

1947 JANUARY

RADIO *& Television* **RETAILING**

CALDWELL-CLEMENTS, INC.

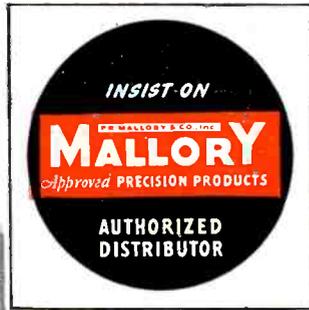
RADIO·FM

APPLIANCES

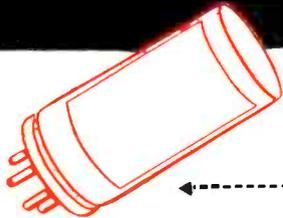
RECORDS

SERVICE

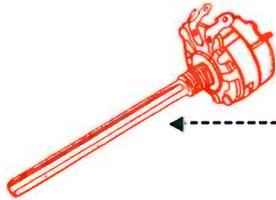
Buy Where the Line Is Complete



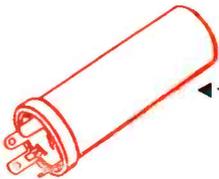
***Your Mallory Distributor
has Controls, Capacitors and
Vibrators not obtainable
elsewhere!***



VIBRATORS—Mallory offers you 12 basic types of Vibrators that meet 90% of your replacement needs. In addition, Mallory makes available 37 other types—18 of which are needed for applications other than auto radios, the remainder for several hundred auto radio models *which no Universal or Standard replacement can ever cover!*



CONTROLS—The Mallory line includes 33 Tapered Wire-Wound Controls, 31 Values in Single Tapped Controls, 10 Values in Double Tapped Controls, 12 Clutch Type Controls, 10 Universal Dual Controls, 92 Popular Special Controls.



In the Mallory line you'll find all needed types of capacitors. Can Type Tubulars, Cardboard Tubulars, FP Types, Can Types—Threaded Neck and Ring Mount. Every *required* value in each type.

YOU EXPECT MORE AND GET MORE... FROM MALLORY

P. R. MALLORY & CO. Inc.
MALLORY
 VIBRATORS . . . VIBRAPACKS* . . . CAPACITORS . . . VOLUME CONTROLS . . . SWITCHES . . . RESISTORS . . . FILTERS . . . RECTIFIERS . . . POWER SUPPLIES.
*Reg. U. S. Pat. Off.
APPROVED PRECISION PRODUCTS
P. R. MALLORY & CO., Inc., INDIANAPOLIS 6, INDIANA

RADIO & Television RETAILING

Including RADIO & Television TODAY

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Drexel 4388

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68 Post St. SUtter 5568

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**29,000 COPIES
THIS ISSUE**

member of
**AUDIT BUREAU
OF CIRCULATION**



CALDWELL-CLEMENTS, INC.—TEL: PLAZA 3-1340—480 LEXINGTON AVE., NEW YORK

You are protected by
Zenith's policy of

RADIONICS

EXCLUSIVELY

**The Zenith Franchise Permits You To Make Your Own
Choice Of Items In Other Lines**

You need not stock items of unproved merit and acceptance in order to get the Zenith franchise. You are free to select the leading brands you want in other lines to "team up" with Zenith radios. That is why the Zenith franchise is the radio dealer's "Declaration of Independence."

**Zenith's "Radionics Exclusively" Policy Results In
Outstanding Features That Make Sales**

This concentration of effort on Radionics is one of the reasons why so many really important sales and demonstration features have come from the Zenith laboratories . . . The New Way to Play Records with the Cobra Tone Arm, for example. It is one of the reasons why Zenith is "Always A Year Ahead."

*See the Zenith Display at the
Furniture Mart . . . Room 544-B*



ZENITH RADIO CORPORATION CHICAGO 39, ILLINOIS
30 Years of Radionics Exclusively

UNIVIBE...

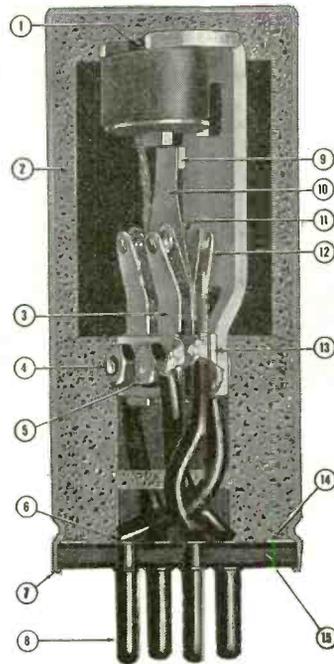
The Universal Vibrator!

8 TYPES
SERVICE
OVER 2500
AUTO
RADIO



N. U. AUTO RADIO VIBRATORS ARE BUILT FOR ENDURANCE!

1. Welded pole pieces for life-time adjustment accuracy.
2. Snug fitting synthetic sponge insulation for quiet operation.
3. Spot-welding of fingers, in contact against each other and the center reed, reduces voltage drop in center reed assembly.
4. Vibration proof adjustment by means of double-screw stack.
5. Pressure plate on top of stack keeps stack tight under tension over wide ranges of temperature.
6. Extra flexible roped wire leads eliminate strain and weakening.
7. Metal can, spun at bottom, seals vibrator against dust and dirt.
8. Plated pins assure minimum contact resistance.
9. Face of center reed weight is surface-ground to improve magnetic coupling.
10. Center reed uniformly stressed to prevent breakage.
11. Specially tempered reed and side contact arms.
12. Corrosion resistant silver-plated side contact arms.
13. Precision ground bakelite spacers for structural and dimensional stability.
14. Steel ring, molded into shock mount, centers and holds vibrator upright when can is sealed.
15. Neoprene wafer in hermetically sealed vibrators effectively seals vibrator against atmospheric pressure changes and moisture.



Typical Synchronous Vibrator Construction

NEW LINE COVERS 97% OF ALL VIBRATOR REPLACEMENTS

UNIVIBE—the complete 8-model vibrator line—covers the replacement needs of over 2500 auto radio models! Provides quick, easy replacement of worn out vibrators in 182 makes of auto radios, as old as 1936!

Think of it—97% service coverage with only 8 fast-moving numbers—every one a repeat profit producer!

Yes, Univibe is right at the top in quality. Well known "balanced resonance" design, of extra heavy duty construction, means 33% longer vibrator life by actual test.

Here is another money-making radio parts line for National Union dealers.

For immediate delivery order Univibes today from your N. U. Distributor.

NATIONAL UNION RADIO CORPORATION, NEWARK 2, N.J.

NATIONAL UNION RADIOS, TUBES AND PARTS

Receiving Tubes • Transmitting Tubes • Special Purpose Tubes • Cathode Ray Tubes • Radio Sets • Phototubes
Panel Lamps • Flashlight Bulbs • Ballasts • Volume Controls • Condensers • Batteries • Auto Vibrators

When it comes to transformers, "will do" is not a sufficient standard. Economy, as well as highest efficiency requires the best. This is the meaning of Merit Quality.

EXPORT DEPARTMENT:
1791 Howard St., Chicago 26, U. S. A.

Cable Address: MERIT

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

Opportunity Unlimited —For You?

You have a breathing spell for a *brief moment* now, after the most hectic Christmas selling since 1941. January is time for thinking, for checking your stock, for making plans, for reviewing your selling facilities for the year ahead. Throughout this issue are statistics for the twenty-five years of radio already behind us, together with a number of forecasts for 1947. Also, for the first time anywhere, our editors have projected appliance production figures for 1947.

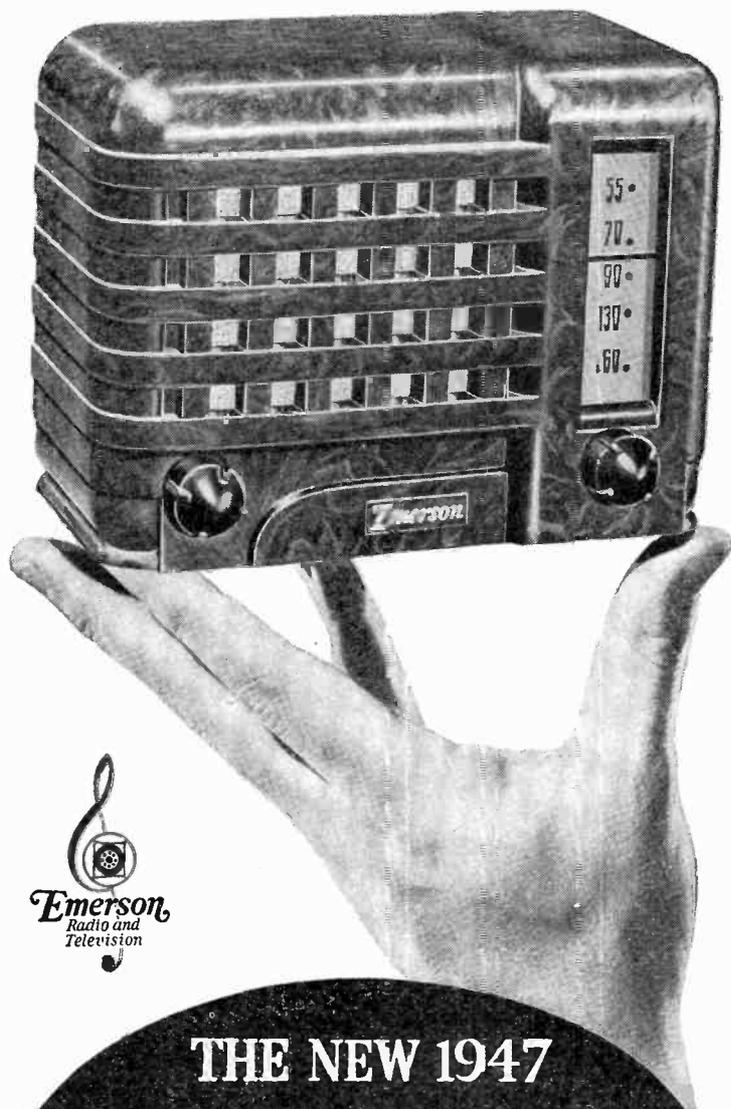
What do these figures mean, translated to independent radio-appliance dealers like yourself? Well, take one: since 1922, some 130 million radio sets have been manufactured. *Do you know that fifty per cent of these are still in use?* With the average set life estimated at seven years, these set owners are many times over prospects for new merchandise. Will you be among the dealers selling them?

Almost a billion and a half radio tubes have been produced since 1922. Frequency Modulation, radio-phonograph combinations, electric phonographs, television and portables all offer opportunities for greater tube sales. Add that to your regular far larger replacement tube sales, and that figure will be doubled in considerably less time than another twenty-five years. Will you be selling more tubes in 1947?

The Radio Manufacturers Association has just announced a promotion drive to get more sets into homes. They are planning to make tie-ups with independent retailers, with model home builders, with home furnishings outlets, to display radios in their model rooms, to show them built into every room of the house. *That is your final saturation point.* Think of the terrific backlog of building needed. How many millions of new sets, appliances, records, tubes—how many billions of dollars of business—do you see there?

Statistics—so they may be dry. But your cash register ringing sales of new merchandise and replacement parts sings another, merrier tune. The surface has hardly been scratched for independent retailing opportunities in merchandising and servicing. You'll get your share—but you'll have to go out and get it, and you'll have to know how to sell better. Modern merchandising is considerably harder than old-fashioned selling. But it also pays off in good, old-fashioned dividends.

