plug only) Retail list throughout U. S. \$3.50 each

Retail prices protected by Fair Trade Acts

Capitalizing on Customer

Detroit Dealer Finds Location in Congenial Trading Area Highly Important to Success



Edward Malyssek demonstrates the Youngstown Kitchen and cabinet display and points out some of its features to a customer. This store is emphasizing complete kitchens.

Ed Zack, manager, shows a married couple seated in comfortable chairs how to wash clothes in a Bendix Automatic Home Laundry. He believes in making prospects "feel at home".



● What is the most important ingredient in a successful radio/appliance business? Is it education? Plenty of capital? Scientific knowledge of the mysteries of electricity?

Jack Tondryk thinks all of these things are important. They all help—sometimes a great deal. But they all take second place to one indispensable requirement.

Common Interests

And that is *contact*. Being the kind of guy *your* customers feel friendly toward. Having the same interests. Perhaps knowing many people they know; perhaps coming from the same neck of the woods they do.

Does that mean you have to stay "stuck" in your home town all your life? Can't you ever open a store in a new community where you are a stranger?

No, it doesn't mean that at all, contends Jack Tondryk. It means only that when you do move, you should pick a place where you will feel at home. But let Tondryk's story speak for itself.

Jack Tondryk was born in Poland, and arrived in this country at the age of sixteen. He had as much education as his native land afforded a poor youth, but he was ignorant of the language and customs of America.

The jobs he was able to get did not permit him to amass much capital. First he worked in a lumber camp in Minnesota; later he became a toolmaker in a Detroit automobile factory.

So far, there was little here to suggest electricity, radios, or appliances. But the automobile factory job proved to be the turning point of his life.

He received a seasonal layoff that was to last several months. Reluctantly, he took a temporary job selling washing machines.

Assigned to a strange neighborhood, he wore the soles of his shoes thin walking from door to door, saying, "Lady, do you have a wash-

Contact

This is the modern, gleaming store front of Tondryk's Home Appliance Shop.



ing machine?" He admits he did not set the world afire, but neither did he quit. He learned the fundamentals of specialty salesmanship, and when he returned to his factory job, he continued to sell washers evenings and week-ends.

Basis for Selling

On one of these week-ends, the "chance of a lifetime" came to Jack Tondryk. The dealership for whom he still sold washers part-time had a booth displaying its washers at the Michigan State Fair. Tondryk was one of several salesmen assigned to this booth over a Labor Day week-end.

All week long, while Tondryk was at the factory, the regular salesmen had been at the booth turning in orders—the "star" of the group at the rate of five or six a day. That Saturday, the "star" salesman ostentatiously handed in eight orders.

Then, to the utter astonishment of the men, Jack Tondryk turned in twenty-six orders! Jack had discovered that by talking to the Polish visitors in their own language, he could quickly establish a favorable foundation for a successful sales talk.

Top Sales Record

Jack left his factory job, and from that day on he was the leading salesman in the organization. For Jack knew more than just the Polish language; he also had learned in his house-to-house work

how to convince families that his washer would lessen drudgery and make household chores lighter.

A few months later, the firm opened a branch in the midst of a settlement of people of Polish extraction and made Jack the manager. Under his management, this store became most profitable. And when the manufacturer of the washers ran a national contest, it was Jack Tondryk who won the first prize—a free trip to Paris.

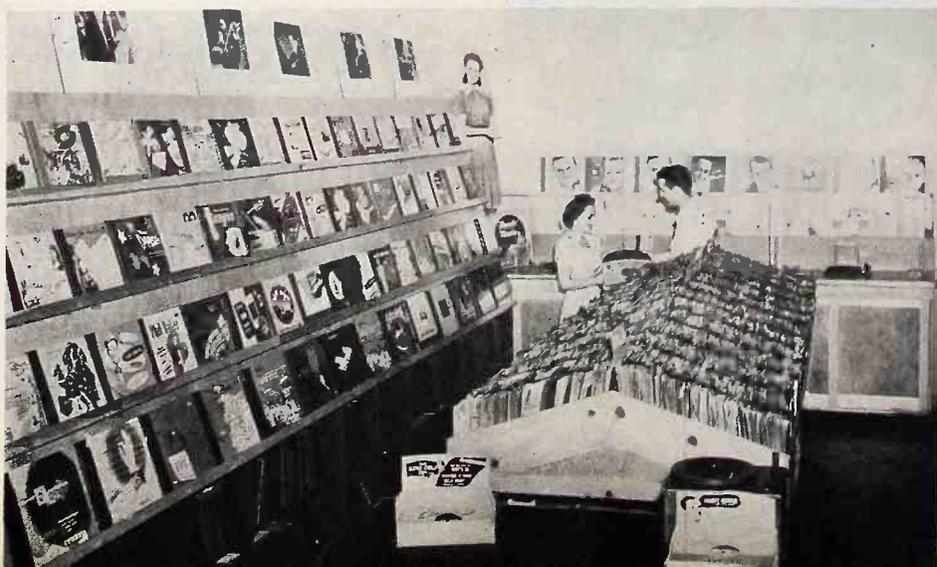
Within a few years, Jack Tondryk decided to open a store of his own. He did this, picking a side-street location, where he found that the opportunities among the large Polish population of Detroit were for him, virtually unlimited. To washers, he added ranges, radios and refrigerators. Within four years, he had completely outgrown this location.

Jack Tondryk had grown in more

(Continued on page 116)



Here in the section of the radio department devoted to various models of Philco Radios, Ed Zack demonstrates a radio-phonograph combination. Other radio franchises include GE, Westinghouse, RCA, Zenith and Bendix.



Here is the self-service record department. Tondryk's was one of the first radio-appliance store in Detroit to install and operate complete self-service for phonograph records.

Refrigerators ★
 ★ Washers
 Ironers ★
 ★ Ranges
 Vacuum Cleaners ★
 ★ Food Freezers

New Electrical

Crosley REFRIGERATOR

"Shelvador" model, SE-946. Capacity 9.1 cu. ft.; cabinet dimensions: 63 $\frac{3}{4}$ in. high, 33 $\frac{1}{2}$ in. wide, 22 $\frac{3}{4}$ in. deep. Plate glass shelves with steel trim; oversized freezer with food storage space and



removable shelf; meat chest; vegetable crispers; tilt-forward storabin; automatic positive-seal door latch with plastic and chrome handle; automatic light in food compartment. Crosley Corp., Cincinnati, O.—RADIO & Television RETAILING

Handyhot AUTOMATIC IRON

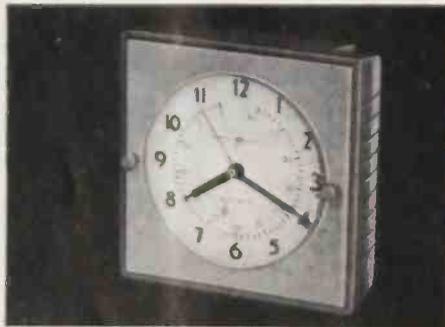
Model 1501-H streamlined automatic iron. Thermostatic knob with fabric markings. Large cast aluminum sole plate; beveled edges; broad heel rest;



black plastic handle; chrome finish with copper and nickle underplate. Permanently attached cord. Weighs 3 lbs. Chicago Electric Mfg. Co., 6333 W. 65 St., Chicago, Ill.—RADIO & Television RETAILING

GE ELECTRIC CLOCK-TIMER

"Chef" model electric clock and timer, equipped with buzzer to "sound off" for time set, and will continue to



buzz for 20 minutes. Can be installed either on wall or work counter. Wide base provides firm footing for clock, with face tilted slightly back. Approximately 5 in. square; one-piece plastic case available in Chinese red, Nile green, ivory or white. General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.—RADIO & Television RETAILING

Cory COFFEE BREWER

Model DEA domestic automatic brewer, makes use of conventional glass upper bowl used in conjunction with



a new type self-contained electric chrome serving decanter. Glass filter rod; patented plastic safety stand, coffee measure. The brewer has a 6-8 cup capacity. Cory Corp., 221 North La Salle St., Chicago 1, Ill.—RADIO & Television RETAILING

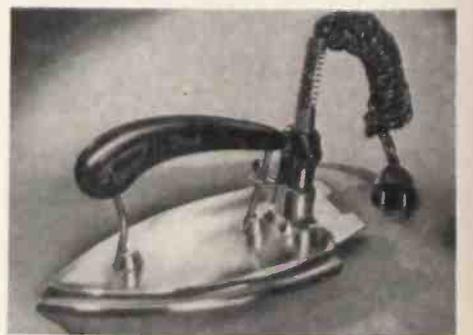
Speed Queen WASHER

Automatic washer requires no bolting down; vibrationless; automatic cycle; top-loading; can be used in homes hav-



ing no hot water heater. Barlow & Seelig Mfg. Co., Ripon, Wis.—RADIO & Television RETAILING

Travel-Made ELECTRIC IRON



Travel iron with plastic handle. Light weight and compact, folds flat for packing. Nichrome heating element heats complete ironing surface. Travel-Made Corp., 1300 E. Park Place, Milwaukee 11, Wis.—RADIO & Television RETAILING

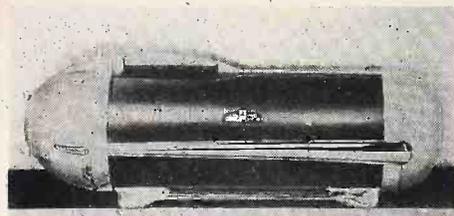
Monitor VACUUM CLEANER

Model TAC-1, deluxe vacuum cleaner, available with attachments. Extra powerful suction; air-tight hose, joints swiveled to eliminate kinks; nozzles scientifically designed to apply the fullest suction power, flexible connections; adjustable carpet brush picks up

Appliance Models

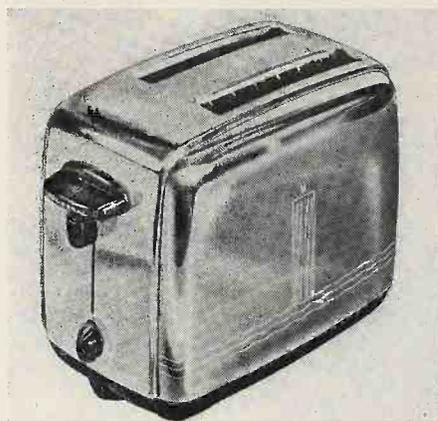
★ Toasters
★ Roasters
★ Hand Irons
★ Mixers
★ Clocks
★ Coffee Makers

lint and thread from nap. Built-in switch operated by the foot from any angle; streamlined tank, mounted on easy-slide runners, rubber-guarded nozzle. Tank weighs approximately 16 lbs.



Monitor Equipment Corp., 110 E. 42 St., New York City, 17, N. Y.—RADIO & Television RETAILING

brown mottled finish. Dial for lighter or darker toast. Clean easy tray with hinged bottom permits crumbs to be



wiped from the tray. Landers, Frary & Clark, New Britain, Conn.—RADIO & Television RETAILING

Casco HEATING PAD

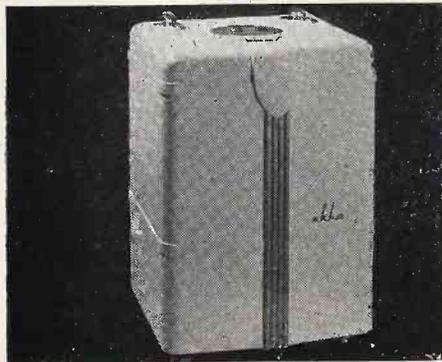
Sinus and muscle electric heating pad created for application around joints, throat, forehead and chin. Two pre-set heats, gives low heat on one side and



high on the other, either dry or wet. Priced at \$4.95. Casco Products Corp., Bridgeport 2, Conn.—RADIO & Television RETAILING

Akka WASHER

Top-flow automatic washer has metal sphere on inside, the bottom half of which is covered with heavy, flexible rubber lining. Holds up to 10 lbs. of dry clothes. Dirty water is drained out of the perforated top of the sphere.



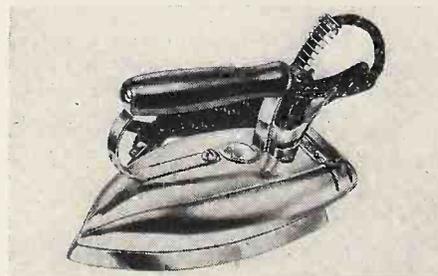
Water can be heated and poured into the top of the machine through the loading door. Simple design. Appliance Corp. of America, 430 E. Silver Spring Drive, Milwaukee 11, Wis.—RADIO & Television RETAILING

Emerson KITCHEN FAN

16-in. kitchen fan designed for exhaust duty. Features: slow speed operation; overlapping blades; enclosed dust-proof motor. Automatic outside shutters available. Emerson Electric Mfg. Co., St. Louis, Mo.—RADIO & Television RETAILING

Bersted IRON

Model 507. Features: streamline design; all-chrome finish; walnut handle; 4 $\frac{7}{8}$ in. wide, chrome-plated, beveled



sole; indicator; tip-up heel rest, 8 $\frac{1}{2}$ in. long, 4 $\frac{3}{4}$ in. high. Bersted Mfg. Co., Fostoria, O.—RADIO & Television RETAILING

Dominion WAFFLE IRON

No. 1032, "modern mode", chromium plated waffle iron. Walnut finished handles; 7 $\frac{1}{2}$ in. cast aluminum grids; concealed feet prevent marring of table.



Dominion Electric Mfg., Inc., Mansfield, Ohio.—RADIO & Television RETAILING

Trilmont APPLIANCE SWITCH

Heavy-duty appliance switch to be attached to electric appliances. Features: it will operate on electrical devices rated up to 2500 watts; miniature neon lamp; double-pole, single-throw switch; one-year warranty. Priced at \$1.95. Trilmont Products Co., 24 & Walnut St., Philadelphia, Pa.—RADIO & Television RETAILING

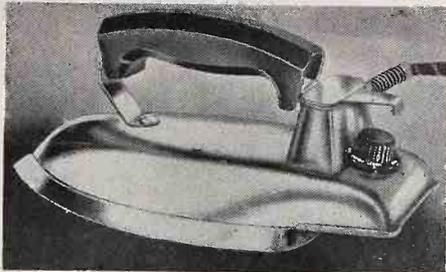
Universal TOASTER

Automatic toaster with new "toast-timer" feature. This specially devised lever can be raised during the toasting period without causing the toasting cycle to be interrupted. Finished in gleaming chromium, the base and handles are made of rounded bakelite,

New Products for Dealers

Automatic IRON

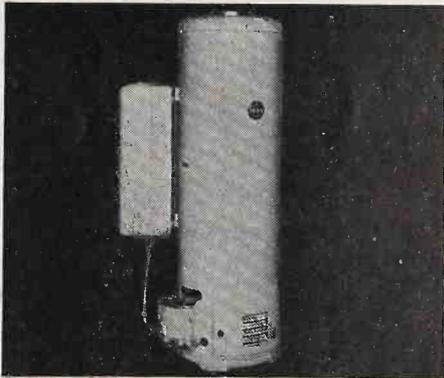
Model 12 automatic iron, rustproofed with heavy chrome finish. Features: improved sole plate; shaped handle; adjustable heat control; improved heating



element. Weighs 4 lbs. Domestic Appliance Div., Industrial Tool & Die Works, Inc., Minneapolis, Minn.—RADIO & Television RETAILING

Duo-Therm FUEL TANK

4-gallon fuel tank introduced for use with automatic fuel oil water heaters. Attached to the side of the heater, tank is suited for use where a large capacity fuel tank is not immediately avail-



able. Tank styled and finished in white enamel to harmonize with heater. Duo-Therm Div., Motor Wheel Corp., Lansing, Mich.—RADIO & Television RETAILING

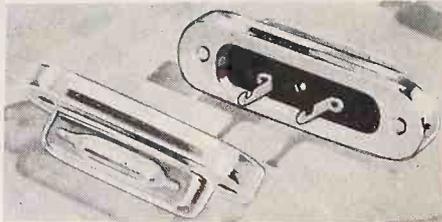
Electrocuter MOUSE TRAP

Electric mouse trap, connected to any electrical outlet, kills mice instantly by electrical shock. A muscular reaction causes them to be thrown from the trap, re-setting itself for the next victim. Ratchford Engineered Products, Dayton 8, O.—RADIO & Television RETAILING

Coleman POCKET STOVE

Small gasoline stove with aluminum carrying case. Overall size, 11/16 in. diameter, 4 3/16 in. Net weight 2 1/4 lbs. The Coleman Co., Inc., Wichita 1, Kans.—RADIO & Television RETAILING

Littelfuse FLUSH-LITE



Neon indicating light for applications where lamp projection above panel must be kept at a minimum. Can be mounted on top or underneath panel. Molded of strong translucent white plastic. Size overall: 1 7/8 in. x 9/16 in. x 1/2 in. Littelfuse Inc., 4757 Ravenswood Ave., Chicago 40, Ill.—RADIO & Television RETAILING

Electromode ROOM HEATER

Portable room heater with controlled heating action, safety switch, separate fan switch. Operates on principle of forced air circulation. Size: height 13 in., width 11 1/2 in., depth 7 in. Weighs 16 1/2 lbs. Electromode Corp., Rochester 2, New York.—RADIO & Television RETAILING

Juice King JUICER

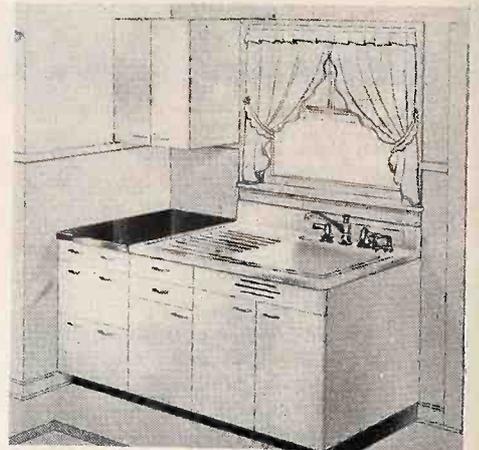
Model JE-15. Incorporates features of single-stroke operation, patented strainer, and durable steel handle. Offers new juice receptacle, which accommodates over three glassfuls of juice.



Special Iridite process helps preserve lustre of enamel finish. OPA approved price, \$5.95. National Die Casting Co., Touhy Ave. at Lawndale, Chicago 45, Ill.—RADIO & Television RETAILING

Shirley KITCHEN UNIT

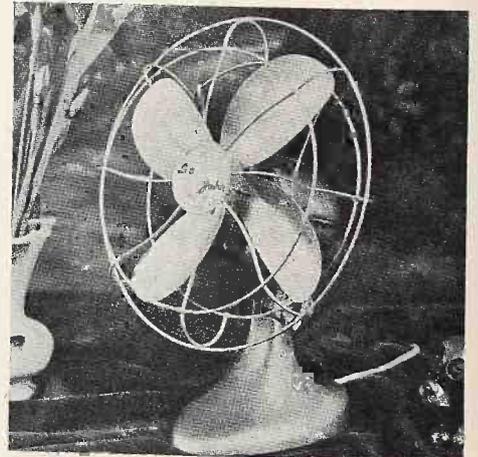
Straight line arrangement of kitchen units include: special 42 in. single-drainboard type sink-cabinet combina-



tion, model SC-4225. Other units shown are: D-24, drawer base cabinet; 24 in. storage wall cabinet with double drawers.—Shirley Corp., Indianapolis 2, Ind.—RADIO & Television RETAILING

Le John ELECTRIC FAN

Electric fan with pole induction type motor; blades of bright finish aluminum; steel wire guards; housing designed to permit sufficient flow of air around



motor to insure continuous "cool run" operation. Base and motor housing available in pastel shades to harmonize with furnishings. Le John Mfg. Co., Inc., Huntington, W. Va.—RADIO & Television RETAILING

Electro Jet HEATERS

Heaters are plastered into wall of each room; only small grill at ceiling and one near baseboard are visible. Thermostatically controlled. Made of aluminum; consist of long stack with inner jet assembly containing Chromalox, or other strip heaters. Generates heat directly into room. Portable model heater also available. Ravenna Metal Products Co., 6518 Ravenna Ave., Seattle 5, Wash.—RADIO & Television RETAILING

FOR LATEST RADIO MERCHANDISE SEE PAGES 50 TO 54.

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



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

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

UNIVERSAL

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

LEADERSHIP THAT BUILDS YOUR DEALERSHIP!

Appliances for the Home

Thermador SPEED GRIDDLE

Light, compact and portable, the griddle has a cooking surface of 171 square inches. Porcelain enameled grease drawer catches drippings. Polished aluminum griddle top eliminates necessity of using grease in cooking; 3-



heats; 6 ft. heavy duty cord. Dimensions: height, 5 $\frac{7}{8}$ in.; depth, 15 in.; length, 22 $\frac{1}{2}$ in. Thermador Electrical Mfg. Co., 5119 District Blvd., Los Angeles 22, Cal.—RADIO & Television RETAILING

Gill ELECTRIC STOVE

Electric stove of stainless steel and aluminum, weighs approximately 11 lbs. 21 in. long, 9 in. deep, 7 in. high, it has two heating elements and a broiler.



Cast aluminum griddle made with detachable handle so it can be used in the griddle. Gill Electric Mfg. Corp., Redlands, Cal.—RADIO & Television RETAILING

Lady Jackson IRON

Model 638 automatic electric iron. Weighs 4 lbs.; precision control thermostat; drop forged sole plate; "cover-all" heating element, scientifically de-



signed to eliminate cold spot areas; sleek appearance. Jackson Appliance Mfg. Co., Div. of Tallor & Cooper, Inc., Brooklyn, N. Y.—RADIO & Television RETAILING

National Acoustic TOASTER

Tip-out toaster, Model 40-T2. Made of polished chromium plated steel. Toast rack swings at a slight finger tip touch to insert bread or remove toast.



Toasts two slices of bread simultaneously. Size: 6 $\frac{3}{4}$ in. high; 9 $\frac{1}{4}$ in. long; 6 $\frac{1}{2}$ in. wide. Weighs 3 lbs. National Acoustic Products, 120 No. Green St., Chicago 7, Ill.—RADIO & Television RETAILING

Amerline SAFETY CAP

Plastic safety cap for covering electrical outlets. Made of plastic one-piece construction, with smoothly beveled rim. Fits standard volt openings. Amerline, 1753 N. Honore St., Chicago 22, Ill.—RADIO & Television RETAILING

Fabricmaster AUTOMATIC STEAM IRON

Stainless steel steam and dual purpose iron, automatic and thermostatic controls. Weighs under 4 $\frac{1}{4}$ lbs. Stain-



less steel, non-corrosive safety valve. Can be used as a steam or dry iron. Omar Appliance Mfg. Co., St. Louis 7, Mo.—RADIO & Television RETAILING

York FROZEN FOOD CABINET

Well type, model 165, freezer cabinet. 16 $\frac{1}{2}$ cu. ft. capacity. Designed for use in rural and urban homes. Outside dimensions: 71 in. long x 29 in. deep x 36 in. high. Cabinet features baked white enamel exterior casing; recessed



base for toe space; two lids for easy access to storage space. York Corp., York, Pa.—RADIO & Television RETAILING

Reynolds ESKIMO FREEZE

Outside measurements of 6 cu. ft. capacity unit are 40 in. long, 36 in. high, 28 in. wide. Aluminum is used exclusively throughout unit. Lid extends across top, making entire freezing compartment accessible; 4 in. insulation; condensing unit, powered by



1/5 horsepower motor. Controls include an automatic thermostat set at the factory. Freezer weighs 185 lbs. Reynolds Metals Co., 2500 So. Third St., Louisville 1, Ky.—RADIO & Television RETAILING

Hersh PORTABLE HEATER

"Commando" electric portable heater of heavy gauge steel, baked enamel inside, baked brown wrinkle outside, chrome plated steel reflector back of heating unit to direct heat rays toward a 14-plate sheet metal convector. 9 $\frac{1}{4}$ in. x 7 $\frac{3}{8}$ in. base; 11 $\frac{1}{4}$ in. high to top of handle. Hersh Electric Specialty Co., 102 E. Walnut St., Milwaukee 12, Wis.—RADIO & Television RETAILING

UPS-A-DAISY

*Smash
Hit*

OF THE SHOW!



UPS-A-DAISY:

4 SURFACE UNITS—OR

3 SURFACE UNITS, PLUS

DEEPWELL KOOKALL—

ALL ON THE SAME RANGE!

Shown for the first time at the July Furniture Market in Chicago, UPS-A-DAISY, exclusive feature of the Gibson Kookall Electric Range, proved the sensation of the show. Dealers from all parts of the country paid tribute to UPS-A-DAISY as the outstanding range innovation of the day . . . designed to insure quick sales, high profits.

OTHER SALES ACTION FEATURES

Gibson's Kookall Range incorporates many other features that spell sales action. Completely automatic, turns itself off and on. Banquet-size oven and waist-high broiler catch every woman's eye. Greater operating economy . . . uses stored up heat. All this, *plus* UPS-A-DAISY, Gibson's utility feature that captivates every woman . . . every prospect.



HOME FREEZER

Vertical construction eliminates "deep-diving" for frozen foods. Five wall-to-wall unobstructed lockers. Smart design to match Freez'r Shelf Refrigerator helps dealers to two-unit sales. Occupies minimum of space.



FREEZ'R SHELF REFRIGERATOR

Also replete with more of the features that mean quick sales. Separate Freez'r Locker for frozen food storage. Moist Chiller keeps salads and other delicate foods fresh and crisp longer. Unobstructed shelves for clear-across accessibility. Different humidity and temperature conditioned Strata Zones for every cold storage need.

**GIBSON REFRIGERATOR
COMPANY**

GREENVILLE, MICHIGAN

Export Department, 201 N. Wells Street, Chicago 6, Ill.
Canadian Distributor, Rogers Majestic, Ltd., Toronto

Gibson

Selling Light Fixtures

**A Good Bet for Those Who Are Good
Buyers, Sellers and Displayers**

• Many dealers find the sale of lighting fixtures to be profitable adjuncts to their businesses. As well as offering additional income, lighting fixtures lend themselves well in enhancing store appearance, increasing the sale of electric light bulbs and tying in with sales of table and floor lamps.

Certain store layouts are particularly adapted to the display of home fixtures, and even in cases where they are not, provision for hanging and mounting ceiling pieces and side brackets can usually be done economically. Some stores use entire ceilings and side-walls as fixture display space while others build special booths, each having a different color scheme or wallpaper pattern.

The latter method is well suited to the sale of high-class products and permits the showing of related models for the various rooms in the home. It is easier and quicker to get customers to make a choice of a dining room fixture, for example, in a booth where nothing but these types are shown than it is to attempt to get people to concentrate on one special kind in a jumbled and bewildering array.

It is a good idea to have *individual* switches on each fixture, so that one may be lighted at a time. Such method focusses attention upon the number being suggested by the clerk.

Selling lighting fixtures is a highly specialized operation which presents a paradoxical aspect since a considerable number of fixtures must be shown in order to do a good selling job, but, by the same token, this large selection often slows up the process of getting the customer's name on the dotted line because of the latter's desire to "look at all of them".

When a customer comes in and tells the salesman what sort of fix-

ture is desired, the salesman should try to find out approximately how much the home-owner is willing to spend and what particular style is wanted. Having this information, the salesman should make up his mind just which fixture he thinks the customer should have—then concentrate upon selling it.

While it is true that numbers of homes will be built without many fixtures there will always be a huge demand for the better sorts to go into "period" homes such as American Colonial, French Provincial, etc. Then, too, there is a great and growing market for fluorescents, flush and cove fixtures, etc., for flush and cove fixtures, etc.

LIGHTING FIXTURE FEATURES

They're high-profit items.

They often enhance store appearance.

Fixtures help sell light bulbs, floor and table lamps.

They "fill" up wall and ceiling space.

Service under guarantee very light.

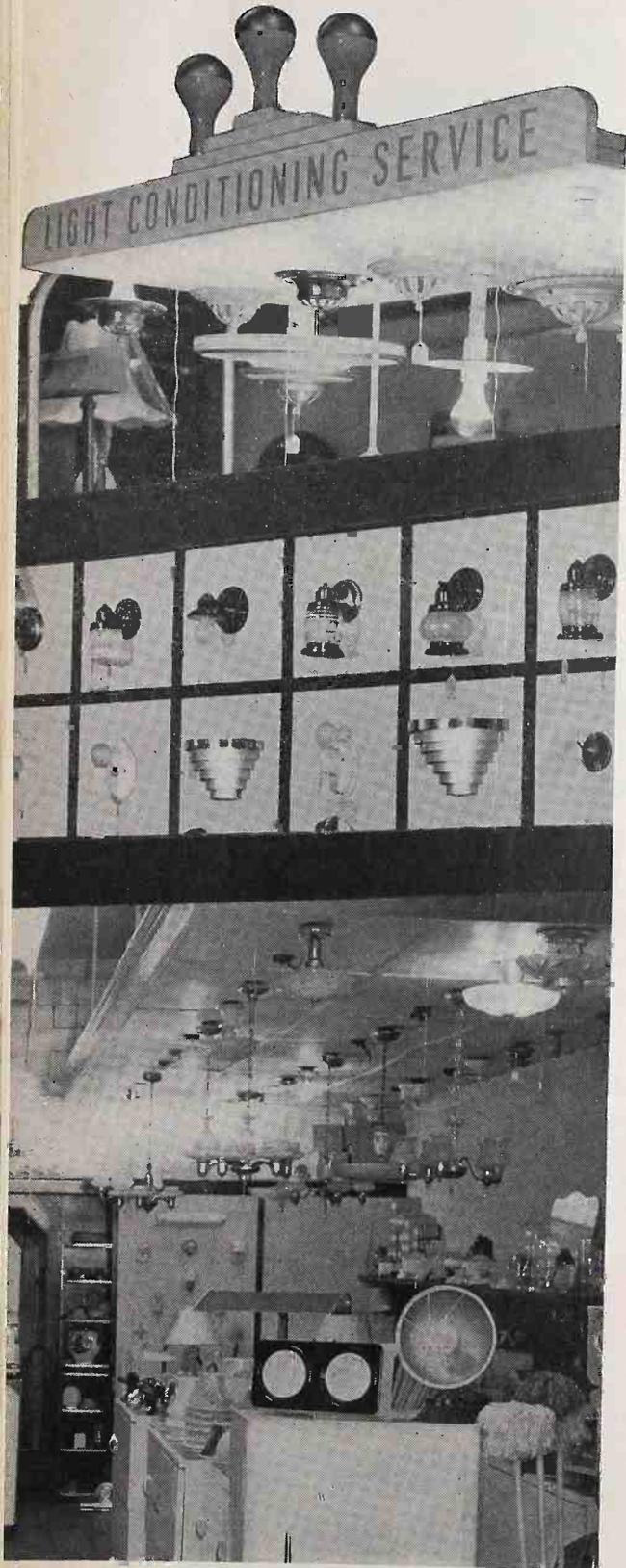
Sales of fixtures help contractors sell more electrical work.

If carefully chosen, fixtures won't obsolesce rapidly.

For the dealer who seeks to do a good job in selling light bulbs, fixtures are truly "naturals". The customer who sees the right kind of bulb in the right kind of fixture is able to make a quick purchase.

For the dealer who is also an electrical contractor the merchandising of fixtures helps to bring in a lot of extra work such as installation of wall switches, base outlets, etc. The customer while shopping for home lighting equipment is usually conscious of electrical work which needs to be done in his home. Often the fixture purchaser

(Continued on page 116)





an important merchandising aspect which Graybar can help you develop most effectively

How powerful a sales-builder is your store front? The local Graybar Merchandising Man can help you plan a new front — or liven your present one — to make your store more inviting, make it stand out as “headquarters” for the merchandise you offer. He knows the best sources of signs and store-front materials. He can show you how to save money through cooperative deals with merchandise manufacturers.

In addition, he knows your local sales conditions and has been trained by masters of modern merchandising. He is equipped with a wealth of “idea material” which leading manufacturers have prepared, to help you improve your window display, interior layout, personnel training, advertising and promotion, and other merchandising aspects of your business.

As a Graybar dealer, you have free call on the profit-building assistance of the Graybar Merchandising Man. And you get local delivery of leading lines of major appliances, traffic appliances, and home radio — from an independent distributing organization which is free to select merchandise and to make recommendations in your best interest.

4684



FREE TO DEALERS! — The “Profit-Flasher” — a handy device for rapid, accurate calculation of selling prices, profit percentages, etc. To receive one of these time-savers *free*, just ask your Graybar representative — or phone or write our nearest office. *Graybar Electric Company . . . in over 90 principal cities. Executive offices: Graybar Building, New York 17, N. Y.*

★ **Fast-selling lines . . .**

★ **profit-building ideas . . .**

★ **time-saving deliveries . . .**



Merchandising Department

HOME RADIO • MAJOR APPLIANCES • TRAFFIC APPLIANCES

EVERY STAR HAS ITS POINTS

With a choice of five streamlined financing plans, each with its own strong selling points, you can really write your own ticket on the kind you want, and be sure that it will get you the most volume and profit your market can yield.

From experience, we know that you can get more profit on your financed

sales than from cash customers. We know that our credit selection is so sound, it will comb out maximum volume on practically a 100% loss-free basis.

Why don't you call in a Commercial Credit representative and let him help you pick the one "star" plan that best fits your particular business?



COMMERCIAL CREDIT CORPORATION
BALTIMORE, MARYLAND

Publicity Pays Plank

Pennsylvania Dealer

Employs Sound Promotion

● The opening of a new show room or business is the ideal reason for staging a big publicity stunt. A good example of this is the opening of Plank's Modern Home Center in Hollidaysburg, Pa.

Wm. H. Plank, owner of the business, analyzed the community, decided upon certain fundamental principles, and then worked toward those ends.

First, he found his community was made up of a large percentage of people in the middle and upper classes of society, people who are well educated and more or less discriminating buyers. He also found there were a great many people interested in antiques.

Attractive Atmosphere

He accordingly set about creating an atmosphere in his new store that would tie in with the community thinking. He used antiques in his show room, wall paper on part of his walls, and lovely drapes at his windows. In part of the store he created a bright "Kitchen" atmosphere to display refrigerators, stoves, and other major appliances.

What did he do about publicity?

The kitchen corner shown here appeals to the better-than-average families who comprise Plank's trading area. It helps them visualize the appliances in their own homes.



This view shows the store's modern exterior and the eye-catching window drapes.

First, he had a very attractive invitation to the opening printed in two colors and mailed them to each rural boxholder near his town. He had a crew of four high school girls call at every home in the town and personally present an invitation.

The invitations not only invited people to the opening but offered souvenirs and door prizes to all those registering. They carried out the slogan of the establishment, "Where the big names in appliances are found."

A full page advertisement in the local newspaper carried out the same idea as the invitation.

As a result of the build-up, the opening day, which was set in conjunction with the local Centennial celebration, was a huge success. Hundreds of people crowded the

show room throughout the two days, and a tremendous backlog of orders was built up.

No opportunity for news items about the personnel of the firm was overlooked. Plank induced the local newspaper to run several stories about him and members of his staff. He feels people are always anxious to read personal items and thinks it gives them a feeling of personal friendship when they come to deal with his employees.

Prominent Citizen

Plank is no novice to the value of publicity. He has used it freely and with great profit in the past ten years.

He has become well known in his home town through the active part he has played in civic and business organizations. At present, for example, Plank is president of the Hollidaysburg Chamber of Commerce, treasurer of the YMCA, and an official of a local library and a church.

"The promotional programs of the war," says Plank, "have proven that if properly done, advertising can determine results just as we turn a water faucet off and on. Promotion in all its forms is the lifeblood of any business. It's good business for any dealer to build prestige now for the competitive days ahead."

Plank intends to continue to study his home town to see in what new ways he can serve his community and at the same time bring prestige to himself.

Young Ideas

(Continued from page 100)

heaters. They are no small item with us—I'd hate to have to operate without them."

The store advertises both its pull-in hardware items and its specialty line of radios and major appliances. This is mostly newspaper advertising, but spot announcements have also been made from time to time over Station WSTP in Salisbury.

Young's psychology in displaying hardware items is an interesting one. He puts products people don't

ordinarily ask for on a number of tables toward the front of the store. On open shelves along one wall he stocks hardware products he knows people will ask for.

"Putting those demand items down on the tables would not bring about many cash sales," he said. "We also have higher-value items on the shelves, and this tends to prevent pilferage."

Part of Young's technique consists of running mammoth sales, both on hardware products and on major appliances or radios. When a special sale is run on some small

product, he places it on reserve open display tables on the main floor.

To handle stock, there is a warehouse in back of the store twice as big as one floor of the store itself, that can easily hold two carloads of refrigerators or ranges. There is also a second story on the store building. Young intends to use it as a sales room for used products as soon as trade-ins become a problem.

Young does more than merely supervise layout and promotion. He takes an active part in every phase of the business.

"To keep our overhead low, I do part of the selling, all of the buying and part of the bookkeeping. We finance our own paper, making the terms competitive with the finance companies."

Time Sales Ticket

To make instalment sales easier, Young developed a ticket that he uses for every sale made on a time basis. "This ticket saves people the bother of reading the details of instalment sales contracts," said Young.

"On this ticket we write the amount of the down payment, amount of the total balance, number of payments and size of each payment. We also specify when the first payment is due and whether the payments are to be made on a weekly or monthly basis. We make out this ticket in duplicate, show it to the customer, staple each copy to a copy of the conditional sales contract, and have him sign the contract. When he reads our ticket he knows the terms at once without looking at the contract itself.

Shows Exact Terms

"Our clerk immediately types in the terms on the copies of the contract and returns the customer's copy to him. He cannot claim that the terms of the contract were buried in small type on the contract."

By developing his own ideas for display, advertising and bookkeeping, D. C. Young has built one of the best small-city operations in the Carolinas. He feels the keystone of his success has been carrying those types of hardware and major products that reflect consumer demand in his trading area and at the same time yield a real profit.

Vaculator

and ONLY Vaculator
is equipped with the

DUTCH

Clothless
COFFEE FILTER

Women love this sparkling china filter that locks in place and can't fall out; that's virtually unbreakable, and makes better, clearer coffee. The DUTCH Clothless Filter is just one of many VACULATOR innovations that spell P-R-O-F-I-T-S for you: gorgeous styling; PYREX brand glass; MAGIC-SEAL bushing. You find them all ONLY in VACULATOR, the coffee maker that hits a high spot in traffic appliance sales and profits.

VACULATOR • CHICAGO 6



FREE! Beautiful DUTCH Filter Counter Display-Dispenser. Set it up near the cash register and watch the DUTCH Filter ring up new profits. The DUTCH

Filter fits all standard glass coffee makers — replaces old style filters. Retail 50c.



PRODUCTS OF ELECTRICAL APPLIANCE MANUFACTURERS

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

The following manufacturers of electrical appliances returned our editorial questionnaire giving the information needed for these listings

Refrigerators	Laundry Equip.	Vac. Cleaners	Elec. Ranges	Gas Ranges	Freezers	Traffic Appl.
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Manufacturers not listed may furnish data for the next issue. No advertising obligation. Additions or revisions will be made monthly.

Refrigerators	Laundry Equip.	Vac. Cleaners	Elec. Ranges	Gas Ranges	Freezers	Traffic Appl.
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- Al Precision Products Co., No. Hollywood, Calif.
- Airair Corp., 3300 W. Cortland St., Chicago.
- Anaster Corp., 4317 Ravenswood Ave., Chicago, Ill.
- Arway Electric Appliance Corp., Toledo, Ohio.
- Arfer Bros. Co. (ABC), East Peoria, Ill.
- Arma Society, Refrigeration Division, Amama, Iowa.
- American Electrical Ap. Co., 5014 Ft. Hamilton Pkwy, Brooklyn
- American Electrical Heater Co., Detroit, Mich.
- American Ironing Machine Co., Algonquin, Ill.
- American Refrigerator & Machine Co., No. Minneapolis, Minn.
- American Stove Co., 4301 Perkins Ave., Cleveland, Ohio.
- Alex Electric Mfg. Co., Cleveland, Ohio.
- Alliance Indus. of Amer., 666 Lake Shore Dr., Chicago 11, Ill.
- Alliance Mfg. Co. (Duchess), Alliance, Ohio.
- Am Mfg. & Supply Co., 3107 Pine St., St. Louis, Mo.
- Armstrong Products Co., Huntington, W. Va.
- Automatic Washer Co., Newton, Iowa.
- Blow & Seelig Mfg. Co. (Speed Queen), Ripon, Wis.
- B.M. Mfg. Co., Weedsport, New York
- Bon Corp., West Bend, Wis.
- Bon Mfg. Co., Webster City, Iowa
- Appliance & Radio, 125 E. 46th St., New York, N. Y.
- Bix Home Appliances, Inc., South Bend, Ind.
- Bur Mfg. Co., 634 E. Keefe Ave., Milwaukee, Wis.
- Bayer Electric Co., 109-01 72nd, Forest Hills, N. Y.
- Bedford Mfg. Co., Fostoria, Ohio.
- Beman Electric Co., 4140 Fullerton Ave., Chicago, Ill.
- B. I. Bishop, Champaign, Ill.
- Bkstone Corp., Jamestown, New York
- Black Forge Co., 205 Mortimer St., Buffalo, N. Y.
- Blacks Appliance Corp., South Bend, Ind.
- Blanco Products, Inc., 57 William St., New York, N. Y.
- Blomfield Mfg. Co., Grand Haven, Mich.
- Blow Products Co., 512 Hancock Ave., Bridgeport, Conn.
- Blum Industries, 39 S. LaSalle St., Chicago 3, Ill.
- Boal Rubber & Steel Corp., Findlay, Ohio.
- Bohno Dryer Co., 2210 No. Pulaski Road, Chicago, Ill.
- Bohno Electric Mfg. Co., 6333 W. 65th St., Chicago, Ill.
- Boilers & Devices Mfg. Corp., 100 Prince St., New York, N. Y.
- Boston & Lambert Mfg. Co., 1427 Tiresman, Dearborn, Mich.
- Boston Mfg. Co. (Cadillac), Chicago, Ill.
- Boyd Products Co., 55 E. Washington St., Chicago, Ill.
- Boyd Corp., 56 E. Walton Pl., Chicago 11, Ill.
- Bumby Associates, 141 W. 24th St., New York 11, N. Y.
- Complete Refrigerator Supply, 92 7th Ave., New York, N. Y.
- Con Corporation, 1824 So. 52nd Ave., Chicago, Ill.
- Conner Corp., Duluth, Mich.
- Conland Refrigeration Corp., Sidney, Ohio.
- Conley Glass Coffee Brewer, 221 N. LaSalle St., Chicago
- Conroy & Sexton Co., 700 No. Sacramento Blvd., Chicago
- Conroy Corporation, Cincinnati, Ohio.
- Conroy Freeze Division, Motor Products Corp., N. Chicago, Ill.
- Conroy Electric Works, 124 Bleecker St., New York, N. Y.
- Conroy Appliance Division, General Motors, Rochester, N. Y.
- Conroy Michigan Stove Co., 6900 E. Jefferson, Detroit
- Conroy Company, Fairfield, Iowa
- Conroy Sewing Mach. Co., Main Ave. & Elm St., Cleveland, O.
- Conroy Electric Mfg. Co., Mansfield, Ohio
- Conroy Dormeyer Mfg. Co., 4316 N. Kilpatrick Ave., Chicago
- Conroy Air Fan Co., So. Elgin, Ill.
- Conroy Washing Machine Co., Syracuse, N. Y.
- Conroy Products Co., 9th Ave., Nashville, Tenn.
- Conroy G. E. Appliance Co. (Hotpoint), Chicago, Ill.
- Conroy Electric Company, Norwalk, Conn.
- Conroy Electric Steam Prods. Corp., Detroit, Mich.
- Conroy-King Mfg. Co., 503 N. LaSalle St., Chicago, Ill.
- Conroy-Tomaster, Inc., 1803 E. Atwater St., Detroit, Mich.
- Conroy-Tromode Corp., Div. Am. Foundry Eq. Co., Mishawaka, Ind.
- Conroy Electric Mfg. Co., 1824 Washington Ave., St. Louis, Mo.
- Conroy Appliance Co., 480 Lexington Ave., New York
- Conroy Ironer, Inc., 817 Main, Cincinnati, Ohio
- Conroy Cabinet Co., Esco Bldg., W. Chester, Pa.
- Conroy Stove Co., Hamilton, Ohio
- Conroy Vacuum Cleaner Corp., 6060 Hamilton Ave., Detroit
- Conroy Die & Stamping Co., Grand Rapids, Mich.
- Conroy Electric Co., 11 S. LaSalle St., Chicago, Ill.
- Conroy V. Farber, Inc., 141 S. 5th St., Brooklyn, N. Y.
- Conroy Appliance Co., Inc., 1875 Broadway, New York, N. Y.
- Conroy Mfg. Co., 3669 S. Michigan Ave., Chicago
- Conroy Electric Stove Co., Gardner, Mass.
- Conroy Refrigerator Co., Eadon & Kennedy Sts., Philadelphia, Pa.
- Conroy-Klein-McAllister Corp., 135 S. LaSalle St., Chicago, Ill.
- Conroy Sewing Machine Co., Rockford, Ill.
- Conroy Mahand Aire Co., 210 N. Clinton St., Chicago, Ill.
- Conroy E. Friedrich, Inc., San Antonio, Texas.
- Conroy Eclair Div., General Motors Corp., Dayton, Ohio
- Conroy Motor Div., General Tire & Rubber Co., 3325 Mich. Ave., Chicago
- Conroy F. A. Geier Co. (Royal), 540 E. 105th St., Cleveland, Ohio
- Conroy General Aircraft Equipment, Inc., So. Norwalk, Conn.
- Conroy General Die & Stamping Co., 262 Mott St., New York, N. Y.
- Conroy General Electric Co., Appl. & Merch. Dept., Bridgeport, Conn.
- Conroy General Mills, Inc., Chamber of Com. Bldg., Minneapolis, Minn.
- Conroy Gas Power Washer Co., 1025 Walnut St., Morton, Ill.
- Conroy Graltar Mfg. Co., 403 Communipaw Ave., Jersey City, N. J.
- Conroy Mason Refrigerator Co., Greenville, Mich.
- Conroy G. C. Gilbert Co., 319 Peck St., New Haven, Conn.
- Conroy William L. Gilbert Clock Co., Winsted, Conn.
- Conroy Gillan Bros., Inc., 1815 Venice Blvd., Los Angeles
- Conroy Gnom Electric Mfg. Co., 216 No. Clinton St., Chicago, Ill.
- Conroy Grawood Range Co., Taunton, Mass.
- Conroy Gibe-American Corp., 101 E. Broadway, Kokomo, Ind.
- Conroy G.E. Electric Corp., 200 William St., New York, N. Y.
- Conroy Grand Home Appliance Co., 2323 E. 67th St., Cleveland, Ohio
- Conroy G. & Dudley Co., 222 3rd Ave., Nashville, Tenn.
- Conroy Hamilton Beach Co., Div. of Seovill Mfg. Co., Racine, Wis.
- Conroy Hamilton Mfg. Co., Two Rivers, Wis.
- Conroy Hammond Instrument Co., 2915 N. Western Ave., Chicago, Ill.
- Conroy Hedwick Stove Co., Cleveland, Tenn.
- Conroy Health-Mor, Inc., 203 N. Wabash Ave., Chicago
- Conroy Hinz & Munschauer, 20 Superior St., Buffalo, N. Y.
- Conroy H. Shaw Co. (Vaculator), 311 No. Desplaines St., Chicago
- Conroy Hbart Mfg. Co. (Kitchen Aid), Troy, Ohio
- Conroy Hland Rieger Corp., Sandusky, Ohio
- Conroy Hoover Co., North Canton, Ohio
- Conroy Horton Mfg. Co., 131 Osage St., Ft. Wayne, Ind.
- Conroy Inter Fan & Ventilating Co., 92 Warren St., New York
- Conroy J. E. Miley Mach. Div. (Thor), Elec. Household Util. Corp., Chicago
- Conroy Koro-Aire Co., 626 N. Robertson Blvd., Los Angeles, Calif.
- Conroy K.E. Electric Ventilating Co., 2874 N. Crawford Ave., Chicago
- Conroy K. Graham Co., Bristol, Conn.
- Conroy International Appl. Corp., 1027 Metropolitan Ave., Brooklyn
- Conroy International Detroit Corp., 1501 Beard St., Detroit, Mich.
- Conroy International Harvester Co., 180 N. Michigan Ave., Chicago
- Conroy Interstate Electric Supply Co., 4754 N. Clark St., Chicago, Ill.
- Conroy Ironite Ironer Co., 38 Piquette St., Detroit, Mich.

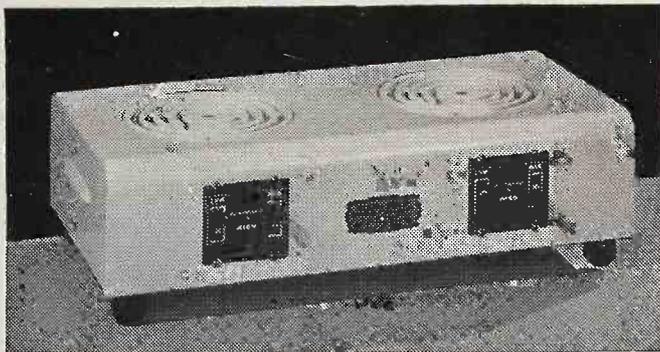
- F. L. Jacobs Co. (Lauderall) 1043 Spruce St., Detroit
- Jewett Refrigerator Co., 10 Letchworth St., Buffalo, N. Y.
- Jordan Refrigerator Co., 235 N. Broad St., Philadelphia, Pa.
- Kalamazoo Stove & Furnace Co., Kalamazoo, Mich.
- Kelvinator Leonard Div., Nash Kelvinator Corp., Detroit, Mich.
- Kisco Co., Inc., St. Louis, Mo.
- Knapp Monarch Co., 3501 Bent Ave., St. Louis, Mo.
- Koral Elec. Mfg. Co., 43-22 Van Dam St., L. I. City, N. Y.
- Landers, Frary & Clark, 47 Center St., New Britain, Conn.
- Leach Relay Co., 5915 Avalon Blvd., Los Angeles, Calif.
- A. C. Lindenmann & Hoverson Co., Milwaukee, Wis.
- Lovell Mfg. Co., Erie, Pa.
- Lowell Mfg. Co., 589 E. Illinois Ave., Chicago, Ill.
- Lydon-Bricher Mfg. Co., St. Paul, Minn.
- Magic-Aire, Inc., 1730 Ivanhoe Rd., Cleveland, Ohio
- Majestic Electric Appliance Co., Inc., Galton, Ohio
- Malleable Iron Range Co. (Monarch), Beaver Dam, Wis.
- Manning Bowman & Co., Meriden, Conn.
- Marlin Mfg. Co., 37 E. 21st St., New York, N. Y.
- Martin-Parry Corp., York, Pa.
- Mat Matic Home Ap. Corp., Div. Matam Corp., 45-18 Ct. Sq., LIC
- Maytag Co., Newton, Iowa
- Menasco Mfg. Co., Burbank, Calif.
- Merit-Made, Inc., 94 Elm St., Buffalo, N. Y.
- Herman Mill Clock Co., Zeeland, Mich.
- Mirac Electric Co., 36 So. State St., Chicago, Ill.
- Modern Maid Co., Inc., 122 S. Michigan Ave., Chicago 3, Ill.
- Moeb-Bridges Corp., 1415 Illinois Ave., Sheboygan, Wis.
- Montag Stove Works, 2011 N. Columbus Blvd., Portland, Ore.
- Morrow Co., 400 W. Madison St., Chicago, Ill.
- Morton Appliance Co., 666 Lake Shore Drive, Chicago, Ill.
- National Die Casting Co., Touhy & Lawndale Ave., Chicago, Ill.
- National Motor Co., 5500 Chene St., Detroit, Mich.
- National Stamping & Elec. Wks. (White Cross), W. Lake, Chicago
- Naxon Util. Corp., 2101 W. Walnut St., Chicago, Ill.
- New Haven Clock Co., 133 Hamilton St., New Haven, Conn.
- Nineteen Hundred Corp., St. Joseph, Mich.
- Noblitt Sparks Industries (Arvin), Columbus, Ind.
- Norge Div., Borg-Warner Corp., E. Woodbridge, Detroit, Mich.
- Northeastern Radio Co., 799 Broadway, New York, N. Y.
- Nu-Tone Co., 821 E. 3rd St., Cincinnati, Ohio
- One Minute Washer Co., Kellogg, Iowa
- Panelectric Products Div., Gen. Aire. Eq., South Norwalk, Conn.
- Philco Corp., Tioga & C Sts., Philadelphia, Pa.
- Portable Elevator Mfg. Co., Refrig. Div., Bloomington, Ill.
- Portable Products Corp., 420 Blvd. Allies, Pittsburgh, Pa.
- Premier Vacuum Cleaner Div., General Electric Co., Cleveland, O.
- Pressed Steel Car Co., 122 S. Michigan Ave., Chicago, Ill.
- Prevore Elec. Mfg. Co., 122 18th St., Brooklyn, N. Y.
- Proctor Elec. Co., Div. Proctor & Schwartz, Inc., Philadelphia
- Quillen Bros. Refrig. Co., 1639 Lafayette Rd., Indianapolis, Ind.
- Redi-Electric Co., 141 W. 24th St., New York, N. Y.
- Refrigeration Corp. of America, 225 W. 57th St., New York, N. Y.
- Regina Corp., Rahway, N. J.
- Reverse Clock Co., McMillan at Dover, Cincinnati, Ohio
- Retair, Inc., Fisher Bldg., Detroit, Mich.
- A. E. Rittenhouse Co., Inc., Honeoye Falls, N. Y.
- Rival Mfg. Co., Westport and Broadway, Kansas City, Mo.
- Robbins & Burke, Inc., 29 Lansdowne St., Cambridge, Mass.
- Robbins & Myers, Inc., Springfield, Ohio
- Roberts & Mander Stove Co., Hatboro, Pa.
- Robeson-Rochester Corp., 176 Anderson Ave., Rochester, N. Y.
- Geo. D. Roper Corp., Blackhawk Blvd., Rockford, Ill.
- Rotor-Beam Corp. of America, Inc., 1008 Dakin St., Chicago, Ill.
- Round Oak, Dowagiac, Mich.
- Rutson Electric Co., Marion, Ind.
- Samsom United Corp., 1700 University Ave., Rochester, N. Y.
- Sanitary Refrigerator Co., Fond du Lac, Wis.
- Savage Arms Co., Turner St., Utica, N. Y.
- Schaefer, Inc., 801 Washington Ave., Minneapolis, Minn.
- Schelm Bros., East Peoria, Ill.
- Scott & Fetzer, 11401 Locust Ave., Cleveland, Ohio
- Seeger Refrigerator Co., Arcade & Wells Sts., St. Paul, Minn.
- Seeger Sunbeam Elec. Mfg. Co. (Goldspot), Evansville, Ind.
- Servel, Inc., Evansville, Ind.
- Sessions Clock Co., Forestville, Conn.
- Seth Thomas Clock Co., Div. Gen. Time Inst. Corp., Thomaston, Ct.
- Sheridan Electronics Corp., 2850 S. Michigan Ave., Chicago, Ill.
- Signal Electric Mfg. Co., Menominee, Mich.
- Silex Co., 80 Pliny St., Hartford, Conn.
- F. A. Smith Mfg. Co., 801 Davis St., Rochester, N. Y.
- Son-Chief Electric, Inc., Winsted, Conn.
- Sparks-Withington Co., Jackson, Mich.
- Sperti, Inc., Beech & Kenilworth Sts., Cincinnati, Ohio
- Standard Gas Equip. Corp., Bayard & Hamburg, Baltimore, Md.
- Stem Electric Co., Grand & Potomac, St. Louis, Mo.
- Stern Brown, Inc., Long Island City, N. Y.
- Stiglitz Furnace & Foundry Co., Portland Ave., Louisville, Ky.
- B. F. Sturtevant Co., Hyde Park, Boston, Mass.
- Sunbeam Corp., 5600 Roosevelt Blvd., Chicago, Ill.
- Sun Kraft, Inc., 213 W. Superior, Chicago, Ill.
- Superior Electric Prod. Corp., Cape Girardeau, Mo.
- Swartzbaugh Mfg. Co. (Everhot), 1336 W. Baneroff St., Toledo
- Tappan Stove Co., Inc., Mansfield, Ohio
- Thermo Electric Mfg. Co., S. Riverside Dr., Los Angeles, Calif.
- Thermo-Broiler Co., 23 Flatbush Ave., Brooklyn, N. Y.
- Timm Ind., Inc., 5225 W. San Fernando Rd., Los Angeles 26, Cal.
- Toastmaster Prod. Div., McGraw-Electric Co., Elgin, Ill.
- Toastswell Co., 620 Tower Grove Ave., St. Louis, Mo.
- Trilmont Prod. Co., 24th at Walnut, Philadelphia, Pa.
- Tutt Co., 4107 Willys Pkwy., Toledo 12, Ohio
- Tyler Fixture Co., Niles, Mich.
- United States Time Corp., 630 5th Ave., New York, N. Y.
- Victor Electric Prod., Inc., 2950 Robertson Ave., Cincinnati
- Victor Products Corp., Hagerstown, Md.
- Vidrio Prod. Corp., 134 W. 54th St., Chicago, Ill.
- Voss Bros. Mfg. Co., Davenport, Iowa
- Waage Mfg. Co., 632 N. Albany Ave., Chicago, Ill.
- Ward Refrigerator & Mfg. Co., 6601 So. Alameda, Los Angeles
- Waring Products Corp., 331 Madison Ave., New York, N. Y.
- Warren Telechron Co., Ashland, Mass.
- Waverly Tool Co. (Steam-O-Matic), Grove St., Irvington, N. J.
- Weber Showcase & Fixture Co., Avalon Blvd., Los Angeles, Calif.
- Webbilt Stove Co., Maspeth, L. I., N. Y.
- Westlox Div., General Time Instrument Co., LaSalle, Ill.
- Western Stove Co., Culver City, Calif.
- Westinghouse Electric Corp., Appliance Div., Mansfield, Ohio
- Whisk-Brush Vacuum Mach. Co., 571 8th Ave., New York, N. Y.
- Wilson Cabinet Co., Smyrna, Del.
- Winslow Mfg. Co., 114 Manhattan St., Stamford, Conn.
- Winpower Mfg. Co., Newton, Iowa
- Winsted Hardware Mfg. Co., Winsted, Conn.
- Wittie Sales & Mfg. Co., 1414 S. Wabash Ave., Chicago, Ill.
- Zenith Electric Appliance Co., 129 Crosby St., New York, N. Y.
- Zenith Machine Co., Duluth, Mich.

CHRISTMAS SPECIALS — IMMEDIATE DELIVERY

Order Now For These Top Quality Fast Selling Items

\$16¹⁰ List 5%
More in
Zone 2

\$9⁹⁵ Each
Standard
Carton
8 Stoves



MASTER DE LUXE TWO-BURNER STOVETTE

Beautiful High Gloss White Baked Enamel
Finish—Complete Range—Six Cooking Heats

ONE BURNER ELECTRIC RANGETTE—\$4.15 List—Standard Package 12—
Each \$2.85.

ALL ALUMINUM TURNOVER TYPE TOASTER Complete With 6' Cord—
Highly Polished Finish—List \$5.88—Each \$3.85.

ALL ALUMINUM PORTABLE ELECTRIC HEATER—1320 Watts—5' Cord
Attached—Shipping Weight 6 Lbs.—45% More Heat Conductive Than Heaters
of Comparable Size—\$9.95 List—Lots of 6 or More—\$6.50.

THE BREAKFASTER—Cooks-fries-toasts-At the Same Time. \$12.95 List—
Each \$8.65.

Terms: All prices include manufacturers Federal Excise Tax and FOB Chicago, Illinois. When check or
money order accompanies purchase order deduct 2%. Shipments will be made per your instructions.

MASTER DE LUXE Division of the

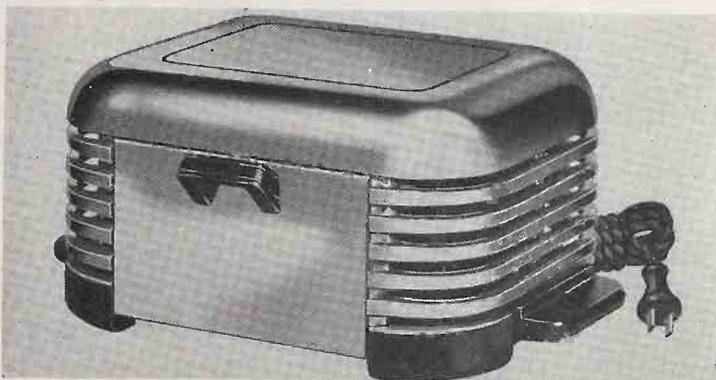
VACUUM CLEANER SUPPLY CO., INC.

In Business Over 30 Years at the Same Location

5081 N. BROADWAY

CHICAGO 40, ILL.

Write for price schedule on new and rebuilt vacuum cleaners.



"CALKINS BREAKFASTER" OVEN STYLE TOASTING

Underwriters Laboratories Approved

For toasting bread, muffins, rolls, toasted cheese sandwiches, etc.
Top grill plate for frying meat, eggs, bacon, etc.

\$12⁹⁵ O.P.A. Retail Price
List 5% more Zone 2

Dealer's Cost.
In lots of sixEa. **\$8.95**
In lots of twelve..Ea. **8.50**

TWO-BURNER ELECTRIC STOVE—O.P.A. Approved. Retail \$15.40
High, Medium and Low on Both Burners. White Enamel. Stand-
ard packages of 8 stoves.—Each.....\$9.95

ELECTRIC ROOM HEATER—O.P.A. Approved. Retail \$9.95.
A beautiful standard size cabinet model. 1320 Watts. Standard
packages of 10. Underwriters' Approved.—Each.....\$6.50

HAINES ELECTRIC IRON—O.P.A. Approved. Retail \$5.40.
All Chrome Finish. Streamlined Non-Automatic Iron. Four pounds.
550 Watt. Standard packages of 12 Irons.—Each.....\$3.80

IMMEDIATE DELIVERY on each of the above listed items

Terms: Check with order or C.O.D. Net Railway Express F.O.B. Chicago

HAINES MANUFACTURING CORPORATION

4754-56 N. CLARK STREET • CHICAGO 40, ILLINOIS
NATIONAL DISTRIBUTORS

Customer Contact

(Continued from page 103)

ways than mere size. In adding to his sales organization, he had diversified the people to whom his business appealed. And he, himself was a far different person from the factory youth of many years ago.

To diversify his trade, Jack bought a two-story building in a popular shopping center on the west side of Detroit. This is now the main store of his organization. In his advertising, Tondryk bills it as the "West Side's Largest Outlet of Quality Electrical Appliances".

Jack Tondryk's business is still growing. He has just opened a new branch store in Hamtramck, a suburb of Detroit, which vies with the headquarters store in size and appearance.

But the stranger, coming into these beautiful, modern stores, is apt to miss the secret of their growth. He must stay around awhile, and feel the atmosphere of real congeniality that prevails.

Lighting Fixtures

(Continued from page 110)

will inquire about such work and even if he doesn't, the salesman can suggest a visit to the home for the purpose of "looking over" all of the circuits and outlets.

Fixtures are high-profit items which require very little service. If the dealer buys well-made products he'll find that the new finishes will stand up for many years. If he makes sure that the types he selects will sell readily in his community, he will prevent the possibility of having them "go out of style" rapidly.

Buying lighting fixtures is a job requiring specialized knowledge on the part of the merchant. He must know the people in his territory, what the inside of their homes look like; their buying habits, income brackets and so forth. He must buy for them exclusively. He cannot expect them to accept types totally foreign to their tastes. Unless the dealer has a pretty good idea of what will appeal to his customers—the people he meets and deals with, he may stock a lot of numbers which he will never move out of his store.

Careful study of catalogues illustrating fixtures, floor and table lamps and visits to manufacturer showrooms will be helpful to the dealer who plans to stock these items.

SERVICE & SOUND

Section of **RADIO & Television RETAILING**

Auto Radio Service at New High

Tune-Up, Tube-Up, Check-Up Campaign Reveals Current Breakdown Causes

• With plenty of gas and a new set of tires, folks are responding once more to the lure of the open road. And with long drives ahead, what is more timely than to have the auto radio overhauled to original condition?

New sets, still scarce, are found mainly in new cars . . . with breakdowns covered by the new set guarantees. But more about that in a coming issue of RADIO & Television RETAILING. Those older sets, however, which collected dust during the war, are ripe for a heavy tune-up, tube-up, check-up campaign. And at last, the replacement parts are available.

Look for Those Bugs

OZ4 rectifier tubes lead off, in volume, among parts that require replacement. Check every set to see that the OZ4 remains conductive with the car battery down to five volts.

Vibrators, often incorporating poor metal during the war shortage years, will require replacement, too. Many vibrators will be found burnt up because of blown buffer capacitors. In replacing buffers, be certain to use the correct value for the particular model radio as

determined either by circuit diagram or reference charts, such as published in troubleshooting handbooks or in parts manufacturers' lists. Incorrect value will drastically shorten the life of other components in the set.

Volume and tone controls, switches, tuning dials and drive cables are another vital category. Flexible drive shafts can be handled much more easily than heretofore, by the use of special tools recently advertised for cutting, swaging and joining these units. Replacement gears and dial plates are being stamped out today, although it seems likely that special potentiometer shafts will have to be replaced by standard units.

When the standard stock shaft will not fit, cut a short length of brass bushing having a hole slightly small for the shaft, and force it into position over the ends of the two shafts. This will eliminate the need for weary filing and tricky hacksaw cutting.

Many auto sets were out of service for years, while owners served in the armed forces, conserved gas and tires, or left the radio inoperative. When reconnecting such sets, a great deal of trouble has arisen from dried electrolytics

shorting out. This may in turn cause failure of other elements.

By-pass capacitors are susceptible to damage from heat and vibration in auto radios, and should be carefully checked for intermittents and opens whenever the set is fixed.

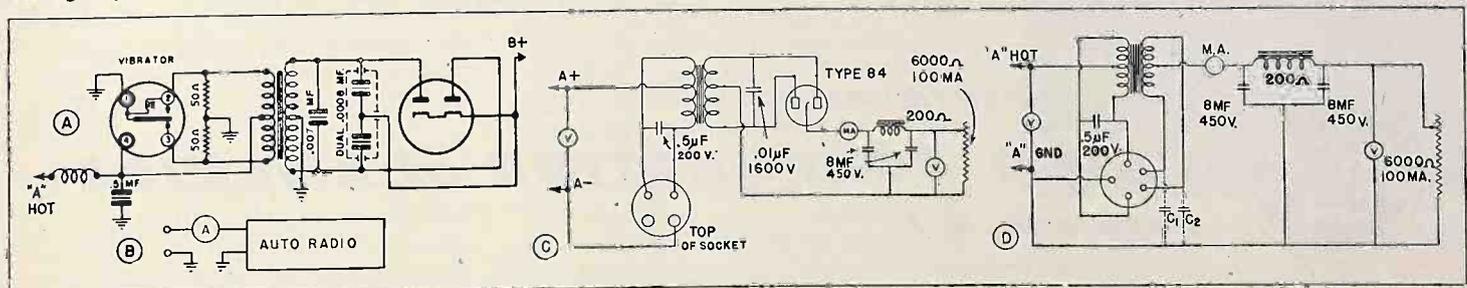
More Common Troubles

Vibration also causes a great deal of tube trouble, especially in the case of multi-element types such as used in mixer and 2nd detector circuits.

In realigning IF stages in vehicular sets, remember to check the IF frequency. Far more often than in home receivers, auto sets use low frequency IF stages, not 456 kc. Note also the proper method for adjusting the IF trap located in the antenna stage of some sets.

Many older sets develop hash noise in time. After tightening all chassis nuts and screws, replace all by-pass capacitors in the vibrator and transformer circuits which may be suspected of opens or leaks. Ignition static is best combatted by a good telescoping antenna, having a shielded lead-in well grounded at either end, and the addition of suppressors at the spark plugs and distributor.

A—50 \sim resistors eliminate "pop hash", while dual .0008 mf capacitors suppress cold-cathode rectifier hash, and .007 mf is the buffer. B—In first testing set, connect 0-20 ammeter in series with "hot" A lead, and check current against rated value. C, D—Test circuits for 4- and 5-prong vibrators.



Young Ideas

(Continued from page 100)

heaters. They are no small item with us—I'd hate to have to operate without them."

The store advertises both its pull-in hardware items and its specialty line of radios and major appliances. This is mostly newspaper advertising, but spot announcements have also been made from time to time over Station WSTP in Salisbury.

Young's psychology in displaying hardware items is an interesting one. He puts products people don't

ordinarily ask for on a number of tables toward the front of the store. On open shelves along one wall he stocks hardware products he knows people will ask for.

"Putting those demand items down on the tables would not bring about many cash sales," he said. "We also have higher-value items on the shelves, and this tends to prevent pilferage."

Part of Young's technique consists of running mammoth sales, both on hardware products and on major appliances or radios. When a special sale is run on some small

product, he places it on reserve open display tables on the main floor.

To handle stock, there is a warehouse in back of the store twice as big as one floor of the store itself, that can easily hold two carloads of refrigerators or ranges. There is also a second story on the store building. Young intends to use it as a sales room for used products as soon as trade-ins become a problem.

Young does more than merely supervise layout and promotion. He takes an active part in every phase of the business.

"To keep our overhead low, I do part of the selling, all of the buying and part of the bookkeeping. We finance our own paper, making the terms competitive with the finance companies."

Time Sales Ticket

To make instalment sales easier, Young developed a ticket that he uses for every sale made on a time basis. "This ticket saves people the bother of reading the details of instalment sales contracts," said Young.

"On this ticket we write the amount of the down payment, amount of the total balance, number of payments and size of each payment. We also specify when the first payment is due and whether the payments are to be made on a weekly or monthly basis. We make out this ticket in duplicate, show it to the customer, staple each copy to a copy of the conditional sales contract, and have him sign the contract. When he reads our ticket he knows the terms at once without looking at the contract itself.

Shows Exact Terms

"Our clerk immediately types in the terms on the copies of the contract and returns the customer's copy to him. He cannot claim that the terms of the contract were buried in small type on the contract."

By developing his own ideas for display, advertising and bookkeeping, D. C. Young has built one of the best small-city operations in the Carolinas. He feels the keystone of his success has been carrying those types of hardware and major products that reflect consumer demand in his trading area and at the same time yield a real profit.

Vaculator

and ONLY Vaculator is equipped with the

DUTCH

Clothless
COFFEE FILTER

Women love this sparkling china filter that locks in place and can't fall out; that's virtually unbreakable, and makes better, clearer coffee. The DUTCH Clothless Filter is just one of many VACULATOR innovations that spell P-R-O-F-I-T-S for you: gorgeous styling; PYREX brand glass; MAGIC-SEAL bushing. You find them all ONLY in VACULATOR, the coffee maker that hits a high spot in traffic appliance sales and profits.

VACULATOR • CHICAGO 6

FREE! Beautiful DUTCH Filter Counter Display-Dispenser. Set it up near the cash register and watch the DUTCH Filter ring up new profits. The DUTCH Filter fits all standard glass coffee makers — replaces old style filters. Retail 50c.



PRODUCTS OF ELECTRICAL APPLIANCE MANUFACTURERS

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

The following manufacturers of electrical appliances returned our editorial questionnaire giving the information needed for these listings

Refrigerators
Laundry Equip.
Vac. Cleaners
Elec. Ranges
Gas Ranges
Freezers
Traffic Appl.

Manufacturers not listed may furnish data for the next issue. No advertising obligation. Additions or revisions will be made monthly.

Refrigerators
Laundry Equip.
Vac. Cleaners
Elec. Ranges
Gas Ranges
Freezers
Traffic Appl.

- Precision Products Co., No. Hollywood, Calif.
- Refrigerator Corp., 3300 W. Cortland St., Chicago
- Master Corp., 4317 Ravenswood Ave., Chicago, Ill.
- Way Electric Appliance Corp., Toledo, Ohio
- Archer Bros. Co. (ABC), East Peoria, Ill.
- Amna Society, Refrigeration Division, Amana, Iowa
- American Electrical Ap. Co., 5014 Ft. Hamilton Pkwy, Brooklyn
- American Electrical Heater Co., Detroit, Mich.
- American Ironing Machine Co., Algonquin, Ill.
- American Refrigerator & Machine Co., No. Minneapolis, Minn.
- American Stove Co., 4301 Perkins Ave., Cleveland, Ohio
- Electric Mfg. Co., Cleveland, Ohio
- Appliance Indus. of Amer., 666 Lake Shore Dr., Chicago 11, Ill.
- Appliance Mfg. Co. (Duchess), Alliance, Ohio
- Mfg. & Supply Co., 3107 Pine St., St. Louis, Mo.
- Strong Products Co., Huntington, W. Va.
- Automatic Washer Co., Newton, Iowa
- How & Seelig Mfg. Co. (Speed Queen), Ripon, Wis.
- Mfg. Co., Weedsport, New York
- on Corp., West Bend, Wis.
- Mfg. Co., Webster City, Iowa
- Appliance & Radio, 125 E. 46th St., New York, N. Y.
- Hiz Home Appliances, Inc., South Bend, Ind.
- Hur Mfg. Co., 634 E. Keefe Ave., Milwaukee, Wis.
- Electric Co., 109-01 72nd, Forest Hills, N. Y.
- ated Mfg. Co., Fostoria, Ohio
- man Electric Co., 4140 Fullerton Ave., Chicago, Ill.
- t. Bishop, Champaign, Ill.
- katone Corp., Jamestown, New York
- alo Forge Co., 205 Mortimer St., Buffalo, N. Y.
- ains Appliance Corp., South Bend, Ind.
- co Products, Inc., 57 William St., New York, N. Y.
- field Mfg. Co., Grand Haven, Mich.
- alco Products Co., 512 Hancock Ave., Bridgeport, Conn.
- alco Industries, 39 S. LaSalle St., Chicago 3, Ill.
- ral Rubber & Steel Corp., Findlay, Ohio
- ago Dryer Co., 2210 No. Pulaski Road, Chicago, Ill.
- ago Electric Mfg. Co., 6333 W. 65th St., Chicago, Ill.
- ulators & Devices Mfg. Corp., 100 Prince St., New York, N. Y.
- ton & Lambert Mfg. Co., 1427 Tireman, Dearborn, Mich.
- ments Mfg. Co. (Cadillac), Chicago, Ill.
- nk Products Co., 55 E. Washington St., Chicago, Ill.
- aire Corp., 56 E. Walton Pl., Chicago 11, Ill.
- mbia Associates, 141 W. 24th St., New York 11, N. Y.
- omplete Refrigerator Supply, 92 7th Ave., New York, N. Y.
- on Corporation, 1824 So. 52nd Ave., Chicago, Ill.
- erator Co., Duluth, Mich.
- eland Refrigeration Corp., Sidney, Ohio
- lass Coffee Brewer, 221 N. LaSalle St., Chicago
- ben & Sexton Co., 700 No. Sacramento Blvd., Chicago
- ley Corporation, Cincinnati, Ohio
- reeze Division, Motor Products Corp., N. Chicago, Ill.
- ar Electric Works, 124 Bleecker St., New York, N. Y.
- o Appliance Division, General Motors, Rochester, N. Y.
- oit Michigan Stove Co., 6900 E. Jefferson, Detroit
- er Company, Fairfield, Iowa
- estic Sewing Mach. Co., Main Ave. & Elm St., Cleveland, O.
- union Electric Mfg. Co., Mansfield, Ohio
- ormeyer Mfg. Co., 4316 N. Kilpatrick Ave., Chicago
- Air Fan Co., So. Elgin, Ill.
- Washing Machine Co., Syracuse, N. Y.
- omaster Products Co., 9th Ave., Nashville, Tenn.
- on G. E. Appliance Co. (Hotpoint), Chicago, Ill.
- ards Company, Norwalk, Conn.
- tric Steam Prods. Corp., Detroit, Mich.
- tro-King Mfg. Co., 503 N. LaSalle St., Chicago, Ill.
- romaster, Inc., 1803 E. Atwater St., Detroit, Mich.
- romode Corp., Div. Am. Foundry Eq. Co., Mishawaka, Ind.
- erson Electric Mfg. Co., 1924 Washington Ave., St. Louis, Mo.
- erson Appliance Co., 480 Lexington Ave., New York
- ire Ironer, Inc., 317 Main, Cincinnati, Ohio
- abinet Co., Esco Bldg., W. Chester, Pa.
- te Stove Co., Hamilton, Ohio
- oka Vacuum Cleaner Corp., 6060 Hamilton Ave., Detroit
- rt Die & Stamping Co., Grand Rapids, Mich.
- aday Electric Co., 11 S. LaSalle St., Chicago, Ill.
- y. Farber, Inc., 141 S. 5th St., Brooklyn, N. Y.
- son Appliance Co., Inc., 1875 Broadway, New York, N. Y.
- ers Mfg. Co., 3669 S. Michigan Ave., Chicago
- ence Stove Co., Gardner, Mass.
- el Refrigerator Co., Eadon & Kennedy Sts., Philadelphia, Pa.
- aklin-McAllister Corp., 135 S. LaSalle St., Chicago, Ill.
- nd Sewing Machine Co., Rockford, Ill.
- nd Aire Co., 210 N. Clinton St., Chicago, Ill.
- riedrich, Inc., San Antonio, Texas
- ddaire Div., General Motors Corp., Dayton, Ohio
- ter Div., General Tire & Rubber Co., 332 S. Mich. Ave., Chicago
- A. Ceier Co. (Royal), 540 E. 105th St., Cleveland, Ohio
- eral Aircraft Equipment, Inc., So. Norwalk, Conn.
- eral Die & Stamping Co., 262 Mott St., New York, N. Y.
- eral Electric Co., Appl. & Merch. Dept., Bridgeport, Conn.
- eral Mills, Inc., Chamber of Com. Bldg., Minneapolis, Minn.
- Power Washer Co., 1025 Walnut St., Morton, Ill.
- raltar Mfg. Co., 403 Communipaw Ave., Jersey City, N. J.
- gon Refrigerator Co., Greenville, Mich.
- C. Gilbert Co., 319 Peck St., New Haven, Conn.
- iam L. Gilbert Clock Co., Winsted, Conn.
- llan Bros., Inc., 1815 Venice Blvd., Los Angeles
- on Electric Mfg. Co., 216 No. Clinton St., Chicago, Ill.
- awood Range Co., Taunton, Mass.
- be-American Corp., 101 E. Broadway, Kokomo, Ind.
- Electric Corp., 200 William St., New York, N. Y.
- and Home Appliance Co., 2323 E. 67th St., Cleveland, Ohio
- Gy & Dudley Co., 222 3rd Ave., Nashville, Tenn.
- hilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.
- hilton Mfg. Co., Two Rivers, Wis.
- amond Instrument Co., 2915 N. Western Ave., Chicago, Ill.
- edwick Stove Co., Cleveland, Tenn.
- ith-Mor, Inc., 203 N. Wabash Ave., Chicago
- nz & Munschauer, 20 Superior St., Buffalo, N. Y.
- Shaw Co. (Vaculator), 311 No. Desplaines St., Chicago
- hart Mfg. Co. (Kitchen Aid), Troy, Ohio
- and Rieser Corp., Sandusky, Ohio
- ver Co., North Canton, Ohio
- ton Mfg. Co., 131 Osage St., Ft. Wayne, Ind.
- ater Fan & Ventilating Co., 92 Warren St., New York
- ley Mach. Div. (Thor), Elec. Household Util. Corp., Chicago
- ro-Aire Co., 626 N. Robertson Blvd., Los Angeles, Calif.
- Electric Ventilating Co., 2874 N. Crawford Ave., Chicago
- ngraham Co., Bristol, Conn.
- ernational Appl. Corp., 1027 Metropolitan Ave., Brooklyn
- ernational Detrola Corp., 1501 Beard St., Detroit, Mich.
- ernational Harvester Co., 180 N. Michigan Ave., Chicago
- estate Electric Supply Co., 4754 N. Clark St., Chicago, Ill.
- arite Ironer Co., 38 Piquette St., Detroit, Mich.