The Publishers



*"Miniature
Miracle"*

**WORLD'S SMALLEST,
"POWER-PACKED" AC-DC
SUPERHETERODYNE**

Emerson Radio has done it again! **FIRST**—and—smallest — with modern engineering to utilize war-born developments of miniature tubes! **FIRST** to compose the latest and most efficient electronic developments in light "palm-of-your-hand" AC-DC Superheterodyne radio with super power.

Consider the tube complement alone! 1 type 12BE6, 1 type 12BA6, 1 type 12AT6, 1 type 50B5, 1 rectifier 35W4. Wide range of colors available.

Here is merchandising **NEWS**—here is a compact, beautiful, lightweight little set that **EVERYONE** will want, regardless of how many other sets they may have—for any room in the house, for traveling, for a gift—and **ONLY**

**THE NEW 1947
Emerson
Radio**

**BACKED BY A NATIONWIDE
PROMOTION CAMPAIGN**

Nationally — locally — and at point-of-sale — the advertising and sales promotion of the "Miniature Miracle" is as outstanding as the set itself. Tie in with this business-building drive. Make it your **PROMOTION LEADER** for 1947.

Model 540
WALNUT
PLASTIC

\$19⁹⁵

Ask Your Emerson Radio Distributor

Demand for Emerson Radio Model 540 is skyrocketing. Telephone or wire your Emerson distributor now.

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

WATCH
TEMPLE
IN
'47



TEMPLE TONE RADIO MFG. CORP.

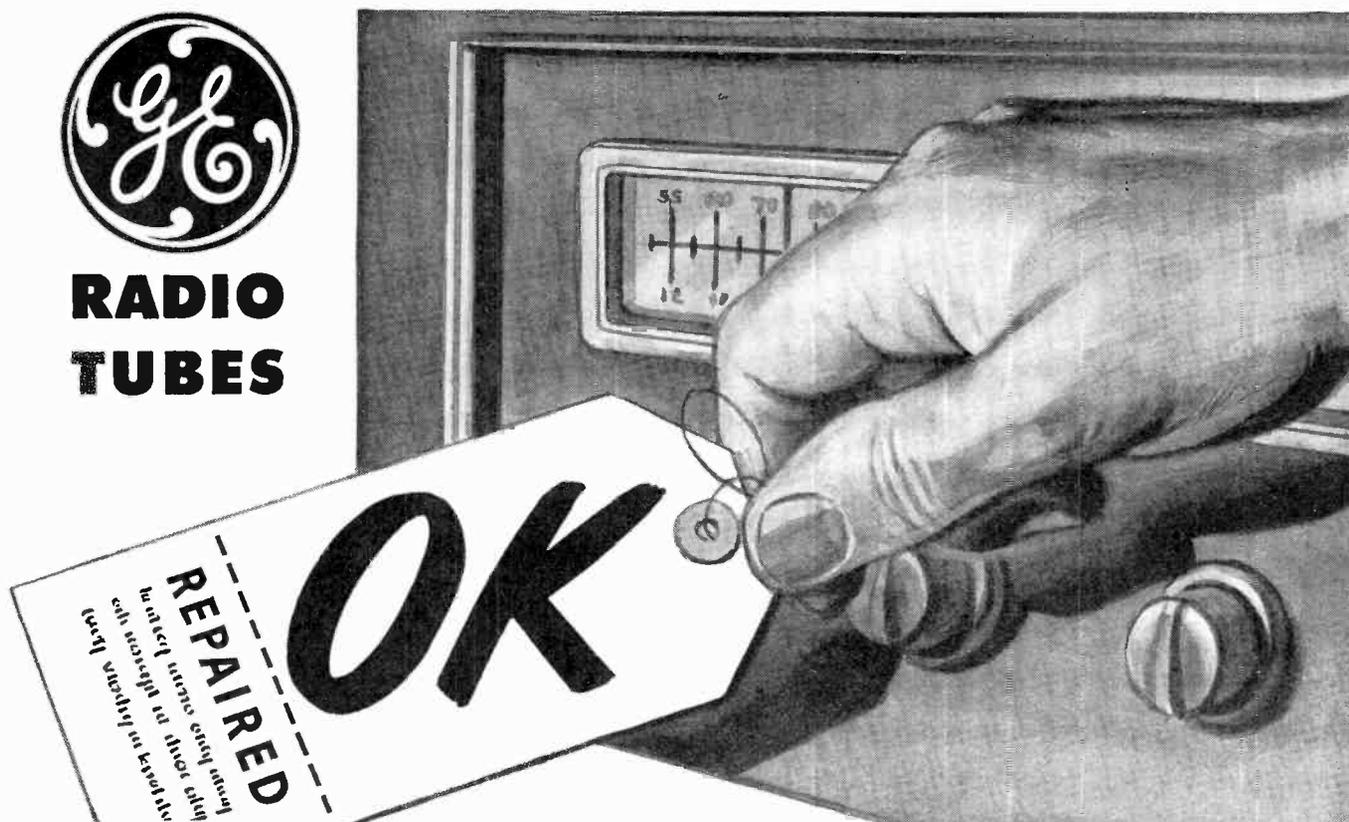
NEW LONDON, CONN.

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

"Where FM also means Finest Made"



**RADIO
TUBES**



A REPAIR JOB WELL DONE!

*...That's what "OK" means when
the tubes you've installed are G-E's*

FIRST off, you've pleased your customer by putting General Electric tubes in his set he gave you to repair. For the G-E monogram is more than a familiar symbol to him—it stands for **QUALITY**.

Second, you've done yourself a good turn, because G-E radio tubes *won't let you down*. The set you've just tagged "OK" will play better than ever, and will keep giving the kind of satisfaction that builds friendship for you and your shop.

When your client is asked to recommend a radio repair source (as happens regularly) he'll give *your* name. That's the sort of helpful person-to-person advertising that makes your business grow, and fattens your profit-account.

So that your radio service always may enjoy top standing in your community ... replace faulty tubes with high-quality, long-lived G-E's—**THE BEST!** *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

G.E.'s fact-filled Tube Characteristics Book ETR-15 will help you in your radio service work. Send for your copy. It's free!

GENERAL  ELECTRIC

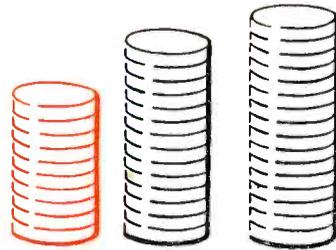
176-F1-8850

FIRST AND GREATEST NAME IN ELECTRONICS

*Here's
Proof*

Collier's is the OF THE "BIG 3"

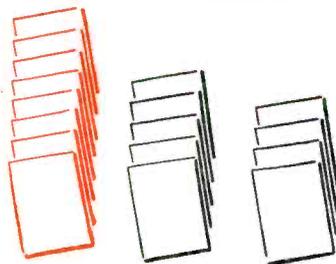
Cost



Less Per Page . . . Per Thousand

Collier's is the nearest thing to a pre-war advertising value in the magazine field. There has been no increase in page rate. And the cost per thousand circulation is the lowest of the "Big 3" in the weekly field.

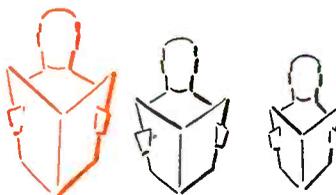
Continuity



More Insertions . . .
More Sales Messages . . .

Collier's lower unit rate makes possible advertising plans of a longer range for your appropriation. You can buy more insertions, more impressions, more weeks of national coverage and deeper market penetration for your product.

Consumer ACCEPTANCE



High Percentage of Readers
in "Big Buying" Group

In a recent qualitative survey of the Collier's market made by The Psychological Corporation positive proof was established that Collier's delivers a high percentage of families in the home-owning, higher-earning bracket. Also a higher percentage of readers in the 18 to 44-year age group—the "age of acquirement."

Collier's for Action...

Best Buy IN THE WEEKLY FIELD

Memo

To An Electrical Appliance Advertiser with \$50,000 to Spend in America's Richest Market

HERE ARE FACTS and FIGURES . . . DRAW YOUR OWN CONCLUSIONS!

	Page Rate (Black & White)	Cost Per Thousand Circulation	\$50,000 will Buy	No. of Total Impressions
Collier's	\$7,000	\$2.49 (based on A.B.C. audit)	7.14 pages	20,058,695
Weekly (B)	14,500	\$2.79 (based on Publisher's Circulation Guarantee)	3.45 pages	17,940,000
Weekly (C)	10,000	\$2.70	5.00 pages	18,500,000

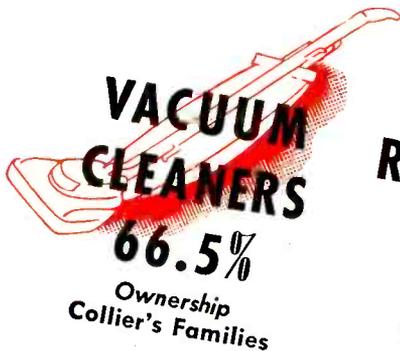
Collier's market is the profit market for advertisers who think ahead. In a qualitative survey reaching eight thousand housewives (or the head of the family) in 125 representative towns and cities, Collier's families were well above the national averages in both ownership and plans to buy in the household appliance field. Such an authenticated report shows without doubt that Collier's readers are the pace setters for the entire buying market.



RADIOS
98.5%
Ownership
Collier's Families



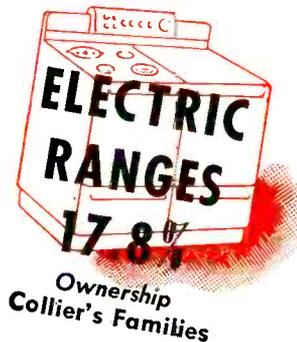
WASHING MACHINES
59.9%
Ownership
Collier's Families



VACUUM CLEANERS
66.5%
Ownership
Collier's Families



REFRIGERATORS
81.8%
Ownership
Collier's Families



ELECTRIC RANGES
17.8%
Ownership
Collier's Families

Here's how

COOPERATIVE ADVERTISING DOLLARS CAN WORK HARDER FOR YOU AND YOUR DEALERS!

EACH DEALER GETS:



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

YOU GET:



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

Now! Cooperative advertising can pay increased profits to you, your distributors and dealers. The Tribune's new cooperative advertising plan gives you and your dealers the kind of a campaign you both want . . . directed specifically at the local market. It gives each dealer definite and prominent identification. And the dealer pays just 2c a line!

This plan is offered so manufacturers can implement the significant facts revealed in the Tribune's Durable Goods Study . . . one of the most comprehensive analyses ever made among consumers in the Great Chicago Market. To learn more about this plan and the Durable Goods Study, write your nearest Tribune representative, as shown below.



You can reach 63.4% of the \$414,757,652 home appliance volume in the Great Chicago Market when you place your message before Tribune-reading families. Tribune rates per line per 100,000 circulation are among the lowest in America.