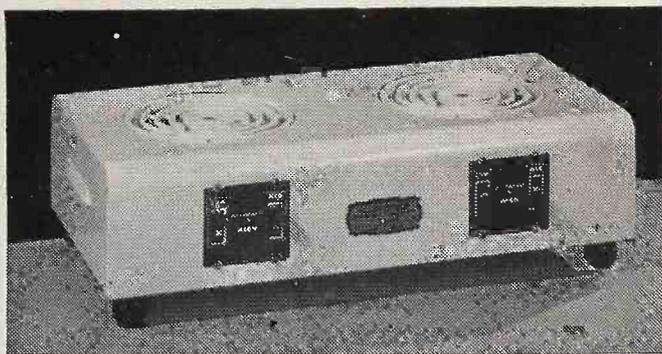
- F. L. Jacobs Co. (Lauderall) 1043 Spruce St., Detroit
- Jewett Refrigerator Co., 10 Letchworth St., Buffalo, N. Y.
- Jordan Refrigerator Co., 235 N. Broad St., Philadelphia, Pa.
- Kalamazoo Stove & Furnace Co., Kalamazoo, Mich.
- Kelvinator Leonard Div., Nash Kelvinator Corp., Detroit, Mich.
- Kisco Co., Inc., St. Louis, Mo.
- Knapp Monarch Co., 3501 Bent Ave., St. Louis, Mo.
- Koral Elec. Mfg. Co., 43-22 Van Dam St., L. I. City, N. Y.
- Landers, Frary & Clark, 47 Center St., New Britain, Conn.
- Leach Relay Co., 5915 Avalon Blvd., Los Angeles, Calif.
- A. C. Lindemann & Hoverson Co., Milwaukee, Wis.
- Lovell Mfg. Co., Erie, Pa.
- Lowell Mfg. Co., 539 E. Illinois Ave., Chicago, Ill.
- Lydon-Bricher Mfg. Co., St. Paul, Minn.
- Magic-Aire, Inc., 1730 Ivanhoe Rd., Cleveland, Ohio
- Majestic Electric Appliance Co., Inc., Galion, Ohio
- Malleable Iron Range Co. (Monarch), Beaver Dam, Wis.
- Manning Bowman & Co., Meriden, Conn.
- Marlin Mfg. Co., 37 E. 21st St., New York, N. Y.
- Martin-Parry Corp., York, Pa.
- Mat Matic Home Ap. Corp., Div. Matam Corp., 45-18 Ct. Sq., LIC
- Maytag Co., Newton, Iowa
- Menasco Mfg. Co., Burbank, Calif.
- Merit-Mad Inc., 94 Elm St., Buffalo, N. Y.
- Herman Miller Clock Co., Zeeland, Mich.
- Mirage Electric Co., 36 So. State St., Chicago, Ill.
- Modern Maid Co., Inc., 122 S. Michigan Ave., Chicago 3, Ill.
- Mos-Bridges Corp., 1415 Illinois Ave., Sheboygan, Wis.
- Montag Stove Works, 2011 N. Columbus Blvd., Portland, Ore.
- Morrow Co., 400 W. Madison St., Chicago, Ill.
- Morton Appliance Co., 666 Lake Shore Drive, Chicago, Ill.
- National Die Casting Co., Touhy & Lawndale Ave., Chicago, Ill.
- National Motor Co., 5500 Chene St., Detroit, Mich.
- National Stamping & Elec. Wks. (White Cross), W. Lake, Chicago
- Naxon Util. Corp., 2101 W. Walnut St., Chicago, Ill.
- New Haven Clock Co., 133 Hamilton St., New Haven, Conn.
- Nineteen Hundred Corp., St. Joseph, Mich.
- Noblitt Sparks Industries (Arvin), Columbus, Ind.
- Norge Div., Borg-Warner Corp., E. Woodbridge, Detroit, Mich.
- Northeastern Radio Co., 799 Broadway, New York, N. Y.
- Nu-Tone Co., 821 E. 3rd St., Cincinnati, Ohio
- One Minute Washer Co., Kelllogg, Iowa
- Panelectric Products Div., Gen. Aire. Eq., South Norwalk, Conn.
- Phileo Corp., Tioga & C Sts., Philadelphia, Pa.
- Portable Elevator Mfg. Co., Refrig. Div., Bloomington, Ill.
- Portable Products Corp., 420 Blvd. Allies, Pittsburgh, Pa.
- Premier Vacuum Cleaner Div., General Electric Co., Cleveland, O.
- Pressed Steel Car Co., 122 S. Michigan Ave., Chicago, Ill.
- Prevore Elec. Mfg. Co., 122 18th St., Brooklyn, N. Y.
- Proctor Elec. Co., Div. Proctor & Schwartz, Inc., Philadelphia
- Quillen Bros. Refrig. Co., 1639 Lafayette Rd., Indianapolis, Ind.
- Redi-Electric Co., 141 W. 24th St., New York, N. Y.
- Refrigeration Corp. of America, 225 W. 57th St., New York, N. Y.
- Regina Corp., Rahway, N. J.
- Revere Clock Co., McMillan at Dover, Cincinnati, Ohio
- Rexair, Inc., Fisher Bldg., Detroit, Mich.
- A. E. Rittenhouse Co., Inc., Honeoye Falls, N. Y.
- Rival Mfg. Co., Westport and Broadway, Kansas City, Mo.
- Robbins & Burke, Inc., 29 Lansdowne St., Cambridge, Mass.
- Robbins & Myers, Inc., Springfield, Ohio
- Roberts & Mander Stove Co., Hatboro, Pa.
- Robeson-Rochester Corp., 176 Anderson Ave., Rochester, N. Y.
- Geo. D. Roper Corp., Blackhawk Div., Rockford, Ill.
- Rotor-Beam Corp. of America, Inc., 1008 Dakin St., Chicago, Ill.
- Round Oak, Dowagiac, Mich.
- Rutaber Electric Co., Marion, Ind.
- Samson United Corp., 1700 University Ave., Rochester, N. Y.
- Sanitary Refrigerator Co., Fond du Lac, Wis.
- Savage Arms Co., Turner St., Utica, N. Y.
- Schaefer, Inc., 801 Washington Ave., Minneapolis, Minn.
- Schelm Bros., East Peoria, Ill.
- Scott & Fetzer, 11401 Locust Ave., Cleveland, Ohio
- Seeger Refrigerator Co., Arcade & Wells Sts., St. Paul, Minn.
- Seeger Sunbeam Elec. Mfg. Co. (Coldspot), Evansville, Ind.
- Servel, Inc., Evansville, Ind.
- Sessions Clock Co., Forestville, Conn.
- Seth Thomas Clock Co., Div. Gen. Time Inst. Corp., Thomaston, Ct.
- Sheridan Electronics Corp., 2850 S. Michigan Ave., Chicago, Ill.
- Signal Electric Mfg. Co., Menominee, Mich.
- Silx Co., 80 Pliny St., Hartford, Conn.
- F. A. Smith Mfg. Co., 801 Davis St., Rochester, N. Y.
- Son-Chief Electric, Inc., Winsted, Conn.
- Sparks-Withington Co., Jackson, Mich.
- Sperli, Inc., Beech & Kenilworth Sts., Cincinnati, Ohio
- Standard Gas Equip. Corp., Bayard & Hamburg, Baltimore, Md.
- Stearn Electric Co., Grand & Potomac, St. Louis, Mo.
- Stern Brown, Inc., Long Island City, N. Y.
- Stiglitz Furnace & Foundry Co., Portland Ave., Louisville, Ky.
- B. F. Sturtevant Co., Hyde Park, Boston, Mass.
- Sunbeam Corp., 5600 Roosevelt Blvd., Chicago, Ill.
- Sun Kraft, Inc., 213 W. Superior, Chicago, Ill.
- Superior Electric Prod. Corp., Cape Girardeau, Mo.
- Swartbaugh Mfg. Co. (Everhot), 1336 W. Baneroff St., Toledo
- Tappan Stove Co., Inc., Mansfield, Ohio
- Thermador Electric Mfg. Co., S. Riverside Dr., Los Angeles, Calif.
- Thermo-Broiler Co., 23 Flatbush Ave., Brooklyn, N. Y.
- Timm Ind., Inc., 5225 W. San Fernando Rd., Los Angeles 26, Cal.
- Toastmaster Prod. Div., McGraw-Electric Co., Elgin, Ill.
- Toastwell Co., 620 Tower Grove Ave., St. Louis, Mo.
- Trilmont Prod. Co., 24th at Walnut, Philadelphia, Pa.
- Tutt Co., 4107 Willys Pkwy., Toledo 12, Ohio
- Tyler Fixture Co., Niles, Mich.
- United States Time Corp., 630 5th Ave., New York, N. Y.
- Victor Electric Prod., Inc., 2950 Robertson Ave., Cincinnati
- Victor Products Corp., Hagerstown, Md.
- Vidrio Prod. Corp., 134 W. 54th St., Chicago, Ill.
- Voss Bros. Mfg. Co., Davenport, Iowa
- Wange Mfg. Co., 632 N. Albany Ave., Chicago, Ill.
- Ward Refrigerator & Mfg. Co., 6601 So. Alameda, Los Angeles
- Waring Products Corp., 331 Madison Ave., New York, N. Y.
- Warren Telechron Co., Ashland, Mass.
- Waverly Tool Co. (Steam-O-Matic), Grove St., Irvington, N. J.
- Weber Showcase & Fixture Co., Avalon Blvd., Los Angeles, Calif.
- Welbilt Stove Co., Maspeth, L. I., N. Y.
- Westclox Div., General Time Instrument Co., LaSalle, Ill.
- Western Stove Co., Culver City, Calif.
- Westinghouse Electric Corp., Appliance Div., Mansfield, Ohio
- Whisk-Brush Vacuum Mach. Co., 571 8th Ave., New York, N. Y.
- Wilson Cabinet Co., Smyrna, Del.
- Winpower Mfg. Co., 114 Manhattan St., Stamford, Conn.
- Winsted Hardware Mfg. Co., Winsted, Conn.
- Wittie Sales & Mfg. Co., 1414 S. Wabash Ave., Chicago, Ill.
- Zenith Electric Appliance Co., 129 Crosby St., New York, N. Y.
- Zenith Machine Co., Duluth, Mich.

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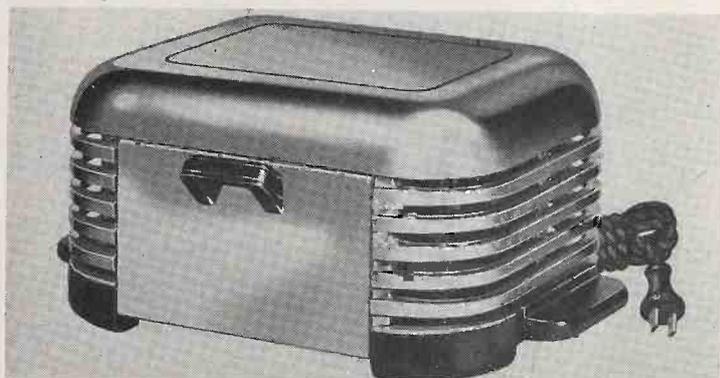
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Customer Contact

(Continued from page 103)

ways than mere size. In adding to his sales organization, he had diversified the people to whom his business appealed. And he, himself was a far different person from the factory youth of many years ago.

To diversify his trade, Jack bought a two-story building in a popular shopping center on the west side of Detroit. This is now the main store of his organization. In his advertising, Tondryk bills it as the "West Side's Largest Outlet of Quality Electrical Appliances".

Jack Tondryk's business is still growing. He has just opened a new branch store in Hamtramck, a suburb of Detroit, which vies with the headquarters store in size and appearance.

But the stranger, coming into these beautiful, modern stores, is apt to miss the secret of their growth. He must stay around awhile, and feel the atmosphere of real congeniality that prevails.

Lighting Fixtures

(Continued from page 110)

will inquire about such work and even if he doesn't, the salesman can suggest a visit to the home for the purpose of "looking over" all of the circuits and outlets.

Fixtures are high-profit items which require very little service. If the dealer buys well-made products he'll find that the new finishes will stand up for many years. If he makes sure that the types he selects will sell readily in his community, he will prevent the possibility of having them "go out of style" rapidly.

Buying lighting fixtures is a job requiring specialized knowledge on the part of the merchant. He must know the people in his territory, what the inside of their homes look like; their buying habits, income brackets and so forth. He must buy for them exclusively. He cannot expect them to accept types totally foreign to their tastes. Unless the dealer has a pretty good idea of what will appeal to his customers—the people he meets and deals with, he may stock a lot of numbers which he will never move out of his store.

Careful study of catalogues illustrating fixtures, floor and table lamps and visits to manufacturer showrooms will be helpful to the dealer who plans to stock these items.

STILL MORE SALES AIDS TO BOOST YOUR BUSINESS NOW!



For window or counter—these new displays sell your service to your customers

YOU GET THE MOST WHEN YOU HANDLE RCA . . . BECAUSE

1. You're associated with the best-known name in Radio.
2. You have the benefits of engineering leadership.
3. You get the best in time-tested sales and business aids.
4. You have the advantage of expert merchandising and technical counsel.
5. You are supported with sales-getting displays tied in with RCA.
6. You gain the advantage of the best in technical literature.
7. You are backed by the most complete line of tubes in the field.



THE FOUNTAINHEAD OF
MODERN TUBE DEVELOPMENT
IS RCA



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

HERE'S ANOTHER SET of three colorful, counter-size Display Pieces that will not only dress up your store, but do a real job of selling your service and boosting your profits on RCA Electron Tubes.

Each easel-type piece tells *your* story to the customer—and all three add up to the fact that the tubes you sell are backed by the best-known name in radio!

This is the time to cash in on radio servicing, while repair work is at a peak. You can get the cream of the business by identifying yourself with RCA products. So, get this new set of Utility Displays from your RCA Tube Distributor today.

Then—push RCA Electron Tubes and watch your business grow!

Listen to "THE RCA SHOW," Sundays,
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Money in End-Noise Jobs

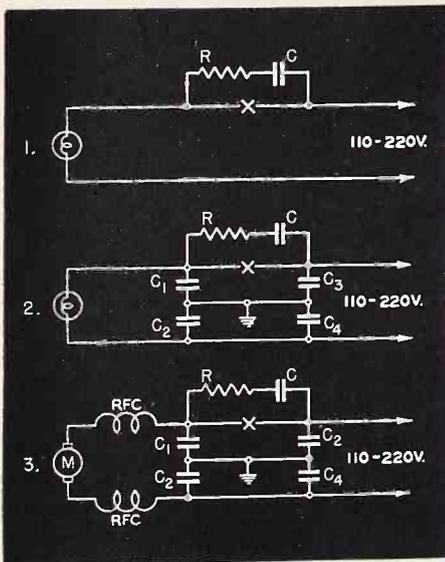
How Servicemen Can Identify Sounds to Ferret Out Static Sources

• That noisy reception is the radio owner's greatest complaint, was dramatically illustrated by the public's reaction to the announcement of commercial FM broadcasting. Disregarding the more significant advances of higher fidelity, dynamic range, and the expected five-fold increase in the ranks of possible broadcasters, set owners excitedly concentrated interest on "static-free" reception.

With FM production still very low, the set owner's interest is easily and profitably turned to other means of eliminating noise. Here are some reminders of causes of noise to mention in suggesting checkup jobs.

Heaters and Lamps

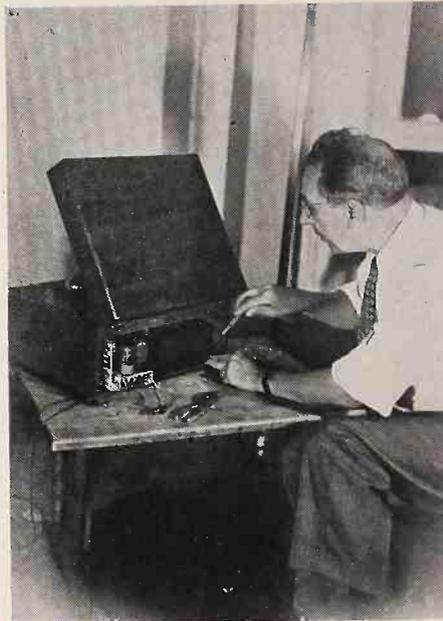
Rough buzzes and rasps are products of arcing contacts. Those having a detectable 60-cycle tone are generally produced by stationary



1.-Suppress flashers with series .25 mf 600 wv a-c and 100 Ω , 10 w. 2.-Use .1 mf C1, 2, 3, 4 if noise persists. 3.-Motors need RFC.

contacts which have become pitted or corroded. Such, for example, as are found on oil burner ignition systems, heating pad thermostats and tropical fish bowl heaters. These should be dressed down and filtered.

Ordinary incandescent lamps give this type of trouble, too, as a result of loose bulbs or across broken filaments or bad socket contacts. Certain old carbon lamps and sun-



Filters are quickly installed in cabinets.

ray bulbs had filament loops of such dimensions as to cause UHF oscillations that badly mar television reception.

Old fashioned starters in fluorescent lights should be replaced with filtered varieties, although a completely noise-free installation of such lamps requires line filters, screening of the tube, and keeping the receiver and antenna several yards away from the fixture.

Home Appliances

High-pitched buzzes are generated by vibrator-type mechanisms, such as electric shavers or violet-ray apparatus. Motor-type shavers, as with other motor-driven apparatus such as refrigerators, washers, mixers, and vacuum cleaners cause a varying whine, quickly rising in pitch when first started, plus an irregular rumble in many cases.

Sometimes a rubber-mounted motor, such as used on some hot-water circulating pumps, will intermittently contact a grounded metal object, producing a series of sharp clicks. Burned contacts at the shove-in receptacles of electric ranges have also been known to cause loud rattling noises.

In all these cases, grounding the frame of the appliance, smoothing the brushes, sandpapering the slip

rings and commutators and adding capacity-inductance filters will eliminate most of the noise.

External Wiring

Sharp, erratic clicks and scratches may be due to loose ground and antenna leads, fallen antennas, worn lead-in straps under metal windows, corroded connections on electric meters, outlets and junction boxes, and poor connections on electrical appliances nearby.

BX wiring draped loosely over other armored conductors or pipes will often produce noise when people walk across the floor above it.

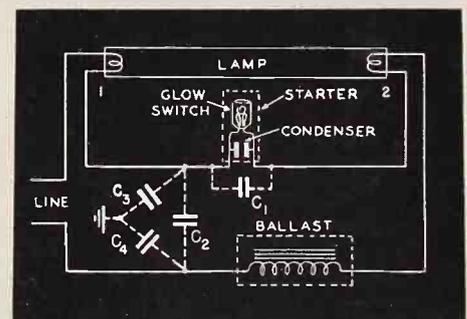
Commercial Apparatus

A sputtering rasp in the radio is frequently an indication of a leaky neon sign in the area, while fast smooth buzzes are traceable to diathermy machines. Systematic clicks are easily identified as arising from dial telephones, whereas the realistic varying-pitch whine of a dental drill is a most unnerving kind of static, as we all know.

The first three causes can be handled best by complaints to the owners or utility company involved, while the dental drill is quickly filtered by connecting small tubular 400 v. filter capacitors under the motor's end-bell, from each brush to the frame.

The sound of a motor starting and "dropping to the floor" is evidence of an unfiltered cash register motor, while electric typewriters produce a rough jumble of noise similar to a very loose connection in an audio amplifier.

(Continued on page 142)



Fluorescent starter filter C1 is .005 mf, 400 wv a-c; C2, 3, 4 are .07 mf, comprising filter to keep lamp noise out of line.

20 Ways to Restore

How Servicemen Can Make Tie Up With Current National Campaign to Bring in Volume Radio Overhaul Business

• The current "Tune-Up Tube-Up Check-Up" campaign is going to make many local set-owners conscious once more of the many bothersome little things that are wrong with their radios.

Individual troubles, often "talked away" or avoided by the radioman, should be accented now, and assembled into a list which will be impressive to the customer and profitable to the servicer. Ask each user how his set stacks up against these major complaints, outlined below with common causes and easy remedies.

Clicks and Scratches

Short the antenna and ground posts to see whether or not the noises are arriving through the antenna.

1—Antenna noise can be caused by rusted connections, swinging wires that rub against other wires or objects, fallen or cut antennas, proximity of the antenna to power lines, lead-ins grounded or rubbing against the building, window strips with broken or worn insulation and antennas and unshielded lead-ins that pick up static from noise-producing electrical devices.

To remedy, erect a strong antenna well in the clear, running perpendicular to nearby power lines. Use coaxial or shielded lead-in, with transformer matching both at the antenna and the set. The coaxial type of lead-in has become available at reasonable cost today, permitting noise-free coupling without excessive signal losses.

Tune-Up campaign accents home visits.



Check antenna and lead-in connections.

2—Other means of reducing man-made static picked up by the antenna by means of noise filters attached to the offending appliances are outlined on another page dealing exclusively with such troubles.

3—Within the set itself, all kinds of squeals, scratches, roars and clicks arise from worn volume controls, overheated by-pass capacitors, dried out or leaky electrolytics, audio and power transformer leaking insulation or shorted windings and arcing switches. Neglected or repaired by expediency during the wartime shortages, these parts are now plentiful, and should all be replaced.

Intermittent, Weak Reception

4—Dirt in the variable capacitor plates, off-centered voice coils, loose tube socket contacts, bad solder joints and broken speaker, power, antenna and ground leads should be searched out by visual inspection, "spudging" with an insulated screwdriver or stick, and gentle twisting of wires with the set turned up high, but off all stations.

5—Noisy and microphonic tubes are extremely prevalent. On every set, all tubes should be checked by gentle tapping while the set is operating off all stations, or in a good tube tester. Another article in this issue lists the features and illustrates many of the leading makes of the newest tube testers.

6—The first remedy for weak reception is a good antenna.

7—Often sets will be found in which the adjustable antenna capacitor has never been varied for properly peaking the antenna circuit. Changes in antenna length or lead-in will likewise require trimmer adjustment. Even when a special capacitor is not provided, peaking the first r-f trimmer will often aid weak reception.

This should be done with the antenna attached and the chassis installed in the cabinet, with the radio tuned to a weak station at the high frequency end of the band. At the same time, the other r-f (not the oscillator) tuned circuits can be checked for alignment by means of a tuning wand or similar gadget, or by touching the fingers to the insulation of the tube grid leads. The latter method adds a small amount of capacity to the tuned circuit.

8—Check all tubes for low emission.

Buzzes and Hums, Interference

9—Aged electrolytics, tubes with cathode-to-filament leaks and open coils and by-passes are the most common causes of hum. Speaker rattles may make an otherwise slight hum objectionable. Work on such a set on the service bench.

10—If the above operations do not produce results, make a stage-by-stage analysis of the radio on the service bench, to locate other possible causes of hum trouble.

Heater-to-cathode leaks, producing modulation hum, can often be detected only by tube substitution.

11—Nearby broadcasting antennas, airway beacons, commercial com-

Test for noisy or microphonic tubes.



Good Radio Reception



Repair slipping dial drive mechanisms.

munication services and amateur operators are sources of cross-talk which can be controlled by installing wave traps in the antenna lead of the receiver.

12—Poor selectivity due to broad i-f alignment accentuates nighttime interference which will become worse due to the increasing number of standard broadcast licenses being issued by the FCC. If realigning the i-f tuned circuits will not sufficiently eliminate the trouble, reduce the length of the antenna or its coupling to the receiver. Make sure that no weakened reception results, due to inherent insensitivity of the set.

13—Distortion is caused by many things. See the article in this issue outlining the major causes and remedies.

Poor Tone Quality

14—Bare rooms with flat, hard-finish walls cause acoustic reverberation, resulting in speech hard to understand and music difficult to enjoy. Past issues of RADIO & Television RETAILING have explained the need for higher frequency response in the speaker system to remedy this trouble. If necessary, reduce the size of the output tube's plate by-pass and the bass tone control's capacitor.

15—Dry speaker cones should be brushed with one of the many preparations sold for that purpose, and push-pull output tubes should be matched by the trial and error method. Check the other audio and detector tubes. The detector and first audio stages are especially liable to create distortion due to changing values.

16—Fading of distant stations may

be aided by connecting the antenna lead to a signal pickup source extending over a relatively long distance. This can often be accomplished by attaching the lead to a metal plate slipped under the base of a desk telephone.

Fading on All Signals

17—Fading on all signals or on nearby stations reveals a trouble within the receiver. Check the AVC voltage or its action, by varying the antenna coupling while watching the tuning eye, or by using a signal generator and vacuum-tube-voltmeter. Poor tubes are the greatest cause of fading troubles.



Carefully re-install set, tighten knobs.

18—Nothing can provoke a set owner more than a slipping tuning control or dial, or sticking push buttons. Replace frayed, broken, or oily dial cords and cables, worn rubber drives, and torn or warped

celluloid discs. Clear up binding spots in the dial pointer's travel, rubbing indicators, dirty glass and back-lashes.

Replace blown dial lights, and tighten loosely-mounted controls and switches. Reset the station push-buttons if they are off frequency. Tighten the knob set screw securely, filing a flat into the control if necessary to prevent it from slipping on the shaft.

Check the Cabinet, Too!

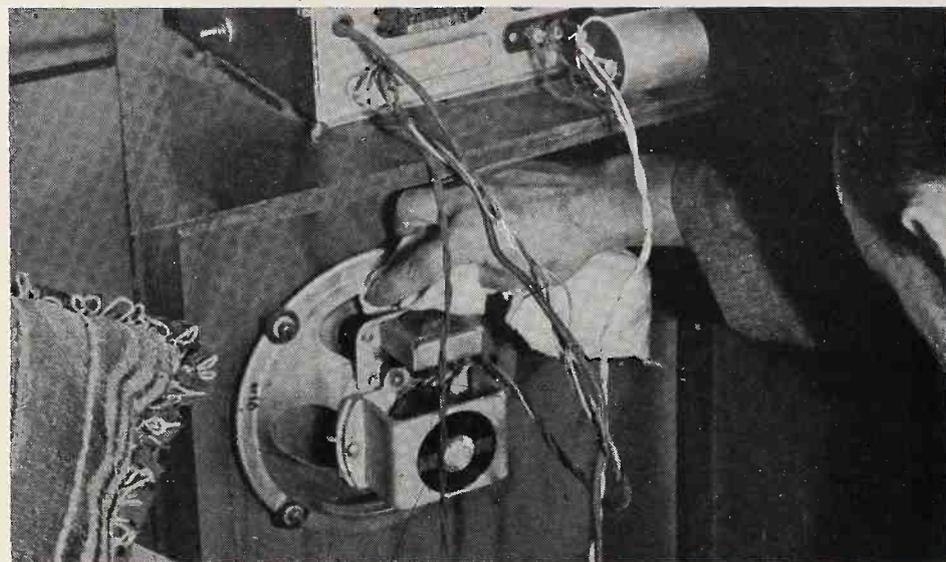
19—Radios, besides providing entertainment, are furniture as well. Fix up those worn cabinets. Carry cabinet touch-up material in the service toolbox, to restrain and lacquer worn spots, often found around the knobs. Use felt pads under the knobs to prevent recurrence. Replace the knobs to match any original ones which are missing.

Make sure that controls don't bind against the holes through which they pass. Replace missing screws and bolts holding the chassis and the back of the cabinet.

Clean and Dust Chassis

20—Many housewives have been taught to stay out of the interior of the set. While undoubtedly a wise precaution, the result is an unsanitary collection of dust. You will please her no end by dusting the cabinet and chassis thoroughly before replacing the back. If working in the home, ask for the dust cloth, thus bringing the matter to her grateful attention.

Dust off the set to make a profitable impression on the housewife-buyer.



Drive on Distortion

• The servicer who casually checks a high priced, high quality receiver and announces to the anxious owner, "It sound O.K. to me," is missing out on a sure fire way to increase both his income and his prestige among the customers. The proud owner of a five hundred dollar superhet is definitely quality conscious. To him slight distortions are immediately apparent. He wants the best of audio quality, and will pay handsomely to get it.

Ask him to point out the exact complaint. By listening carefully you will hear the distortion of which he complains. Remember: you are dealing with a music lover, and if your ear isn't trained, you will have to listen pretty carefully to hear what to him is very obvious. This type of customer generally has a record changer tied into the set. Play a good record to localize the trouble to the AF amplifier or the RF-IF system.

How to Check AF's

If the audio stages are at fault, classify the type of distortion you hear into one of the following: too much bass; too much high frequency; garbled or squawky speech and music; low or high frequency oscillations.

No matter what type of distortion is present, it is always wise to make a few general checks before digging deeply into the circuit. Change the tubes throughout the audio system one by one, listening for improvement in the output. Examine the speaker carefully, looking for tears in the cone, loose cone edges, a broken spider, or any signs of the cone rubbing

on the pole piece. Check the pick-up cartridge and needle by substituting new ones.

If the tone of the set is too bassy, some defective circuit or part is cutting down the high frequencies. Measure all grid and plate resistors using an accurate ohmmeter. If the measured resistance differs more than twenty per cent high or low from that specified, replace the faulty part. Make sure all grid and plate leads are dressed away from the chassis. A sixteenth of an inch or so is sufficient spacing.

Re-examine the speaker cone for badly worn spots that are soft and thin, especially around the mouth and near the voice coil. If the set uses a separate high frequency amplifier, be sure it is operating correctly. Short its grid to ground while listening to the output.

If the high frequencies decrease when the grid is shorted the stage is probably working O.K. Check the tone control circuit. If it is of the type shown below, R1-C1, an open potentiometer R1 would result in an excessive low frequency to high frequency ratio.

When the tone sounds tinny, and the low frequencies seem to be reduced, shunt all coupling capacitors between the various stages with a .5mf capacitor. Listen for any improvement in tone as you do this. Follow the same procedure with all screen grid, cathode, and plate-by-pass capacitors.

If any of these are open a marked reduction in low frequency response may be evident. Check through the tone control circuit. If it is of the R2-C2 type, an open potentiometer would cut the low frequencies down. Should the cir-

CHECK THESE	COMPLAINT			
	OSCILLATIONS	GARBLED	NO HIGH FREQ.	NO LOW FREQ.
Bias	●	●		
Speaker		●	●	●
Coupling Capacitors				●
By-Pass Capacitors	●			●
Tone Control			●	●
Low B+		●		
Unbalanced Push-Pull		●		
Load or Grid Resistors			●	
Lead Dress	●		●	
Feedback Networks	●		●	●

Common causes of main types of distortion.

cuit include a separate low frequency amplifier, short its grid to ground while listening for a change in output tone. If no difference is apparent determine why this stage isn't operating properly.

If the speaker cone has become stiff or brittle due to ageing, the low notes will not be reproduced properly. Check this by pressing the edges of the cone with the fingers. If it appears to be too stiff or brittle, try brushing on a few coats of one of the chemicals sold for that purpose. Should this be replaced by one with a good cone.

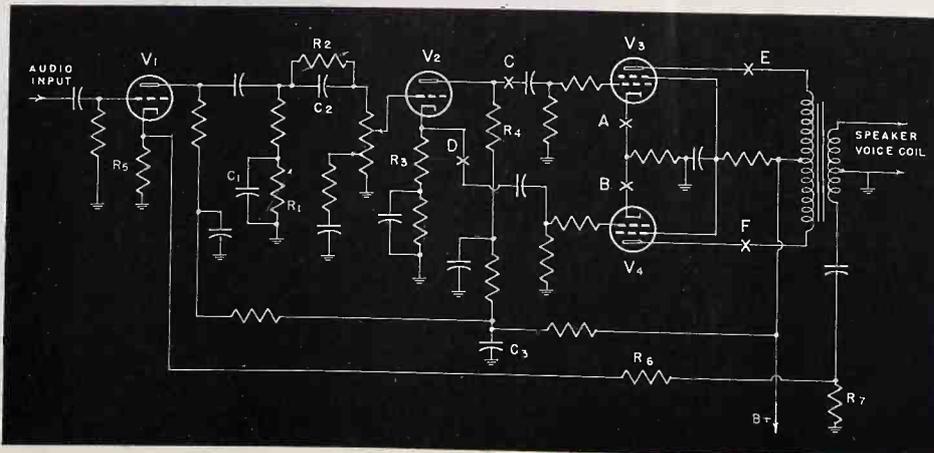
Points to Remember

When the speech or music sounds garbled or squawky, a number of things may be responsible. First measure the grid bias voltage of each stage. Don't measure this from grid to ground, for an erroneous reading will result. Take all bias readings from the grid pin on the socket, or grid cap of tube, to the cathode pin of the tube socket. This will read the actual bias voltage given in tube characteristics tables.

Approximate bias voltage values for some standard tubes used in audio amplifiers are shown. Actual measured voltages should agree within twenty per cent of the values given. If not, check the grid and cathode resistors and capacitors of the faulty stage.

If a separate bias supply is used, make sure it is delivering the cor-

High gain amplifier with bass and treble equalizers, phase inversion and negative feedback illustrates some of the many possible causes of distortion in modern high quality sets.



Sells Many New Parts

**Owners of Expensive Radios Require Special Treatment.
Causes of Poor Quality in RF — AF Stages Explained**

rect voltage. When a positive bias voltage is found on a tube grid, the trouble will be either a gassy and defective tube, or a leaky grid capacitor.

Should the set use a push output stage, check for unbalance. Measure the voltage drop across each tube's cathode resistor. If a common resistor is used, measure the cathode current by inserting a zero to ten milliamper meter between each cathode and the common resistor at points A and B in the illustration at the left.

If these values differ by more than five per cent, the stage is unbalanced. Check the grid capacitors and resistors. They should be of equal value. Make sure the two tubes are fairly well matched.

If the output stage is driven by a phase inverter, an unbalanced condition could be caused by unequal outputs from this stage. To check unbalance in a phase inverter apply audio voltage to the first stage of the audio system. Measure the actual audio voltage outputs from points C and D to ground. They should be equal.

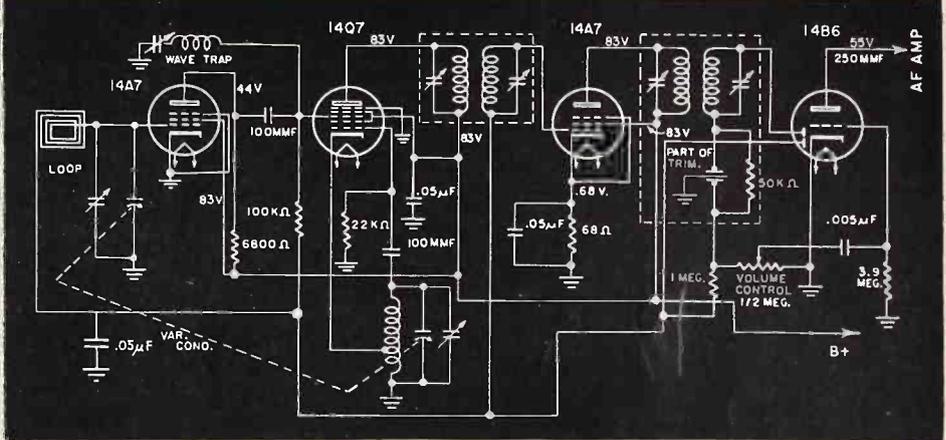
Clear Unbalanced Audios

Use an output meter or sensitive a-c voltmeter with a .1 or .2mf series capacitor. If the two voltages measured are not equal, adjust the plate load resistor R4, and the cathode load resistor R3, until they are.

Shorted turns in one side of the output transformer will also cause an unbalance. Check the audio voltages between points E and F and ground. They should be equal.

If oscillations are present, they may be either high or low frequency. Shunt a large capacity across decoupling capacitor C3 and the power supply filter capacitors. Make sure all leads from the first and last amplifier stages are well separated or shielded. Check the values of all parts in any inverse feedback networks, such as R5, R6 and R7. If too much or too little feedback is present, oscillations may result. Improper biases will cause trouble in this respect also.

It is not generally recognized by



RF amplifier, mixer, IF stages and 2nd detector all are capable of causing distortion, as explained in text. On some sets, the lower diode connects as shown to the avc return, on the RF side of the avc filter resistor. Known as a gas-gate circuit, it prevents overloads.

servicers that the RF and IF sections of the receiver can also cause bad distortion. Regenerative stages contribute a large part of this trouble, by sharpening the tuned circuit responses so that the bass "booms" when the set is accurately tuned, and the treble notes are very shrill when the set is ever so slightly detuned.

Checking the screen and cathode by-pass capacitors, as well as the grid decoupling capacitors, will locate the principle causes. Even without regeneration, the same type of effect results from the oscillator drifting off frequency, so that the IF signal is off the frequency of the IF tuned circuits.

Open grid returns give rise to a

variety of distortion effects. Aside from modulation hum and super-regeneration, very tricky distortions may be created. This trouble is more frequently encountered in midget sets using loops than in expensive consoles.

Open coupling links, or open RF and mixer grid circuits, may cause a low signal level to reach the 2nd detector, in turn causing the avc circuit to raise the set's sensitivity. Under such circumstances, a disproportionate amount of the signal reaching the detector will be local oscillator voltage, possibly causing a bothersome hiss.

Needless to say, if RF, mixer or IF biases are off the proper value any one of those stages may act as a detector, causing distortion which varies in severity with the strength of the incoming signal.

Any type of obscure distortion may be eliminated by careful step by step checking of all possible reasons in the suspected section. Signal tracers are invaluable for this type of work, if of the highest quality, so that even slight distortions, which add up, can be discovered.

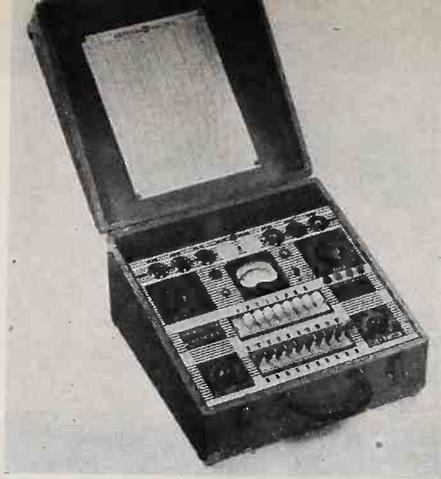
Remember, that distortion tracing is a job for a skilled servicer. The original faults may not have been very noticeable, and therefore the cure will not be dramatic. So keep a record of your work, and be prepared to give a technically accurate yet simply-worded explanation to the owner.

Correct bias values for typical AF output.

TUBE	PLATE VOLTAGE	GRID BIAS	
		SINGLE	PUSH-PULL
6C5	250	-8.0	—
	250	-16.0	-26.0
6F6	310	-22.0	-35.0
	250	-8.0	—
6J5	250	-8.0	—
	250	-14.0	-16.0
6L6	350	-18.0	-19.0
	250	-12.5	-15.0
6V6	300	—	-19.0
	250	-45.0	-59.0
6A5	300	—	-65.0
	250	-9.0	—
6SN7	250	-45.0	—
	250	—	-61.0
6A3	300	—	-61.0
	250	-16.0	—
42	250	-45.0	—
	250	—	-61.0
2A3	300	—	-61.0

Newest Testers

Round-Up of Latest Equipment Reveals Many Improvements on Pre-War Models



General Electric Model TC-3P.

GENERAL ELECTRIC CO.

Models TC-3 and TC-3P

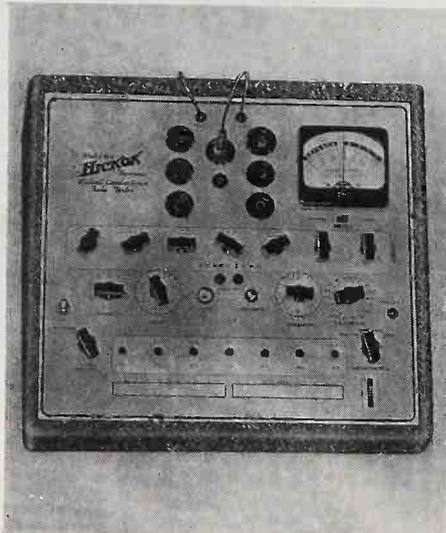
Meter reads: "Bad—Weak—Fair—Good", % rated G_m .

Sockets for: 4, 5, 6, 7 pin; 8 pin octal & loctal; 7 pin miniature; 5 pin bantam; pilot lamps; two blanks for modernization.

Chart: External

Special tests: Leakage, shorts, opens, battery voltages.

Features: 18 lever switches for circuit selection. 0-10, 0-100, 0-1000 volt jacks for battery and power supply checks. Illuminated meter. Available as portable (TC-3P) or counter model (TC-3).



Hickok Model 532C.

HICKOK ELECTRICAL INSTRUMENT CO.

Models 532P and 532C

Meter reads: "Bad—Doubtful—Good", 0-3,000, 0-6,000, 0-15,000 micromhos

Sockets for: 4, 5, 6, 7 pin; 8 pin octal & loctal; 7 pin miniature; acorn

Chart: Roller type

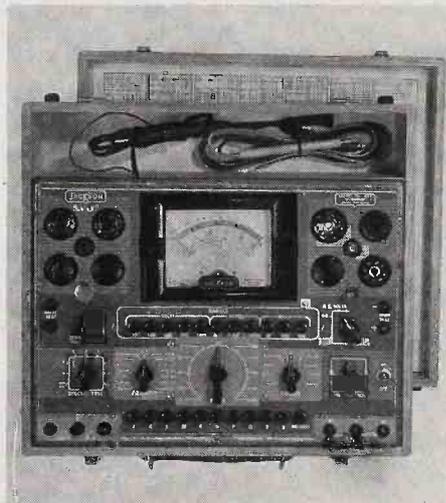
Special tests: Leakage, shorts, noise, gas, ballast, magic eye. Tests filaments from 1.1 v. to 117 v. and reads line directly from 100 v. to 130 v.

Features: Available either in portable case with test lead compartment (532-P) or counter type case (532-C).

HICKOK ELECTRICAL INSTRUMENT CO.

Model 534

Same as Model 532P but with complete multimeter ranges for measurement of ac-dc volts, ohms, capacitance, inductance and capacitor leakage. DC sensitivity is 20,000 ohms per volt.



Jackson Model 637.
Precision Series 920.

HICKOK ELECTRICAL INSTRUMENT CO.

Model 536

Meter reads: "Replace—?—Good", "Diode OK", three micromho ranges.

Sockets for: 4, 5, 6, 7 pin; 8 pin octal & loctal; 7 pin miniature; acorn.

Chart: Roller type

Special tests: Leakage, shorts, noise, gas, ballast, magic eye. Tests filaments from 1.1 v. to 117 v. and reads line directly on separate meter. Tests cathode efficiency and tube life. Designed to handle high power telephone and transmitter tubes.

Features: Professional type tester with high accuracy, suitable for laboratory or field maintenance testing of communications equipment.

HICKOK ELECTRICAL INSTRUMENT CO.

Model 538

Combines professional features of Model 536 with multimeter ranges of Model 534 and a larger meter.

JACKSON ELEC. INSTRUMENT CO.

Model 636

Meter reads: "Bad—Good", 0-50 relative plate output.

Sockets for: 4, 5, 6, 7 pin; 8 pin octal & loctal; 7 pin miniature; 5 pin bantam; pilot lamps.

Chart: Roller type

Special tests: Leakage, shorts, etc. Tests filaments from $\frac{3}{4}$ v. to 115 v.

Features: Headphone jack for noise test. 10 push-buttons for inter-element switching. Uses separate voltages on plate, grid and screen, reading ac component of plate current. Available in portable case (636), bench style case (636-B), or counter display case (636-C).

JACKSON ELEC. INSTRUMENT CO.

Model 637

Meter reads: "Bad—Poor—Good", ac-dc volts, dc ma., ohms, decibels.

Sockets for: 4, 5, 6, 7 pin; 8 pin octal & loctal; 7 pin miniature; 5 pin bantam

Chart: External

Special tests: Leakage, shorts, opens, noise (headphone jacks), ballast tubes.

Features: Complete multimeter ranges, selected by push-buttons, including ac-dc volts, dc current, resistance, decibels. Spare circuit positions and two spare sockets provided for modernization. Illuminated meter.

PRECISION APPARATUS CO.

Series 920

Meter reads: "Replace—Weak—Good", "Diode OK", % rated G_m .

Sockets for: 4, 5, 6, 7 pin; 8 pin octal; 5 pin bantam—7 pin miniature

Chart: Roller type

Special tests: Push-button circuit selection, plus 6 rotary switch controls. Tests filaments from 1.4 v. to 120 v. and batteries from 1.5 v. to 135 v. Leakage, noise, shorts, pilot lamps.

Features: Available in portable hardwood case (920P), open metal case (920MCP), standard rack mounting (920PM), steel counter type case (920C). All have ac-dc volts, dc ma., ohms and db multimeter ranges.

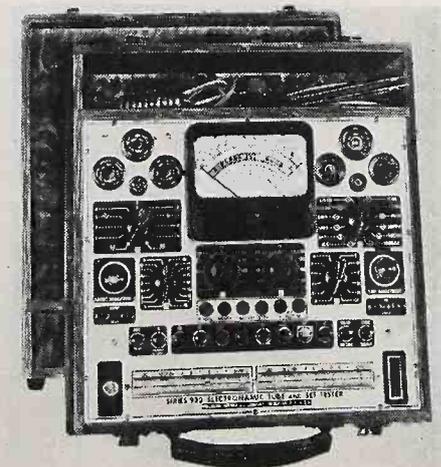
PRECISION APPARATUS CO.

Series 910

Same as Series 920, but without multimeter features. 3 in. meter.



Radio City Model 322P.



Simpson Model 305.



Check All Tubes

**New Circuits in Lighter, Compact Types
Meter Appliances, Batteries, Capacitors**

PRECISION APPARATUS CO.

Series 912

Same as Series 920, but without multitester features. 4 7/8 in. meter.

PRECISION APPARATUS CO.

Series 915

Same as Series 920, but mounted in "display merchandizer" panel, with 9 in. square meter and chromium meter lamp reflector.

PRECISION APPARATUS CO.

Series 954

Same as Series 920, but multitester has increased sensitivity of 20,000 ohms per dc volt (50 microampere meter) and greater range of measurement. All series are available in P, MCP, C and PM type housings.

RADIO CITY PRODUCTS CO., INC.

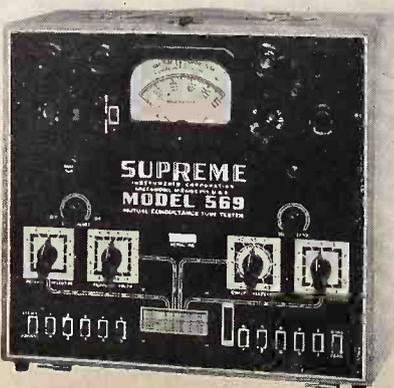
Model 315

Meter reads: "Poor—Good", 0-50.
Sockets for: 4, 5, 6, 7 pin; 8 pin octal & loctal; 7 pin miniature; 5 pin bantam; acorn.
Chart: Roller type.
Special tests: Leakage, shorts, noise. Tests filaments from 1.1 v. to 117 v. Separate plate tests on diodes & rectifiers, ballast tubes.
Features: Lever type switches for individual connection to each tube prong. Available only in portable case with tool compartment.



Superior Model 450.

Supreme Model 569.



RADIO CITY PRODUCTS CO., INC.

Model 322P

Meter reads: "Poor—Line Check—Good", "Diode OK", 0-50 tube rating.
Sockets for: 4, 5, 6, 7 pin; 8 pin octal; 5 pin bantam; 7 pin miniature.
Chart: Roller chart.
Special tests: Leakage, shorts, noise, batteries, regulator tubes, cold cathode tubes.
Features: Available also in counter model, without roller chart (Model 322).

RADIO CITY PRODUCTS CO., INC.

Model 802N

Meter reads: "Poor Tube—Line Check—Good Tube", "Diode OK", ac-dc volts, dc ma., ohms, db.
Sockets for: 4, 5, 6, 7 pin; 8 pin octal; 5 pin bantam; 7 pin miniature.
Chart: External.
Special tests: Leakage, shorts, noise, ballast tubes.
Features: Complete multitester ranges, with separate fuses for meter and line.

RADIO CITY PRODUCTS CO., INC.

Model 805

Meter reads: "Poor—Good", ac-dc volts, ohms, low ohms, ma.
Sockets for: 4, 5, 6, 7 pin; 8 pin octal & loctal; 7 pin miniature; 5 pin bantam; acorn; 9001, 9002, 9003 tubes.
Chart: Roller type.
Special tests: Leakage, shorts, noise (head-phone jack), battery tests under rated loads, capacitor leakage at 30 to 400 v., ballast tubes.
Features: Complete multitester ranges for ac-dc volts, dc ma., ohms. Rotary switches for all functions. Available only in portable case with tool and test lead compartment.

SIMPSON ELECTRIC CO.

Model 305

Meter reads: % rated G_m , "Bad—Doubtful—Good" and "Diode Good".
Sockets for: 4, 5, 6, 7 pin; 8 pin octal; 8 pin loctal; 5 pin bantam; 7 pin miniature; bantams; midgets.
Chart: External.
Special tests: Pilot lamps, flashlight and Christmas tree bulbs, ballast tubes, gaseous cold-cathode rectifiers, neon-glow short indicator.
Features: Ten 3-positions switches for tube element switching; filament voltages from 0.5 v. to 120 v. available; fan shaped meter.

SIMPSON ELECTRIC CO.

Model 330

Meter reads: % rated G_m and "Replace—Weak—Fair—Good".
Sockets for: 4, 5, 6, 7 pin; 3 pin octal; 8 pin loctal; 5 pin bantam; 7 pin miniature; 5 pin button; two spare positions.
Chart: External.
Special tests: Pilot lamp and flashlight bulbs; shorts.
Features: Nine rotary 6-position switches for tube element switching; ten push buttons for shorts and continuity.

SUPERIOR INSTRUMENTS CO.

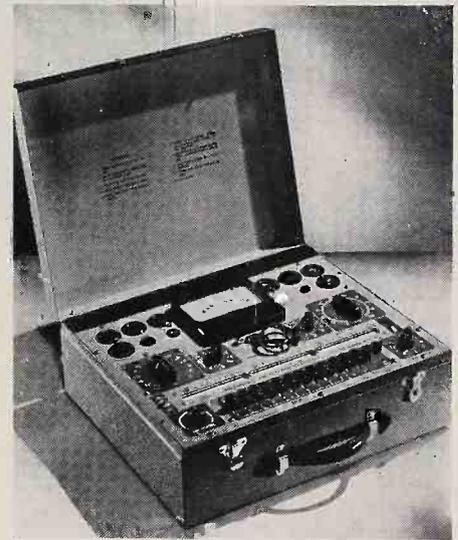
Model 450

Meter reads: "Replace—Weak—Good", % rated emission.
Sockets for: 4, 5, 6, 7, 7L, octal, loctal, 7 pin miniature; 5 pin bantam, pilot lights.
Chart: External.
Special tests: Leakage, shorts, noise (head-phone jack), capacitor leakage.
Features: Emission type tests; filament voltages from 1.4 v. to 117 v.

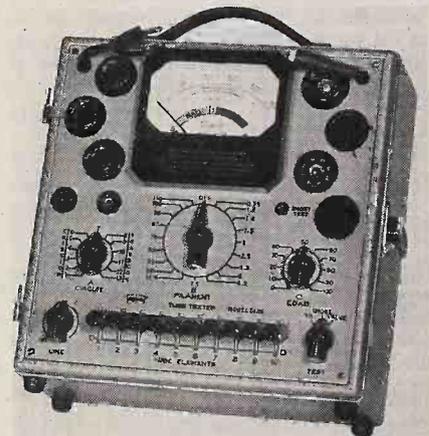
SUPREME INSTRUMENTS CORP.

Model 504-B

Meter reads: "Bad Tube—?—Good Tube", ohms, ac-dc volts, "Good—Bad Capacitor".
Sockets for: 4, 5, 6, 7 pin; 8 pin octal & loctal; 7 pin miniature; 5 pin bantam; acorn.
Chart: Compact roller type.
Special tests: Leakage, shorts, noise, gas, battery.
Features: Emission tube tests, plus multitester ranges for ohms, ac-dc volts, dc current, output, capacitor leakage (dual sensitivity, with test voltages from 25 v. to 450 v.) battery quality under rated loads. One year free tube setting service provided.
(Continued on page 140)

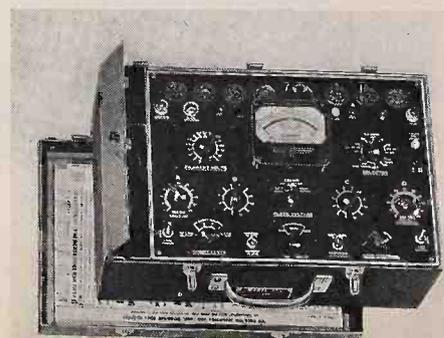


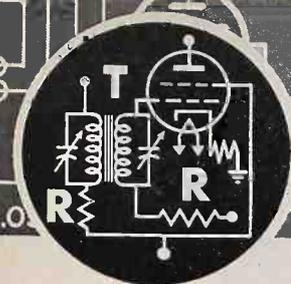
Sylvania Model 140.



Triplett Model 2425.

Weston Model 798.





New Service Aids Save Time

Selectron MINIATURE RECTIFIER

Type 5M1 is a new miniature 5-plate selenium rectifier, measuring 1" x 1", and designed to replace such rectifier tubes as the 25Z5, 35Z5, 117Z6, OY4 and others in ac-dc battery portables, consoles and vibrator power supplies. It is used with a 25 ohm series resistor and a maximum filter input capacitance of 40 mf. Maximum ac input and dc output voltages are 130 v. at 100 ma. dc. Selectron Division, Radio Receptor Co., 251 West 19th St., New York 11, N. Y.—RADIO & Television RETAILING

Friend's CHANGER STAND



Any record changer, and most radio chassis, can be supported at any angle for work at the service bench, as well as on outside calls. Weighing 11½ lbs., the new rack is made to assemble and disassemble quickly. Friend's Radio Co., 9 N. Seventh St., Philadelphia 6, Pa.—RADIO & Television RETAILING

General Electric VTVM

Type PM-17 is an electronic volt-ohm-meter for general service and laboratory work. A-c voltages from 60 cycles to over 100 megacycles are handled by the probe which has a high input impedance. Both a-c and d-c can be



measured on the 1, 3, 10, 30 and 100 volt scales, while a multiplier switch is used to increase the d-c range by 10 X. Four resistance ranges cover up to 100 megohms. General Electric Corp., Specialty Division, Wolf St. plant, Syracuse, N. Y.—RADIO & Television RETAILING

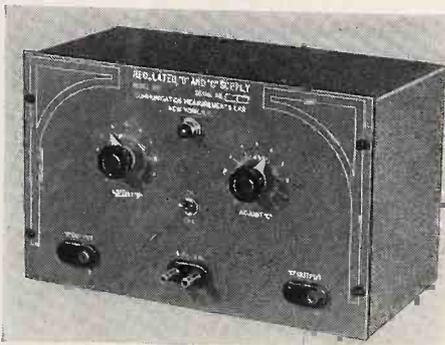
Triplet GENERATOR



Model 1632 is an amplitude modulated signal generator covering from 100 kc to 120 mc in 10 ranges. The panel meter indicates the output of the multiplier and attenuator. Provision is made for internal mounting of a 1000 kc crystal, for heterodyne frequency calibration. Air trimmers, permeability tuned coils and a voltage regulator tube are included for stability. Triplet Electrical Instrument Co., Bluffton, Ohio—RADIO & Television RETAILING

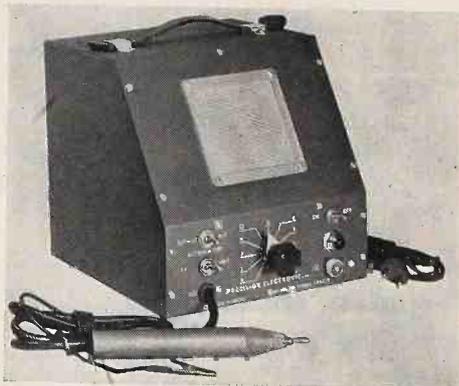
CML DUAL SUPPLY

Model 1115 Dual Power Supply delivers two independent, regulated power sources. The "B" supply is variable from 180 to 300 volts d-c at 70 ma., with less than 25 MV ripple. A "floating" ground permits the B+ to be grounded.



The "C" supply is variable from 0 to 75 volts with less than 7 MV ripple. 6.3 volts at 2 amperes is available for an unregulated a-c filament supply. Communication Measurement Lab., 120 Greenwich St., New York, N. Y.—RADIO & Television RETAILING

Precision Electronic SIGNAL TRACER



Model 200 uses a PM speaker connected to a high gain amplifier which reproduces r-f, i-f or audio signals. A low value of capacity coupling through the polystyrene probe prevents disturbance of the operating characteristics of the circuit under test, and operates to over 300 mc. Precision Electronics Inc., 641 N. Milwaukee Ave., Chicago, Ill.—RADIO & Television RETAILING

Naken POCKET TESTER

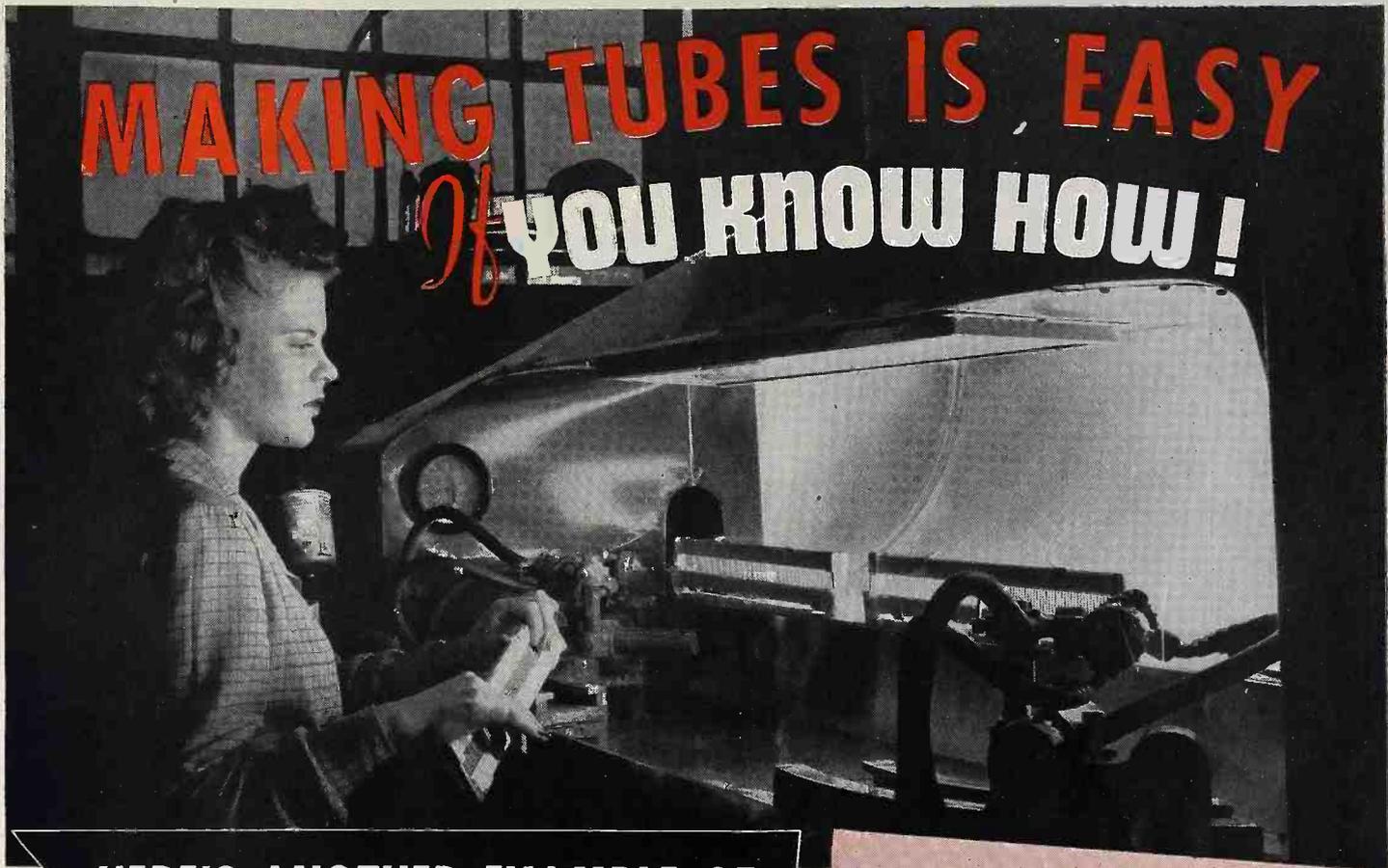
Continuity tests which give audible and visual indications without the use of an indicating meter are featured in the Naken pocket-size tester. Self contained in the unit are a buzzer, light bulb, and battery. Naken Engineering & Mfg. Co., 25 N. Franklin St., Chicago 6, Ill.—RADIO & Television RETAILING

Aerovox R-C BRIDGE



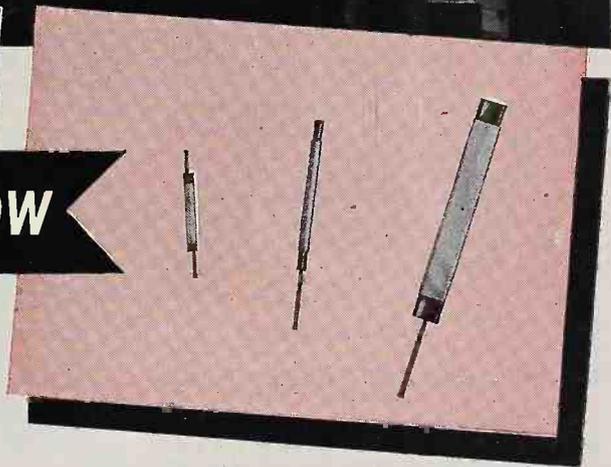
Model 76 is a resistance and capacitance bridge which measures, in six ranges each, capacitance from 100 mmf to 200 mf and resistance from 10 ohms to 200 megohms. Power factors, leakage of electrolytics under charge, and insulation resistance of mica and paper capacitors are also measured. A magic-eye null indicator gives the indication of bridge balance, while a single 4" linear dial is used for all bridge functions. Shockproof clip leads are furnished. Aerovox Corp., New Bedford, Mass.—RADIO & Television RETAILING

MAKING TUBES IS EASY *If* YOU KNOW HOW!



HERE'S ANOTHER EXAMPLE OF

UNMATCHED HYTRON KNOW-HOW



A GAIN a painstaking, tough job is made easy. This Hytron electronically-controlled cathode-spray machine minimizes the element of human error always present with hand spraying. Evenly applied emissive coating of exactly the right weight and density is obtained hour after hour. Number and speed of coating passes, distance from spray guns to cathode sleeves, and intensity of the spray are precisely controlled.

An endless belt, with 8 racks each containing 40-100 bare cathode sleeves, travels before the two spray guns at 37-112 racks per minute. These guns are fired electronically only while racks appear before their nozzles. Each gun can be aimed through an arc of 0-45° to accommodate flat, oval, or round sleeves. Distance between gun and rack is finely adjustable. Number of passes is electronically controlled between 2 and 32.

An ingenious device automatically reverses—at each revolution of the endless belt—the side of a given rack exposed to the guns. A bank of infra-red lamps

dries each layer of coating immediately after its application.

Intensity and width of spray are regulated by pressure and nozzle adjustments. A continuously circulating system (instead of suction or gravity feed) maintains the coating fluid in the necessary state of suspension, and prevents clogging by coagulation.

Cathode coatings are held to such close tolerances that they must be measured by weight—on balances capable of reading .1 milligram. Yet this machine can apply accurately over 100,000 of such fine coatings daily. Another example of Hytron's mass production with precision—the Hytron know-how which gives you better tubes.



SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921

HYTRON

RADIO AND ELECTRONICS CORP.



MAIN OFFICE: SALEM, MASSACHUSETTS

New Ideas for Sound Installations

Electron Bell PORTABLE PA SET

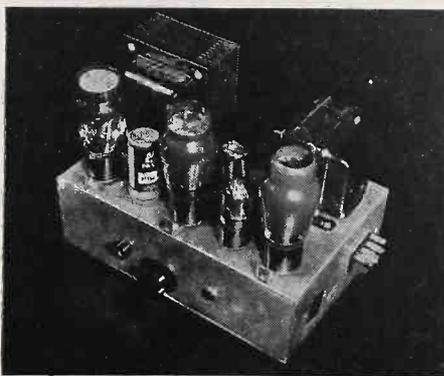
Model RJZ-12 is a single-unit system using a case which opens into 2 parts. The top half contains 12" speaker with 25' of cable and storage space for the Astatic crystal mike, floor and table



stand and 25' of mike cable, all of which are included in the set. The bottom part of the case contains a dual-speed turntable for playing up to 16" records, and a 12-watt amplifier having mike and phono input mixer controls. An automatic changer may be ordered instead of a manual player. Riggs & Jeffries Inc., 73 Winthrop St., Newark 4, N. J.—RADIO & Television RETAILING

Pan American AMPLIFIER

PAB-1500 monitor amplifier is a 2-stage 15-watt amplifier, having a gain of 50 db. With an input impedance of 500 ohms, and a bridging impedance of 20,000 ohms, the negative feedback circuit delivers less than 2 1/2% distortion



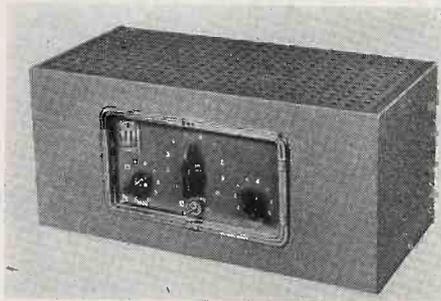
in the frequency range from 40 to 10,000 cycles, within ± 1 db. Push-pull 6L6-G tubes deliver the output into impedances of 4, 8, 15, 250 and 500 ohms. Filament and plate voltage is also provided for an external 4 or 5 tube pre-amplifier. Pan American Electric Co., 132 Front St., New York 5, N. Y.—RADIO & Television RETAILING

Electro-Voice FLOOR STAND

Model 425 is Electro-Voice's new floor stand that raises, lowers and locks with one-hand finger-tip operation. A red button located below the mike switch unlocks the shaft when pressed, and re-locks when released, yet permitting full rotation. In this manner, the stand can be adjusted by the speaker using only one hand, leaving the other hand free to hold papers or other material. Two legs of the three-legged base pivot to allow stand to be placed flush against a wall or pulpit. Electro-Voice, Inc., 1239 South Bend Ave., South Bend 24, Ind.—RADIO & Television RETAILING

Audio Development LINE AMPLIFIER

Designed for wired music applications, the 10-watt Model 45A line amplifier is suitable as well for recording studios and similar jobs. Indirect lighted panel holds single volume control and off-on switch. Other controls, mounted on chassis, are gain limit adjustment,



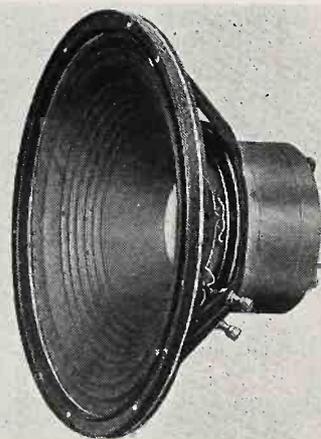
and bass and treble equalizers. The response is flat within 1 db from 50 to 10,000 cycles. The bridging input impedance is 2500 ohms, while output taps are provided at 1, 4, 8, 16, 250 and 500 ohms. Audio Development Co., 2833 13th Ave. S., Minneapolis 7, Minn.—RADIO & Television RETAILING

Daven Company TONE COMPENSATOR

Type LAC-720 is a ladder network, designed so that the frequency characteristics follow the hearing response curves of the human ear. The effect of such a response is that the bass frequencies have a smaller loss than the middle or upper registers. Six different curves are possible, including a flat frequency response. In the latter case, the control functions as a straight ladder of 2.5 db per step. Daven Company, 191 Central Ave., Newark, N. J.—RADIO & Television RETAILING

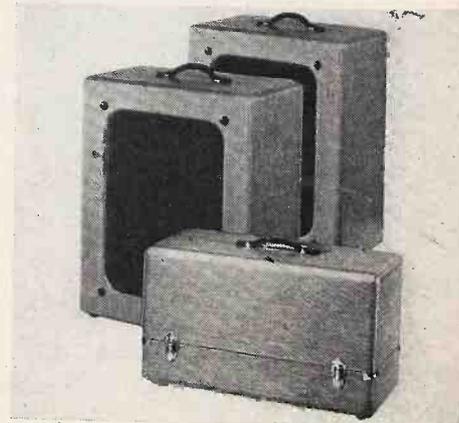
Altec Lansing DIA-CONE SPEAKER

A new Dia-Cone speaker, model 600, has been added to the Altec line. Like their model 603, the new speaker uses a mechanical cross-over, with the molded paper cone handling frequencies up to 2,000 cycles, and a domed aluminum



diaphragm for generating and dispersing the highs. The 3" voice coil is edge-wound with aluminum wire, and has an impedance of 10 ohms. The Alnico V PM speaker is rated at 18 watts audio. Altec Lansing Corp., 250 W. 57th St., New York 19, N. Y.—RADIO & Television RETAILING

Newcomb Audio Products SOUND SYSTEM



Model KX-30R12A is one of a series of portable sound systems built around the Newcomb amplifiers which range from 10 to 60 watts of output power. The 3-case system illustrated includes a 30-watt amplifier with two 12" speakers in fabricoid-covered cases. Newcomb Audio Products Co., 2815 S. Hill St., Los Angeles, Calif.—RADIO & Television RETAILING

MID-AMERICA HAS EVERYTHING FROM "A" TO "Z"

ANTENNAS

3 1/2" Collapsible Vertical.....49c
10 Mtr Collapsible Vertical.....\$1.49
12 1/2 Foot Telescopic.....\$1.95
Phantom A-27, 2-4.5 mc.....\$1.49

CABLE

Co-Axial RG8U Standard
Amphenol 52 ohm.
Per 100 ft.....Per ft. 8c
Per 1000 ft.....Per ft. 6c
Co-Axial RG54-A/u, 58 ohm
Per 100 ft.....Per ft. 7c
Per 1000 ft.....Per ft. 5c
Eight cond. shielded, colored rubber ins. six of #20, two of #16. Heavy rubber jacket, external tinned woven shielding. O.D. 9/16".
Per 100 ft.....Per ft. 10c
Per 1000 ft.....Per ft. 7 1/2c

COIL FORMS

Kit of 10 Ceramic transmitting coil forms.....\$1.49

CONDENSERS

Kit of 10 Bath tub condensers.....\$1.49

AIR PADDER CONDENSERS

Ceramic Insulation, Screwdriver Adjmt.
100 mmf.....29c
140 mmf.....49c
Following sizes available—5, 15, 25, 35 and 50 mmf, each.....19c

Kit of 10 Asstd. Air Padder Condensers.....\$1.49

G.E. PYRNOAL CONDENSERS

MFD	VDC	PRICE	MFD	VDC	PRICE
.25	1000	39c	.1	7500	\$1.95
1	500	39c	4	1500	\$2.95
1	600	49c	10	1000	\$2.95
2	600	89c	12	660	\$3.50
1	1000	98c	15	1500	\$3.95
6	600	98c	1.5	6000	\$4.95

HEAVY DUTY OIL FILLED CONDENSERS

MFD	VDC	PRICE	MFD	VDC	PRICE
.075	16000	\$4.95	3	4000	\$4.50
1.5	6000	8.95	10	6000	24.95
Dual 1 mfd 3000 VDC.....\$3.95			Dual 1 mfd 7500 VDC.....\$9.95		

TUBULAR PAPER CONDENSERS

MFD	VDC	PRICE	MFD	VDC	PRICE
.01	600	9c	.3	200	10c
.006	1000	10c	.1	1000	15c
.05	600	10c	.004	1600	19c

VARIABLE CONDENSERS

GANG	MMF	PRICE	GANG	MMF	PRICE
2	10	49c	1	500	\$1.29
1	50	49c	2	370	\$1.49
1	13	69c	3	75	\$1.49
2	35	98c	4	140	\$1.95

MISCELLANEOUS CONDENSERS

Hi-voltage Mica. Kit of 10 pieces, from 600-2500 volts.....\$2.95
Hi-voltage Mica. Kit of 10 pieces, from 3000-5000 volts.....\$5.95
Mica. Kit of 25 pieces. Assd sizes from .0005 to .001, 300-600 v., per kit.....\$1.98

DYNAMOTORS

Kit of 3 listed below.....\$4.95
SIZE: 3 7/8" x 6" long, excluding shaft.
R.P.M. 4000.

INPUT		OUTPUT	
VDC	AMPS.	VDC	AMPS.
6-9	6.4	450	60
12	3.5	480	42
24	1.75	480	42

WHOLESALE ONLY! AT-3 Antenna Tuning Unit



An outstanding achievement in high frequency design! Covers all frequencies between 1.5 and 18 MC without use of plug-in inductance. Tunes any single wire antenna from 15 ft. whip to long wire. Ceramic insulation constructed to withstand high r.f. voltages. Simple to operate. Black wrinkle finish case measures 10 1/2" wide, 14 1/2" high, 24" deep. Packed for shipment—wt. 56 lbs. Less

SPECIAL PRICE
\$26.95

12 mmf and 50 mmf vacuum condensers.

SPEAKERS

5" Alnico Speaker, 4-Ohm VC, Limited Quantity.....\$1.70
6" PM 2.5 Alnico V.....\$2.95
10" PM, 18 oz. slug.....\$7.95

AP-10 JENSEN Speechmaster, 5 Watt PM in metal housing less base.....\$4.95

HEAVY DUTY LINE FILTER

Solar Elim-O-Stat
Type EN106, SPECIAL \$1.79
CSL53199, 20 amps, 115 V.A.C., 600 V.D.C.

QUANTITY BUYERS

Dealers... Jobbers... Industrials... Schools... and other quantity buyers—write for special trade discounts on items listed as well as hundreds of others.

HAND SET

Telephone type with 200 ohm carbon mike and 2000 ohm earphone plus talk switch and cords with plugs.....\$2.95

HEAD SET

8000 ohm impedance, with cushions, 12" cord and PL-54 plug.....\$1.50

INVERTERS

Input 27 VDC 35 amps, output 115 VAC 4000 cps.....\$4.95
Input 24 VDC 1 amp., output 26 VAC 400 cps 6 VA.....\$1.95

KEYS

Transmitting J-38.....75c
Automatic Keyer TG-10-H with oscillator and 25 watt amplifier. 110 VAC, 60 cycle operation (less tubes).....\$39.95

MICROPHONES

Single button carbon hand mike, with press-to-talk switch, 5 ft. cord with PL-68 three circuit plug.....\$1.75
Single button carbon lip mike. Fastens over upper lip, attaches to headset. With short cord and PL-291 plug.....89c
Single button carbon mike. Attaches to headset and held in front of mouth by bracket. Avimeter type 9042.....98c
KIT of 3 microphones, as listed above \$2.95

IMPORTANT!

To assure fastest possible service and delivery, please send 25% deposit with your orders. All Balance C.O.D. Send orders to store address. All prices shown are F. O. B. Chicago warehouse.

RHEOSTATS

50 ohm, 25 watt.....59c
70 ohm, 25 watt.....59c
2500 ohm, 25 watt.....79c

SWITCHES

Antenna DPDT Hi-voltage, knife.....39c

MICROSWITCHES

Type C, white top, SPST, normally closed, #WZ-7RSTC2.....39c
Type C, #BZ-R5, SPDT.....39c
Type C, #BZ-3RDT, SPDT.....39c
GE #CR1070C103-A3 momentary SPST normally closed.....39c

PRESS-TO-TALK

DPST, NO, with 5 ft cord, UL-68 and JK-48.....24c

PUSH BUTTON

10 Button, momentary contact, non-locking, right hand.....49c
10 button, momentary contact, non-locking, left hand.....49c
5 Button, pos. action, locking.....49c
4 Button, pos. action, locking.....49c

TOGGLE

Lever type, 3PDT 10 amp 250 VAC.....59c
Push type SPST NO, 3 amp 250 VAC.....29c

KIT OF 10 SELECTOR SWITCHES.....\$1.49

TUBES

Immediate Delivery
6AC7.....97c
6AG5.....\$1.19
6J6.....97c
6SLGT.....79c

TRANSFORMERS

Universale output transformer, single or push-pull tubes to any voice coil. Rate at 10 watts.....\$1.20
Power transformer, primary 105-125 VAC 60 cps, Secondary 5 volts 190 amps.....\$14.95

TRANSMITTER

BC-223-A, 80 meter band; phone, CW, ICW; VFO or crystal controlled; 25 watt output.....\$22.50

Transmitter-Receiver

Portable FM Transceiver SCR-510, range 5 miles, 20 to 27.9 MC, crystal controlled with 80 crystals, complete.....\$79.50

VOLUME Control

Kit, 10 volume and tone controls, no wipers, long shafts.....\$1.79

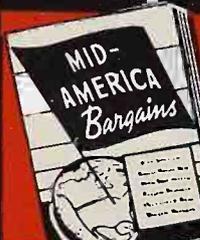
WIRE

Single conductor #18 solid, rubber ins. OD 1/8" block, green only
Per 100 ft.....69c
Per 1000 ft.....\$5.45
Two conductor, #14 stranded with external tinned woven braid, O.D. 3/8"
Per 100 ft.....Per ft. 8c/ft.
Per 1000 ft.....Per ft. 6c/ft.

ZILLIONS

of other big-value parts, transmitters, tubes, and electronic equipment listed in MID-AMERICA'S Catalog. It's free for the asking. Just send coupon below and your FREE copy will be mailed at once.

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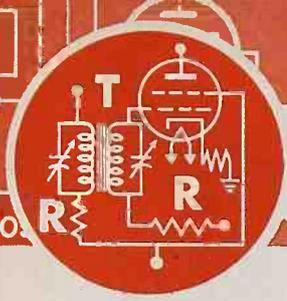
Send me at once—ABSOLUTELY FREE—your brand new catalog listing hundreds of "hard-to-get" radio parts, transmitters, and electronic equipment... ALL AT MONEY-SAVING PRICES.

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First-Aids for Tele Dealers

U.S. Tel. SWEEP GENERATOR

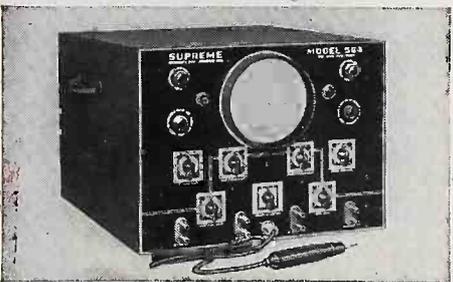
With a total deviation from 5kc to 10 megacycles, the model TVFM sweep generator covers the entire range from 500 kc to 110 megacycles, including the entire FM band and the first six television channels, all that are thus far in



use. Separate crystal-controlled oscillators supply marker frequencies at 1 mc and 10 mc intervals. A heterodyne or beat-frequency circuit is used, with a stage of amplitude limiting. Output voltage is from 30 microvolts to .1 volt, at an impedance of 100 ohms. Operates on 110v, 50-60 cycles. U. S. Television Mfg. Corp., 3 W. 61 St., New York 23, N. Y.—RADIO & Television RETAILING

Supreme OSCILLOSCOPE

Model 564 oscilloscope has a 5" screen. The sweep oscillator has a range of 7 to 100,000 cycles in six steps. The vertical amplifier has a response of ± 2 db from 5 cycles to 5 mc, down 6 db at 7 mc. The vertical deflection sensitivity is .1 volt RMS per inch through



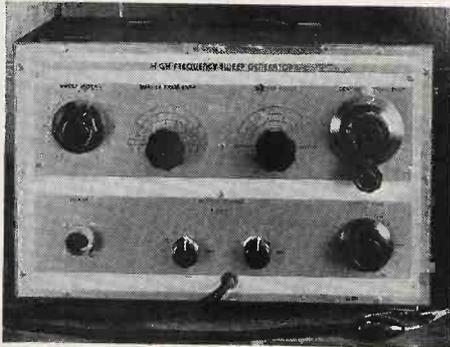
the amplifier, and 8.5 volts RMS per inch direct to the vertical deflection plates. The z-axis (intensity) amplifier has a response of ± 2 db from 100 cycles to 100 kc. A vacuum tube probe is supplied for working within the set under test with a minimum of circuit loading. Supreme Instruments Corp., Greenwood, Miss.—RADIO & Television RETAILING

Transvision TELEVISION KIT

Complete television receiver kit, designed for easy assembly at home or in the shop. Includes 7" electrostatic type picture tube—a size rated as suitable for viewing by 8 to 15 persons. Three IF picture stages, 18 tubes. 3.5 band width in picture circuit, new type sweep circuit, designed to allow daylight viewing. Three video channels adjustable to individual locations. Sensitivity rated as high enough to bring in pictures within 50 mi. radius of tele transmitter. Includes all components. Transvision, Inc., 144 Union Ave., New Rochelle, N. Y.—RADIO & Television RETAILING

RCA SWEEP GENERATOR

Model 709B sweep generator covers the frequency range from 5 to 65 mc, with a total deviation variable from 1 mc to 20 mc. A separate manually controlled oscillator produces a marker frequency from 5 mc to 70 mc. The output



voltage of .001 to .4 volts is available at 75 ohms impedance. Two heterodyned push-pull oscillators are heterodyned to create the signal. Radio Corporation of America, RCA Victor Division, Camden, N. J.—RADIO & Television RETAILING

Solar TELE CAPACITORS

Types QTMF and QTMH are hermetically-sealed high voltage capacitors especially designed for use in rectified r-f type power supplies for television receivers and other cathode-ray tube units up to 30,000 working volts dc, and in capacitances to 500 mmf, the capacitors are mineral-oil impregnated under high vacuum to withstand the high operating temperatures found in the compact new sets. Solar Manufacturing Corp., 285 Madison Ave., New York 17, N.Y.—RADIO & Television RETAILING

Du Mont OSCILLOGRAPH

Type 274 cathode-ray oscillograph uses a 5" 5BPI-A tube with a deflection sensitivity of .65 rms volts per inch, with the amplifiers at full gain, and a direct-connection sensitivity of ± 18 rms volts per inch. The sweep is variable from 8 to 30,000 cycles, while the horizontal and vertical amplifiers cover the



range from 20 to 50,000 cycles uniformly within 20%. There is provision for intensity modulation. The input impedance of the vertical plates are 5 megohms at 50 mmf direct, and 1 megohm at 40 mmf through the amplifier, while the horizontal impedances are 5 megohms at 60 mmf direct, and 5 megohms at 40 mmf amplified. Allen B. DuMont Laboratories Inc., 2 Main Ave., Passaic, N.J.—RADIO & Television RETAILING

Kay MEGA-SWEEP



The Mega-Sweep oscillator has a carrier frequency range from 50 kc to 500 mc, with an adjustable sweep from 30 kc to 30 mc broad. An output of .1 volt at a 50-ohm level is controlled by a continuously variable attenuator. The amplitude modulation while sweeping is kept to .15 db per megacycle. Kay Electric Co., East Orange, N. J.—RADIO & Television RETAILING

3 Standards

OF ELECTRONIC QUALITY

THORDARSON TRANSFORMERS

A quality line...backed by 51 years of outstanding transformer manufacture. Designed for every electronic requirement, these new Thordarsons make difficult installations easy and are your assurance of top-notch performance under all conditions. Ask for them today.