Chicago Tribune

The World's Greatest Newspaper

November average net paid total circulation:
Daily, over 1,080,000; 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

Fitzpatrick & Chamberlin
155 Montgomery St., San Francisco 4

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

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

*Glorifies records...
Enriches radio*

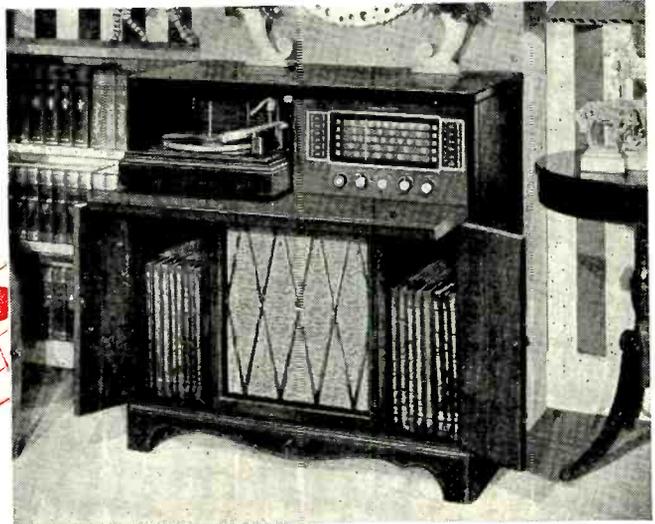
PLUS ALL THE MAGIC OF GENERAL ELECTRIC **FM**

Competitive demonstration proves Model 417
out-performs any known comparable set.

Never before has the radio trade seen or heard an FM Radio like this superb Model 417. Into it has gone all the scientific research of G-E engineers—the experience of the organization that built the first FM commercial receivers for Major Armstrong, the discoverer of FM. Tests in the field have demonstrated better all around performance than any known comparable set. Its FM reception (genuine Armstrong FM) measures up to the highest standards. AM and short-wave are greatly improved. With the G-E Electronic Reproducer, record reproduction is the finest you have ever heard. The cabinet is outstanding in craftsmanship. For full details see your G-E Radio Distributor, or write Electronics Department, General Electric Co., Bridgeport, Conn.



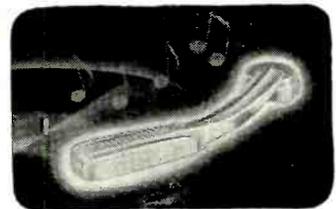
KAY KYSER, professor of the "College of Music Knowledge" heard each Wednesday over NBC.



SUPERB GENERAL ELECTRIC FM-AM RADIO-PHONOGRAPH MODEL 417

Five Bands—AM, spread-band Short Wave and genuine Armstrong FM. 9 tubes plus rectifier. G-E Electronic Reproducer, G-E Guillotine Tuner. Oversized (12") Dynapower Speaker with G-E Alnico 5. Beautiful 18th Century-inspired mahogany cabinet. Storage space for 120 records.

SENSATIONAL G-E ELECTRONIC REPRODUCER . . . for the most beautiful record reproduction you ever heard! No needles to change. Self-protecting genuine sapphire jewelled stylus normally is unharmed by accidental dropping or sliding across the record.



THE FIRST AND GREATEST NAME IN ELECTRONICS

GENERAL  ELECTRIC

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



Listen
... IT'S A
Jensen
SPEAKER!

MODEL VH-91 *Hypex** PROJECTOR

This latest addition to the famous JENSEN Hypex line meets a real need for paging and intercommunication applications. Particularly efficient in the voice frequency range, it delivers clear, intelligible speech with maximum "punch" to override high noise levels.

By reason of an extremely clever mounting bracket, this projector can be pointed in any direction and securely locked into position with a single wing nut. Two holes in the bracket are provided for mounting on table, wall, ceiling or a post.

The diaphragm is cloth base, phenolic impregnated. Nominal voice coil impedance, 8 ohms; power handling capacity, 15 watts maximum speech signal input. Two-wire RC cable is provided for connections. Mounting facilities are also provided on the bracket for a $\frac{3}{8}$ " x $\frac{1}{4}$ " core or smaller transformer. Because of the Hypex flare formula, useful output is attained for a 100° total angle.

This new Hypex projector is now in production; deliveries are expected early in 1947 and literature will be available shortly.

JENSEN MANUFACTURING COMPANY

6625 S. LARAMIE AVE., CHICAGO 38, U.S.A.

In Canada: Copper Wire Products Ltd., 11 King St. W., Toronto, Ont.

*Trade Mark Registered



Jensen
SPEAKERS WITH *ALNICO 5*

Designers and Manufacturers of Fine Acoustic Equipment

BIGGEST NEWS AT THE WINTER FURNITURE SHOW!

New **BENDIX RADIO**
FM RADIO-PHONOGRAPHS

New **BENDIX RADIO**
TELEVISION
FIRST SHOWING!

New **BENDIX RADIO**
CONSOLE, TABLE AND
COMBINATION MODELS

New **BENDIX RADIO**
ELECTRONIC TONE ARM

Bendix Radio

Permanent Display

AMERICAN FURNITURE MART

SPACE 545-D • 5th FLOOR • JAN. 6-18

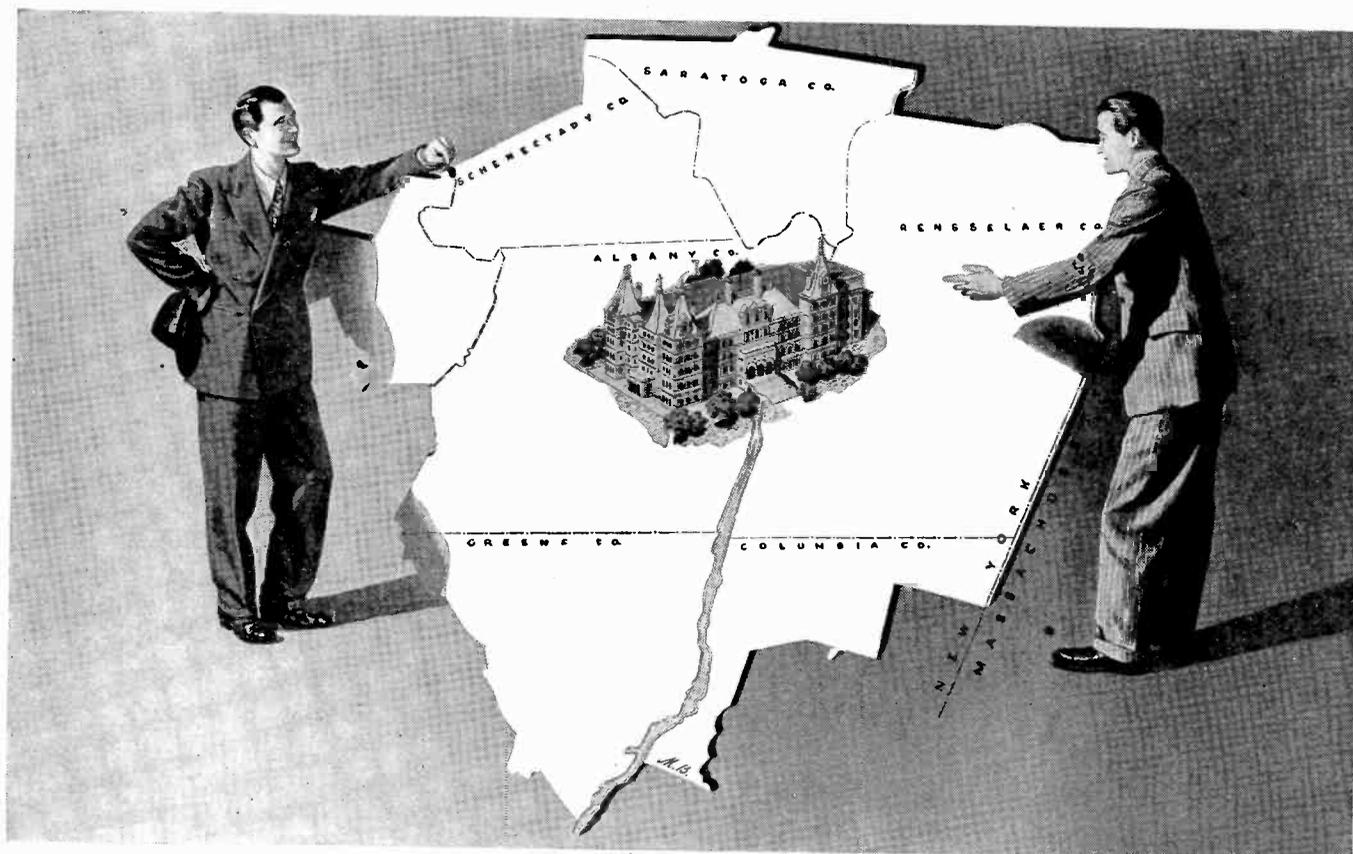
CHICAGO

You'll see why Bendix Radio is America's Fastest Growing Line



BENDIX RADIO DIVISION
BENDIX AVIATION CORPORATION
BALTIMORE 4, MARYLAND





He Knows Albany from A to Y—and Z

WOULD you have said, offhand, that Albany is one of the most strategically located markets in the United States? That this inland "empire" has direct water connection with every port in the world? That it's a point of convergence for six major rail lines—a terminus for a busy 525-mile barge canal—a tourist mecca visited by 750,000 people every year?

Actually, Albany is the focal point for a vast world of trade and travel. East, the current flows to Boston—North, to the Adirondack resorts and Montreal—West, to Buffalo and the Great Lakes—South, to the city of New York.

To know Albany marketwise takes a lot of getting around, a ready welcome with key executives in a score of different lines, quick access to authentic research sources. In the Hearst Advertising Service are men to whom this work is a career—"reporters with a nose for sales"—men who know

Albany as only *newspapermen* can know a great and teeming market.

What these men have evolved—what they are observing daily about Albany and its importance as a market—is yours for the asking. That goes not only for Albany, but for all the other nine key points listed below. Call the H-A-S man now.

CALL THE
H-A-S
MAN



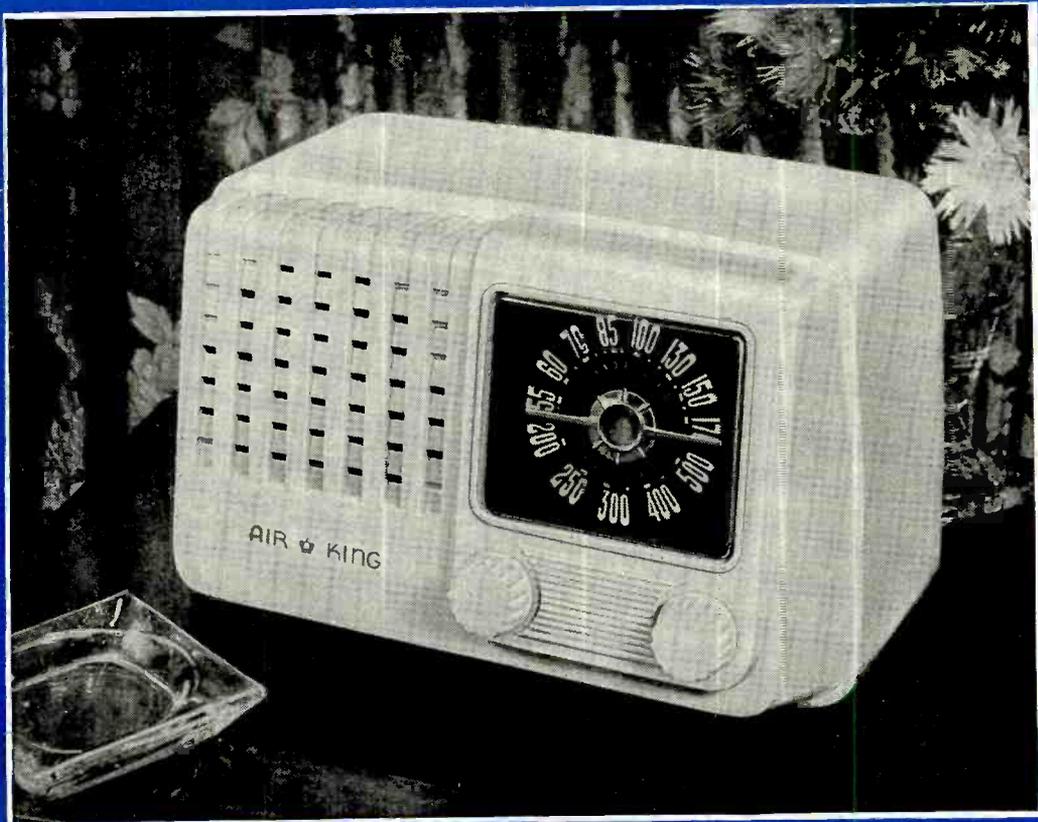
HEARST ADVERTISING SERVICE

HERBERT W. BEYEA, 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



MODEL 4706

The Regent

Post war is a term that can be applied, honestly and proudly, to this 1947 Air King model. Beauty and good taste mark the design and finish of the cabinet. Appealing lines, artistic proportions, and the contrasting dial all contribute to the Regent's visual appeal. When you first see the Regent, you like it instinctively. When you hear it you know your first impression was right.