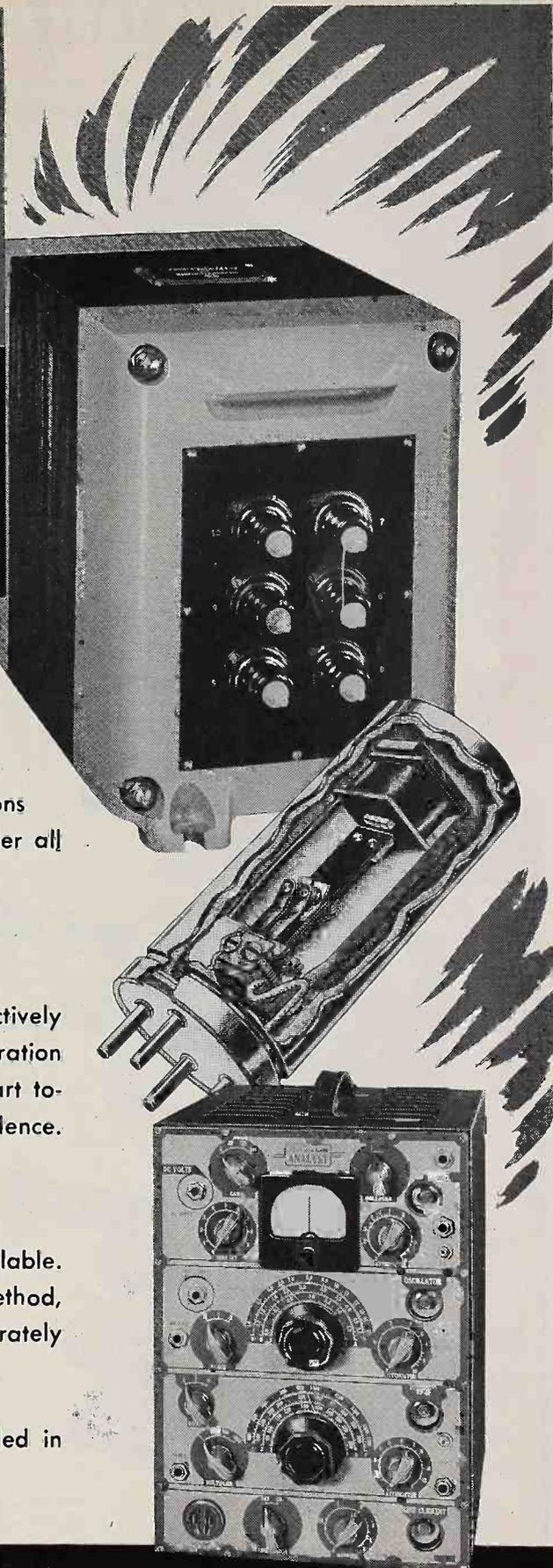
RADIART VIBRATORS

Radiart Vibrators are sealed against air and moisture, effectively preventing point oxidation and guaranteeing effective operation under conditions too tough for ordinary units. Specify Radiart today. Look for the Red Seal... your guarantee of vibrator excellence.

MEISSNER ANALYST

The most modern and complete service instrument yet available. Tests receivers and locates faults by the signal tracing method, fastest and most reliable method to date. All controls accurately calibrated with functions clearly indicated.

Thordarson-Meissner-Radiart products listed and recommended in Photo-Fact Folders.



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MAGUIRE INDUSTRIES, INCORPORATED

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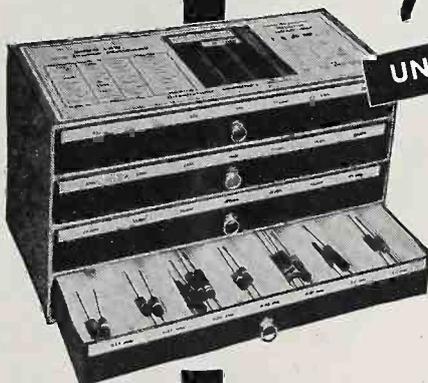
YOU CAN GIVE BETTER, FASTER SERVICE with these

3

BALANCED
RESISTOR
ASSORTMENTS

STURDY, HANDSOME Resist-O-Cabinet

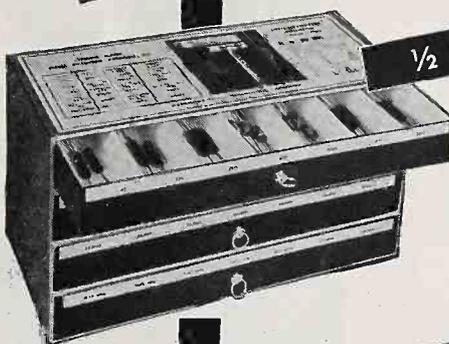
FREE WITH EACH ASSORTMENT



UNIVERSAL ASSORTMENT

Balanced resistor assortment. Includes 59 IRC Type BT Insulated Metallized Resistors and "universal" 10-Watt Power Wire Wound Types AB and ABA. The ABA (adjustable) type makes possible every range from a few ohms up to 10,000 ohms.

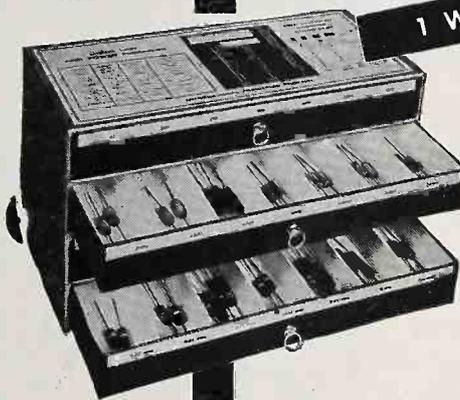
No one knows better than you that up-to-the-minute appearance and modern, efficient service pays off in your shop.



1/2 WATT ASSORTMENT

100 Type BW-1/2 and BTS Resistors. A complete assortment of most used ranges in the popular 1/2-Watt Insulated Metallized and Insulated Wire Wound Types.

That's why IRC offers three Resistor Assortments to equip you for quick, easy resistor replacements on almost any job. Any one or all three IRC assortments, arranged according to type and range, are in neat, sturdy cardboard Resist-O-Cabinets that stack firmly one on top of the other. The cabinets are supplied absolutely *free* with each assortment ordered at standard resistor prices. Get in touch with your IRC distributor *today*

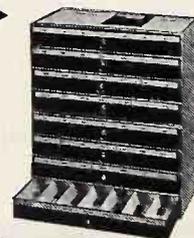


1 WATT ASSORTMENT

83 Type BW-1 and BTA Insulated Resistors. Every service engineer should have all of these top-quality 1-watt resistance ranges at his fingertips.

EASY TO STACK →

Bases of Resist-O-Cabinets are arranged for stacking so that several cabinets may be used to increase stock capacity.



INTERNATIONAL RESISTANCE CO.

401 N. BROAD ST., PHILADELPHIA 8, PA.

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

From coast to coast
**SERVICE PROFITS
 ARE GOING UP**

(and operating costs are going down)

thanks to

SAMS PHOTOFACT* FOLDERS



Here's What Servicemen Themselves Say:

- ✓ "Your folders help give the quick service the public wants—good service, too." *Willis, Tex.*
- ✓ "They easily cut my repair work to half the original time." *Chicago, Ill.*
- ✓ "A great time saver—and cheap enough for the small shop owner." *New York City.*
- ✓ "You have what the serviceman has been waiting for all these years." *Richmond, Calif.*
- ✓ "Wouldn't swap my first set for \$100." *Ashtabula, Ohio.*
- ✓ "They make a big cut in non-productive time—especially in servicing new receivers." *Pascagoula, Miss.*

Time is the most valuable commodity you have. Cut down waste operating time and your earnings go up automatically. You, as a good business man, know that.

But maybe you don't know that Sams Radio PhotoFact Folders reduce non-productive service time by as much as 50 percent. The experience of hundreds of servicemen definitely proves that they do! PhotoFact Folders accomplish this because they give *more complete information—faster*—than any other data that has ever been available.

By means of full-page pictures, comprehensive data, voltage and resistance values, etc., they tell you everything you

want to know about radios, phonographs, intercommunication systems and power amplifiers manufactured since January 1, 1946. Released in sets of 30 to 50 folders at a time, they reach you when you need them most—just as the products described reach the market. Yet the cost, including membership in the Howard W. Sams Institute, is only \$1.50 a set. (\$1.75 a set in Canada).

Get Sams PhotoFact Folders working for you! Use the coupon below for Sets No. 5 and 6. To bring your files up to date, order the four preceding sets, too. That way your biggest expense will be behind you. Thereafter it will be an easy matter to pay as you go.

PUBLICATION DATES:

Set No. 5 . . . October 15th
 Set No. 6 . . . October 26th

Cut This Out and Mail It to Your Distributor! If you do not know his name and address, send it directly to Howard W. Sams & Co., Inc., 2924 East Washington Street, Indianapolis 6, Indiana, and we will see that your nearest distributor gets it. (In Canada write to A. C. Simmonds & Sons, 301 King Street East, Toronto, Ontario.)

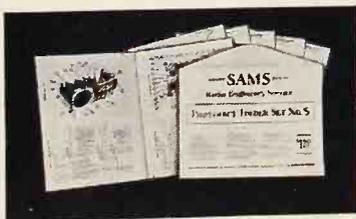
CHECK ONE OR MORE SQUARES PLEASE PRINT

- Send Sets No. 5 & 6
- Send Set No. 4 Send Set No. 3
- Send Set No. 2 Send Set No. 1
- Send me a specimen folder

My (check) (money order) (cash) for Sets Nos. (at \$1.50 a set, \$1.75 in Canada) is enclosed. (If you send cash, be sure to use registered mail.)

Name _____
 Address _____
 Zone _____ State _____
 Company Name _____
 My Distributor's Name _____
 City _____

In Each PHOTOFACT Folder You Get —



1. A cabinet-view photo of the receiver to help you establish identity and control functions.
2. A top-view photo of chassis and speaker to identify component parts and alignment points.
3. A bottom-view photo of chassis and/or accessories.
4. A complete list giving keyed reference to all parts, alignment and schematic diagram.
5. A complete full page schematic diagram of the receiver with loads of new information shown in a uniform manner.
6. Stage gain measurements listed on the schematic diagram.
7. A complete voltage and resistance analysis chart for rapid check of operational values.
8. Complete alignment instructions on the receiver consistent with the keyed alignment points indicated in top- and bottom-view photos.

HOWARD W. SAMS & CO., INC. RADIO PHOTOFACT SERVICE

In Canada—write to A. C. SIMMONDS & SONS, 301 King Street East, Toronto, Ontario

EVERY OFFICE IS A PROSPECT!

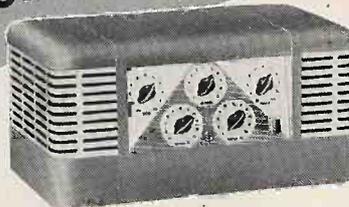


FLEXIFONE

INTERCOMMUNICATION
SYSTEMS

10-STATION
MASTER UNIT

OPERADIO makes the
outstanding sound equipment line
for year 'round sales and profits!



20-WATT AMPLIFIER



40-WATT AMPLIFIER



2-WAY WALL BAFFLE

SMART NEW DESIGNS... SLICK NEW FEATURES!

Outstanding . . . that's the word for the new OPERADIO sound equipment line! Every unit is designed, engineered and constructed to OPERADIO-quality standards . . . with important new features and smart styling for added sales-appeal. And OPERADIO sound equipment is nationally advertised to assure you of steady, successful sales.

OPERADIO

Sound Equipment

SEND
COUPON
FOR
COMPLETE
DETAILS

OPERADIO MANUFACTURING CO., DEPT. RT-11, ST. CHARLES, ILL.

Gentlemen:

Please send us free information on the items checked:

- Flexifone Intercommunication
 Operadio Sound Equipment

NAME.....

ADDRESS.....

CITY.....STATE.....

Get the Sale

(Continued from page 43)

salesmen urged him to "put the brakes on," but he would not listen to them. He was going to get the lion's share of the business and was going to take the "chain" store "to the cleaners."

The writer talked to one of this dealer's "star salesmen," and the latter described a "peculiar phenomenon" taking place in the store during this period of price-cutting. In order to keep up the terrific selling pace, the salesforce wasted no words on a customer in or out of the store. The "I'll tell you what I'll do" technique was employed at once. "Give me an order for this refrigerator now, Mrs. Jones, and I'll allow you \$45 on your old ice-box—sight unseen—" and so on. This method was used on new and old customers.

The "peculiar phenomenon" was no more than what the "star salesman" should have expected, and it was the natural "end-point" of *instilling the "I can get it for less" idea in the minds of the customers.* This salesman found that customers who never "chiseled" before now refused to buy even the smallest purchase unless some "inducement" was made.

This dealer's business folded up. The ultra-conservative dealer, previously described, is still going strong. Doubtless, there was a happy medium — a middle-of-the-road course the price-cutting dealer could have taken.

Common sense tells us that a good dealer is often obliged to "play with a price" now and then, and is often justified in offering "specials," but there's no rhyme or reason—and no folding money—in going overboard in profit-slashing.

The dealer who looks at his merchandise as so many dollar bills piled up there on his showroom floor will always feel more reluctant to trade the amount in this stack of currency for a smaller sum.

Indiana Dealer

(Continued from page 59)

night, and the winners are decided by applause of the audience.

On these nights, the retailer gets his name on the theater marquee, the attendance of the theater jumps 50% and the resulting business at the Home Appliance Center is described by R. Ettel, manager, as "tremendous". Mr. Ettel says it is hard to say how much business resulted, for the store does not

(Continued on page 139)

NEW! WESTON Mutual Conductance Tubechecker and Circuit Analyzer



MODEL 798—TYPE 3

Outstanding Features

- ✓ Direct-reading mutual conductance tests, and "Good-Bad" indications.
- ✓ New patented high frequency tube testing circuit.
- ✓ AC-DC volt-ohm-milliamperre ranges.
- ✓ Tests 4, 5, 6, 7 prong octal, loctal, miniature, and acorn tubes... spare octal and miniature sockets.
- ✓ Hot neon leakage test between any two tube elements... neon short check.

✓ Adjustable plate, screen, grid bias, and signal voltages.

✓ Flexibility in switching simplifies testing present and future tubes.

✓ Durable heavy-gauge, light-weight aluminum case.

Model 798 combines broad utility, ruggedness, and dependable accuracy for maintenance of sound and electronic equipment. Detailed bulletin available. Weston Electrical Instrument Corporation, 581 Frelinghuysen Avenue, Newark 5, New Jersey.

Weston Instruments

ALBANY • ATLANTA • BOSTON • BUFFALO • CHARLOTTE • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • DENVER • DETROIT • JACKSONVILLE • KNOXVILLE • LOS ANGELES • MERIDEN • MINNEAPOLIS • NEWARK
NEW ORLEANS • NEW YORK • PHILADELPHIA • PHOENIX • PITTSBURGH • ROCHESTER • SAN FRANCISCO • SEATTLE • ST. LOUIS • SYRACUSE • IN CANADA, NORTHERN ELECTRIC CO., LTD., POWERLITE DEVICES, LTD.

Cash In on Demand for Xmas PA

Peacetime Holiday Buying Spree to See Heavy Use of Outdoor Rigs as Store Window Attention-Getters



Merchants on Main St., U.S.A., foresee a good old Christmas once again.

• The bells ring out at Yuletide, folks say, little realizing that most of the "bells" they hear at Christmas are more often than not reproductions.

A large field for sound work, into which growing numbers of PA dealers are entering belatedly, is built around electronic means of simulating chimes, bells, carillons, carols and organ music.

Church installations are attempted mainly by the larger dealer or sound specialist. During Christmas, however, the same sort of job is done extensively if not elaborately, by the general sound and radio service practitioner.

How to Sell Rentals

The biggest market for these seasonal installations lie in their use as store window attention-getters. Sound effect record distributors provide discs that make a suitable accompaniment for almost any sort of window display. Interviews with the leading merchants in town should disclose many leads.

Recordings of children laughing, trains roaring, "funny" musical instrumentation, sleighbells . . . novelties such as these are obvious tie-ins which can be selected to fit

merchandise in toy windows. For religious themes or simple decorative displays, carol music, carillons, chimes and bells are generally more desirable.

In most instances, the heart of the installation is a phono changer working into a 15-watt amplifier feeding two speakers. Weather-proof reentrant horns or bells must be used. Many towns have ordinances prohibiting the use of outdoor speakers; traditionally, however, the rules are relaxed during election campaigns and holidays, held to be more important than local noise-abatement programs.

Nevertheless, the PA man should arrange to have the volume of the system kept down. This can be achieved through the use of PM dynamic speakers, with a con-

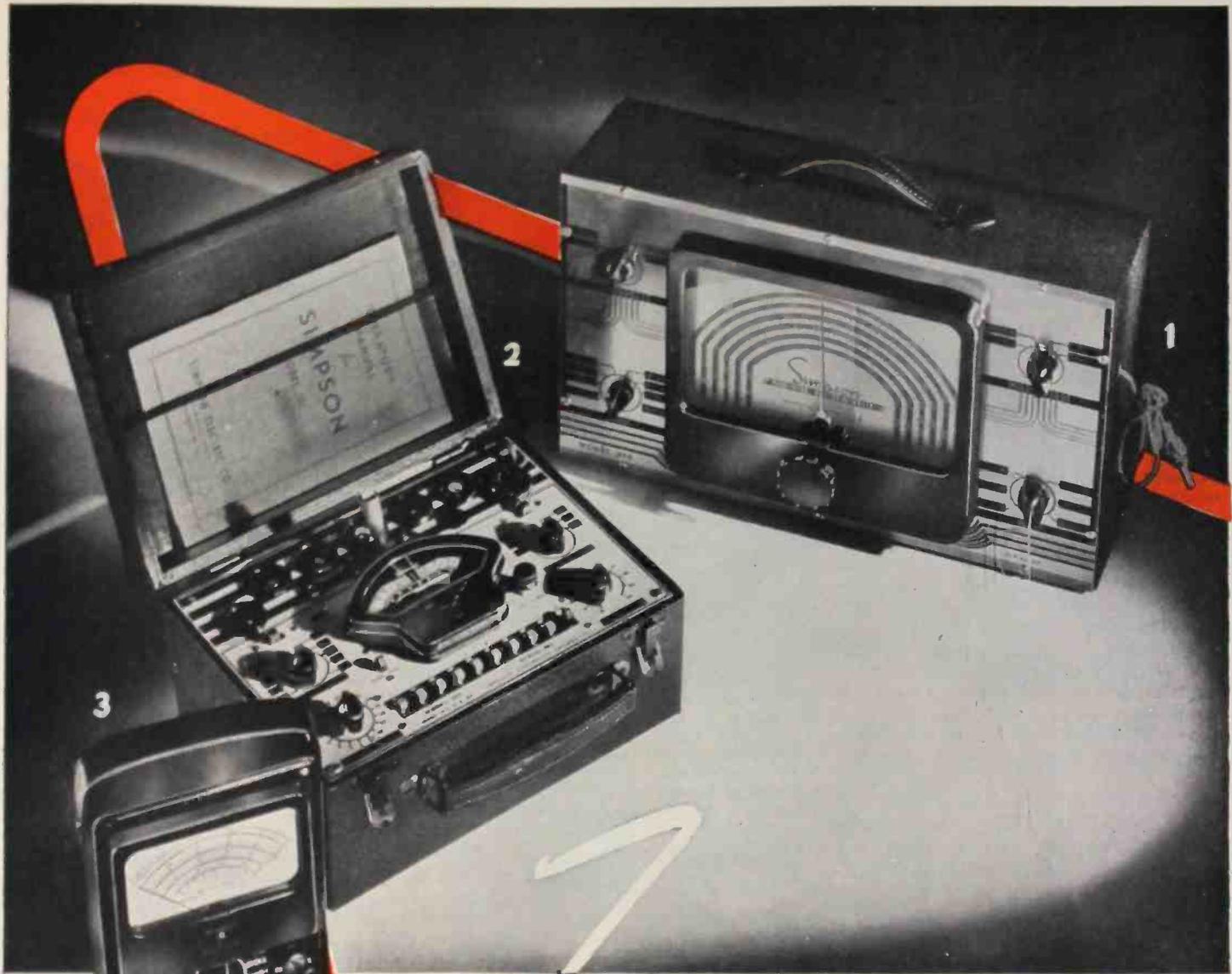
sequent increase in the bass response as well.

If the recordings are kept free of dust, a permanent needle used, and the records replaced occasionally, the needle scratch can be kept down to the point where two-way wide-range speakers can be utilized in the higher-priced jobs with highly realistic effects.

Devices for Christmas sound effects other than records are also available. On the market are carillons and chime music producers which operate electrically, as well as small electronic organs. The latter require the service of a musician, of course, and will interest only the largest stores seeking to build store traffic by an invitation to the public to enter and watch the organist or carillonneur.

Back-home spirit plus peak production will draw great buying crowds to sound-animated displays.





Model 315 Signal Generator. Designed down to the most minute detail for highest accuracy, greatest stability, minimum leakage, and good wave form\$67.35

Model 305 Tube Tester. Tests all tubes. Provides for filament voltages from .5 volts to and including 120 volts. Spare sockets for future tube developments....\$46.25

Model 260 High Sensitivity Set Tester. 20,000 ohms per volt. D.C. Voltage ranges to 5,000 volts A.C. and D.C. Resistance ranges to 20 megohms. Current ranges to 500 milliamperes.....\$38.95

This Simpson "Big 3" ... gives servicemen a real profit-making set-up

- The successful radio serviceman today must have the finest in test instruments for a very practical reason—that's his only hope of present and continued profits. To meet the tremendous volume of business available he must be able to "trouble-shoot" fast and *accurately* every time. Only thus can he correct trouble speedily, with satisfaction to the customers.

Simpson offers you, in three basic test instruments, the accuracy and advanced electronic engineering which have given Simpson the proudest name in the industry. They are tried-and-tested examples of the kind of instruments Simpson has always built. Their use will demonstrate that from Simpson alone can you expect "instruments that stay accurate" with construction and design that lead the field.

To dealer and to serviceman alike, Simpson offers today the assurance of continued profits that only quality can give. No Simpson instrument is ever marketed, or ever will be, unless its makers feel that, of its kind, nothing finer can be produced.

Simpson

INSTRUMENTS THAT STAY ACCURATE

SIMPSON ELECTRIC COMPANY
5200-5218 West Kinzie Street, Chicago 44

TELEVISION TODAY

Ford Will Sponsor Midwest Broadcasts

When television station WBKB, Chicago, broadcasts the Northwestern University football games the series will be sponsored by the Ford Motor Co., Capt. Bill Eddy, director of the Balaban & Katz video unit has announced.

This is Ford's first activity in television in the Midwest; it extends the policy the company has adopted in the East of covering outstanding sports events. Previously announced programs include telecasts of Columbia University football, Yankee pro team football, and Madison Square Garden events other than boxing.

Two orthicon cameras will be used in the Northwestern broadcasts, and the pickup will come in from Dyche stadium in Evanston, Ill., in a single jump relay to WBKB's transmitter in the Chicago loop. The relay will be one of the longest single jumps in television history.

In New York, the extensive Fall-Winter "Parade of Sports" planned by Ford for presentation over CBS television Station WCBW-N.Y. got under way with the Columbia-Rutgers football game at Baker Field, New York City. Hockey, basketball, the rodeo and horse show are other events scheduled on the "Parade of Sports" this year. In 1947, many additional sports will be added, notably track.

Philadelphia-N.Y. Relay "Network"

An agreement made between Philco and NBC, which will give wider circulation to many of the nation's outstanding television programs, has been signed by the two companies. It provides for an exchange of both commercial and sustaining video programs between Station WNBT in New York and Station WPTZ in Philadelphia, and is described as the first agreement of its kind in television.

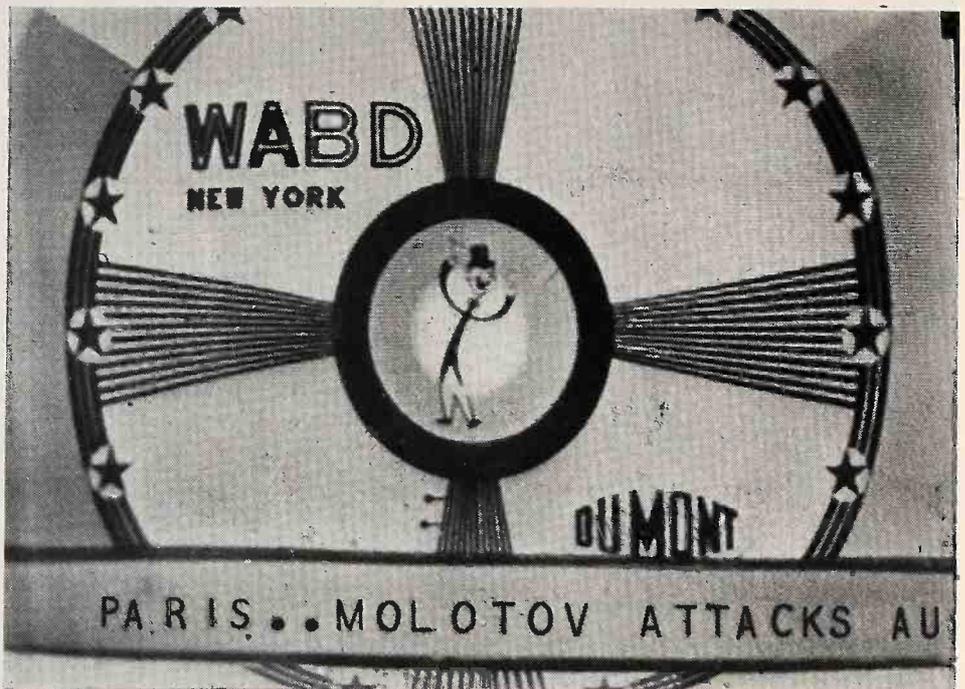
The action was announced in a joint statement by E. B. Loveman, Philco's vice-president in charge of television, and John F. Royal, NBC's television head. The agreement was called "the first regular 2-way television relay service in the history of the industry . . . an important landmark in the development of the art."

Schenectady Program Schedules Hiked

General Electric's television station WRGB, Schenectady, N. Y., has practically doubled its hours on the air. New WRGB schedule calls for telecast programs six nights a week, Saturdays excepted.

Many of the telecasts are relayed from New York from the NBC station WNBT, located atop the Empire State building, through the new relay station at Hillsdale, near Hudson, N. Y.

News Ticker Brought Into Homes



Television receivers were transformed into news tickers, home style, when DuMont Station WABD, New York, added the news tape to its test pattern. Via a hook-up with International News Service, WABD broadcasts the original bulletins as they are teletyped at about 60 words per minute, thus providing the fastest news service and adding sure-fire interest to the otherwise dull test patterns.

Chicago Tele Drive Off to Flying Start

A committee of sales and advertising executives of television manufacturers to take an active part in the campaign previously launched by the local Electric Association to establish Chicago as a top-ranking television center has been announced. Ernest H. Vogel, vice-president of sales, Farnsworth Television and Radio Corp., was elected chairman, and R. A. Graver, vice-president, radio division, Admiral Corp., and H. A. Renholm, regional manager, RCA Victor, were named vice-chairmen.

A television exposition, probably in the early spring of 1947, has been voted the best "kickoff" for the activity.

W. E. Guy of Graybar Electric heads the Electric Association television committee coordinating the campaign, and A. B. Rodner, Jr., of Commonwealth Edison is assisting in the promotion.

In addition to the chairman and two vice-chairmen, the manufacturers' committee includes: Joseph Gerl, Sonora Radio and Television Corp.; H. C. Chapman, RCA Victor Distributing Corp.; E. J. Hendrickson, Farnsworth Television and Radio Corp.; E. N. Greenebaum, Jr., Emerson Radio & Phonograph Corp.; W. E. Kress, Philco Corp.; H. G. Randolph, General Electric Co.; Victor A. Irvine, Galvin Mfg. Corp.; Robert J. Flanagan, also of Galvin.; S. Mintz, Admiral Corp.; E. G. May, Sentinel Radio Corp.; H. C. Bonfig, Zenith Radio Corp.; G. S. Peterson, General Electric; R. Cooper, Jr., G.E., Chicago; and F. D. Masters, radio division, Stewart Warner.

Later, a committee to represent dealers, and one to represent advertising agencies, were announced. Tom J. Reedy, head of the Northtown Refrigeration Corp., was elected chairman of the dealer group and Miss Fran Harris, television director of Ruthrauff & Ryan, Inc., was named chairman of the advertising agency committee.

Members of Mr. Reedy's appliance dealer television committee are: Jack Pekow, Acorn Battery & Tire Co.; Joseph Rak, Rak's Radio Sales & Service; Jack Maypole, Maypole Boats & Motors; Bernard Gross, Gross Radio & Electric shop; Harry Miller, Harry Miller Appliances; Frank J. Zabkar, West Side Radio Sales & Service; Ted Osberg, Riverside Electric Co.; Ambrose Brod, Brod's Electric Co., and Eugene M. Ball, dealer sales promotion manager, Commonwealth Edison.

The advertising agency committee headed by Miss Harris includes: Alan Wallace, George B. Bogart, Alan Fishburn, Phil Stewart, Kenneth Craig, Norman Heyne, Ted Schulte, William McIlvain, David Dole, Ken Robinson, Hildred Sanders, Russ Tolg, Stuart Dawson, Walter Wade, Harry Holcomb, Louis Tilden, J. J. Neale, and Jack Simpson.

New Station

Construction of the new television and FM towers at the Wardman Park Hotel in Washington, D.C., has begun. The two new National Broadcasting Co. stations, WNBW for television and WRC-FM, will be in operation the first of the year.

Indiana Dealer

(Continued from page 134)

always have the desired merchandise to sell.

At a cost of eight items of merchandise each amateur night, which are given away as prizes, the Home Appliance Center gets itself an exceptional amount of publicity and makes mobs of new friends. The promotion is a three-month affair, and the Elkhart series has been so successful from the merchandising standpoint that the sponsors plan to start a similar series in the nearby town of South Bend, where Home Appliance Center has two more stores.

Each week, the amateur events are dubbed as "Radio Night" or "Automatic Laundry Night" or a similar name, which gives the series a family angle and helps to focus the publicity directly upon the products sold at the store. The sponsor and his products are very much in the foreground, throughout this friendly and lively stunt which has turned out to be enjoyable for all concerned.

"You'd Be Surprised"

On some occasions, the audience has been advised from the stage of the theater to go directly down the street and take a look at the windows of the Home Appliance Center. "You'd be surprised," reports Mr. Ettel, "how many people went from the theater to the store. . . . I can't recall any other case where an appliance dealer has attracted such crowds simply to inspect merchandise."

After the Amateur Nights had run for some weeks, local talent scouts began to show up in the audience and the word got around.

Mr. Ettel believes that the amateur feature is just about the right type of promotion, for a community. The performers are grateful for the chance, and the parents of the youngsters are keenly interested. "It is really helpful to the young people," he observes, "and of course there is a great deal of real fun and entertainment involved."

The sponsors do not mean to convey the idea that such a stunt is a simple matter. At the outset, the detail work involved in arranging programs, handling entries, and offering prizes, etc., seemed to be more than was expected. But as long as a dealer attacks the thing with industry, common sense and honesty, the supervision of the series becomes routine and the results are enormously worth while.

FEATURE RADIO'S BEST SELLERS IN YOUR STORE!

Dozens of visitors to every radio store are prospects for these famous Ghirardi Radio-Electronic Training books. Feature them on your counter. Pick up extra profits. They're widely advertised. Our FREE SILENT SALESMAN for counter use completes the selling job. Thousands of copies sold yearly. Get your share of this profitable business! Write for details and discounts to dealers.



SAVE TIME—DOUBLE YOUR PROFITS ON SERVICE WORK

Eliminates Needless Testing on 4 Service Jobs Out of 5

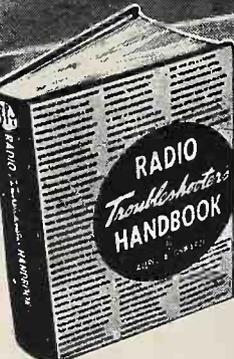
Ghirardi's 744-page, manual-size RADIO TROUBLESHOOTER'S HANDBOOK is a service short cut that really works. Pays for itself the first time used. Helps you make more money. Ideal for training new helpers as well as experienced servicemen to work faster—and more profitably.

When a receiver comes in for repair, turn to the 404-page Trouble Case History Section. Look up the notes on that model. Four times out of five, you'll find exactly the information you need to fix it fast—and right! The HANDBOOK tells what the trouble is likely to be, EXACTLY how to diagnose it, and EXACTLY how to make the needed repairs.

Every radio has its "weak spots" that give trouble first. The HANDBOOK lists them all—helps you discover the trouble in a jiffy—then repair it IN HALF THE USUAL TIME.

Hundreds of additional pages are devoted to i-f alignment peaks; transformer troubles; tube data; and literally dozens of charts, graphs, diagrams, and helpful service data to help you repair ANY RADIO EVER MADE better and twice as fast!

Book weighs 4½ lbs. Not a study book. Just refer to it when you need it. All subjects, receiver models, etc., fully indexed. Only \$5 on our 5-DAY MONEY-BACK GUARANTEE.



THE BOOK THAT HELPS YOU REPAIR TWO RADIOS IN THE TIME NORMALLY REQUIRED FOR ONE

BRUSH UP ON MODERN SERVICE METHODS

Test Instruments — Troubleshooting — Repair

The best, most profitable service shops are those where the men are fully trained in modern, PROFESSIONAL service methods—and that means training of the type given from A to Z in Ghirardi's MODERN RADIO SERVICING. No lost time. No guess work. This big, 1300-page book is more widely endorsed by leading radio technicians than any other book or course of its kind. Explains everything in clear, understandable fashion. Brings you up to date on modern methods. Refreshes you on any type of difficult work that may prove puzzling. Speeds up the handling of all types of Radio-Electronic repair. A "must" for the man who not only wants to do ordinary service work

efficiently, but who looks forward to big-money opportunities in the repair of complicated F-M, Television, Facsimile and Industrial Electronic Equipment. 706 illus. 766 different service topics. 720 self-test review questions to make study easy. Only \$5 on 5-DAY MONEY-BACK GUARANTEE.



5-DAY MONEY-BACK GUARANTEE

Dept. RRT-116, Murray Hill Books, Inc.
232 Madison Ave., New York 16, N. Y.

Enclosed find \$..... for which please send the books checked prepaid; or send C.O.D. (in U.S.A. only) for this amount plus postage. In either event, if not fully satisfied, I may return the books within 5 days and have my money refunded.

Ghirardi's RADIO TROUBLESHOOTER'S HANDBOOK, \$5 (\$5.50 foreign).

Ghirardi's MODERN RADIO SERVICING, \$5 (\$5.50 foreign).

MONEY-SAVING COMBINATION—Both of the above big service books, only \$9.50 for the two (\$10.50 foreign).

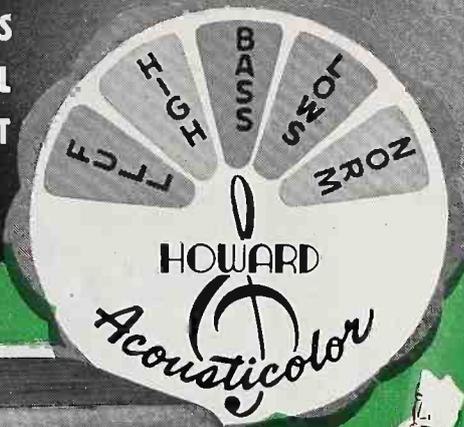
DEALERS CHECK HERE FOR DETAILS ON DEALER PROPOSITION INCLUDING FREE "SILENT SALESMAN" COUNTER DISPLAY.

Name.....
Address.....
City & Dist. No..... State.....

SEE SPECIAL OFFER IN COUPON

Acousticolor

FOR ALL THAT IS
BEST IN MUSICAL
ENTERTAINMENT



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. You'll find a world of real selling ammunition in a Howard *Acousticolor* demonstration. You'll find, too, that there is a permanent profit opportunity with the superb, nationally advertised products of America's Oldest Radio Manufacturer.

America's
Oldest Radio
Manufacturer

HOWARD RADIO COMPANY
CHICAGO 13, ILLINOIS
PIONEERS IN FM RADIO

Newest Testers

(Continued from page 125)

SUPREME INSTRUMENTS CORP.

Model 569

Meter reads: "Bad Tube—?—Good Tube", "Diodes OK", 1,500, 5,000, 150,000 micromhos.
Sockets for: 4, 5, 6, 7 pin; 8 pin octal & loctal; 7 pin miniature; 5 pin bantam; acorn.
Chart: Compact roller type.
Special tests: Leakage, noise, shorts, gas.
Features: Mutual conductance tests at three sensitivities; 10 toggle switches for interelement short tests; filament voltages from 1 v. to 117 v. One year free tube setting service provided.

SUPREME INSTRUMENTS CORP.

Model 589-A

Meter reads: "Bad—?—Good", "Diode OK", battery test "Replace—Good", % rated G_m .
Sockets for: 4, 5, 6, 7 pin; 8 pin octal & loctal; 7 pin miniature; 5 pin bantam.
Chart: Compact roller type.
Special tests: Reads % of rated mutual conductance; 10 toggle switches for interelement short tests; filament voltages from $\frac{3}{4}$ v. to 117 v.
Features: One year free tube setting service provided. Jacks for headphone tests of tube noise. Neon for open, leakage and short tests. Batteries tested under rated load conditions.

SUPREME INSTRUMENTS CORP.

Model 599-A

Same as Model 589-A, with the addition of jacks for ohms, ac-dc volts, dc current, output.

SYLVANIA ELECTRIC PRODUCTS INC.

Models 139 and 140

Meter reads: "Bad—?—Good", % standard G_m .
Sockets for: 4, 5, 6, 7 pin; 8 pin octal & loctal; 7 pin miniature; 5 pin bantam; pilot lamps; acorn.
Chart: Roller type, arranged according to 3 filament voltage ranges.
Special tests: Leakage, shorts, opens, noise.
Features: 14 lever switches for circuit selection. Headphone jacks for noise tests. Available as counter display type (139) or portable type (140).

TRIPLETT ELEC. INSTRUMENT CO.

Model 3212

Meter reads: % rated G_m and "Bad—?—Good".
Sockets for: 4, 5, 6, 7 pin; 8 pin octal; 8 pin loctal; 5 pin bantam; 7 pin miniature and spare.
Chart: Built-in roller type.
Special tests: Transconductance comparison (matching); continuity; pilot lamps; flashlight bulbs; ballast tubes; electric appliance continuity.
Features: Counter type case; ten 3-position toggle switches; filament voltages from 0.75 v. to 110 v.; tube rating based on zero-bias plate current.

TRIPLETT ELEC. INSTRUMENT CO.

Model 2413

Meter reads: % rated G_m and "Bad—?—Good".
Sockets for: 4, 5, 6, 7 pin; 8 pin octal; 8 pin loctal; 5 pin bantam; 7 pin miniature and spare.
Chart: External.
Special tests: Transconductance comparison (matching); continuity; pilot lamps; ballast tubes; electric appliance continuity.
Features: Rates tubes on basis of zero-bias plate current; tube elements switched by ten 3-position toggle switches; filament voltages of 0.75 v. to 110 v. available.

TRIPLETT ELEC. INSTRUMENT CO.

Model 2425

Meter reads: Transconductance (grid-to-plate micromhos) and "Bad—?—Good"; otherwise similar to Model 2413.

WESTON ELEC. INSTRUMENT CO.

Model 798

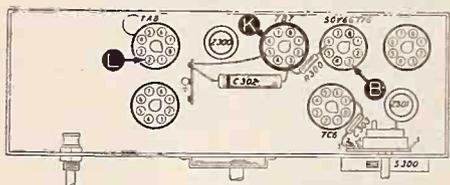
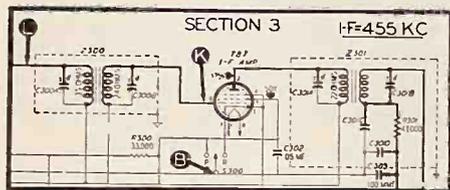
Meter reads: 3000, 6000, 12000 micromhos; ac-dc volts, dc ma., ohms.
Sockets for: 4, 5, 6, 7 pin; 8 pin octal & loctal; 7 pin miniature; 5 pin bantam; spare; pilot lamps; acorn.
Chart: External.
Special tests: Leakage, shorts, opens.
Features: Mutual conductance type circuit, with separate adjustment of plate, screen, grid bias and signal voltages. Filament voltages from 1.1 v. to 115 v. Patented high frequency tube testing circuit.

Philco Radio, Appliance, Tele Service Plans

The recent appointments of auto-radio servicers with drive-in facilities to handle installation and repairs on two-way mobile radiotelephone equipment manufactured by Philco has again brought into the news that company's ambitious Philco Service organization.

Announced during the war years to replace the older Radio Manufacturer's Service, Philco Service is organized into four sections covering radio, refrigeration, air conditioning and auto radio. Servicers for each class of equipment are chosen from among dealers and non-dealers by the Philco distributors.

Members of Philco Service receive free mailings of service manuals on all new equipment in their category. These manuals are generally very complete, fully illustrated and follow the plan of outlining the troubleshooting procedure best suited to the individual apparatus. Circuits are drawn in interlocking sections, with



Letters identify key testing points on the schematic and chassis layout diagrams in a new Philco service manual mailed free to members.

check points indicated both on the schematic and on a sectional chassis layout sketch. Charts explain the normal indications to be expected, and the possible causes of abnormal indications.

Television installations and servicing has also been worked into the framework of the Philco Service organization, in preparation for the sales of new viewers which will be offered shortly. Distributor and dealer service schools are used as part of the campaign to pave the way for high quality picture reception.

A new 140-page book, "The Servicing of Television Receivers" has been published by Philco Service, in order to get the experience of Philco Service personnel into the hands of the dealers. Selling for \$2.25, its circulation is expected to reach the figure of 1/2 million copies, according to Robert Herr, vice-president in charge of the service division.

Guth Representative

The Edwin F. Guth Co. of St. Louis recently announced the appointment of Charles C. Munroe, Jr., as their direct representative in the Michigan territory, and the Toledo, Ohio, area. He will handle their line of lighting equipment.

Schreyer Brothers Again Own Steam-O-Matic

For the second time in the past eight years Milton and Edward Schreyer have become owners of the Steam-O-Matic and Petipoint electric iron business, which was originally organized by them in Milwaukee in 1938.

The Schreyer brothers repurchased the Waverly Tool Co., manufacturers of the irons, from Titeflex Corp. of Newark, N. J., the controlling corporation. Titeflex had purchased the business from the Schreyers in 1944, with a view to expanding its postwar manufacturing program. A change in Titeflex plans has since been made.

Milton Schreyer is president of the new company, the name of which has been changed to Waverly Products, Inc., and Edward Schreyer is treasurer. E. A. Robertson is first vice-president in charge of production and George K. Licht is vice-president and manager of the sandusky plant. George Pfouts has been named assistant to the president, Charles Brody is secretary.

Sales headquarters of the new set-up, temporarily remaining at the Titeflex offices, will be opened in New York City as soon as possible.

Offers Dealers Television Service

To offer dealers a service on installing and guaranteeing television receivers, Video Television, Inc., 717 Second Ave., New York 16, N. Y., has announced facilities for handling the job.

The firm is exclusively a service agency, "prepared to handle the set from installation through the ninety day guarantee period with no trouble or expense to the dealer, and still give the consumer the service he will demand".

Two service stations are located in the Bronx and midtown Manhattan, and two planned in Queens and Brooklyn for the near future.

Video uses a staff of uniformed, trained servicemen, who work with a full complement of test units, for either large retailers or small ones.

Radio Men to Choose Centralab Sales Aids

Centralab, division of Globe-Union, Inc., Milwaukee 1, Wis., is now adding to its issue of dealer aid materials, and is querying distributors, dealers and servicemen as to what they prefer. Preliminary possibilities include page negatives of parts stock catalogs, 8 x 10 photos of parts, electros, mats, an inventory system, decals, electric signs, floor display units, postcards, letter mailings, Christmas cards, flyers, stationery, shipping labels, mail direction stickers, etc.

As this new program is developed by Centralab, the firm will depend on comments and replies from radio men in preparing this extensive list of merchandising aids.

Better ATLAS SOUND Equipment Ready for YOU



DOUBLE REENTRANT PROJECTOR

Many sizes. From 15 in. air column to 6 foot air column.



360 RADIAL, CHANDELIER PROJECTORS

Double Reentrant. For dryer units. 3 and 4 foot air column lengths.



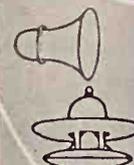
DRIVER UNITS

Various Power Handling Capacities. Newest types of indestructible Phenolic Diaphragms.



MINIATURE TYPE REENTRANT PROJECTORS—BOOSTER SPEAKERS

High-efficiency. Weather-proof. Complete with Driver Unit and Universal Bracket.



CONE TYPE PARABOLICS and CHANDELIER BAFFLES

for all size cone speakers. Wooden and Metal Cone Speaker Enclosures, Baffles, Carrying Cases, Loud Speaker Support Stands and Brackets.



MICROPHONE SUPPORT STANDS

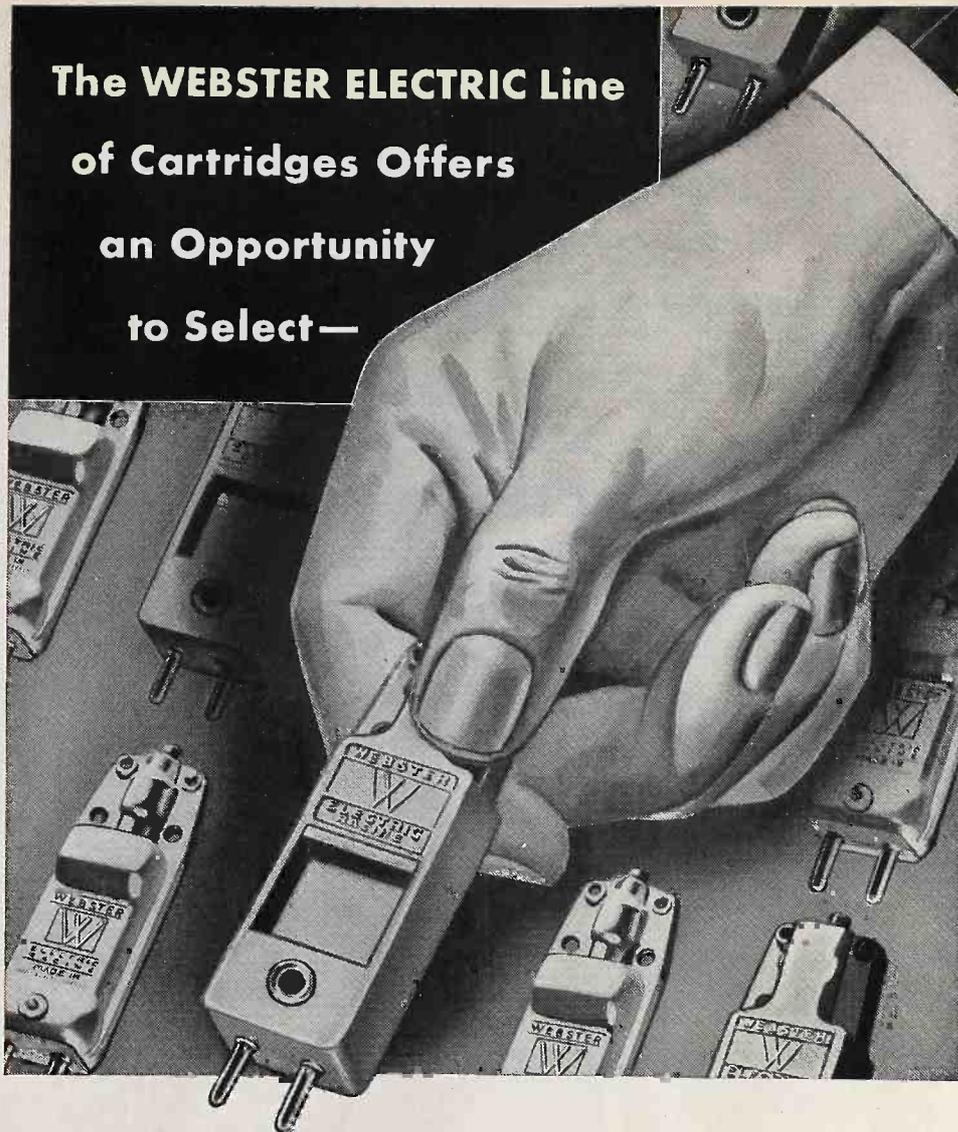
20 types and sizes. All Fittings, Adaptors and Accessories. Floor Stands, Desk Stands, Banquet Stands, Boom Stands.

Write for New Illustrated Catalog Sheets.

ATLAS SOUND CORPORATION

1451 39th St., Brooklyn 18, N. Y.

The WEBSTER ELECTRIC Line
of Cartridges Offers
an Opportunity
to Select—



The Correct Cartridge for

- WEIGHT
- RESPONSE CHARACTERISTICS
- VOLTAGE OUTPUT
- TRACKING PRESSURES
- DIMENSIONS AND MOUNTINGS
- TYPE OF TERMINALS
- TYPE OF GROUND

• WEBSTER ELECTRIC Company has not overlooked the requirements of the trade for a good high quality, long life cartridge. Experienced engineers have designed cartridges to include all necessary and important factors.

Webster Electric cartridges have been widely used over a period of years and proved their value

for dependability so that you can select them with confidence for replacement use.

For ease of selection write Webster Electric Company, Racine, Wisconsin, for Chart RC-147 that gives full details on replacement tone arms and cartridges for all types of radio-phonograph equipment.

(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"

Noise Jobs

(Continued from page 119)

Street and Traffic

Larger industrial machines, using drive belts, create a static noise similar to that caused by short, erratic lighting flashes. Auto ignition systems produce clicks that change with the motor's speed and location. From blinker lights arise clock-like sounds, generally having a double beat, alternately loud and weak.

Noise from passing trolley cars is very distinctive, resembling a loose connection except that it is sustained, rising quickly to a rough roar and rapidly dying away.

The sound effects that traditionally accompany high-voltage arcs or electric chair scenes in grade-B movies are quite representative of the actual noise produced in a radio by insulator and transformer leaks in power transmission lines. This static can often be troublesome many miles from its source, and can be handled only by complaints to the power company.

MBS Programs Include "Tune-Up" Reminders

"Is there a doctor in the house? No, we don't mean an M.D.—but the man you call in when your radio is sick—the friendly radio repairman and dealer in your neighborhood. Now, it's pretty obvious that a sick radio is no fun for anyone. And that's a shame, when you think that your family may be missing out on all the grand entertainment which the broadcasters have planned for you this Fall. So don't delay—tune up, tube up, and check up your radio. Do it now, during NATIONAL RADIO TUNE-UP WEEK."

Above is a sample spot announcement which will go out over stations of the Mutual Broadcasting System during the November "Tune-Up" campaign. This "radio doctor" theme will be included in a number of the network's programs.

Mutual features which will also carry "Tune-Up" reminders are:
Sunday: "Married For Life"—"Let's Go To The Opera".
Mon. thru Fri.: Fulton Lewis, Jr.—"Up To The Minute News" (George Putnam)—"Adventures of the Seahound"—"Hop Harrigan"—"Smile Time".
Week Nights: "Bulldog Drummond"—"What's the Name of That Song"—"Author Meets Critics"—"Love Story Theatre", Jim Ameche—Cleveland Symphony—"Juvenile Jury"—"Chicago Theatre Of The Air"—"Gold & Silver Minstrels".

Electro-Tone Expansion



David Weinstein, newly appointed general manager of Electro-Tone Corp., is shown congratulating the firm's president, Albert V. Saphin, on opening of Electro-Tone's new modern plant at 221 Hudson St., Hoboken, N. J. The company offers complete lines of manual and automatic portable phonos and table combinations.

RMA Takes Action for Full Radio Decontrol

Appropriate committees and groups in the Radio Manufacturers Association are now taking action toward the proposed decontrol of the entire industry from OPA controls. RMA leaders recently decided that such decontrol should be sought and are preparing the petitions required by OPA.

In the case of the radio parts manufacturers, as represented by the OPA Radio Parts Manufacturers Industry Advisory Committee, 18 separate petitions will be filed to support the committee claim that supply and demand for components are in relative balance.

Chairman Paul Galvin of the RMA Set Division last month called a Chicago meeting of all RMA set manufacturers, and suggestions were considered as to the best means for expediting price decontrol and of collecting the voluminous data required for use in a decontrol petition. Members of the OPA Set Industry Advisory Committee were present.

Admiral Reports Dual-Temp Progress

The Dual-Temp refrigerator is now "making its bow" throughout the nation, Ross D. Siragusa, president of Admiral, announced. Distribution among dealers is nearing completion, volume production is under way and additional deliveries have been assured in the near future.

According to Siragusa, the outlook for the coming months is decidedly encouraging. The company is now producing its products at a 40 million dollar annual rate. Sales for the first half of 1946 have more than tripled the best six-month prewar output of the company.

Production of Admiral electric ranges has begun in a new factory and will follow the appearance of the 2-in-1 Dual-Temp refrigerator. Features of this new kitchen product are a simplified 3-step method of automatic cooking and Flex-O-Heat which provides any degree of temperature desired.



TURNER COLORTONE MICROPHONES

New crystal and dynamic microphones in a choice of rich, gem-like colors

Modern as tomorrow . . . packed with new performance features that give more accurate pick-up and higher fidelity reproduction of voice and music . . . Turner Colortone Microphones bring the beauty of matching color to microphone applications. Styled of rich, long lasting shock-resisting plastic in a choice of color finishes, they are especially adapted to orchestras, night spots, home recorders, and television studios. Green, orange, yellow and ivory models are now in production for limited delivery. Ask your dealer or write for details.



TURNER COLORTONE CRYSTAL

- Highest quality Metalseal, moisture proofed crystal.
- 90° tilting head. Semi or non-directional operation.
- Wind and blast proofed.
- Barometric compensator.
- Choice of color finishes.
- Response: Within ± 5 db from 50 cycles to 10,000 cycles.
- Level: -52db below one volt/dyne/sq.cm.

Crystals licensed under patents of the Brush Development Company

TURNER COLORTONE DYNAMIC

- Heavy duty dynamic cartridge.
- Alnico V Magnet for increased sensitivity.
- Mu metal transformer shield eliminates possibility of extraneous pick-up.
- 90° tilting head. Semi or non-directional operation.
- Wind and blast proofed.
- Choice of color finishes.
- Turner precision diaphragm.
- 20 ft. removable cable set.
- Response: Within ± 5 db from 50 cycles to 10,000 cycles.
- Level: -54db below one volt/dyne/sq.cm.
- Impedances: 50, 250, 500 or high.

Licensed under U. S. Patents of the American Telephone and Telegraph Company, and Western Electric Company, Incorporated.



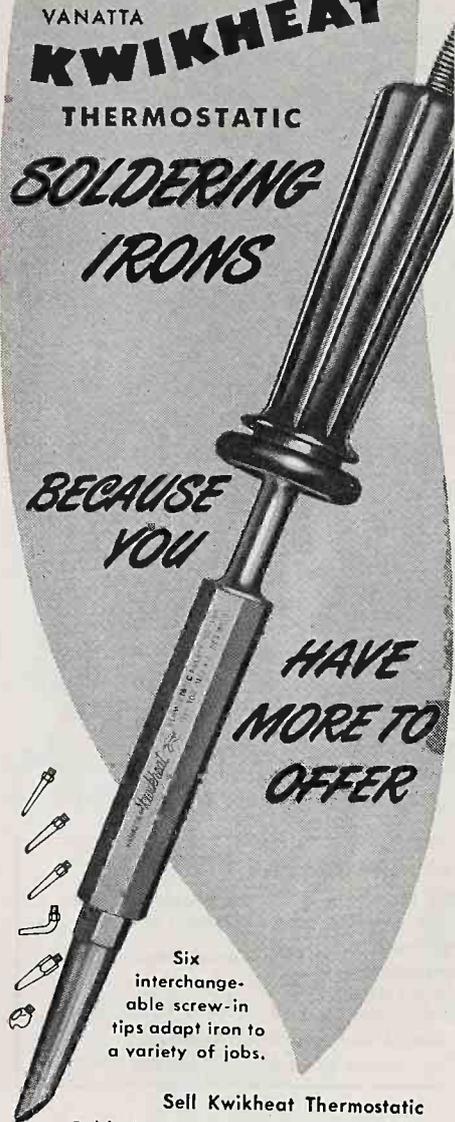
Microphones BY TURNER
THE TURNER COMPANY

903 17th Street N. E. • Cedar Rapids, Iowa

TURN TO TURNER FOR THE FINEST IN ELECTRONIC EQUIPMENT

You Can Sell MORE

VANATTA KWIKHEAT THERMOSTATIC SOLDERING IRONS



BECAUSE YOU

HAVE MORE TO OFFER

Six interchangeable screw-in tips adapt iron to a variety of jobs.

Sell Kwikheat Thermostatic Soldering Irons for profits and repeat sales. They give customers solid, satisfying performance and long useful life. Built-in thermostatic control prevents overheating...less re-tinning. Heats fast...only 90 seconds. Use less current to keep iron at usable temperature.

Two sizes, 225-watt and 450-watt. Less than half the average weight of conventional-type irons of equal power. Perfect balance. Cool, plastic handle. Six interchangeable tips and core of fast-heating copper alloy. Body of heat-resistant chrome plate. Push the new, modern, fully guaranteed Kwikheat Soldering Irons for profits.

KWIKHEAT THERMOSTATIC SOLDERING IRON

A Division of
Sound Equipment Corporation of California
3903 San Fernando Rd., Glendale 4, Calif.

Sales Helps for Dealers

All Sales Aids In 42-Point C-D Drive

Cornell-Dubilier Electric Corp., South Plainfield, N. J., capacitor manufacturers, have announced a 42-point sales promotion program of selling aids to parts jobbers and their servicemen customers.

"Let Yourself Grow", the new C-D campaign, includes all angles of sales promotion to help the jobber push replacement sales not only to the serviceman, but through him to the ultimate customer. The main approach introduces "a brand new idea in merchandising of radio service" by urging the consumer to have a regular 6-Month Radio Check-Up.

Jobbers receive most of the promotion material free, the remainder being available in various quantities for cost imprinting and postage.

This program includes: extensive and sustained trade advertising, 2 series of jobber-servicemen tieup newspaper mats, a series of 6 lively stock order cards, 4 different "Girlie" postcards, 3 types of color printed envelope stuffers and counter circulars, 20" x 7" streamers and 4 types of pennants dramatizing the 6-Month Radio Check-Up Plan, 2 types of colorful merchandise displays, capacitor cut catalog, imprinted stationery and shipping labels, 4 types of imprinted capacitor catalogs.

Demonstration Record for Store Use

Full distribution is now being completed by Electromatic Mfg. Corp., 88 University Place, New York 3, N. Y., on the special demonstration Vinylite record used by retailers to show prospects the reproduction qualities of the Electromatic Coluratone combination.

This sales aid is a recording of Grieg's "Piano Concerto" with comments by Andre Baruch, veteran CBS announcer, whose voice is heard explaining how the set handles piano tones and overtones.

Counter Salesman



New display from Philco Corp. is shown with trio of Transitone sets, but it will handle any three of the company's line.

Lear Uses "Home" Display Methods

The importance of a homelike appearance in establishing the proper atmosphere for more effective display of products is being emphasized by Nate Hast, merchandising manager of the Lear Home Radio Division. In preparation for this, Mr. Hast has organized his sales in such a way that the Lear product will always be displayed to the best advantage, from a sales standpoint.

Mr. Hast mentioned the Lear showrooms in the Furniture Mart in Chicago as an example: "There is no garish, flamboyant movie setting about our showroom. We do not seek to dazzle the buyer. Instead, our sales room there is decorated in a way that makes you think of a well-appointed living room. It is homey. It is the kind of setting that a radio will have in your own home".

Mr. Hast pointed out that all Lear consoles have closed tops, making them useful as a permanent setting for lamps, books, flowers, and similar accessories.

High Spot Is "The Girl in Green"



Bendix Radio's new 5-piece full-color merchandiser is designed for retailers' display windows.

How to get MORE SERVICE INFORMATION

The advertising pages of RADIO & Television RETAILING are as important as our editorial pages. That's what letter after letter tells us, as our subscribers increase in ever-greater numbers (29,000 this issue). The advertising our dealers and service retailers read here—and respond to—may be considered a "showplace" for the entire radio trade.

This "showcase" is especially true for the advertising of radio parts, tubes, sound equipment, etc., for more money is spent with RADIO & Television RETAILING for these products than with any other radio trade magazine. Obviously, in the momentum this publication has built up in the twenty-one years of its leadership, manufacturers find advertising pays right here.

But manufacturers have more to say than they can possibly put into their ads. That's why they encourage dealers to write to them. Here is the simple way to get more information from them. Circle the numbers of manufacturers listed here (as many as you wish). Then fill-in the postage-free card and mail today. Do it now.

ADVERTISERS OF "SERVICE" Parts and Equipment

Aerovox Corp. 1	Metropolitan Elec. & Instr. Co. 30
American Condenser Corp. 2	Murray Hill Books 31
American Phenolic Co. 3	National Carbon Co. Inc. 32
American Sales Co. 4	Newcomb Audio Products Co. 33
Arc Radio Co. 5	
Atlas Sound Corp. 6	Olson Radio Warehouse 34
Bell Sound Systems, Inc. 7	Operadio Mfg. Co. 35
Clarostat Mfg. Co., Inc. 8	Pioneer Elec. & Res. Corp. 36
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BUSINESS REPLY CARD

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RADIO & TELEVISION RETAILING

CALDWELL-CLEMENTS, INC.

480 LEXINGTON AVENUE

NEW YORK 17, N. Y.



Let's talk dollars and sense about radio-servicing today - and tomorrow

The radio trade is smack in the middle of the biggest selling boom in five years, and radio-service retailers are more important and can make more money now than you might think. This is no paradox, since selling a new radio doesn't have to be at the expense of repairing a used one.

Check briefly the position of the radio service retailer today. He's come out of a war period when fewer repairmen with fewer parts serviced fewer sets. It's just the opposite now, because more parts, tubes, etc., are available. And there are estimated to be 25,000 full-time servicemen, plus a like number engaged in part-time service operations. Also, including all fringe types of outlets, there may be 100,000 selling radios in the period just ahead.

There are 35,000,000 homes with radios in the U.S. Dividing that up among the 25,000 full-time service retailers gives you some 1,400 homes to cover. How many of these 1,400 have you covered in your community? Have you gone out to get your share of business of repairing those sets, installing antennae, replacing tubes and batteries, checking auto radios? And have you sold a new set where repairing is not worthwhile, or where a set is needed?

Your answer will tell a lot about where you're going to be in business a year from now. Competition from all types of outlets will be so keen that only dealers who can sell a variety of related products like radio, electrical appliances, records and accessories, and then service them, will be really able to manage. This plan for retailing, known as the "Big Four", has been editorially promoted by RADIO & Television RETAILING, because we see the need for this type of store operation. From all over the nation, from dealers, distributors, and manufacturers, comes this feeling.

"Tune-up, Tube-up, Check-up" program sponsored by RADIO & Television RETAILING in this issue shows you how to go out and get business -- service business. The entire magazine, month after month, helps you better to sell and service -- the inseparable functions of modern independent dealers. One way of getting more information for your business is by using this inquiry card. Mail it today. Then go out and hustle in that service business waiting in your community.

RADIO & Television RETAILING:

I want more information on the following manufacturers whom I have circled, please.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
46	47	48	49	50	51	52	53	54	55	56	57	58	59	

My company name

Company address

My name

My address

() Check here for RADIO & Television RETAILING subscription information.

Use this card for

INFORMATION

on products in this issue
and for information on

SUBSCRIPTIONS

Elaborate Series by Westinghouse Corp.

A new summary of the dealer aids available from Westinghouse Electric Corp. reveals a wide variety of eye-catching sales helps for dealers. The series includes a new and colorful "triple-use" background display of 3 pieces, a life-size home freezer display, a 4-section

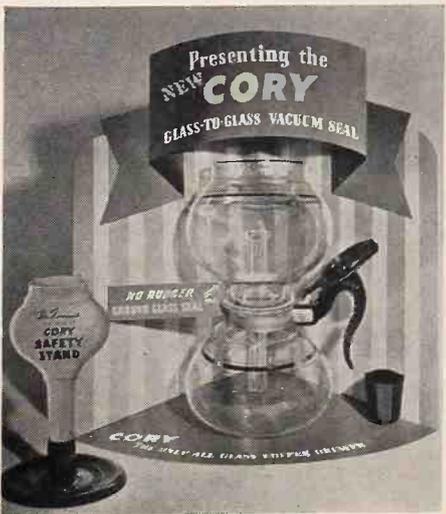


Metal unit for lamps, in Westinghouse series.

chart display on "Four Degrees of Electrical Living," and a streamlined "Foot-light" display lighted by a concealed fluorescent lamp.

Other helps offered by the company are a complete assortment of window and counter cards, the "billboard" monthly poster service, a new lamp merchandiser, the "Gold Bar" display, an all-season cut-out unit for the full Westinghouse line, a radio handbook, a full newspaper ad mat service, and other merchandising aids.

Shows Rubberless Coffee Brewer



Three-color display shows actual model.

In three colors, a new counter display has been introduced by Cory Corp., 221 N. LaSalle St., Chicago 1, Ill., to dramatize the features of the new Cory rubberless coffee brewer. It holds an actual model DCG with all accessories, with the upper bowl tilted in such a way as to show the glass-to-glass vacuum seal.

CORWICO
WIRES



*made by engineers
for engineers.....*

CORNISH WIRE CO., INC.
15 Park Row • New York City, 7

RCA to Deliver Four New Tele Models

At distributor showings in the New York metropolitan area, RCA announced its line of four television receivers, priced from \$225 to about \$1,200, and including a projection model with a picture of 300 square inches. It was announced that the firm expects to have some 10,000 of the units delivered by the end of the first quarter of 1947.

The \$225 model (621TS) is fully equipped for television sound and sight reception and has a 23 square inch picture. The \$350 set (630TS) features an image of 52 square inches. Both are primarily designed as table models. The \$750 set (641TK) is equipped with AM and A & C (foreign) bands and includes RCA FM radio as well as automatic record changing Victrola and television sight and sound reception. The projection model (648PTK) features the projection of the image on a 300 square inch screen, using the Schmidt system.

Formation of RCA Victor Service Co., a new organization which will handle all servicing and installation of television, was announced. It will operate as a subsidiary of Radio Corp. of America; local dealers will be relieved of the responsibility of servicing and installation. This service includes installation and a one year warranty for all sets including tubes, components and kinescope.



RCA's new \$225 television model with 7" viewing tube.

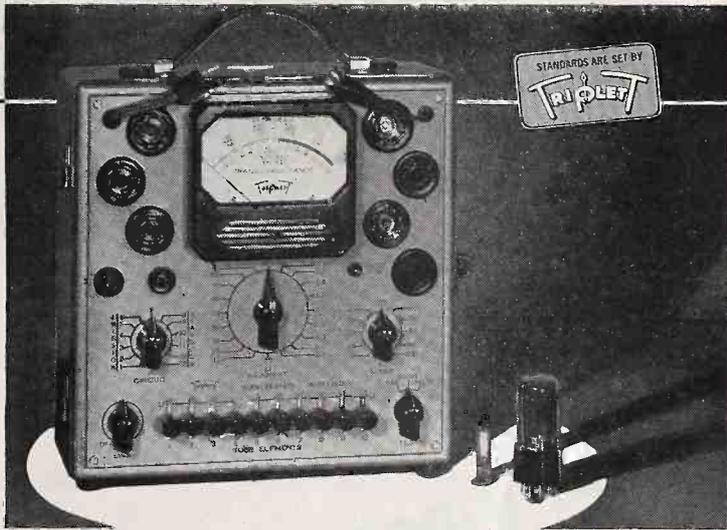
Record-Breaking Drive by Emerson

The Emerson Radio and Phonograph Corp., its distributors and franchised dealers conducted in September and October the largest campaign in their history with over 3,000,000 lines of advertising (5,000 ads) in 500 newspapers, including cooperative dealer copy and tie-up ads.

This "4-Point Promotion" campaign features the "Better Style, Tone, Performance, and Value" of Emerson Radio prod-

ucts in a long series of "merchandise" advertisements and generous use of point-of-sale displays, and exhibits. New 1947 Emerson Radio models being featured are compacts, portables, phonoradios, phonographs, recorders and pocket receivers.

Philip Gillig, vice-president of Emerson, in charge of home radio division, states that this 4-Point Promotion campaign "was inspired to some extent by the gratifying results of Emerson's 'Head Start' campaign last year, which was the first definite postwar product and price promotion in the radio industry".



A New TRANSCONDUCTANCE READING Tube Tester

For the Man Who Takes Pride in His Work

Microhmo (Dynamic mutual conductance) readings and simplified testing—are two of the 20 exclusive features found in the new model 2425 tube tester. Transconductance readings are made possible through a simple measurement directly proportional to G_m and a properly calibrated measuring instrument. No possibility of grid overloading. "Short" and "open" tests of every tube element. Gas test rounds out full check of all tubes. New Easy-Test Roll Chart. These exclusive features, amplified by Triplet Engineering, make Model 2425 the outstanding 1947 tube tester.

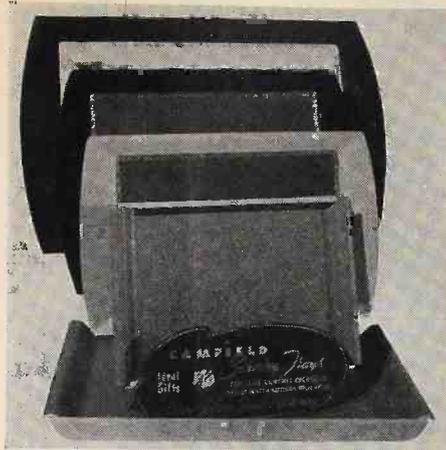
Precision first

Triplet

...to last

ELECTRICAL INSTRUMENT CO. BLUFFTON, OHIO

Marked "Ideal Gifts"



A "grand slam" introductory assortment of 16 serving trays is now offered by Camfield Mfg. Co., Grand Haven, Mich. These moulded plywood trays have walnut, leatherette or cork finishes, involving red, white, maple, blue and black—includes 3 sizes, with retail value of \$86.20.

CBS Petitions FCC for Commercial Color Tele

Further action in color television has been taken by the Columbia Broadcasting System. It has petitioned the Federal Communications Commission to adopt standards for and authorize commercial operation of color television stations in the ultra-high frequencies, and to conduct a hearing at which CBS and others may testify on these proposals.

In a letter accompanying the petition, Frank Stanton, CBS president, after reviewing his company's scientific research achievements in the color television field, stated Columbia's tests indicate that the basic technical stages of uhf color television have been completed, and that further significant advance can be made only under conditions of commercial broadcasting with regularly scheduled program service.

Landes Opens New Rep Offices in N. Y.

Alfred Landes, a radio and appliance sales executive for many years, has resigned as general sales manager for the Monarch Sales Co. of New York—national distributors of Electro-Tone radio and phonograph products.

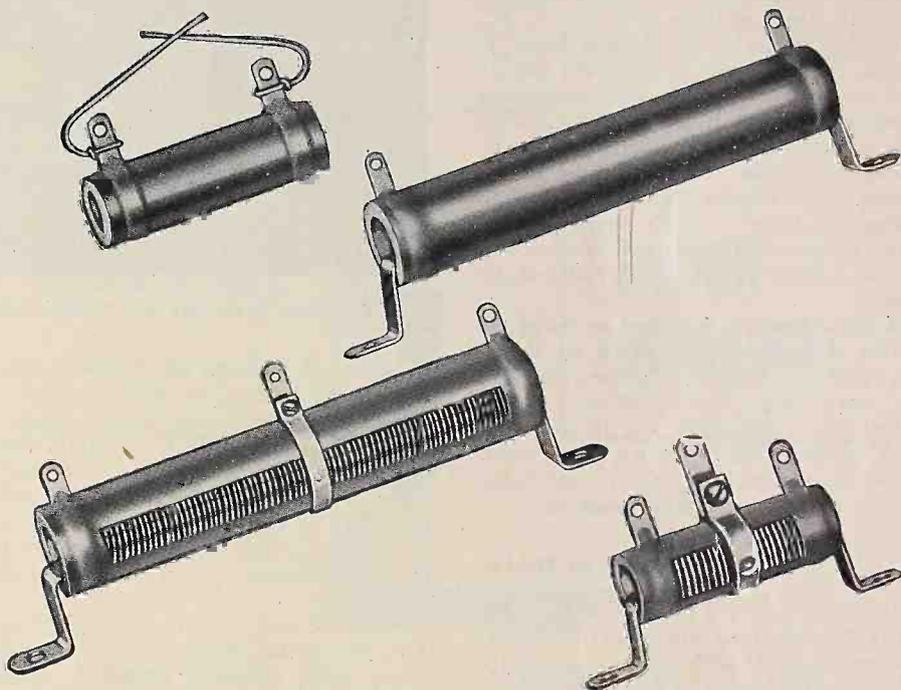
Mr. Landes has now opened his own office under the name of the Daval Co., 19 West 44th St., New York City. The company is at present handling several nationally known products, and plans "to operate as the exclusive representative for several varied, select quality lines".

Motorola Regional Mgr.

Allan G. Williams has been appointed regional manager for the New England area of Galvin Mfg. Corp., makers of Motorola products. He's an ex-Lt. with 2 years of foreign service, and had joined the sales department of Galvin in 1935.

Maintain the Quality of Your Service

Use WARD LEONARD Vitrohm Resistors



FIXED AND ADJUSTOHM UNITS Immediately Available from Stock

It's a wonderful feeling when you can stake your reputation as a serviceman on the quality of WARD LEONARD VITROHM Wire-Wound Resistors. There are no doubts because you know any WARD LEONARD Resistor you install will give the finest service. What's more, you avoid costly call-backs . . . and keep your customers satisfied.

VITROHM FIXED RESISTORS in eight stock sizes from 5 watts to 200 watts. VITROHM ADJUSTOHM RESISTORS in seven stock sizes from 10 watts to 200 watts. Wide range of resistances.

AVAILABLE FROM AUTHORIZED DISTRIBUTORS



SEND FOR CATALOG D-2

Gives handy data and information on various types of Resistors and Rheostats available from stock.

Radio and Electronic Distributor Division
WARD LEONARD ELECTRIC CO., 53H W. Jackson Blvd., Chicago 4

WARD LEONARD

RELAYS • RESISTORS • RHEOSTATS

Electric control  devices since 1892

DISTRIBUTOR NEWS

Nebraska Jobber Streamlines Shelves

The Leuck Radio Supply store, Lincoln, Neb., has found that the prestige and the customer-getting effects of its new and larger quarters is a highly important business factor. The store, located at 11th and M Streets, has a black tile front, fluorescent lights and an insulated room for radio demonstrations.

Built-in shelving has helped Louis F. Leuck, the proprietor, to solve the display and storage problem for small replacement parts. A section has been built against one wall, arranged in a series of booths, as shown to the rear and right in the photograph. The booths are built up high enough to clear a man's head and are fitted with compartments to hold tubes and similar supplies, each with a labeled directory.

A panel has been installed on top of the booths to hold display cards on which are fastened packages of screws and similar small parts. On top of the panel is a shelf on which glass jars, labeled with their contents, display other small parts. Floor stands also have been provided for display of these packaged small parts.

Puts Fixtures to Work

Shelving has been built along both walls for combined display and storage. The top series of shelves along one entire side is set back so as to provide a display counter on which table model radios can be displayed, as well as beneath the counter. Open display tables are arranged down the center of the sales floor to provide a lane inviting customers into the store. Enclosed glass display cases have been provided for the more valuable merchandise which shoplifters might be tempted to take.

Mr. Leuck has done an admirable job of utilizing to good advantage the entire 25 x 150 feet of floor space in his new store. The front two-thirds houses the display room and it provides so much shelf and table space that he is able to put a large part of his stocks on display, rather than stored away in the basement. At the rear of the display floor, a case has been built to exhibit books on radio and electronics. He has the largest supply of such books in the city and does a considerable volume of business in this department alone. Just back of the book case is the insulated room for testing radios, while office space is provided by a mezzanine floor. The rear of the building is given over to receiving and shipping. Mr. Leuck, incidentally, does a large mail order business with out-state dealers, commercial accounts, laboratories and radio amateurs.

A novel convenience to customers offered by the Leuck store is a reference room with chair and table, just off the shipping room, where patrons can look up any parts they may need for any model



New ideas in shelving and "booth storage" are seen in the Lincoln jobber's sales rooms.

of radio. A complete set of Rider's reference books is kept for this purpose.

The Leuck company deals in sound, electrical communications, recording, radio and radio repair equipment and parts. The staff has a background of electronic experience in engineering and radio manufacture, as well as sales, and is prepared to assist customers with their technical problems.

From left to right in the photograph are Alice Wakeman, office; Ritchie Wakeman, sales; Edith Maxfield, shipping; Elaine Conant, accounting; Martha Leuck, purchasing; and Louis F. Leuck, proprietor. Mr. Leuck has been in the radio and electronics business in Nebraska for 18 years.

Musitron Names Nine Jobbers

The Musitron Co., manufacturer of portable phonographs of all types, has announced the appointment of exclusive distributors in seven states. Musitron sales manager Gerald H. Rissman revealed the list: Braid Electric Co., Nashville, Tenn.; Duncelman-Pace Co., Shreveport, La.; United Distributors, New Orleans, La.; R. H. Kyle, Charleston, W. Va.; Capital Paper Co., Indianapolis, Ind.; R. P. McDavid Co., Inc., Birmingham, Ala.; H. E. Sorenson Co., Des Moines, Iowa; Shobe, Inc., Memphis, Tenn.; and Alamo Distributing Co., San Antonio, Texas.

Admiral Appoints Earle

Admiral Corp., Chicago, Ill., has announced the appointment of Earle Appliance Distributors Inc., Escanaba, Mich., as its new distributor in the Escanaba territory.

F. J. Earle, president of the firm, has been associated with other distributing businesses in Escanaba since 1909. His company will now distribute all Admiral products, including radios, Dual-Temp refrigerators, and electric ranges.

Dealer Displays in Banks Net Sales

Krich-Radisco, Inc., Newark, N. J., has worked out, in cooperation with its dealers and local banks, "a new and effective method of merchandising".

The plan calls for arranging and maintaining a display of the dealer's complete line of home appliances in the bank. The display in this case includes Norge refrigerators and ranges, Bendix automatic home laundry, American Central kitchen, and Eureka home cleaning systems. A dealer's representative is on duty in the bank with the display.

The banks welcome this closer contact with the contractors and builders of homes and with the ultimate consumers. Most of the major items on display may be included in the mortgage or loan provisions of the home builder or home purchaser. All the items may be bought on credit arrangements made through the bank.

In the first week of one such cooperative display in a bank, the dealer's salesman wrote up \$13,600 of sales.

Hoffman Distributors to Meet November 6-8

The annual convention for the distributors of the Hoffman Radio Corp., 3430 S. Hill St., Los Angeles, is scheduled for Nov. 6, 7 and 8 in Los Angeles. Representatives will be housed in the Mayfair Hotel there. Convention meetings will be staged in the new Hoffman administration building at 3761 So. Hill St., according to R. J. McNeely, director of sales.

The event will be opened by H. Leslie Hoffman, president. Distributors from the 11 western states and Hawaii will be on hand.

Hoffman currently operates 6 plants in Los Angeles, running at full capacity with portable and table model receivers, as well as combinations.

Works for Dealers



Merchandising program of Bickford Bros., western N.Y. jobbers, includes installing compact paint dept. for dealers. Here, Rosalee Cavalero of Bickford's demonstrates Nu-Enamel at a store in Rochester, N.Y.