*You—and your customers—
will appreciate these keen-value features*

Precision, die-cut antenna for maximum signal . . . Modern illuminated, white-on-black airplane tuning dial gives maximum readability, and forms artistic design element of the set . . . Loudspeaker of Alnico No. 5 alloy gives exceptional

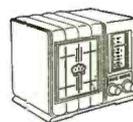
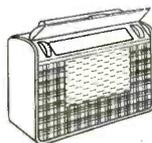
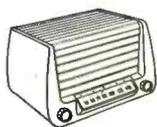
volume without tone distortion . . . Beam Power Pentode Audio System brings new tone and definition to familiar programs. The Regent is a 6 tube Superheterodyne (including rectifier). Operates on AC or DC, and is available in Ivory (illustrated above) and Walnut Plastic Cabinets.



The Royalty of Radio Since 1920

AIR KING RADIO

Division of HYTRON RADIO & ELECTRONICS CORPORATION, Brooklyn, N. Y.



★ WE HAVE A LIMITED NUMBER OF DISTRIBUTOR AND DEALER TERRITORIES OPEN ★

**AMERICA'S NO. 1
POSTWAR WONDER**



Magnetic Recorder-Reproducer Makes "Voice Letters" on Paper!

Yes, here's America's first postwar wonder—magnetic recording!
The new MAIL-A-VOICE* makes "voice letters" on paper!

Recordings can be folded, mailed and replayed—now the
human voice can be "recorded, sealed and delivered"!

MAIL-A-VOICE recordings can be "erased", used over . . . or filed

for permanent record. The sound of the human voice

opens new possibilities for business and personal correspondence.

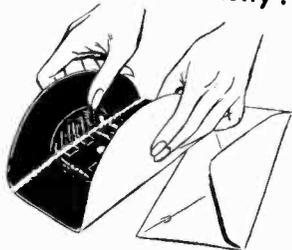
Think of how intimate, how emphatic, how warm letters can be!

Each recording costs only a few cents . . . holds a full 3 minutes.

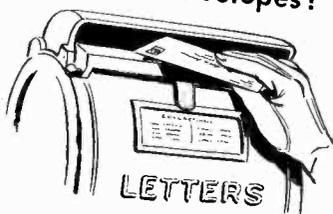


*Write today for descriptive literature and
name of nearest distributor*

They fold easily!



**They mail in
standard envelopes!**



They play back unharmed!



BRUSH *Mail-A-Voice** **"THE LETTER WITH A PERSONALITY"**

A Product of The Brush Development Co.

3405 Perkins Ave. Cleveland 14, Ohio

*Trade Mark

IT'S
FADA
 for '47

The Radio of
TO-MORROW... TO-DAY!

FADA faces '47 with the greatest line of radio receivers in the history of radio. Each model is a gem of engineering achievement... new clarity of reception, new beauty of design, new extra-durability. There is a FADA model for every room.

You can always depend upon the sales-appeal of FADA — the Radio of Tomorrow... Today!

New!



MODEL 659

Short wave version of Model 652. 2 Wave Band Superheterodyne. American and foreign reception. Covers American broadcast and international short wave down to 16 meters.



MODEL P82

Tri-power portable Superheterodyne with Hi-Gain tuned RF stage in rich two-tone simulated leather covered wood cabinet. 5 tubes plus rectifier tube.

MODEL 1000
 AC-DC Superheterodyne in beautiful gem-like "Fada-lucent" cabinets. Five Tubes plus Rectifier Tube.



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



MODEL 602

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

YOU CAN ALWAYS DEPEND ON

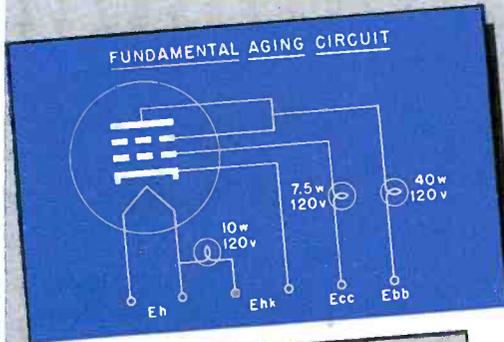
FADA
 Radio

Famous Since Broadcasting Began!

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

MAKING TUBES IS EASY..

*If YOU
KNOW
HOW!*

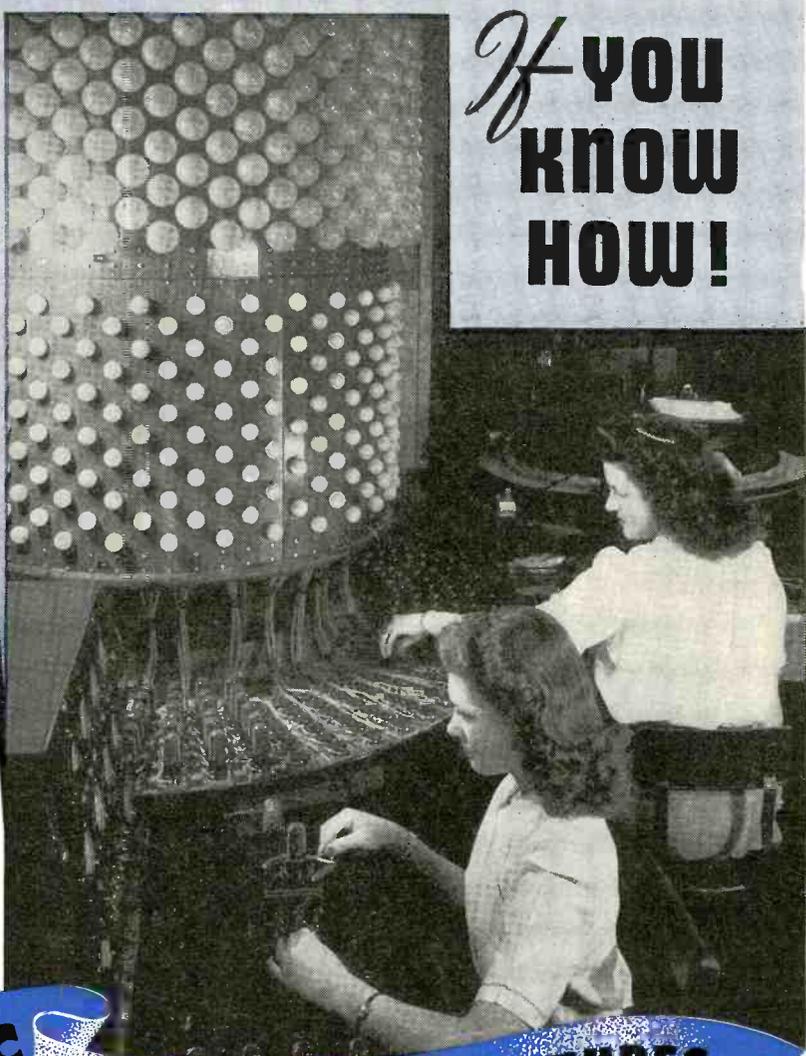


AGING SCHEDULE FOR HYTRON 50L6GT

Step	Min-utes	Eh a-c	Ehk a-c	Ecc d-c	Ebb d-c
1	5	50	110	0	0
2	3	70	110	0	0
3	5	80	110	0	0
4	3	80	110	0	0
5	5	70	0	120	120
6	4	0	0	0	0
7	5	50	0	-10	120

Electrode potentials are varied as shown in the schedule. Actual voltages at the socket depend on currents drawn through the incandescent lamps used as economical, interchangeable current-limiting resistors.

Operations performed in seven steps are: (1) discovery of heater-cathode shorts (2) beginning of cathode processing to stabilize emission (3) further seasoning and burning off of h-k leakage (4) h-k potential increased to eliminate leakage (5) grid, screen, and plate potentials applied to complete de-gassification (6) cooling off period (7) normal potentials applied to pre-heat for test.



AUTOMATIC AGING FOR BETTER TUBES

Yes, radio tubes also must be "aged in the wood." Aging activates the cathode under accelerated life conditions, just before test. In the fundamental aging circuit shown, final seasoning and de-gassification stabilize characteristics in accordance with the carefully planned aging schedule.

Formerly tubes were plugged into long aging racks. An operator, equipped with the schedule and a timer, adjusted electrode potentials throughout the aging cycle. The human element resulted in errors of timing and switch manipulation.

Hytron's new automatic aging wheel minimizes human error. A motor drives a mechanically-indexing horizontal wheel on which 30 radial sections of

12 tubes each are slowly rotated. Brushes contacting commutator segments automatically apply electrode potentials. The wheel itself requires no operator. The final basing machine operator feeds the wheel. Tubes already pre-heated are removed by the test operator.

Other features of the aging wheel are elimination of needless handling, fast and steady pacing of the work, easy servicing, and readily interchangeable load lamps.

To you this automatic aging wheel means economical, more uniform tubes with stable electrical characteristics. Again Hytron know-how takes a forward step by making your tubes easier and better.



SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921

HYTRON

RADIO AND ELECTRONICS CORP.



MAIN OFFICE: SALEM, MASSACHUSETTS

IN 1922

When the first radio
was installed in the White House . . .



GAROD was building radios . . .

25 years later

GAROD

is still building the
finest in radios . . .



THE SHERATON . . .

Automatic radio-phonograph combination with "duo-post" record changer concealed in "Hide-A-Way" drawer. Highly selective tuning for both foreign and domestic reception. Comes fully equipped with handsome, gold-embossed record albums.

This is GAROD'S Silver Anniversary Year

. . . marking a quarter of a century of building the kind of radios you proudly recommend to your best friend. Every Garod radio, in every price range, is really built. . . There are oversize parts; heavy speakers; clear, painstaking wiring; plus an extra measure of attention to minute details which makes our sets perform better over a longer period of time.

You can't mistake the quality which is Garod. Nor can you mistake the value of the counsel of Garod distributors and Garod executives . . . men who are radio merchandisers . . . men who know the radio field and its problems . . . men you can count on in an era of sharp competition.

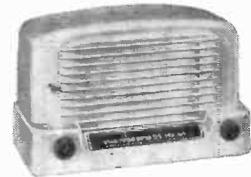
Since 1922 — "FOR THE EXTRA MEASURE OF LISTENING PLEASURE"



The "Commander"
. . . featuring the ingenious "drop handle". AC-DC superheterodyne, housed in two-tone "Catalin" plastic cabinet.