Jobbers Advise WAA on Electronic Surplus

A newly-formed Electronics Distributors Advisory Committee met with officials of the War Assets Administration Electronics Division to go over WAA's plans for reorganizing and stepping up the disposal of electronics material.

The Committee is composed of representatives of electronics distributors with many years of experience in this field. They were called in as individuals and not as representatives of companies.

War Assets officials outlined for the committee the program which it plans to place in effect to put electronics disposal on a business-like basis and asked for specific recommendations on pricing methods, contracts, amount of commission to be paid sales agents, and the types of distribution channels to be used.

The committee recommended that the pricing of radio receiving tubes be treated separately from other material. The amount of commission to be given on these sales should cover processing costs, if such work is performed, it was stated. The committee emphasized the importance of uniform and stabilized prices for all material sold through WAA agents. The lack of uniform prices in the past has been one of the major sources of difficulty in handling surplus electronics, it was pointed out.

The proposed new contract for WAA agents which will provide fixed commissions on sales was reviewed by the committee and met with its general approval. WAA pointed out that this contract will follow very closely the type that is being used with success in the disposal of aircraft components through industry agents.

No specific committee recommendation was given as to the amount of commission to be permitted on sales, but views of individual members of the committee ranged from 25 to 35 per cent for all material except radio receiving tubes. The commission on these should take into account any processing costs, if this work

is done. It was generally agreed that commissions on brokerage sales should be much lower.

Special emphasis was placed by the committee on the selection of agents to handle electronics sales. It was recommended that these should be firms which are well-established in the field with pre-war experience. They also should be firms which will follow recognized standards in selling material.

Membership of the Electronics Distributors Advisory Committee follows:

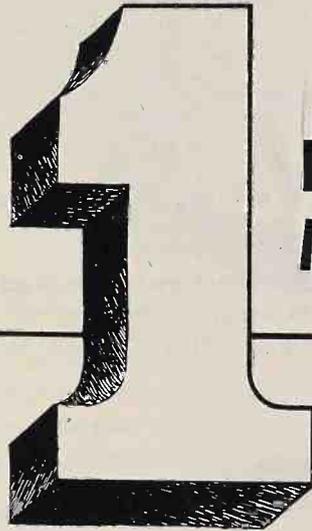
John Bagliana, Radio Electric Service Co., Baltimore, Md.; William Harrison, Harrison Radio Corp., New York, N. Y.; W. D. Jenkins, Radio Supply Co., Norfolk, Va.; Harvey Sampson, Harvey Radio, New York, N. Y.; A. Stallman,

Stallman of Ithaca, N. Y.; William O. Schoning, Lukko Sales Corp., Chicago, Ill.; Milton Deutschmann, The Radio Shack Corp., Boston, Mass.; Lou Hatry, Hatry & Young, Hartford, Conn.; E. O. Nickelson, Seattle Radio Supply Co., Seattle, Wash.; George Wedemeyer, Wedemeyer Electronic Supply Co., Ann Arbor, Mich.; Elliott Wilkinson, Wilkinson Brothers, Dallas, Tex. Mr. Schoning and Mr. Nickelson were not present at the initial meeting.

Wesco Manager

Robert S. Sloan has been appointed district appliance manager of the Westinghouse Electric Supply Co.'s northern California district. He will be located at district headquarters in San Francisco.

There's only



RIDER
MANUAL

BUT IT'S IN FOURTEEN VOLUMES

Rider Manuals are the only single source upon which you can depend for authoritative servicing data on pre-war American made receivers.

Rider Manuals cover the things which our 16 years of specialized publishing have proved you want and need; supplying such vital material as receiver schematics, voltage data, resistance values, chassis layouts and wiring, and trimmer connections.

Further evidence of our continuing service to the servicing industry will be found in the forthcoming Volume XV. This new volume will contain specially prepared and highly refined servicing information available from no other source—not even from the set manufacturer. This supplementary material is information you need, offered in a form that will make it most useful to you. It will result in the saving of servicing time—an increase in production worth many times the price of the volume!

Our advertisement next month will announce Volume XV and give important details on the revolutionary and exclusive features it will contain.

With Volume XV as with the other fourteen volumes "You're right with a Rider Manual!"

RIDER MANUALS



You Need All 14 Volumes

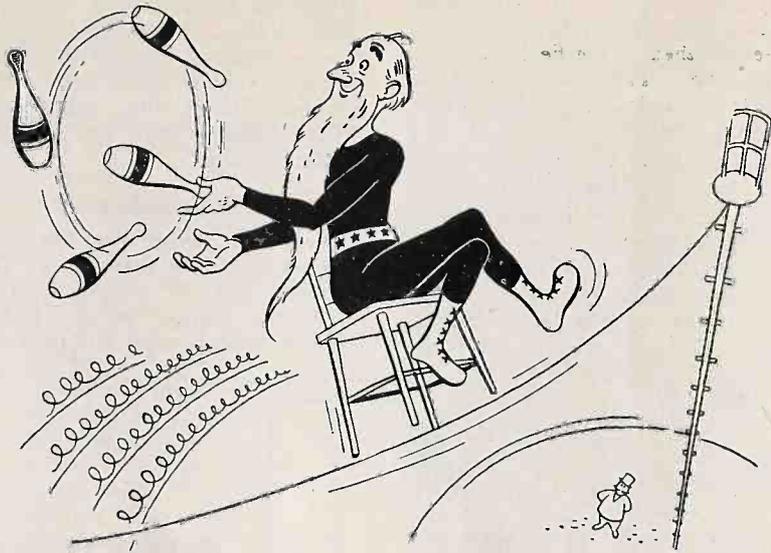
Volumes XIV to VII..each volume	\$15.00
Volume VI	11.00
Abridged Manuals I to V.(1 vol.)	17.50
Record Changers and Recorders..	9.00

JOHN F. RIDER PUBLISHER, INC.

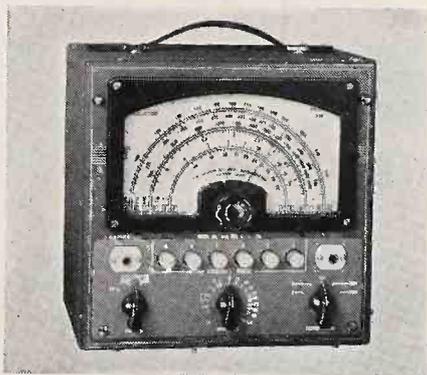
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Export Division: Rocke-International Corp. 13 E. 40th Street New York City Cable: ARLAB

STAYS ACCURATE—Year After Year



Here's a sturdy, modern test oscillator that's accurate when you buy it—and keeps its accuracy in long service. Convenient push button selection of ranges from 100KC to 30MC.



MODEL 640 TEST OSCILLATOR

A complete standard type oscillator for all general purpose work. Full range direct reading dial. All ranges are fundamental frequencies. No skips or harmonics calibrated.

Accuracy guaranteed to $\frac{1}{2}$ of 1% on all ranges.

Push button selection of all ranges makes operation fast and accurate.

Glass enclosed dial prevents dust and protects the pointer.

Two circuit attenuator provides variable ratio and also vernier control.

Powerful signal output usable as pure or modulated R. F. carrier is modulated at approximately 30%. The A. F. voltage is available for external use.

Operates from 110 volts 60 cycles. Uses three tubes: rectifier, oscillator, and modulator.

Dimensions: 8 $\frac{1}{2}$ " x 8 $\frac{1}{2}$ " x 6 $\frac{1}{2}$ ".

JACKSON

Fine Electrical Testing Instruments

JACKSON ELECTRICAL INSTRUMENT COMPANY, DAYTON, OHIO

"Radarange" Offers Split-Second Cooking

A revolutionary new type of cooking device—the Raytheon Radarange, which cooks food in a matter of seconds, got its first demonstration to the trade at the Waldorf-Astoria Hotel, New York City. Made by the Raytheon Manufacturing Co., Waltham, Mass., Radarange uses the magnetron tube as a "heart".

In the instant-cooking device, pre-cooking preparation is exactly the same as it is for cooking in a standard stove except in the case of frozen foods. No thawing is



The operator removes the Radarange food "oven".

necessary. The frozen food is placed under the "burner" and a few additional seconds are added to the cooking time.

The first two production types are now being offered. The two models are a sandwich size product for the preparation of hamburger sandwiches, small baking, etc., and another model for use aboard airplanes, railroads, ships, etc. The latter model is capable of handling a complete meal.

In appearance, the typical radarange compares with the ordinary home refrigerator, varying from a unit much smaller in size to somewhat larger than the standard box. It consists of a power supply, a magnetron unit and an applicator or "horn" through which energy from the tube is beamed and thereby concentrated into the food. This horn is so situated that food may be placed in an open "oven" directly beneath it. Two push-buttons and a timer which automatically shuts the unit off when the food is cooked are the only controls necessary to operate the electronic range.

Raytheon is studying the requirements for a home range with the same kind of power supply and radar tube used in the larger models.

Shows Quaker Heaters

The complete line of Quaker space heaters has been presented to franchised dealers in Westchester and Long Island, N. Y., by the Dale Distributing Co., New York, and O. B. Nelson, Quaker Mfg. Co., Chicago.

Some 225 retailers have attended meetings at which the Quaker "Mechanical Draft" units were featured. Immediate deliveries were promised.

National Radio Week Coming Nov. 24th to 30th

Radio dealers are being provided with promotion material for National Radio Week, Nov. 24 to 30, through the Radio Manufacturers Association, 1317 F St., N.W., Washington, D. C. The National Association of Broadcasters, joint sponsor of the celebration, is expected to encourage the station and network program ties which will help publicize the event to millions of listeners.

In general, Radio Week this month is expected to follow the procedure used last year when RMA and NAB cooperated in sponsoring a Radio Week to celebrate the 25th anniversary of radio broadcasting.

RMA has secured tentative promises from other trade associations to encourage their members to participate in the observance of National Radio Week. These include the National Retail Furniture Association, the National Retail Dry Goods Association, and the National Music Merchants Association. Together they represent the majority of those dealers handling radios in furniture, department and music stores.

Hytron Names West Coast Representatives

Hytron Radio & Electronics Corp. has appointed four new representatives for the West Coast area.

Northwestern Agencies, 2411 W. First Ave., Seattle, Wash., now represents Hytron in the states of Idaho, Montana, Oregon and Washington. W. Bert Knight, 908 Venice Boulevard, Los Angeles 15, Calif., services southern California and southern Nevada.

In Arizona, Colorado, New Mexico, Utah and Wyoming, the new Hytron representative is Richard A. Hyde, 4523 Quitman St., Denver 12, Colo. Russ Hines, 234 Ninth St., San Francisco 3, Calif., is the representative for northern California and northern Nevada.

Monitor Plans Program

The Monitor Equipment Corp., New York, has approved a national and local advertising budget to popularize further the Monitor name and line of over thirty home appliance products.

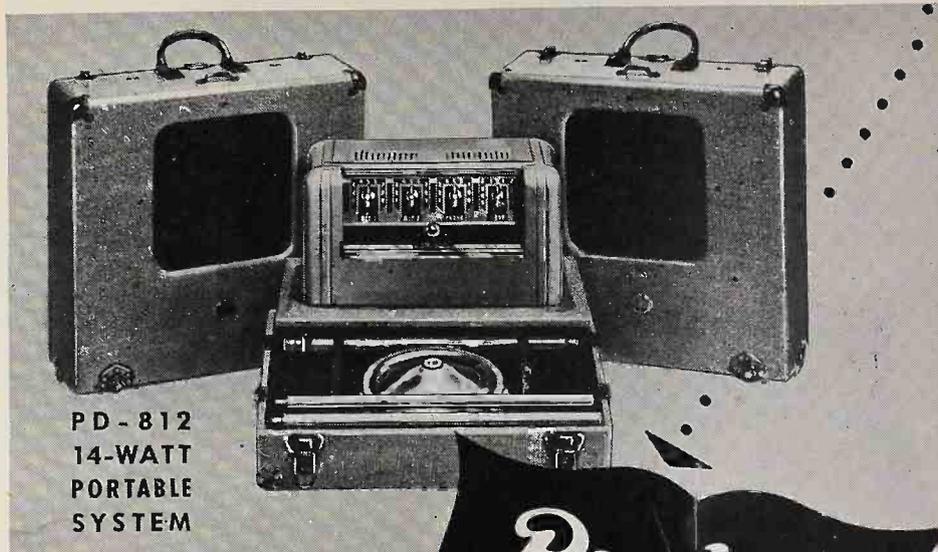
Although shortages of certain parts and materials, particularly steel and motors, continue to retard the program of the Monitor Company, it is projecting a volume of business during 1947 in excess of one hundred million dollars at consumer's prices.

Wilking's New Home

The Wilking Music Co. has moved into its own building and new quarters at 120 N. Pennsylvania St., Indianapolis, Ind., and has the first floor open for business. Frank O. Wilking is the owner of the company, and Jack Dougherty is manager of the radio department.

The company will feature Capehart and Farnsworth lines.

PERFECTION IN PACKAGED SOUND!



PD-812
14-WATT
PORTABLE
SYSTEM

RAULAND PORTABLE SOUND IS BACK!

Here's the big news in Sound—RAULAND Portable Systems are now available in three perfect packages; 14 Watts (illustrated), 20 Watts or 35 Watts! Each reflects RAULAND'S tremendous experience in audio design. RAULAND Portables are luggage-light, handsome packages, ready to plug in and operate instantly. Perfectly-matched components assure top performance—full-rated output, superb tonal fidelity, maximum flexibility and day-in, day-out trouble-free operation. RAULAND Packaged Sound fills the complete bill for every portable application. See your local distributor or write today for full details.

PD-812 PORTABLE SYSTEM

The RAULAND 14-Watt PD-812 Portable System illustrated will cover 3,000 people indoors, or 10,000 square feet outdoors. Handsome single-unit split-type case houses entire system—14 Watt Amplifier, 2-12" Dynamic Speakers, Dynamic Microphone, Demountable Mike Floor Stand, all necessary cables and plugs. Features: 2 Microphone Inputs; 1 Phono Input; Mixing and Fading feature on all 3 inputs; Double Attenuating Tone Control; Illuminated amplifier panel.

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COMMUNICATIONS
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You Can Use These Items

"AMERICAN" WILL DELIVER IMMEDIATELY

Midget Tubular Condensers .001-.002 TTR made by Solar. Type used in Vest Pocket Radio. Regular List Price 69¢. Our Special NOW.....	100 for \$3.95
2 Volt 7 Prong Synchronous Vibrator for G.E. Portable.....	Each 2.69
8 MFD 600 Volt Oil Filled Capacitors complete with mounting brackets.....	Each 1.19
Dry Electrolytic Capacitors 40-40 MFD 250 Volts D.C. plug in or mounting bracket.....	Each .59
0 to 200 Micro Ammeter 2 3/4".....	Each 3.65
Shield for 5CP1 or equivalent. Special.....	1.29
Slightly used BC229 and BC230 Aircraft Set. Mfg. by Western Electric—6 tube receiver, 4 tube transmitter. Complete with tubes and coils. Combination.....	19.95

Send for catalogue on all types of transformers

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Freight prepaid on orders of \$200.00 or more

NOW!

**New Smart Style
MASCO MODEL MPT-4
Portable Electric Phonograph
with built-in amplifier**



**Order Now for
Xmas Business**

Compact! Acoustically designed for splendid performance. Modern two-tone beauty for eye appeal as well as tone appeal.

A fast moving consumer "package" item that sells off the counter and needs no installation or servicing.

List Price Zone I

\$41.10

including Federal Excise Tax

List Price Zone II

\$43.20

including Federal Excise Tax

OPA Approved

LICENSED BY R.C.A.

Masco builds a complete line of sound equipment . . . amplifiers, portable and fixed sound systems, intercommunication equipment, musical amplifiers and sound accessories . . . a complete supply from a single source!

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

BUILD YOUR OWN

**The Finest
In Radio Kits**



**JUST WIRE IT
ALL PARTS ARE MOUNTED**

ATOMIC HEATER & RADIO CORPORATION

DEPT. R.

104 PARK ROW

NEW YORK 7, N. Y.

The design, engineering and materials simplify construction and insure excellent reception and tone.

Cabinet is beautiful example of craftsmanship, made of choice veneer.

Tubes Required: Two 12SK7, one 12SA7,
One 12SQ7, one 35L6, one 35Z5.

YOUR COST WITHOUT TUBES, \$15.80

Terms—10% Deposit with Order, Balance C.O.D.

Immediate Delivery

Heads Air King



The new president of Air King Radio Products Co., Inc., division of Hytron Radio & Electronics Corp. is David H. Cogan. With Hytron since 1931, Mr. Cogan continues as its vice-president and member of its board of directors.

**Electro-Voice In New
Plant in Buchanan**

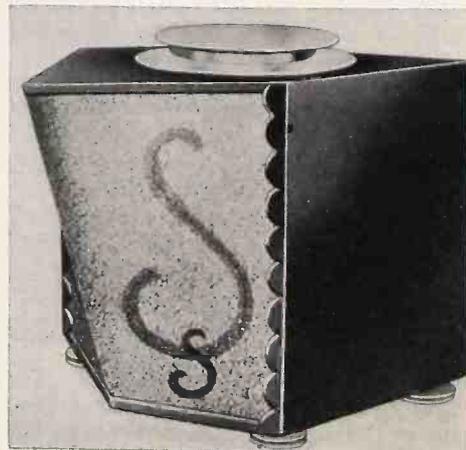
Electro-Voice, Inc., microphone manufacturer, has moved to a new, larger home in Buchanan, Mich., near South Bend, Mich., the firm's home for 19 years.

In the single new factory, nearly an acre in size, Electro-Voice combines all the facilities of its three South Bend plants. Complete development and manufacturing processes, from raw materials to finished products, are now centralized under one roof.

Electro-Voice manufactures a complete line of microphones including cardioid, dynamic, crystal, carbon, velocity and differential types—also microphone floor and desk stands.

The firm plans further expansion of research, engineering and productive capacities, and even greater emphasis on the E-V quality control plan.

Robot Speaker



This is the new "Sound Salesman"—an electronic wire recorder marketed by Sound Media, Inc., 17 E. 48th St., New York City. For store use, and many other commercial applications, it's activated by photo-electric switch, and delivers appropriate vocal or musical messages automatically.

Named 1947 Radio Show Directors

R. P. Almy, chairman, Sales Managers Club, has announced the appointment of Charles Golenpaul of Aerovox Corp. and Walter Jablon, Hammarlund Mfg. Co., to serve as directors for the 1947 Radio Parts and Equipment Trade Show. The Sales Managers Club is one of the four sponsoring groups—the directorship is made up of two directors representing each group. Mr. Golenpaul was a director and the vice-president of the 1946 show. Mr. Jablon succeeds Mr. Almy.

Appointments Made by Bruno-N.Y.

The appointments of Milton Brown to the position of advertising manager of Bruno-New York, Inc., and Mrs. Mabel Kramer as assistant sales promotion manager have been announced by Gerald O. Kaye, merchandising manager of the prominent distributing company.

Mr. Brown served as 1st Lt. in an infantry regiment in Europe before he returned to take up his duties at Bruno.

Mrs. Kramer has been with the firm for a year and a half.

Dealer on the Air

The Kirby Jones Furniture Co., Jackson, Tenn., exclusive Philco retail outlet

Around the World With Radio



At the Day Music Co., Portland, Ore., Larry Hightower pauses in his much-publicized round-the-world wheelbarrow journey to assist Miss Kay West to award prize to winner of local Emerson contest. The radio-equipped trip, expected to require 12 years, is currently sponsored by Emerson.

is sponsoring the Philco Bing Crosby Show on Station WTJS, Jackson.

Localized Radio Spot Announcements

A new merchandiser giving the text of a variety of radio spot announcements and continuities used on spot announce-

ment records has been released by Bendix Home Appliances, Inc., South Bend 24, Ind., to distributors and dealers.

Scripts of 20-30, 50-60, and 100-125 words are presented, with provision for announcement of the local dealer's name and address. Dialogue is shown for a second set of scripts recorded with sound effects and music. Each recorded script runs one minute.



COMIC POSTER FREE



TO DISPLAY IN YOUR WINDOW!

A crowd-pulling cartoon, size 17"x17", drawn especially for OLSON RADIO WAREHOUSE to give you. It's yours for the asking, absolutely FREE and postpaid. Display it in your window or Service Dept. for laughs — and sales!

Why do we make this offer? Because we want you to become acquainted with Olson Bargains. We will send you a Free Catalog with the poster; this Catalog lists nationally famous Radio Parts at prices that will save you plenty!

Paste this coupon on a postcard
and MAIL TODAY

OLSON RADIO WAREHOUSE

73 E. MILL ST., DEPT. 56, AKRON, OHIO

Yes sir! Send me the Comic Poster free.

NAME

ADDRESS

CITY STATE



Industry News

TBA Sessions Make Tele Industry Look Good

Dealers and distributors watched with interest the proceedings at the 2nd Annual Conference & Exhibition of the Television Broadcasters Assn. held at the Waldorf-Astoria Hotel in New York City Oct. 10 and 11. Many problems of the industry, including production of receivers as well as transmitting equipment, got a thorough airing at the TBA sessions which attracted over 1500 radio men from all sections of the U.S. A marked optimism prevailed at the meeting.

Some two dozen different models of new video receivers were shown in the exhibit section of the conference, including units shown by DuMont, Farnsworth, General Electric, Philco, RCA, Sonora and Telicon. It was a mass demonstration of the newest sets, ranging in price from \$200 to \$2400. New projection models were among the featured units.

Events at the conference were televised by five stations in four different cities: WPTZ—Philco in Philadelphia, WNBT-NBC and WABD—DuMont in New York City, WRGB—General Electric in Schenectady, and WTTG—DuMont in Washington, D. C.

Kitchens to Veterans Through Retail Channels

Approximately one-third of postwar new houses that are installing modern kitchens will include an automatic electric dishwasher and garbage disposal, according to sales returns of a special war veterans' kitchen program by which Edison G.E. Appliance Co. (Hotpoint) earmarked 1,000 "kitchen packages" to war veterans across the nation during the past 60 days.

The aim of the program was to assist veterans who would otherwise be unable to move into houses by providing a low-cost basic kitchen "package" at a retail price approximating \$500. Ward R. Schafer, vice-president in charge of sales, said yesterday that the equipment ordered by the average G.I. retails for approximately \$1,000. The price difference is due to the veterans selecting deluxe models in refrigerators and stoves, and asking for dishwashers, disposals, home freezers and other "extra" equipment.

More than 80 per cent of the kitchens reached the war veterans through regularly established trade channels, which includes a wholesale distributor and a retail store. Retail stores that specialize in kitchen planning made up 25 per cent of this number while department, furniture, hardware and appliance stores sold the others. Some retailers and builders arranged to place the kitchen time-payments on the regular house mortgage, but no accurate figures are available, the official said, adding that a majority were paid for on conventional time-payments or bought for cash.

RMA Reorganizes Its Parts Division

A reorganization of the sections in the parts division of the Radio Manufacturers Association has been completed by J. J. Kahn, chairman of the division. Mr. Kahn also announced the respective section chairmen for the enlarged sectional parts groups, which immediately started work on the collection of production statistics and other industry data needed in the effort for OPA decontrol of radio parts.

The new sectional organization and the chairmen appointed are as follows: Coil

Section—Edwin I. Guthman, Edwin I. Guthman & Co., Inc.; Fixed Capacitor Section—Paul Hetenyi, Solar Mfg. Corp.; Fixed Resistor Section—J. H. Stackpole, Stackpole Carbon Co.; Instrument Section—R. L. Triplett, Triplett Electrical Instrument Co.; Insulations Section—John W. Appgar, Irvington Varnish & Insulator Co.; Metal Stampings & Metal Specialties Section—S. L. Gabel, Superior Tube Co.; Phonograph Cartridges & Pickups Section—Geo. B. Fraser, The Astatic Corp.; Plastics and Molded Parts Section—John J. Bachner, Chicago Molded Products Corp.; Record Changers & Phono-Motor Assemblies Section—A. W. Fritzsche, The General Industries Co.; Socket Section—Frank Holmstrom, Hugh H. Eby, Inc.; Speaker Section—George R. Haase, Operadio Mfg. Co.; Speaker Parts Section—A. D. Plamondon, Jr., The Indiana Steel Products Co.; Special Products Section—W. R. MacLeod, King Laboratories, Inc.; Switch Section—W. S. Parsons, Centralab; Transformer Section—Robert A. Hoagland, Jefferson Electric Co.; Variable Condenser Section—G. F. Behringer, The American Steel Package Co.; Variable Resistor Section—D. S. W. Kelly, Allen-Bradley Co.; Vibrator Section—Ray F. Sparrow, P. R. Mallory & Co., Inc., and the Wire Section—R. G. Zender, Lenz Electric Mfg. Co.

Sams PhotoFact Folders Cover 1946 Receivers

By the end of November, the eighth set of PhotoFact Folders will be in the hands of jobbers throughout the country, according to the publishers, Howard W. Sams & Co., 2924 E. Washington St., Indianapolis 6, Ind.

Typical of the innovations and improvements which have appeared in successive issues of the PhotoFact Folders are the factory service notes for 1946 Zenith receivers included in set 5. Twenty-three items cover ten chassis types in this list of the most important points to check in troubleshooting new Zenith sets. AM, FM, record players and combinations are all reported in the PhotoFact sets.

By the close of the present month, the Sams PhotoFact Folders available to radio servicemen through their local jobbers, will total nearly 300 different Folders covering about 500 different new 1946 home receivers, made by over 75 different manufacturers.

Knowlson Honored for Wartime Work

The Medal for Merit, highest award of the U.S. Armed Services to civilians, has been conferred upon James S. Knowlson, chairman of the board and president of Stewart-Warner Corp. The award was made by Secretary of War Robert P. Patterson.



"Get your hundred dollars ready—I'll be back in an hour with my wife!"

Parts Assn. Chairman



New chairman of the Association of Electronic Parts & Equipment Mfrs. is Roy S. Laird, above, vice-pres. and sales manager of Ohmite Mfg. Co. He succeeds J. A. Berman of Shure Bros. Les Thayer of Belden Mfg. Co. was named vice-chairman; Miss H. A. Staniland of Quam-Nichols was re-elected treasurer; Ken C. Prince was re-elected executive secretary.

Chicago Retailers Stage Tele Shows

Appliance dealers in Chicago—one at a time—are staging television shows on Friday nights and making them pay. Receivers are set up in their stores by the Commonwealth Edison Co., who also provides printed invitations to send out to customers, and who is the sponsor of a regularly broadcast television show "Telequizicals" on Friday nights.

Guests at the dealer shows are encouraged to fill out Commonwealth Edison questionnaires, from which the utility collects valuable data on public preferences in the matter. The utility also provides slide lecture films on electrical living to entertain guests after the tele show is over; dealers have reported that these films actually sell appliances in substantial numbers.

The Edison company, and its director of special promotions, Ardien B. Rodner, is currently a moving force to help establish Chicago as a video center. All branches of the radio and electrical trade in Chicago are actively represented in the drive.

Bruce Cumming Joins Solar Capacitor Sales

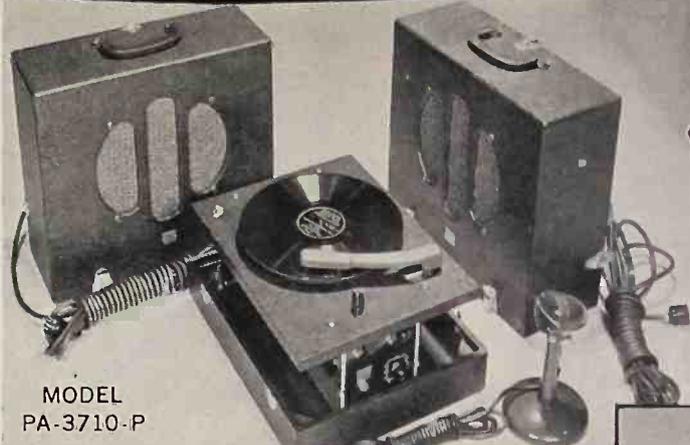
Appointment of Bruce Cumming as Chicago area district manager for Solar Capacitor Sales Corp. has been announced by W. C. Harter, vice-president.

Mr. Cumming, with offices at 228 N. LaSalle St., Chicago, will have charge of sales of Solar capacitors and other products to electrical and radio distributors in the Windy City district.

Solar's business with electrical and radio manufacturers will continue to be handled by Leroy Eschner, Chicago district manager for Solar Mfg. Corp., of which Solar Capacitor Sales Corp. is a wholly-owned subsidiary.

BELL BAND-MASTER . . . New Leader in SOUND

VALUE



MODEL PA-3710-P



Low-Cost 10-Watt Portable Sound Unit

● Amplifier-phono unit and two 10" heavy-duty speaker housings with auxiliary equipment fit snugly into one compact, easy-to-carry Bell BAND-MASTER unit and provide sound coverage of any medium-sized auditorium for public address, recordings, or "live" music. Reversible amplifier base, at right, protects the phono turntable. The Bell BAND-MASTER Model PA-3710-P puts top quality and value into the low-price field.



- Self-Contained 12" Phono Unit
- 3 Inputs—Phono, Mike, Instrument
- Beam-Power Output Tubes
- Inverse Feedback Stabilizer
- Quality Tone and Fidelity



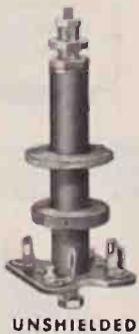
BELL SOUND SYSTEMS, INC.
 1197 ESSEX AVENUE COLUMBUS 3, OHIO
 Export Office: 4900 Euclid Ave., Cleveland 3, Ohio

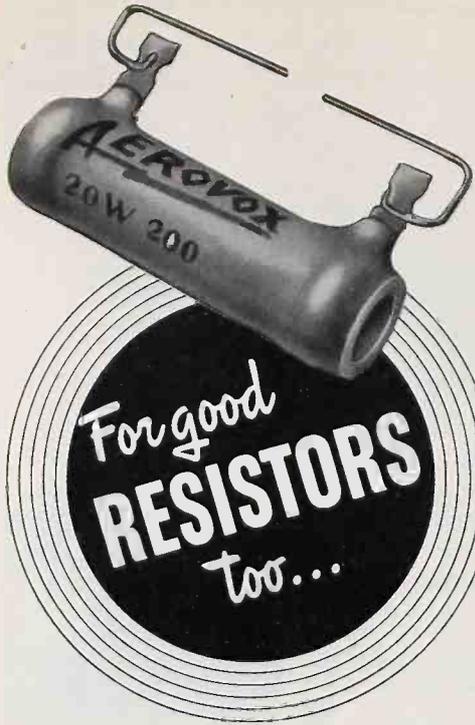
PERCO
The Answer to Your Problems
UNIVERSAL ADJUSTABLE COILS
IMMEDIATE DELIVERY!

Each universal adjustable coil, regardless of type, is adjustable through the range required to work with any gang condenser and in the case of the oscillator coils, with any gang and I-F frequency between 175 and 465 KC. All antenna and R. F. coils are litz wound on thin wall tubing with adjustable iron cores. All coils are treated to prevent the absorption of moisture. Complete directions for use packed with each coil.

Order from your jobber Write for our catalog. It's free, without obligation on your part.

THE PIONEER ELECTRIC & RESEARCH CORP.
 7212 Circle Ave., Forest Park, Illinois





• Yes, it's Aerovox for resistors, too. The latest Aerovox catalog contains a solid page of resistor listings. It's a stream-lined, most-handy, minimum-stock selection geared to profitable servicing.

WIRE-WOUND RESISTORS

"Slideohm" wire-wound vitreous-enamelled adjustable resistors in 25- and 200-watt ratings. Resistance values from 1 to 150,000 ohms. "Pyrohm Junior" fixed resistors in 10- and 20-watt. 1 to 100,000 ohms.

CARBON RESISTORS

Insulated molded type. Crack-proof molded casing around molded carbon resistance element. 2" tinned copper pigtail leads. 10% tolerance. 1/2- and 1-watt ratings. 10 ohms to 20 megohms.

Ask for Aerovox resistors when you are ordering Aerovox capacitors. They go together! Ask for latest Aerovox catalog—or write us.



FOR RADIO-ELECTRONIC AND INDUSTRIAL APPLICATIONS

AEROVOX CORP., NEW BEDFORD, MASS., U.S.A.
Export: 13 E. 40th St., New York 16, N.Y. • Cable: 'ARLAB'
In Canada: AEROVOX CANADA LTD., Hamilton, Ont.

Philco Sponsors Bing Crosby on Biggest Hook-Up



On a station line-up of record proportions, Philco has started Wednesday night broadcasts of its specially transcribed Bing Crosby show at 10 p.m. EST (9:00 p.m. local time in all other zones). Above, James H. Carmine, Philco president, signs with ABC while looking on, left to right, are Pierson Mapes of Hutchins Advertising, Mark Woods and Edward J. Noble, president and chairman of ABC board.

Tele Installation and Service Situation

Ten out of thirteen leading radio manufacturers surveyed on the subject of television by RADIO & TELEVISION RETAILING during the past month show a deep reticence to discuss their installation and servicing plans. Virtually all have their eyes on the East, to benefit from the experiences which several early birds are undergoing.

RCA is now committed to its policy of operating a service company to handle all television installation and service work itself. DuMont, on the other hand, is training its dealers, backing them up with factory service shops on difficult repairs.

General Electric, originally leading a large group towards the "franchising" of tele service specialists to do the work for all the dealers, now seems to have pretty definitely switched over to the RCA type of set-up. It is likely, however, that exceptions will be made to allow a few of the largest dealers to handle their own tele work.

The more significant trend among dealers has been towards acquisition of television test equipment and experienced personnel. The severe shortage of the latter has caused many a case such as that of Bagdad Novelty Co., a big promoter of Viewtone table viewers in New York, to sign a contract with a local service organization, Video Television, Inc., to do all of their installation work. Bagdad has a service department for AM and FM receivers, using the Video company for television only.

Credit Expert Resigns

P. J. Collins, credit manager for Krich-Radisco, Inc., Newark, N. J., for the past 25 years has resigned.

Mr. Collins started his career at the

beginning of radio broadcasting and acquired wide experience among the radio, electrical, furniture and appliance dealers throughout New Jersey. His plans are indefinite until after a vacation.

Dealers Given Sales Training Courses

The Electrical Association of Philadelphia has resumed the sales training program for retailers which had been proved a success in the winter and spring of this year. This is the third time this course has been presented.

Tele-Tone Official



William Meyer is the new advertising and publicity director for Tele-Tone Radio Co., 609 W. 51st St., New York City, to work directly with general sales manager John S. Mills. Extensive national ads have started on the firm's new "Dyna-Mite" set. (See "New Lines" section)

Oppenheim Heads Sales for Jewel

Ben Oppenheim, well known in the electrical, radio, appliance and automotive fields, is the new vice-president in charge of sales for Jewel Products, Inc., 226 Glenwood Ave., Bloomfield, N. J. The announcement was made by Jewel president Leonard Grossman.

For 4½ years, Mr. Oppenheim held executive civilian positions in the Signal Corps and the Radio & Radar divisions of the Army Air Forces. Previous experience covered engineering, manufacturing, sales representation and wholesale distribution.



Ben Oppenheim

Jewel Products, Inc., in addition to a complete line of incandescent lamps, manufactures and markets "Eyesaver" and "Select-a-Lite" lamps, infra-red heat lamps, vibration proof mill-type lamps, cartridge and plug fuses, signalite indicating fuses and indicators, and molded plastic products. The firm will soon release such new items as germicidal and sterilization lamps, ultraviolet, black light lamps, photo lamps and specialty small appliances.

Tung-Sol FUN-bardment

An entire set of advertising helps for attracting radio service business has been written around Don Herold's funny cartoons by the Tung-Sol Lamp Works, Inc., of Newark, N. J.

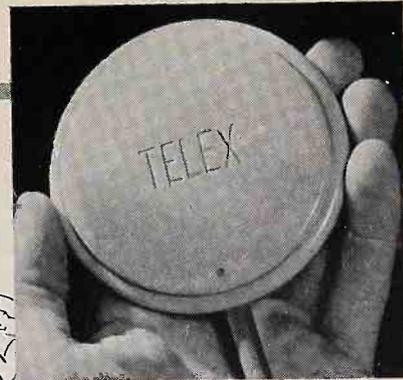
Ninety cents buys a 4-color window display, 50 4-page folders, 50 6-page folders, 50 post-cards with postage included, and 2 newspaper advertising mats. Sample pieces and a booklet entitled, "How you can sell me radio service", are available from Tung-Sol or your distributor.

ECA's Pianotune for Christmas Selling

The "Pianotune" toy piano, made by Electronic Corp. of America, 170 53rd St., Brooklyn 32, N. Y., has been moved into full production for the Christmas trade. Increased production facilities are available at ECA's new plant, and a national ad program on the product is under way.

Pianotune has 20 keys, with sharps and flats, and sells for \$25 plus \$3 for the bench. It stands 23" high and is finished in ivory lacquer.

Radio PILLOW SPEAKER



"Here's the swellest
EXTRA-PROFIT item
you've ever seen!"

- It's a "natural" for tie-in sales with small radios . . . ups your unit of sale.
- It's "just the ticker" for thousands of individuals who want to enjoy the news and other favorite programs by themselves *anytime without disturbing others*. The **TELEX Radio PILLOW SPEAKER** placed *under a pillow* permits one person—and one alone—to hear his radio.
- It "sells like hotcakes" as a gift for convalescents, hospitalized veterans, "shut-ins", and others. (The **TELEX Magnetic Radio Pillow Speaker** was originally designed for Army hospitals to replace uncomfortable head-phones, and is now being used as standard equipment.)

Don't pass up this "hot-selling" radio specialty. Write Dept. 1 or see your radio jobber. Complete merchandising helps to help you display and sell. *Immediate delivery.*

Complete with 10 foot plastic cord, plug, jack and mount, and instructions.

TELEX INC.

ELECTRO-ACOUSTIC DIVISION
Minneapolis, Minn.

Canadian Distributors:
ADDISON INDUSTRIES, LTD., Toronto



Raytheon tubes give peak performance. They have been built to this high level of maintained quality through continual testing and research by a company that is recognized everywhere as one of the advanced guard leading the way into the new era of electronics.

RAYTHEON

MANUFACTURING COMPANY

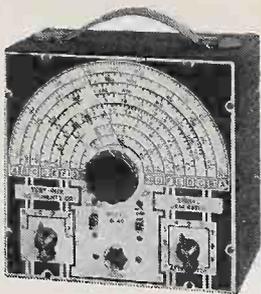
Excellence in Electronics
RADIO RECEIVING TUBE DIVISION
NEWTON, MASS. • CHICAGO

METROPOLITAN

Announces for the first time!

B-45 SIGNAL GENERATOR

Available
NOW
for
Immediate
Delivery!



Self-modulated Signal Generator providing a highly stable signal. Generates R.F. frequencies from 150 Kilocycles to 50 Megacycles (150 Kc. to 12.5 Mc. on Fundamentals and from 11 Mc. to 50 Mc. on Harmonics). R.F. is obtainable separately or modulated by the Audio Frequency.

Television and F.M. as well as A.M. receivers can now be speedily aligned. Modulation in the B-45 is accomplished by Grid-blocking action which has proven to be equally effective for alignment of amplitude and frequency modulation as well as for television receivers.

The R.F. Signal Frequency is kept completely constant at all output levels. This is accomplished by use of a special grid loaded circuit which provides a constant load on the oscillatory circuit. A grounded plate oscillator is used for additional frequency stability. The Model B-45 is truly portable—no external source of current required: Operates on self-contained batteries.

Direct reading—all calibrations are etched on the front panel. Complete with shielded test lead, self-contained batteries and instructions.

\$2775



New Model 670
SUPERIOR

SUPER-METER

A Combination VOLT-OHM MILLIAMMETER plus CAPACITY REACTANCE INDUCTANCE and DECIBEL MEASUREMENTS Includes a special GOOD-BAD scale for

checking the quality of electrolytic condensers at a test potential of 150 volts.

Complete with test leads and operating instructions.

\$2840



New Model 450
SUPERIOR
TUBE TESTER

"Speedy Operation" assured by newly designed rotary selector switch which replaces the usual snap, toggle or lever action switches. Tests all tubes up to

117 volts including 4, 5, 6, 7, 7L, Octals, Loctals, Bantam Junior, Peanut, Television, Magic Eye, Hearing Aid, Thyratrons, Single Ended, Floating Filament, Mercury Vapor Rectifiers, etc. Also Pilot Lights. Net

\$3950

Write for FREE New 1947 Catalogue!

Metropolitan
ELECTRONIC & INSTRUMENT CO.

Dept. RT 6 MURRAY STREET

NEW YORK 7, N. Y., U. S. A.