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

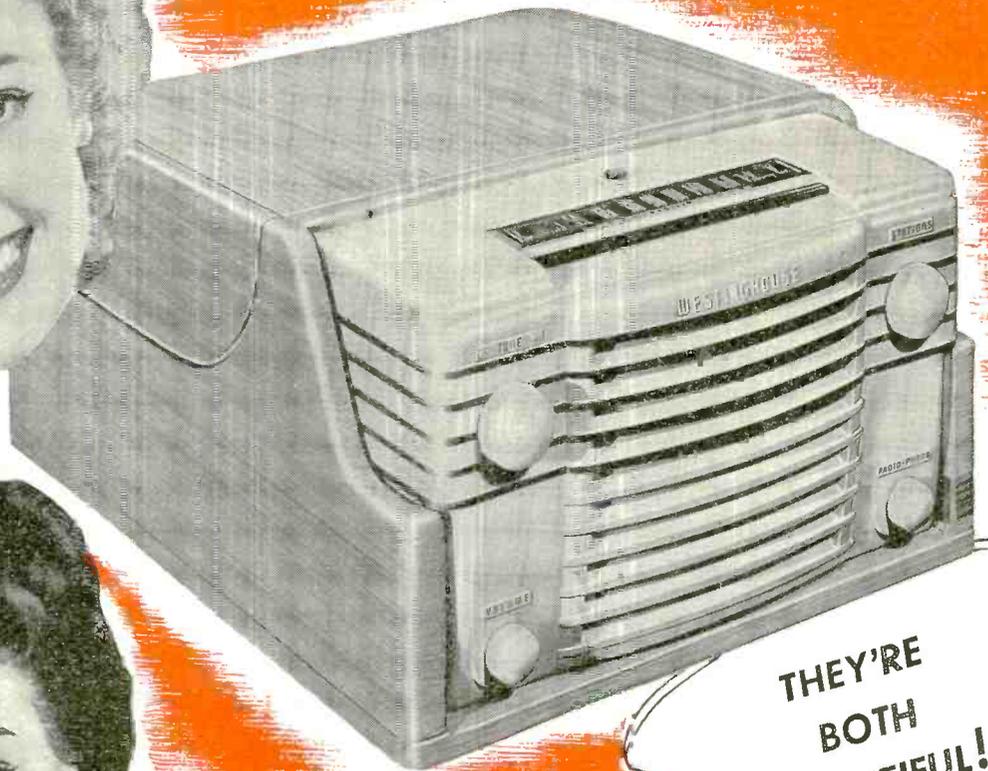


The "Senator"
. . . AC-DC superheterodyne, with 3-gang condenser. Plastic cabinet in walnut or ivory. Full-power speaker.

GAROD RADIO

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

Now... THE FAMOUS



THEY'RE
BOTH
BEAUTIFUL!



THERE'S
NOTHING LIKE
THEM ANYWHERE!

RADIO'S FIRST

Westinghouse **DUO**

WITH THE SLIDE OUT CARRY ABOUT RADIO IN
Blonde or Brunette!

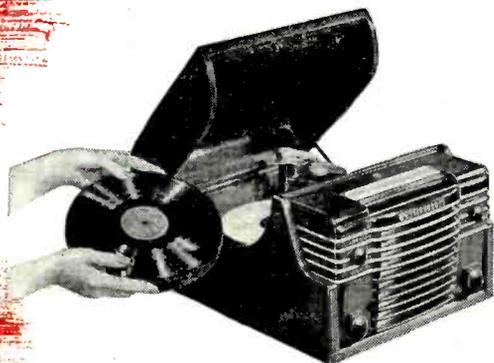
New in idea! New in design! New in performance! Now—the Westinghouse Duo is *completely* new in style!

Westinghouse Radio gives you a double barreled sales leader—the amazing 2 in 1 table combination that everybody's talking about today in **BLONDE** and **BRUNETTE!**

The new model in blonde mahogany veneer with its removable radio in ivory plastic has more glamour than any other table combination on the market. Add this style appeal to the un-

equalled features of the Duo and you've got a set that can't be beat! A lift-out radio that can be used anywhere in the house. *Twice* the undistorted power output of comparable pre-war models. A single-button control automatic record-changer that plays 12 records.

What an opportunity for double barreled promotion. Call your distributor for the promotional helps offered here. . . he can supply them. Home Radio Division, Westinghouse Electric Corporation, Sunbury, Pa.



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



There's no quicker way to get across the Duo's big 2 in 1 utility feature than with this nearly life-size, full-color cutout display. It's a real eye-catcher—does a prospect pulling job.



In your Miniature Billboard display, this poster will dramatically introduce the new blonde Duo . . . will quickly tell the big "double-feature" story you now have on this 2 in 1 instrument.



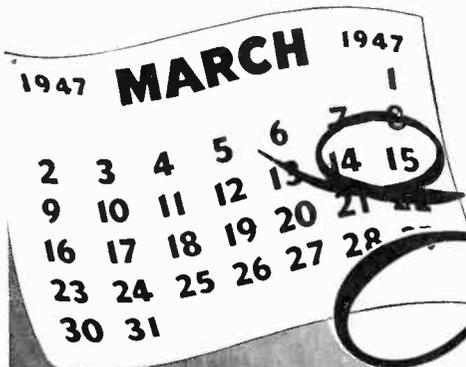
Clad in gleaming gold foil, this compact "Bar-of-Gold" Display gives you a tie-in with the slogan in all Westinghouse Radio advertising . . . identifies your store as the place to buy Westinghouse Radios.



For all-out promotion power on the Duo and all the sets in the Westinghouse line, you can't beat this 46-piece set of full-color cutouts. It will fill a complete window . . . or can be concentrated in a small space.

THIS IS ONLY ONE OF SEVEN NEW MODELS. SEE THE NEW WESTINGHOUSE RADIOS AT THE AMERICAN FURNITURE MART IN CHICAGO, JANUARY 6-18, SPACE 501.

NAME IS **Westinghouse**
RADIO TELEVISION



COMING FROM

Admiral

THE GREATEST PARADE
OF FEATURES IN
RADIO HISTORY!

Hold everything . . . for the greatest line-up of radios, radio-phonographs with automatic changers, and portables in Admiral history. Pictured here is only the *beginning* of this impressive parade of selling features . . . led by a sensational new record pick-up *that will completely revolutionize your conception of fidelity* in record reproduction. You'll see sample models on display . . . get the whole exciting story . . . from your Admiral distributor early in March. ADMIRAL CORPORATION, Chicago 47, Ill.

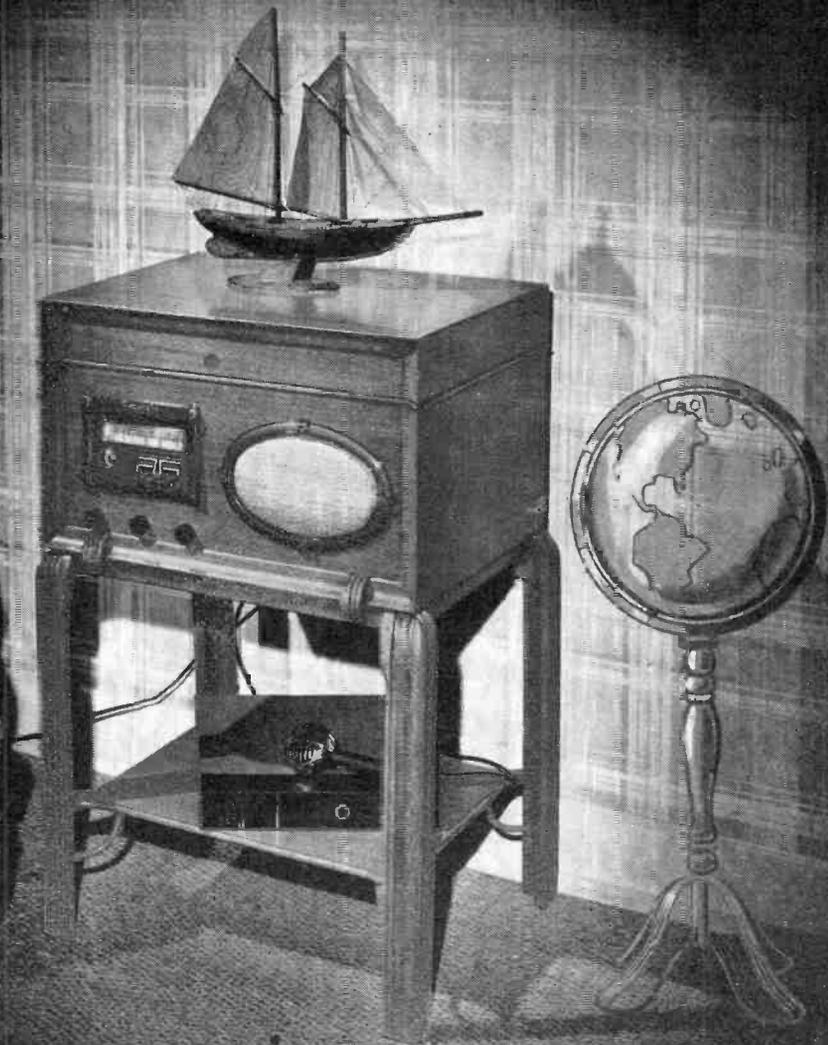


**ADMIRAL PRODUCTION
hits new peak!**

Production of current model Admiral radios, radio-phonograph combinations with the famous "childproof" automatic record changer, and portable radios are now at an all-time high . . . and should continue so without interruption. An even greater output is anticipated when production lines are converted to new 1947 models. Check your Admiral distributor for deliveries now.

HOME RECORDING *Fidelity* AT ITS FUN-LOVING FINEST!

• Here is an instrument to capture your customer's fancy. RECORDIO preserves treasured memories forever in sound, or instantly records and retains historic radio programs. Hilarious home parties, children's carefree laughter, weddings, anniversaries... are saved in all their sparkling spontaneity to be re-lived and re-enjoyed down through the years. RECORDIO—the world's finest home recording instrument—opens an entirely new field of entertainment. It is an uncrowded, exceptionally profitable field, supported by continuous repeat sales of RECORDIO DISCS and RECORDIO-JOINT NEEDLES.



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

by WILCOX-GAY CORPORATION • CHARLOTTE, MICHIGAN
102M

Get the most out of Television...with Du Mont

Prestige

ONLY LEADING STORES SELL DU MONT TELESETS. Because Du Mont Telesets are the world's finest television receivers, only the outstanding dealers in any community are invited to share this prestige.

Du Mont's Selective Dealer Policy, by limiting its outlets to leading stores, assures each authorized dealer of an adequate market and profitable volume.

DU MONT

First with the Finest in TELEVISION

FEATURES OF THE
DU MONT
Dealer Franchise

1. Limited to community leaders.
2. Liberal discount.
3. Strong 1-year picture tube warranty.
4. Training program for dealer salesmen and servicemen.
5. Extensive magazine and newspaper advertising.
6. Effective dealer helps.
7. A prestige-building product
... the world's finest
television receivers.

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

Trade-mark

Tele-tone

... IS "ON THE AIR" OVER

MUTUAL'S COAST-TO-COAST NETWORK

EVERY SATURDAY 8:30 P.M. E.S.T.

SEE YOUR LOCAL NEWSPAPER

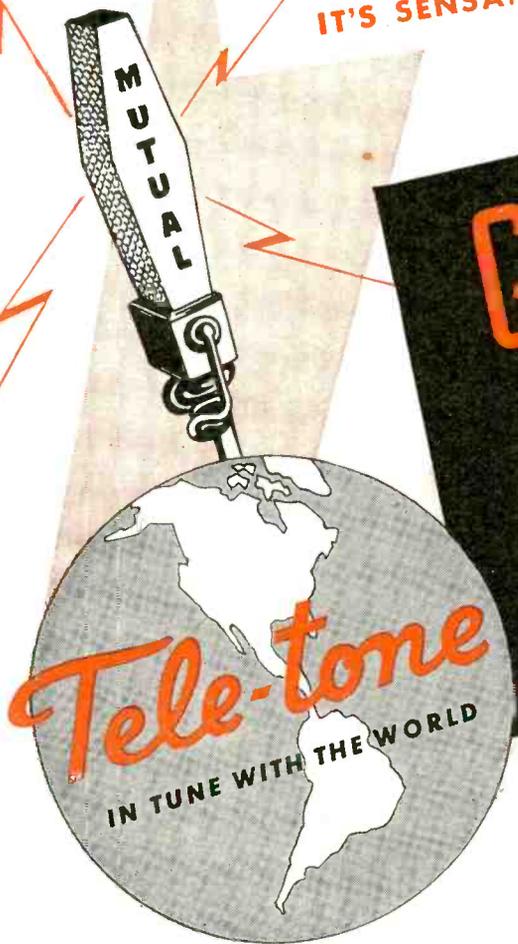
RADIO'S SMASH LAUGH HIT-

SCRAMBY AMBY

IT'S SENSATIONAL! IT'S THE FASTEST HALF HOUR ON RADIO!

GREATER SALES FOR YOU

... this is YOUR show ... reaching millions of listeners ... MILLIONS
OF PROSPECTIVE TELE-TONE CUSTOMERS FOR YOU! "Scramby Amby"
will create new demands for Tele-Tone radios ... so tie-in locally with
window displays and local newspaper advertising. Establish YOUR
store as headquarters for the new Tele-Tone Radios.



TELE-TONE RADIO CORP.
AMERICA'S LEADING SMALL RADIO SPECIALISTS

609 WEST 51st STREET, NEW YORK CITY, N.Y.

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

AM-FM Phono-Radio Combination CKR-983



Look to Sonora in '47

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

A major member of SONORA'S new *complete* line for '47 is this AM-FM radio phonograph combination Model CKR-983. Styled with typical SONORA distinction, this and other console and table models make SONORA one of the leading names in the radio field. This expertly engineered set receives both standard-band and short-wave broadcasting . . . and the high-speed record changer plays 10" or 12" records intermixed.

The SONORA line for '47 is a *complete line*—meeting the demand for almost every type of radio

and record equipment from big AM-FM console combinations and television sets to portables. Most radios are chosen on the basis of tone, and that's where SONORA'S famous "Clear As A Bell" Tone gives you a *plus* in sales. When you add SONORA'S masterful styling in shaped wood and plastic cabinets, you can see why more and more in '47 the choice will be 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

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



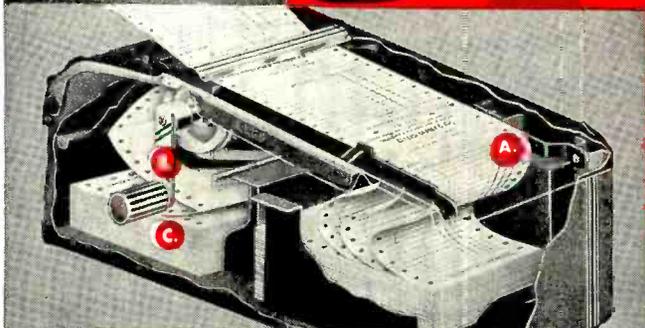
RECEIPTS FOR CUSTOMERS



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.

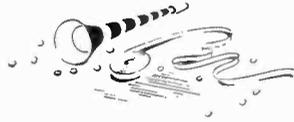
The **STANDARD REGISTER** Company
 Dept. 1301, Dayton 1, Ohio
 Please send me Free Standard Register Business Digest which tells me how I can write better records in my business . . . easier . . . simpler . . . faster!
 NAME _____
 COMPANY _____
 STREET _____
 CITY _____ ZONE _____ STATE _____

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



Miniature
Power
Rectifier
35W4
for
AC-DC
receivers

TUNG-SOL DEALERS *can't help talking about it!*

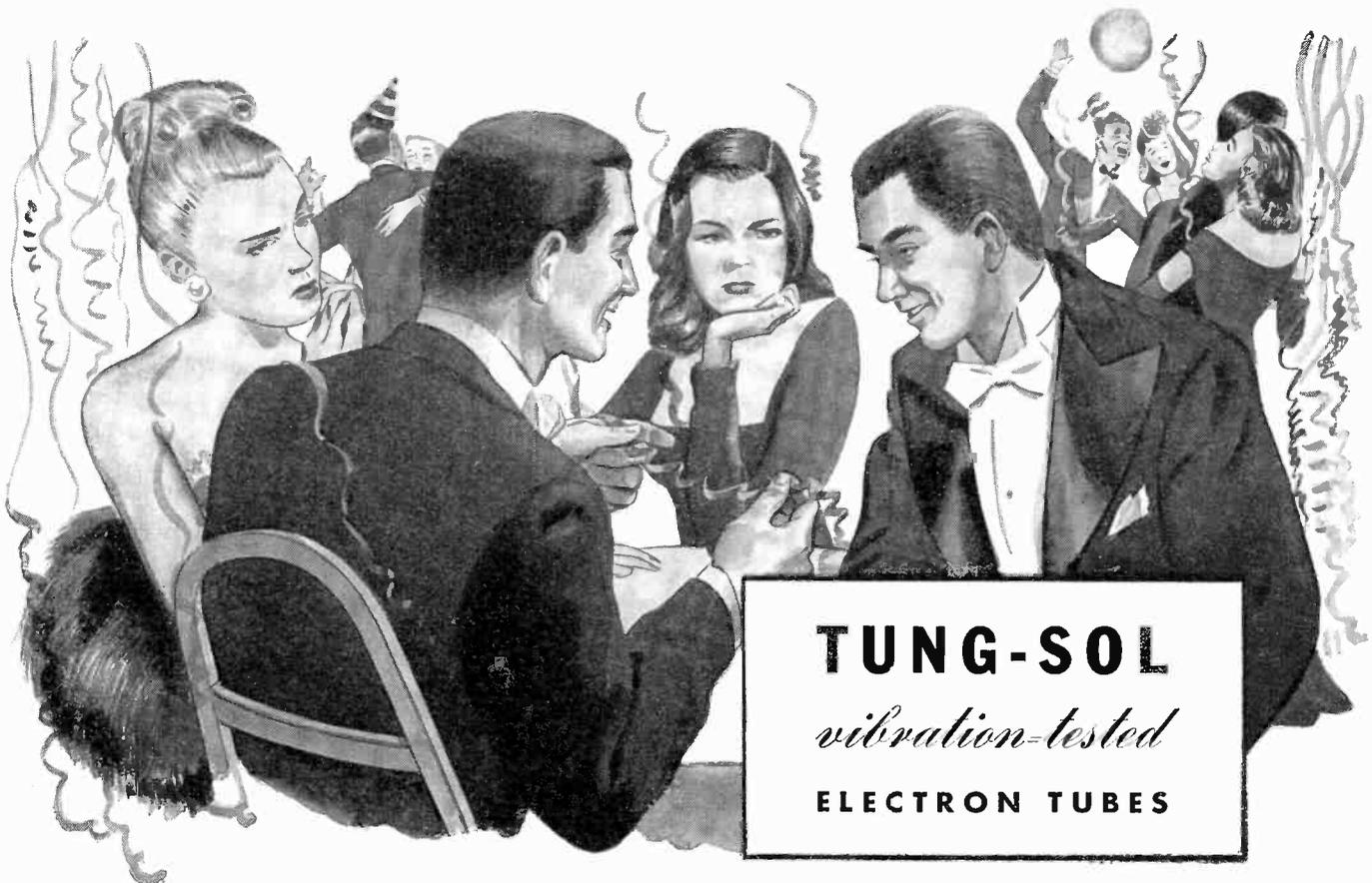


"I have been in business a long time and I have a few pet policies that I know pay off. The first is to make all parts replacements with items of *proven* quality. Then when I do a job it stays done . . .

"Then there is price. The fellow who buys cut-rate is welcome to it. I make a fair charge for labor and therefore I'm entitled to make the full mark-up on tubes

and other parts. That's good business.

"I prefer TUNG-SOL tubes for my repairs. Of course, I sell them over the counter too. TUNG-SOL Tubes are top quality; they stand up. And furthermore, TUNG-SOL has always regarded their jobbers, dealers, and servicemen as partners. There go the whistles . . . Happy New Year, everybody!"



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

DEALERS SAY

STEWART-WARNER SETS ARE EASIER TO SELL and they'll be still easier in '47

EASIER to sell! Customers can *hear* the difference! Dealers across the country send us the same good story. Because people know Stewart-Warner and know what the name stands for.

Now—for 1947—Stewart-Warner sets will be *easier than ever to sell!* Look what's coming—

Advertising and Promotion More Than Doubled

This year, again, the backbone of your Stewart-Warner national advertising will be big, hard-selling, four-color pages in the country's most popular weekly magazines—The Saturday Evening Post, Collier's, Time, and The New Yorker.

Plus—all-out merchandising support, including smashing local newspaper ads and sales promoting display and identification materials.

All this . . . *more than doubled over last year!*

New Popular-Priced Table Sets and Combinations

Stewart-Warner gives you sets for every price bracket in '47—including new, popular-priced models that meet all competition in value, style, and performance . . . both table sets and radio-phonograph combinations.

New AM-FM Table Sets, Console Combinations

The finest in FM, combined with the newest advancements in standard AM—in striking new table models and in console combinations. All-new sets that are standouts for tone, style, and built-in quality.

New Television Console with Broadcast Band

All-new Stewart-Warner television,

fully proved for outstanding performance. Sharp, clear pictures on a large screen with matching sound. Television the whole family can enjoy.

New "Air Pal" Midgets with Big-Set Performance

Sets that will amaze listeners with their power, their big performance, and their beautiful styling, yet can be held in the palm of your hand! Dials you can read . . . controls you can get your fingers on! They're jewels of compact design.

Smart, Modern Cabinets— Beautiful Period Pieces

Again Stewart-Warner gives you fine cabinets styled to match all types of home design . . . from the ultra-modern to the various 18th century periods . . . painstakingly crafted in both wood and plastic.

FOR ALL THAT'S NEW FOR '47 — LOOK TO

Stewart-Warner

AM *Radios* FM
Radio-phonographs • Television

CHICAGO 14, ILLINOIS



Strobo-Sonic Tone



You can *hear*
the difference!

New Larger Models
In Production Now!