Phone: BArlay 7-5556

Cable Address: METRONICS

Washer Company Formed to Market Automatic

Formation of a company for the production and distribution of an automatic washing machine of "new and revolutionary design" has been announced by Fred V. Gardner, president. The company, incorporated as Appliance Corp. of America, has its headquarters in Milwaukee, Wis., and is introducing as its initial product the "Akka Top-Flow" automatic washing machine, which will be manufactured jointly by Appliance Corp. and Barlow and Seelig Mfg. Co., Ripon, Wis.

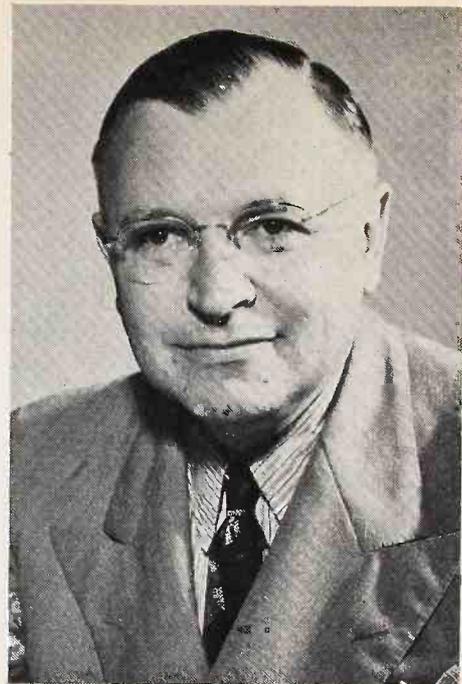
M. J. Alef Appointed Aviola President

The board of directors of Aviola Radio Corp., Phoenix, Ariz., has announced the appointment of Marvin J. Alef as president and general manager of the company.

Earlier this year, Aviola acquired the million dollar former Air-Research plant in Phoenix.

Mr. Alef is familiar with radio, manufacturing and merchandising matters through the top executive positions which he has held with such concerns as Detroit, Lee Anderson Advertising Co., Willys-Overland, and Warren City Mfg. Co.

As head of all Aviola operations, Mr. Alef disclosed that Aviola will continue to manufacture radios, record players, and phono-combinations. Production is scheduled to be greatly increased in "one of



New Aviola radio chief, Marvin J. Alef.

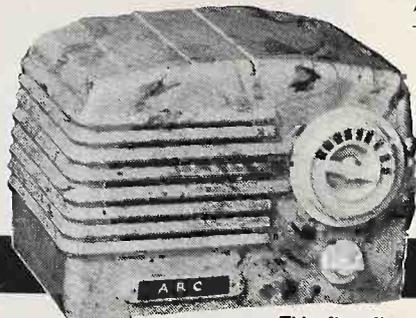
the largest and finest radio manufacturing plants in America—over 137,000 square feet of floor space."

Aviola's volume deliveries are now limited to five table model radios, record players, and phono-combinations, most of them in modern blond wood cabinets; but also planned for delivery in the near future is a complete line of period cabinet console combinations in both dark and light woods.

THE DEALERS CHOICE

ARC RADIOS

BUILD YOUR OWN



This fine five tube, super heterodyne radio with NEW MINIATURE TUBES and PM #5 Alnico speaker is the year's best buy. It operates on 110 volts AC or DC and is underwriters approved and guaranteed. The plastic case is UNBREAKABLE and comes in three smart color combinations — lavender and white, black and white, and cream and white.

KIT WITHOUT TUBES comes with wire and solder and a clear and simple diagram that assures easy construction

\$10⁹⁵

KIT OF FIVE TUBES — guaranteed perfect new miniature tubes

\$450

TERMS: 25% deposit with order, balance C.O.D. — F.O.B., N. Y.

IMMEDIATE DELIVERY

ARC RADIO CORPORATION

523 MYRTLE AVENUE, BROOKLYN 5, NEW YORK

Christmas Check List

- Material for decorating show windows on hand?
- (First Xmas window right after Thanksgiving)
- Plans for attractive window layouts on paper?
- Material obtained and plans for interior store decoration visualized?
- Markets combed for saleable merchandise?
- Sign, showcard and price-ticket facilities readied?
- Wrapping and packaging materials ordered?
- Extra help arranged for?
- Delivery problems solved?
- Gift certificates printed?
- Advertising plans arranged?

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

OF RADIO & TELEVISION RETAILING, published monthly at New York 17, N. Y., for Oct. 1, 1946, State of New York, N. Y., County of New York, N. Y.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Orestes H. Caldwell, who, having been duly sworn according to law, deposes and says that he is the Editor of RADIO & TELEVISION RETAILING and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, M. Clements, Rumson, N. J. Editor, Orestes H. Caldwell, Catrock Road and Bible St., Cos Cob, Conn. Managing Editor, John L. Stoutenburgh, 564 Riverside Dr., New York, N. Y. Business Manager, M. H. Newton, 583 W. 215th St., New York, N. Y.

2. That the owner is (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Caldwell-Clements, Inc., 480 Lexington Avenue, New York 17, N. Y. M. Clements, O. H. Caldwell, Charles A. Petersen, Trustees, 480 Lexington Ave., N. Y. C. M. Clements, Trustee, Rumson, N. J. O. H. Caldwell, Trustee, Catrock Rd. and Bible St., Cos Cob, Conn. Charles A. Petersen, Trustee, 474 Senator St., Brooklyn, N. Y. Peter Kes, 111 Hamilton Rd., Ridgewood, N. J. McGraw-Hill Pub. Co.,* 330 W. 42nd St., New York, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

(Signed) Orestes H. Caldwell

Sworn to and subscribed before me this 9th day of September, 1946.

W. Kenneth Reynolds,
Notary Public New York County.
Notary Public N. Y. County Clerk's No. 95.
Notary Public N. Y. County Register's No. 538-R-7.
(My commission expires March 30, 1947.)

*Represents minority stock interest which was purchase price for Radio & Television Retailing. Majority stock and control continue in hands of O. H. Caldwell and M. Clements.

NEWCOMB JOBBERS LEAD THE FIELD IN PROFITS
SELLING THE FINEST EQUIPMENT MADE TODAY

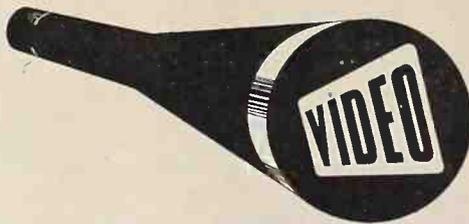
**AMERICA'S
TOP QUALITY
AMPLIFIER
WILL GIVE
YOU
MORE PROFIT
PER SALE**

Newcomb
AUDIO

PRODUCTS CO.

2815 So. Hill Street, Dept. A Los Angeles 7, Calif.

A sound rule for increasing jobber profits will be sent to you upon request. Write for free booklet.



TELEVISION

FOR THE BEST INSTALLATION ITS VIDEO

FOR THE BEST IN TELEVISION ITS VIDEO

FOR THE BEST IN SERVICE ITS VIDEO

VIDEO is equipped to cope with any service problem in any television set . . . with speed, dependability and courtesy. VIDEO's well trained installation crews, with the best modern equipment at their command, get the maximum signal anywhere, any place and at any time.



TELEVISION INC.

717 SECOND AVE. NEW YORK CITY

NEW BOOKLETS

Photo-Vision, Inc., 35 W. 43rd St., New York 18, N. Y., has released a new brochure "The Romance of Photo-Vision", for distribution to consumers. The illustrated booklet contains a description of the 5 models of Photo-Vision units, with sizes and prices, and shows how they may be used in homes.

Bell & Howell Co., 7100 McCormick Rd., Chicago 45, Ill., is ready with a new booklet on its Filmosound movie projector. It describes and illustrates 37 features of the unit.

Thomas A. Edison, Inc., Instrument Division, W. Orange, N. J., has issued a new 8-page bulletin on the Edison Model 501 Thermal Relay, with complete characteristics and applications of the product listed.

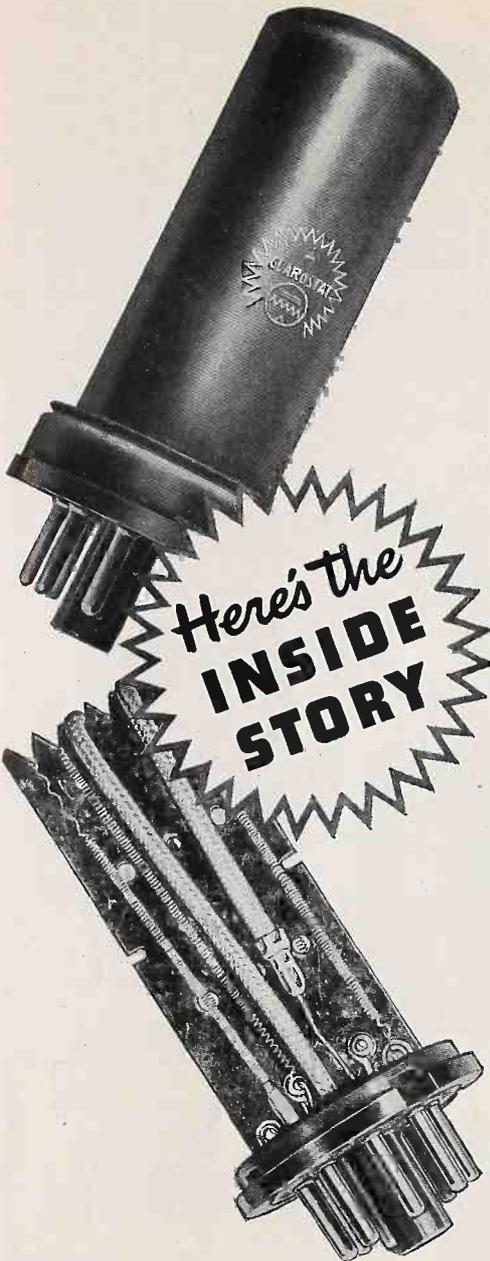
Premier Vacuum Cleaner Division, General Electric Co., 1734 Ivanhoe Road, Cleveland 10, Ohio, offers a new consumer folder, "BUY-ologically Speaking, You're Approaching 21" giving a compact description of the Premier "21" floor model cleaner with the Duo-Matic nozzle. The folder is designed for dealer use as a self-mailer or counter literature—copies are \$9 per 1,000 from Premier distributors.

Olson Radio Warehouse, 73 E. Mill St., Akron 8, Ohio, is now ready with its new catalog—a 36-page illustrated listing of full lines of "Radio Parts for Servicemen". It carries the statement that every item is in stock (at time of printing) and ready for immediate shipment. Included are microphones, amplifiers, intercomms, PA systems and accessories, record changers, communication radios, cartridges, fluorescent fixtures, wire and cable, repair tools, books, etc., besides complete lines of parts, tubes and hardware.

Ward Leonard Electric Co., 31 South St., Mt. Vernon, N. Y., has released a new 8-page bulletin, No. 100,000, on its line of electric control devices, available free to readers. Resistors, ring and plate rheostats, ac and dc motor starters, voltage and speed regulators, switches, magnetic contactors, relays, dimmers, etc., are among the items described and illustrated.

St. Clair Electric Products Co., St. Clair, Mich., is ready with a 2-color bulletin No. 136-4, which gives specifications and prices of its "Clairel" replacement elements for flat irons and for room heaters, as well as its standard types of hot plates; and replacement coils for such units as toasters, coffee makers, etc.

Astatic Corporation's catalog No. 46 lists microphones, phonograph pickups, recording heads and accessories such as microphone stands. The attractive 24-page booklet is available from The Astatic Corporation, Conneaut, Ohio.



★ Clarostat originated and pioneered the tube-type or plug-in resistor. And Clarostat is still the only one offering these features:

**MICA SUPPORT FOR WINDINGS
GLASOHMS FOR MAIN LOADS
POSITIVELY CENTERED SUPPORT
WINDINGS CANNOT SAG OR SHORT
POSITIVELY CHAR-PROOF THROUGHOUT
ADEQUATE SAFETY FACTOR**

Remember this inside story when buying tube-type resistors. Don't be satisfied with less! Ask your jobber for Clarostat MT Resistors. Ask for latest catalog—or write us.



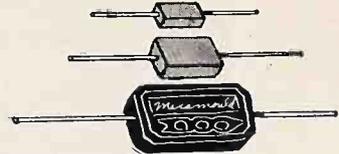
CLAROSTAT MFG. CO., Inc. · 285-7 N. 6th St., Brooklyn, N. Y.

Leotone's NOVEMBER SPECIALS

TUBES: Perfect condition, but not in sealed cartons. Guaranteed for 90 days.

#26, 27, 41, 46, 56 or 6FG...29; #24, 42, 77, 6A7, 6C6, 6D6, 6J5, 6K6, 6K7, 6Q7, 6SQ7.....39
#50, 75, 78, 6A3, 6A8 or 866.....59

SERVICEMEN'S KITS: #1—Ten assorted antenna, R.F. & oscillator coils.....98
#2—Speaker Cones; 12 asstd. 4" to 12" moulded & free-edge (magnetic incl.). Less voice coil.....2.00



#3—BAKELITE MICA CONDENSERS; 50 asstd. .00001 to .2mfd, 400-800WV. Capacities clearly marked.....2.95
#4—Tubular By-Pass Condensers; 50 asstd. .0005 to .25mfd, 200-600WV. Standard brands 2.49
#5—Electrolytics; 10 asstd. including multi-section, paper & can types.....1.25
#6—Dial Scales; 25 asstd. airplane & slide-rule (acetate & glass included).....2.98
#7—Escutcheon Plates; 25 asstd. airplane, slide-rule & full-rotation types.....2.95
#8—Knobs; 25 asstd. wood & bakelite, including setscrew & push-on types.....1.00
#9—Wafer Sockets; 12 asstd. Standard multi-tapped. High wattages included.....1.98
#11—Shield Cans; 14 asstd. sizes for coils, tubes, transformers, etc.....1.00
#12—Mica Trimmers & Padders; 15 asstd. including multiple & ceramic base types.... .69

PHONO ACCESSORIES: 8" turntable, 3/8" hole.....89
10" turntable, (Gen'l Ind.), 3/8" shaft hole....98
12" turntable felts, brown or green.....23

EARPHONE HEADBANDS: (Army HS-23). Leather covered; adj. forks with PL-54 & 16" double cord.....39

16" N.B.C. RECORDINGS—Each contains 2 complete 15 min. "Voice of the Army" dramatic programs with music. Such titles as: The Impersonation, Case History, Gunners Wear Wings, plus more than 50 others. 33 1/3 RPM..... **29¢ EACH**

VICTOR POWER TRANSFORMER for models R-32, 45, 52 & 75. Unshielded.....5.95
Antenna Loops, oval 8" x 11" or round 9" O.D....49
9" BALDWIN DYNAMIC SPEAKER. Built-in single output; 2500 ohm field. Shpg. wt. 10 lbs. 5.49
SPEAKER ACCESSORIES: Grille cloth. Decorative gold or silver. Per square foot.....15
Plastic sq. louver grilles for 5" speaker.....15
6" replacement cones; 3/4" V.C. opening.
Less voice coil.....6 for 1.00
Centering Shims; kit of 16 in leather case.....29

ALNICO MAGNETS

#1 #2 #3 #4 #5 #6 #7 #8 #9
#1—Bar, 8 1/2" x 1/4" x 3/8".....39
Bar in shorter lengths, per inch.....12
#2—Face, 1 1/4" x 1 3/4" x 7/8" high.....98
#3—Heavy duty bar, 2 1/2" x 1 3/8" x 5/16" thick.....98
#4—Face, 3/4" x 5/8" x 3/8" high.....39
#5—Polished, face 3/8" x 9/16" x 3/8" high.....35
#6—Polished bar, 9/16" x 1/4" x 1/8".....20 for 1.00
#7—Face, 1/2" x 1/2" x 3/8" high.....10
#8—Horseshoe, ea. pole, 3/8" sq.; 1 1/4" high.....89
#9—Horseshoe, ea. pole, 9/16" sq.; 1 1/2" high.....129

WIRE & CABLE: 2 cond. shielded, heavy duty outside rubber insul. Lengths of 9 1/2 ft.....59
4 cond., same as above. Lengths of 10 1/2 ft.....98
HOOK-UP WIRE, #21. 100 ft. spool.....39
2 cond. line cord, outside Vinylite, inside red & green rubber, 3/4" O.D.....36 ft. 250 ft. 4.75
BAKELITE PANELS: 3/8" glossy brown, 7" x 10".....59
7" x 14".....69; 7" x 18".....79; 9" x 15".....85
RADIOMEN'S HARDWARE KIT; an assortment of approx. 1000 screws, nuts, washers, lugs, etc. Plus handy 36 Compartment Kit Box.....All for 59
3/4" to 3/8" Shaft Extension, 2" long.....7 for 1.00
CABLE CONNECTOR; 2 contact bay. Chromed male (cable); chassis mtg. female. 3/8" O.D., ideal size for most radio & P.A. work. Per set.....29

PROMPT SERVICE ON ALL SPEAKER & PHONO PICKUP REPAIRS
Min. order \$2.00—20% Deposit required on all orders
Please Add Sufficient Postage. Write DEPT. RT-11

LEOTONE RADIO CO. **MAKERS OF CONES AND FIELD COILS**

65-67 DEY STREET, NEW YORK 7, N. Y.
WORTH 2-0284-5
12,000 SQ FT OF RADIO PARTS

Compact Clock



New and compact numeral clock measuring only 3/8" by 3/8" by 5/4" (base is 4 1/2" by 6 1/2") is offered by Michael-Stuart Co., 608 City Bank Bldg., Syracuse 2, N. Y. The 110-volt, 60-cycle unit comes in red, blue, green or white; has patented features, retails at \$14.85.

Novick Sees Need for FM Mass Production

Samuel J. Novick, chairman of Electronic Corp. of America, believes that mass production and distribution of FM and television receivers in the immediate future, is essential to the progress of the industry.

"It's a common-sense objective for the industry as a whole. Take FM, for example. As the president of our company, Garrard Mountjoy, pointed out in a recent memo to our executives, 'FM reopens

a pioneering era in radio. It creates approximately 2,000 additional stations. And the cost of FM broadcasting is comparatively low. This is the real crux of the case—that FM is a new dimension making possible a grassroots movement in which community and local groups can participate. FM programs will have peculiar local applications of special interest to the people in each particular broadcast area. It will have a new type of educational and cultural program virtually unknown on AM stations. And most programs carried on FM will not be piped through AM channels. Obviously, consumers are not going to be content to buy AM sets if they know they are being denied listening opportunities. They will want AM-FM combinations.'

Buyers "Choosey"

"The real crux," he continues, "is that consumers are becoming more selective, and are seeking true values and quality in merchandise. In the first flush of reconversion, consumers eagerly grabbed up all available merchandise. Sets with obscure trade names, hurriedly rushed to market, were riding the glory road along with the better known sets. But with the appearance of additional sets on the market, consumers are able to be more selective."

Mr. Novick urged that radio-music merchants step up merchandising techniques to properly handle the sale of FM and television sets.

"The manufacturer who contemplates mass production of FM and television must, first of all, have sound engineering. Manufacturing these higher priced, more complex sets is no simple problem of 'switching'. The manufacturer must be sure his engineers are capable of superior design and precision production. For example, the oscillator in an FM set has to be of precision perfection. Sound literature about FM and television must be made available to retailers and consumers. Production methods must be evaluated with an eye to low cost production without sacrifice of quality. Sets must be easy to service. Products should be properly labeled.

"After all, the dealer is the one who has the direct contact with the consumer. The consumer has complaints as well as praise much more for the retailer than the manufacturer.

"Dealers," Mr. Novick continued, "must know the selling features of FM and television. Technical facilities to demonstrate FM and television sets should be installed in the store. Trained salesmen with at least practical engineering knowledge should be selected." In some cases, Mr. Novick believes, dealers may have to institute training programs for salesmen. Servicing departments may have to be expanded to include at least one skilled engineer. The dealer's advertising will have to be informative as well as attractive. The dealer, according to Mr. Novick, must reexamine his installment-selling program to be sure it is adequate.



Formerly the Tele-communications Section of
ELECTRONIC INDUSTRIES

TELE-communications TECHNICAL MONTHLY
DESIGN AND OPERATION OF RADIO · FM · TELEVISION
RADAR AND COMMUNICATIONS EQUIPMENT

Reaching the men
responsible for
DESIGN,
MANUFACTURE
and **OPERATION** of
ALL
ELECTRONIC
COMMUNICATIONS

Closing Dates for
JANUARY ISSUE...

Dec. 1 — For all ads requiring proofs, composition, foundry work, key changes, etc.
Dec. 5 — For complete plates only—no setting.

CALDWELL-CLEMENTS, INC.
480 Lexington Ave., New York 17, Plaza 3-1340

End CHASSIS TOUCHING JITTERS

This big, husky Model LR-5 Adjust-A-Volt variable voltage-isolation transformer keeps AC-DC sets neutral to ground and to grounded test equipment. Priced at only \$23.50 net, it combines low cost with important features specially built-in for radio and laboratory service.

- Lowers voltage to check intermittent oscillators
- Raises voltage to "pop" out intermittent parts
- Regulates voltage to service bench
- Boosts line voltage to portable PA system
- Provides smooth control to regulate AC lines, power, heat, light, and speed.

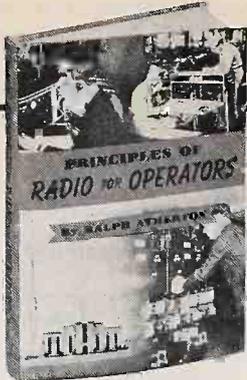
Model LR-5 Adjust-A-Volt has jeweled pilot light, protective fuse, standard output plug. Rugged construction—50/60 cycle operation. Available immediately. Order from your favorite jobber today—or write for bulletin 246.

Mfg. by **STANDARD ELECTRICAL PRODUCTS CO.**
DAYTON 3, OHIO
\$23⁵⁰ NET

ISOLATED
PRIMARY

Adjust-A-Volt
VARIABLE TRANSFORMER





EASY
to
under-
stand

470
illus.

SELL this book to your customers at a double profit to yourself. Our trade discount allows you a good profit on each sale, and each copy you sell makes your customer a better buyer of radio supplies.

BUY it for yourself. Its clear, simple explanations of all parts and operating principles of radio will help you sell and service the new radios and radio equipment.

GET A COPY ON APPROVAL

The Macmillan Company
60 Fifth Ave., New York 11

- Please send me a copy on 7 days' approval of Atherton's PRINCIPLES OF RADIO FOR OPERATORS (\$3.75)
- Please fill my order at dealer's discount

for..... copies of Atherton PRINCIPLES OF RADIO FOR OPERATORS.

Signed.....

Address.....

The
SIGNALER
\$24.95



A Different, Positive Radio Tester

The New Dynamic SIGNALER is revolutionary... accurate... and quicker and easier to use! The SIGNALER puts out a continuously varying audio signal from 5000 cycles to well above short wave bands, including FM. Insert a signal at any point in the circuit. Start at the plate of the output tube. Proceed from plate to grid of every stage. Locate by lack of signal output, the defective stage... accurately and rapidly. Complete isolation from AC Power Line. No complicated dials to fuss with! An output jack and variable gain control do the trick. Use one probe for all tests... audio, intermediate, and frequency. Used with an output meter, the SIGNALER is the most modern, efficient way of servicing the most complicated radio circuits. Complete with special jack, lead, and probe, plus thorough, easy-to-understand instructions.

MAIL THIS ORDER FOR QUICK DELIVERY

ELECTRONIC PRODUCTS CO.

662 Monroe Ave. Rochester 7, N. Y.

Please send the following immediately. I understand my money will be refunded if I am not completely satisfied.

- Signaler Set Tester @ \$24.95
- Check or Money Order enclosed Send C.O.D.

Name.....

Address.....

City.....

State.....

ELECTRONIC PRODUCTS CO.

662 Monroe Ave. Rochester 7, N. Y.

20 Years Ago

From the November, 1926, Issue
of Radio Retailing

ANALYSIS OF RADIO LEGISLATION

—The merits and weaknesses of two bills before Congress—the Dill Bill and the White Bill.

OUTSIDE SELLING PAYS—Twenty

U. S. retailers report on the value and problems involved in house-to-house work.

UNAUTHORIZED RETURNS — How

two jobbers and their dealers benefited by a system of notification on returns of merchandise.

RADIO IS SUPREME XMAS GIFT—

The importance of beginning early to popularize this holiday slogan.

FIRST TRADE SHOW—RMA schedules

the initial all-industry event for Chicago in June.

WHAT'S NEW—New products offered

by Briggs & Stratton, Bremer-Tully, Leslie F. Muter, Remler, Magnavox, Howard, Utah, Ferranti, General Instrument, Centralab, Weston, and others.

INDUSTRY NEWS—Atwater Kent jobbers

get tickets to Dempsey-Tunney bout; Output of radio apparatus increases 215.5%; Committee appointed to represent radio industry at Washington.

**Frank Watts Heads
Waco Products Corp.**

Frank W. Watts has been appointed president of the Waco Products Corp., prominent manufacturer and distributor of electrical and mechanical equipment, whose general offices are at 410 Asylum St., Hartford, Conn. Mr. Watts was previously general manager of the Connecticut Telephone & Electric Division, and vice-president in charge of sales of Great American Industries, Inc.

Waco Products, which has factories in Hartford, Meriden, New Haven and Saybrook, Conn., is introducing a new console record player (see "New Phono Lines" section) designed mainly for youngsters. This is an electric unit 26" high, available in two finishes.

Stromberg Names Lewis

William C. Lewis, formerly head of the Stromberg-Carlson government contract terminations department, has been promoted to the position of assistant sales manager, according to Arthur F. Gibson, assistant general sales manager.

A veteran of 17 years' service with the company, Mr. Lewis was cited recently by the company's board of directors for having done an outstanding job in the contract terminations post.

**Order from LAKE
You'll Make No Mistake!**

RADIO CABINETS & PARTS

Now Available!



**Postwar
2 Post
RECORD-
CHANGER**

With luxurious brown leatherette portable case, 15" L x 15" W x 10" D. Latest electronic developments make this modern

record-changer the finest on the market today!
Changer **\$19.00** Cabinet for same **\$8.95**

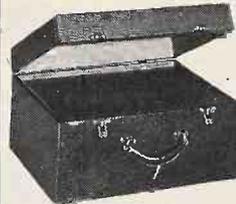
**DE LUXE RECORD-CHANGER AND
AMPLIFIER CASE**

De luxe changer case with ample room for amplifier. Overall dimensions: 20" L x 16" W x 10" H. Sturdily built of 5/8" plywood, deluxe brass hardware throughout. Inside dimensions: 15 1/2" L x 14 3/4" W x 9 1/2" H. Net price..... **\$12.95**



**De Luxe
PHONO
CABINET**

Covered in luxurious, genuine brown leatherette, has deluxe brass hardware throughout, made completely of plywood with brown plastic handle, has padded top and bottom. Motor board 14" x 14 1/2". Overall dimensions 16" L x 15" W x 8" H.
Your special net price **\$8.95**



Portable Phonograph case, of sturdy durable plywood in handsome brown leatherette finish. Inside dimensions 16 1/2" long, 14" wide, 9 1/2" high. Has blank motor board. As illustrated specially priced at **\$6.95**

Also blank table cabinets of walnut veneer in the following sizes, with speaker opening on left front side: (*Note: #7 has center speaker grill)

- #1 — 8 1/4" L x 5 1/2" H x 4" D \$1.95
- #2 — 10 1/4" L x 6 3/8" H x 5" D \$2.75
- #3 — 13 1/2" L x 7 5/8" H x 6 1/4" D \$3.25
- #7 — 10 3/4" L x 7" H x 5 1/2" D \$2.50

*Speaker Opening in center of front side.

All types of radio cabinets and parts are available at Lake's Lower prices. A large stock is listed in our catalog.



SERVICEMEN—RETAILERS

Join our customer list today.

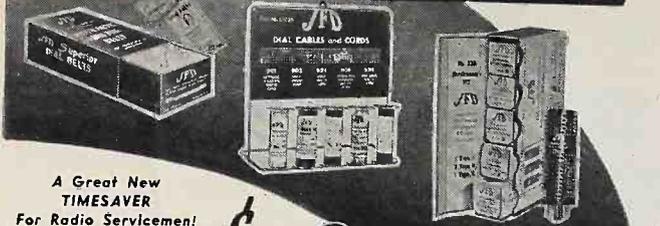
Dept. B

Order Our New Catalog Today!
Get on our mailing list!

Lake Radio Sales Co.

**615 W. Randolph Street
Chicago 6, Ill.**

JFD NEW "BIG 4" SERVICEMEN'S BASIC KIT!



A Great New
TIMESAVER
For Radio Servicemen!
FOUR Basic Radio Service
Kits in ONE Package

SPECIAL!
SERVICEMEN'S COST

\$18.00
LIST PRICE \$33.35

- For Radio Servicemen Starting a Repair Business...
For Established Radio Servicemen Who want to Save Time and Energy...
These 4 Popular JFD Kits have everything needed for 25% of all radio service work.
1. B25A Belt Kit. Assortment of 25 Dial Belts in Metal Container. Includes FREE 64-page JFD Servicemen's Manual, listing belts for more than 1500 set models.
 2. 5C25 Dial Cable & Cord Kit. Contains 5 Metal Spools of fast-moving dial cables and cords.
 3. 770 Ballast Kit. Contains five JFD Improved Aircooled AC-DC Adjustable Ballasts. Suitable for more than 95% of all ballast tube replacements.
 4. BP-100-MC Plug Assortment. 100 radio battery plugs, in 25 different popular types. Sturdy Metal Container. Includes FREE Battery plug folder with technical data and schematic diagrams of all plug types.
- COMBINATION List Price Value, \$33.35
Model "Big 4"
Servicemen's SPECIAL Net Price \$18.00



J.F.D. MANUFACTURING CO., 4109-4123 FT. HAMILTON PARKWAY, BROOKLYN 19, N. Y.

We Cut Open an Electone

Hi INTENSITY PILOT LIGHT

ENGRAVED PLEXIGLAS DIAL
Edge lighted

SPEAKER AND TRANSFORMER MOUNTED ON THE CABINET
Improved tone

SMOOTH PLANETARY TUNING 5 to 7 RATIO
hairline accuracy

ANTENNA COIL
for Distant and Weak Stations

SELENIUM RECTIFIER
long Life - Highest Gain

to Show you

the EXPENSIVE REFINEMENTS unique in a low priced table model

NORTHEASTERN ENGINEERING, INC.
MANCHESTER NEW HAMPSHIRE

ENGINEERS AND MANUFACTURERS OF THE BEST IN ELECTRICAL AND ELECTRONIC EQUIPMENT

AMERICAN CAPACITORS

All standard types,
Write for the new
Amcon catalog.

Amcon precision engineering means dependable, unflinching Capacitor performance.

AMERICAN CONDENSER CO.
4410 N. Ravenswood Ave., Chicago 40, Illinois

A RADIONIC First!

The new sensational MICRO-SONIC "MIXER RECORD CHANGER"...

by COLLARO

No other record changer compares with Micro-Sonic's British-built, automatic record changer. Plays 10" and 12" records inter-mixed.

Completely fool-proof. Restraining the movement of the tone arm by force, while the changer cycle is in operation, cannot damage the changer. Playing may be stopped at any point, with no possibility of needle biting into the record. The pick-up lifts off record when stop button is pushed. Heavy duty AC self-lubricating motor. Many other features are found only in the Micro-Sonic Collaro Record Changer. Mtg. Plate 14 x 16.

BUILT LIKE A BATTLESHIP... WITH THE PRECISION OF A WATCH

British Built

NET **76.58**

F.O.B. N.Y.C.

TERMS:
20% Deposit,
Balance C.O.D.

FREE!

Micro-Sonic changer described in detail in our new 1947 electronic and parts catalog. Fill out coupon and paste on letterhead.

RADIONIC EQUIPMENT CO.
170 Nassau St., Dept. 3511, New York 7, N.Y.

Please send me:

More information about Micro-Sonic Collaro Record Changers.

A free copy of our 1947 catalog containing thousands of Parts, Tubes, Test Instruments, Amateur Supplies, Public Address Equipment, Record Players and Chancellor Radios.

Schwalbe Reports on Production By Thorens

Jacques Schwalbe, president of Raxon, Inc., 295 Fifth Ave., New York City, general distributors of the products of Thorens of Switzerland, has returned from an extended visit to the Thorens factories. Mr. Schwalbe conferred with Thorens executives in Europe on questions of serving the demand which has developed in the United States for Thorens phonographs, record changers and automatic lighters.

He found also that Thorens' supply of raw materials had considerably improved, and that a company training school had been started to help provide skilled labor. The Raxon president predicted the introduction of several new Thorens items during coming months.

Swiss manufacturers, Mr. Schwalbe observed, are widely appreciative of the American market, and feel confident that their long-standing grasp of special precision techniques qualifies them to play a role here.

Cordless Iron Approved

The National Board of Fire Underwriters has approved the new cordless electric iron which the Eureka Williams Corp. is now producing, H. W. Burritt, president, has announced.

The iron drains instant heat through brief electric contact from a thermostat-controlled electric safety base. A micro-

Nat'l. Sales Agent



Henry Hutchins, who has, in various executive capacities, been dealing with radio parts jobbers for the past 16 years, has now formed the firm of Hutchins Industries, 325 W. Huron St., Chicago 10, Ill. The company will specialize in national distribution of radio and electronic products serving parts distributors.

heat regulator, built into the base, governs exact temperatures required for ironing various fabrics. The thermostat-control automatically switches electric current on when the iron rests upon the base, and off when the iron is in use.

Olson Heads DuMont Receiver Sales

Victor E. Olson has been named sales manager of the receiver sales department of Allen B. DuMont Laboratories, Inc., according to Erenes A. Marx, general manager of the television division.

Before the DuMont appointment, Mr. Olson was eastern sales manager of the Meissner Mfg. division of Maguire Industries, in charge of dealer organization and sales promotion. He had previously worked with Magnavox, Scott, and W. & J. Sloane.

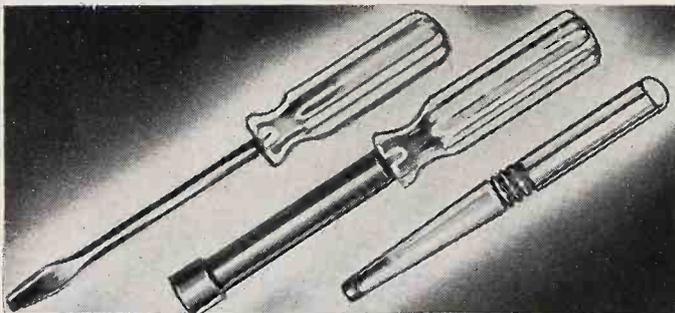
Joins Morris Taylor

G. E. "Ed" DeNike is the new vice-president at the Morris F. Taylor Co., manufacturers' representatives, Silver Spring, Md., according to an announcement by Morris F. Taylor, president.

Mr. DeNike has been active in radio since 1929 when he joined the National Union Radio Corp. as assistant advertising manager. He spent 16 years with that firm.

Ward Leonard Rep

R. E. Smiley, 503 Market St., San Francisco 5, Calif., has been appointed to represent the radio and electronic distributor division of Ward Leonard Electric Co. in Northern California and the state of Nevada.

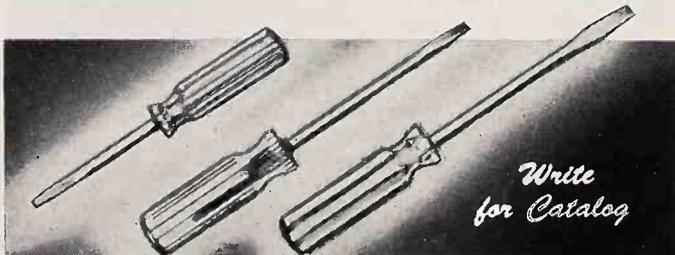


For every production line need . . . for factory maintenance . . . to speed repairs . . . to satisfy every employee requirement in a host of industries . . . there's a

VACO Shock-Proof, Break-Proof
AMBERYL HANDLE SCREW DRIVER. 173 TYPES.

VACO
PRODUCTS CO.

317 E. ONTARIO ST. • CHICAGO 11, ILL.
Canadian Warehouse: 560 KING STREET, WEST • TORONTO 2, ONTARIO



Write
for Catalog

NEED WIRE NOW? Columbia Has It for Radio, Electrical and Communication Applications

NOVEMBER SPECIALS! NYLON JACKETED LEAD WIRE

Tough! High Dielectric. The best for radio and electrical applications.

Per 1,000 Ft.		Per 1,000 Ft.	
24 gauge stranded	\$ 6.70	18 gauge stranded	\$10.30
22 " "	7.50	16 " "	11.90
20 " "	8.95		

Glass Insulated Lead Wire

GLASS BRAID OVER BUTYRATE OR VINYLITE

Per 1,000 Ft.		Per 1,000 Ft.	
22 gauge stranded	\$ 6.60	18 gauge stranded	\$ 9.25
20 " "	7.95	16 " "	10.70

Lacquered Cotton Braid Over Vinylite

Per 1,000 Ft.		Per 1,000 Ft.	
22 gauge stranded	\$ 6.90	18 gauge stranded	\$ 9.70
20 " "	8.30	16 " "	11.25

Plastic Insulation — No Outer Braid THE NEWEST IN LOW COST HOOK-UP WIRE

Per 1,000 Ft.		Per 1,000 Ft.	
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DATES AHEAD

Future Events of Interest to Readers

Nov. 7-8: Nat'l Farm Electrification Conference, Hotel Sherman, Chicago
 Nov. 10-16 (Tentative date): Nat'l Radio Week, (Sponsored by RMA and NAB)
 Nov. 17-24: Nat'l Crafts and Science Show, Madison Square Garden, New York City
 Nov. 24-30: National Radio Week
 Jan. 6-18: Furniture Show, Winter Market, Furniture Mart, Chicago
 Jan. 27-31: International Heating and Ventilating Exposition, Lakeside Hall, Cleveland
 Feb. 9-12: Housewares and Appliance Show, Municipal Auditorium, San Antonio
 June 1-5: NAMM Trade Show, Palmer House, Chicago

Munger Resigns Post at Taylor Tubes

Rex L. Munger has resigned as sales manager of Taylor Tubes, Inc., 2312 Wabansia Ave., Chicago, according to Frank J. Hajek, president of the firm.

"With our expanded business in the industrial market, and the rapid strides being made in the amateur radio field, we

plan to let things crystallize a bit more before appointing a new sales manager," Mr. Hajek stated.

Production Begins in New Philco Plant

Radio-phonograph production has been started in the new \$2,250,000 Philco radio and television plant in Philadelphia which has "the longest continuous radio production lines in the world."

This new plant contains 300,000 square feet of floor space. It is three stories high and covers an entire block.

While final construction remains to be done, the need for increased production facilities immediately was so great that it was decided to begin operations on a partial basis.

Camfield Sales Reps

Coinciding with the promotional program now underway on the new Camfield Serving Tray line, Joseph F. Egan, sales manager of the tray division of Camfield Manufacturing Co., Grand Haven, Mich., has announced the appointment of the following sales representatives for the serving trays:

Eastern Seaboard—Martin Carlstein Co., 1150 Broadway, New York City; Midwestern territory — Manufacturer's

Looking for Steaks?



Rope-twirlin' radio men are shown on cattle-ranch vacation near Calgary, Canada. Burton Browne, left, president of Aero Needle Co., and Tom White, Jensen Mfg. Co. president.

Marketing Co., 20 E. Jackson Blvd., Chicago, Ill.; Southwest Territory—D. E. Sanford Co., Dallas office; Rocky Mountain and Pacific Coast States—D. E. Sanford Co. with offices in Salt Lake City, Seattle, Portland, Los Angeles and San Francisco.

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- RADIOS: FAMOUS MAKES. 1 & 2 band sets in white, brown & 2 tone bakelite & walnut cabinets. 5 tubes, AC-DC superhet.
- RADIO-PHONO COMBINATIONS: 2 post automatic record changers—plays 10" & 12" records mixed. In streamlined walnut finish cabinets.

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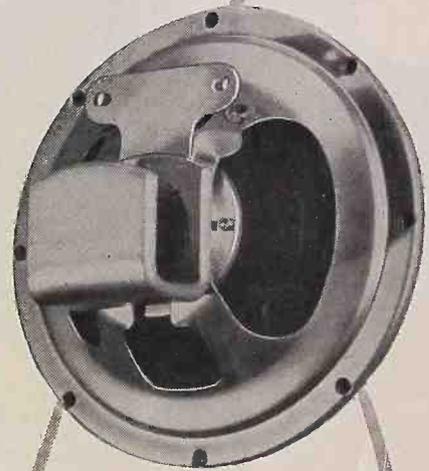
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