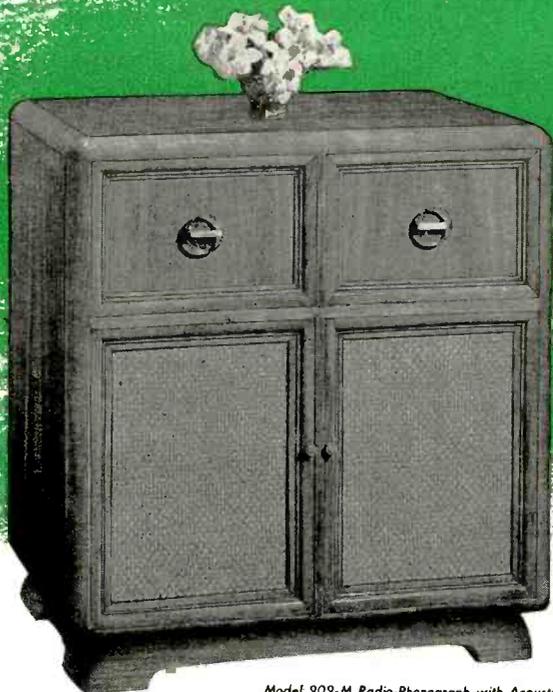
HOWARD

NOTED FOR TONE!

**FAMED FOR
 PERFORMANCE!**



Model 906-CB Radio-Phonograph with
 Pull-out Automatic Record Changer



Model 909-M Radio-Phonograph with Acousti-
 color and Pull-out Automatic Record Changer

**Backed by Aggressive National Advertising
 the HOWARD Line is Winning Everywhere**

Wherever displayed they sell . . . wherever sold they satisfy. Because every Howard model is truly a brilliant triumph of beauty, performance and progressive engineering, they are the natural choice of thousands who read Howard advertising in mass circulation consumer magazines.

HOWARD Acousticolor is Sensational!

This new Howard tonal refinement for greater listening pleasure captures the imagination of all. An exclusive feature on all Howard upright combinations, it provides a terrific sales-making demonstration—a 1947 profit opportunity for all who handle the Howard line.

**On Display at Space K—17th Floor—January Market
 American Furniture Mart—Chicago**

HOWARD RADIO COMPANY

CHICAGO 13, ILLINOIS

America's Oldest Radio Manufacturer

ECA RADIO

5 Great Models
to start
your New Year
with

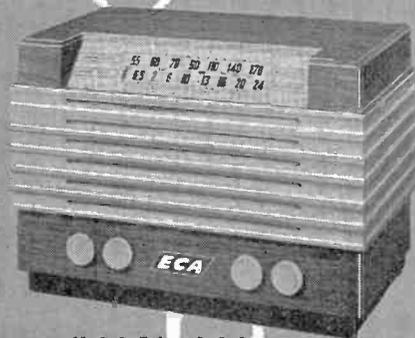
Happy Sales Figures!



MODEL 204.
3-way portable—
works on battery,
AC or DC.



MODEL 201. Con-
tains new miniature
tubes. More efficient,
better performance.



MODEL 209.
2-band radio . . . U.S.
stations and short-
wave.



MODEL 132. With
console quality tone
and power.



MODEL 131. Port-
able Style Automatic
Phone Radio.

Here are the newest additions to the expanding line of superb ECA Radios . . . expertly styled to fill current demand . . . quality built for enduring service . . . precision engineered for superior tone and performance. They'll play a big part in assuring ECA Radio Franchised Dealers a Happy and Prosperous New Year.

- Warranty Tag of Accurate Performance Rating on every ECA Radio . . . the first "informative label" in the radio field.



- A complete line of radios and radio-phonograph combinations.
- Sold direct to limited number of selected dealers.
- Freight paid to your city.
- Protected territories . . . Protected dealer profits.
- Extensive advertising, with effective dealer tie-in material.

ELECTRONIC CORP. OF AMERICA
170 53rd St., Brooklyn 32, N. Y.

I-R

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

Name.....

Store Name.....

Address.....

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

ELECTRONIC CORP. OF AMERICA

170 53rd STREET • BROOKLYN 32, NEW YORK

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

All this . . .

A really great series of Stromberg-Carlson advertisements . . . with a great list of national magazines . . . to pre-sell your customers on Stromberg-Carlson quality . . . to create good business, loyal business for you!

plus the finest merchandise you ever heard!

Several outstanding models illustrated in every ad. Each a revelation in modern design . . . in beauty . . . in performance! All backed by the most powerful advertising in Stromberg-Carlson history.

THE SATURDAY EVENING POST LIFE

How close are you to your children?...

You probably can't imagine Christmas at your house without music. And now that you have your lovely Stromberg-Carlson, you probably can't imagine ever being without music. For you've seen how much music can do for a family, how your Stromberg-Carlson draws you closer together, provides endless hours of pleasure for everyone. Suppose somebody asked you right now . . . how to give the most pleasure for Christmas? Wouldn't you recommend a Stromberg-Carlson radio-phonograph with all your heart? Wouldn't you say: "Listen, nothing can match a Stromberg-Carlson! In FM or standard broadcast reception, or record reproduction, it's absolutely tops. I don't know of anything else you can buy that you can enjoy so much -- or that can become so important to you and your children through the years."

HOUSE BEAUTIFUL Better Homes and Gardens

For the main radio in your home . . .

THERE IS NOTHING FINER THAN A STROMBERG-CARLSON

THE AMAZING "DYNATOMIC" . . .

THE STYLISH "MUSICAL" . . .

THE STYLISH "LUVOLA" . . .

THE STYLISH "NEW CENTURY" . . .

These are but a few of the new, exciting Stromberg-Carlson! They are available in a broad range of prices, with a distinguished model for every home.

STROMBERG-CARLSON
ROCHESTER 3, N. Y.

Radios, Radio-Phonographs, Television, Sound Equipment and Industrial Systems, Telephones, Switchboards, and Intercommunication Systems.

For the main radio in your home . . .
There is nothing finer than a

RADIO & Television RETAILING

Including Radio and Television Today

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

The Dealer's New Year —A Forecast for Forty-seven

It's time for the retailer to step to the front door and take a look around. The new year is beginning, and Main Street has an air of suspense. Something is about to happen—will it be a bonanza or a bust? A success or a shambles?

On the surface, the coming events can be chock full of progress and profit for the radio/appliance retailer. No other merchant is so happily situated right in the middle of America's 1947 rush toward better homes and better living. In no other lines are the product improvements so fleet and impressive, and many of the newest items are definitely due for the coming year.

Improvements in such best-sellers as radio-phonographs, records, automatic laundries, electric cooking and lighting devices, are expected to head the 1947 list of memorable changes in designs.

It is predicted that 90% of the inhabited farms of the U. S. will be electrified within the next five years—1947 to see a big share of the construction.

FM receivers and television sets will hit the sales floors with a rich thump; at this point the industry will doubtless learn one of its great lessons of 1947, for there's nothing like this pair of developments to prove that radio maintenance is the inseparable twin of merchandising.

Among the sour notes accompanying this celebration are the beginnings of price battles and obsolescence problems; recurrent strikes and continued shortages in a few basic materials. And a lot of newcomer-dealers are due to fold up.

Taking this general view of things to come in the market, the dealer may well turn his glance back into his own store, for *another* look around. It may be well for him to give the place such a scrutiny as it never got before. A thoroughgoing check of methods, policies and direction is more than indicated.

For 1947 is the year when things happen on a big scale—big advances, big profits . . . or big failures.

RADIO, Electrical Appliances,

AS MANY AS 18 MILLION RADIOS may be made in '47, a poll of leading manufacturers reveals. They figure 13 million as the very minimum (if strikes, etc., should hamper production).

RECORD-PLAYER SALES FORECAST for '47. *With relatively few phonos of all sorts in use right now by a record-conscious public, players should go great guns during the coming year, with de luxe combinations bringing upped profits to dealers. An executive of one of the world's largest disc manufacturing companies predicts that 500,000,000 records will be sold in '47, and brother, that means a lot of turntables will be needed.*

RADIO EXPORT FORECAST by experts seems to indicate that present figure of total radio-set production being shipped out of country (estimated to be between 5 and 10 per cent) will rise shortly to as high as 25 per cent. America will make strong bid in foreign markets as one solution to the over-production problem.

FORECAST ON SERVICE for 1947, and the next decade. *Independent radio/appliance retailers who already handle the bulk of servicing for American consumers stand to get a lot more police radio and jukebox maintenance and sales business. This is because of their greatly improved and expanded facilities, plus know-how. Independents will make more money than ever before in the "sound" field, too.*



MERCHANDISING PICTURE CHANGES these days—but rapidly! Now there's skepticism on the part of many buyers over prices. So long as the government, via OPA, set the ceiling price the consumer paid without question. However, smart dealers are overcoming this new price-questioning problem by continuing to quote "OPA prices" where they remain the same, pointing out how slight and well justified are the few increased-price items by comparing present list with former ceiling price.

"I MAKE MY SALESMEN DEMONSTRATE for the inquiring customer's benefit any radio or appliance we have on the floor—whether it's sold or not," one dealer reports. *This is smart business psychology since it insures retention of good-will.*

IMPORTANT NEW USES FOR SOUND systems are causing PA manufacturers to anticipate a boom in the immediate future. Great swing upward in church tower chime and choral broadcasting, commercial bank installations of amplified record-changer music; airport and airborne PA for advertising, traffic control and emergency.

THOUGH MONTHLY PRODUCTION RATE is higher than pre-war on many items, goods disappear like magic into the bottomless pit of demand. It will be some time (if production schedules can be maintained) before certain radio/appliance products may be bought outright on sales floors. Manufacture of washing machines, gas and electric ranges, hand irons, vacuum cleaners and radios exceeds the 1940-41 monthly averages; Refrigerator and sewing machine production lags behind.

PREDICTION ON PORTABLE RADIOS is that *this business will be stupendous, colossal and tremendous, to borrow a few Hollywood adjectives. 1947 sales of the carry-about sets should, and will, skyrocket, if—and that's a big if—full production can be attained and travel facilities are wide-open.*

PRE-WAR MARGINS BEING RESTORED to jobbers and dealers by some manufacturers now that OPA has folded. John Meck, whose organization, John Meck Industries, was one of the first to announce cut-backs to former margins, believes the move will enable retailers to render better service, engage in more effective sales promotion.

LABOR UNION MEMBERS in at least one locality being offered branded merchandise at discount. Presently obtaining the products from wholesalers, the union group is said to be thinking about trying to buy direct from manufacturers and to plan the setting up of a showroom.

TANKS VS UPRIGHTS WILL AGAIN do sales battle in the vacuum cleaner field, taking up where they left off just before the war. Smart dealers stock both—and hand vacs too—sell what the customer asks for. The dealer who knows all exclusive features of all cleaners will try to sell more than one to each of the better homes in his community.

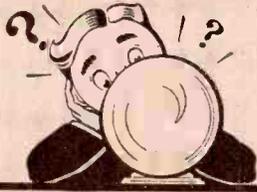
INVENTORY-TAKING MORE important than ever before to most retailers. *Figures showing what's on hand will help bring to light many items bought in shortage market which need to be gotten rid of—but fast.*

RETAILERS DID A WHALE OF a business with Christmas shoppers despite the fact that they found customer trends to be increasingly critical of quality; skeptical about prices.

SRO IS THE REPORT from restaurants, clubs, bars, etc., where there's a television set tuned to a major sports event. *Business jumps as much as 500% in taverns-with-tele, says United States Television Mfg. Corp. after contacting owners in New York area. Speaks well for video entertainment appeal in general, sports programs in particular, and indicates need for bigger screens in public places.*

Records, and Television, in 1947

SOME RMA FORECASTS ON RADIO by President R. C. Cosgrove: '46 radio set estimate, 15 million. Of this figure, less than 2% had FM; 20% were consoles. '47 estimate, 15 million sets, 20 to 25% having FM; 320 to 360 thousand to be television receivers. With television and FM sets in sales picture, Mr. Cosgrove states that the average unit sale price will be up in 1947.



PRICE FORECAST ON REFRIGERATORS. Look for a clean selling year in 1947 with the many newly-increased prices remaining, or possibly upped a bit more. Reason: the huge demand backlog hasn't been touched yet. Present market might be partially satisfied if wide-scale production commences soon. In large cities, apartment house owners will buy scads of refrigerators to replace broken-down jalopies costing plenty to keep in repair. If new building really gets under way, another great refrigerator sales outlet will be opened.

FM FORECAST IS A CINCH! Static-free sets will sell and sell and sell. Manufacturers, distributors, dealers will make more money—more consumer friends. Retailers should employ dramatic demonstration, top-flight service and maintenance for FM.

JOBBERS' SALESMEN ARE BEING TOLD that the easy-sledding days are over. William G. Steltz, president of Philadelphia's Supplee Biddle Co., had this to say to his 116 salesmen: "It's in the cards to turn now to selling. The gravy train has come to a grinding stop. The honeymoon is over. The sellers' market is rapidly swinging over to a buyers' market . . . the time has come to get out and sell."

INCANDESCENT LAMP SHORTAGE continues, particularly on popular numbers. In spite of the fact that huge-scale production has been underway since strikes in the industry were settled, it will be some time before supply catches up with demand.

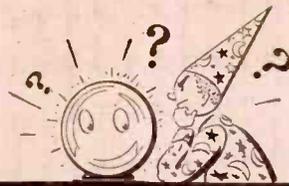
DAYTIME LEADERS as listed by the Hooper experts in their latest ratings of program popularity are (1) *Right to Happiness*, (2) *When a Girl Marries*, (3) *Aunt Jenny*, (4) *Stella Dallas*, (5) *Ma Perkins*, (6) *Lorenzo Jones*, (7) *Young Widder Brown* (tied with) *Romance of Helen Trent*, (8) *Breakfast in Hollywood*, (9) *Pepper Young's Family*, and (10) *Portia Faces Life*.

IN MAKING DEMANDS FOR INCREASED WAGES, labor leaders in this and other fields come to the confabs "loaded for bear" in the form of production and profit figures of manufacturers' business operations.

STUDY OF NEW-COMER BRANDS should be undertaken by dealers and jobbers. Self-proclaimed "experts" often confuse "cat-and-dog" lines with reliable new makes. If the dealer or wholesaler sees good features, quality and sales possibilities in a recent product entry to our sales field, his taking it on may often mean that he's getting in on the ground floor with an up and coming company.

FORECAST ON "HAMS" comes from Capt. John Reinartz, an RCA power tube specialist. He sees the amateur ranks increasing from 50,000, postwar, to 250,000 "within the next few years."

FORECAST ON ELECTRIC RANGES comes from H. J. Holbrook, manager of Norge electric range sales. ". . . the real market . . . is just ready for development . . . lead-in charges have been reduced . . . many (utilities) no longer sell ranges. . . All this potential now belongs to the dealers. . ."



FORECAST ON TRADE-INS. Full-scale trading-in will be here the day full lines for immediate delivery are on retail showroom floors. Right now surprisingly few customers are asking allowances on old equipment because (1) they're glad to pay full price for scarce merchandise, and (2) because they can sell their used products to other consumers in this will-buy-anything market.

TUNE-UP, TUBE-UP, CHECK-UP is an all year 'round theme for use by those who want to keep that profitable service business rolling in. Dealers, manufacturers and broadcasters cooperated to make the event a great success. Included in the drive to keep radios in first-class condition was an effective promotional campaign staged by Mutual Broadcasting System.

FORECAST ON TUBES AND PARTS for 1947 is optimistic. Look for these items to be produced in sufficient quantities to meet full demand during first quarter of 1947.

VIDEO EXPERTS watched wide-eyed when Chevrolet executives signed with DuMont stations in New York and Washington, and executed a legal contract via television. Cameras in the two cities got the respective signatures, and New York engineers combined them into one picture. This was photographed for permanent record. Result was that a new sponsored show starts Jan. 12th; the device was seen as a "conference" method for international leaders to use in the future; and the business world got a sample of "remote" sales meetings, effective and novel.

"Golden Throat"

... triumph of the genius of RCA radio engineering and Victor scientific sound reproduction techniques... is a 3-way Acoustical System resulting from the exact co-ordination of cabinet, loudspeaker and electronic amplification.

Scientifically tested and proved in listener auditions, the "Golden Throat" produces balanced, lifelike tones... a new thrill in radio and radio-phonograph listening. All the brilliance of the artist's performance is faithfully reproduced by the finest acoustical system in the history of RCA Victor—the "Golden Throat."



"Golden Throat..."

finest tone system in RCA VICTOR history...

The "Crestwood" series...

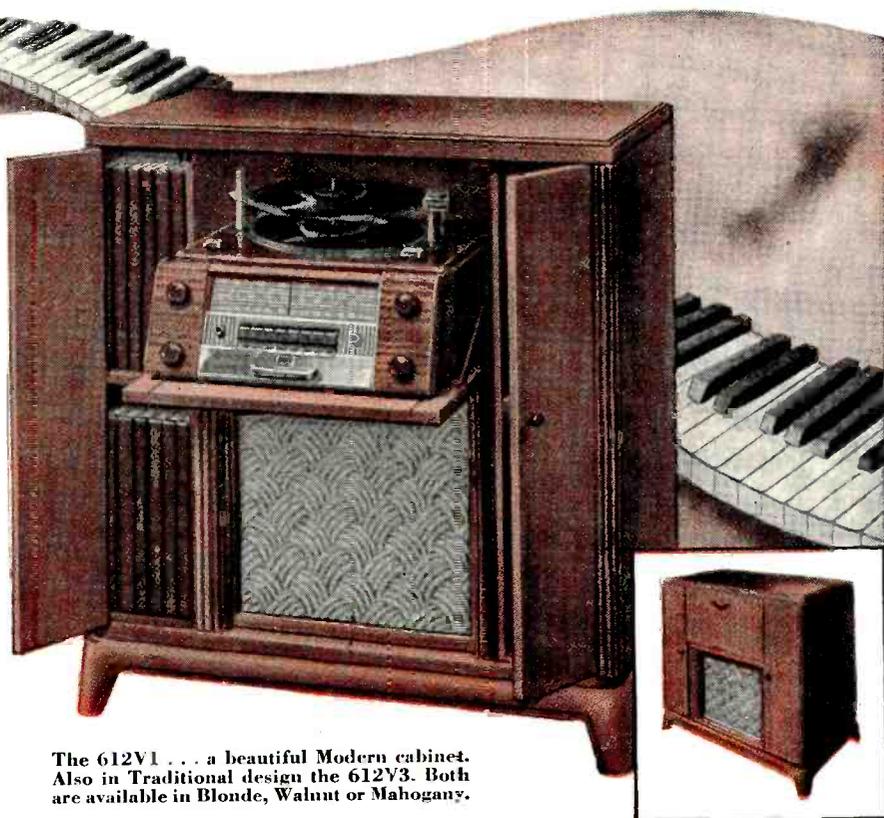
Victrola* radio-phonographs (612V1 here) in which the "Golden Throat" reaches peak performance. Richness, range, and power combine in singing, golden balance. A moment's listening and you know why customers choose "Golden Throat" tone.

For complete radio reception, FM (Frequency Modulation), Short Wave, and Standard (AM) broadcast bands, eleven RCA Victor Preferred Type Tubes and one rectifier tube.

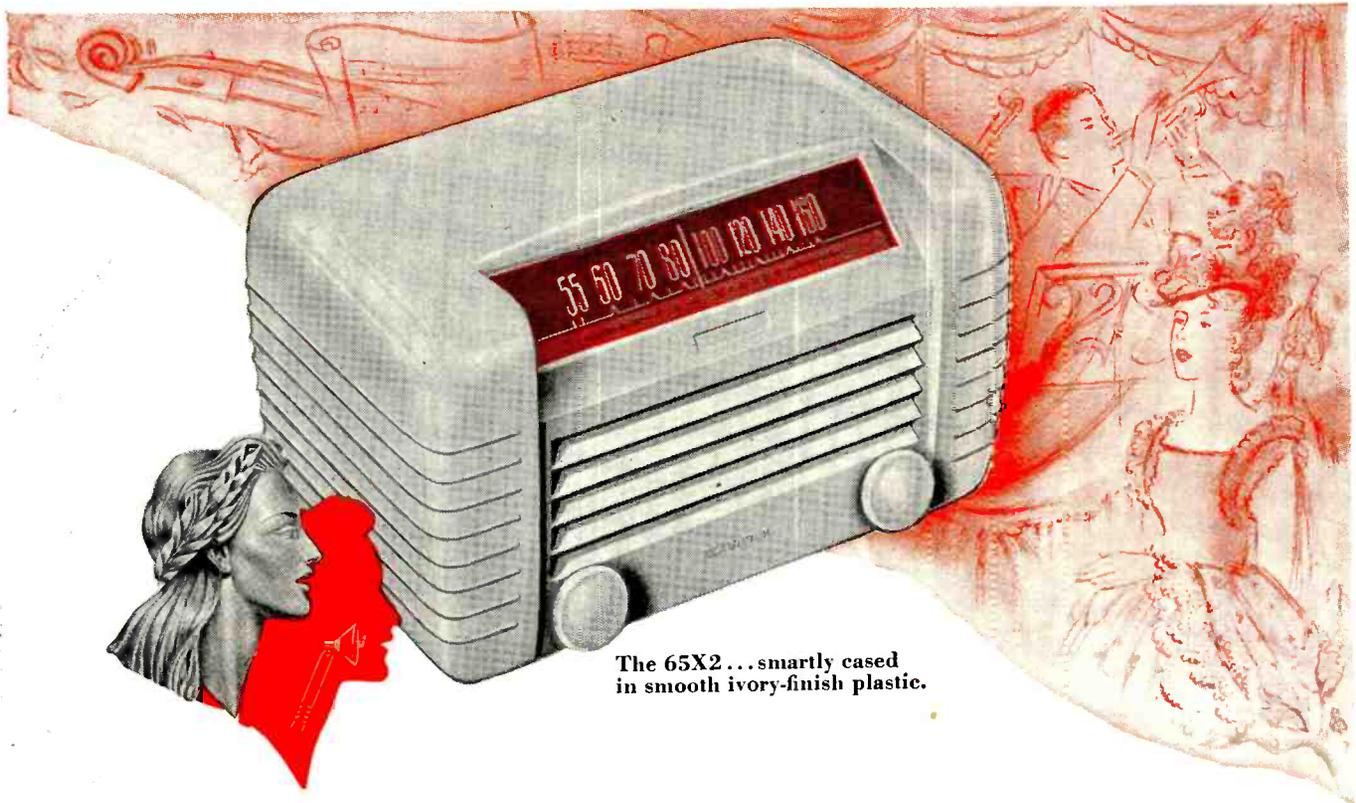
For record playing, the "Silent Sapphire" permanent jewel-point pick-up, provides high-fidelity reproduction without "needle chatter" and needle changes.

For ease of playing, the compact roll-out unit brings both radio and phonograph controls instantly into reach at a touch.

*"Victrola"—T.M. Reg. U. S. Pat. Off.



The 612V1... a beautiful Modern cabinet. Also in Traditional design the 612V3. Both are available in Blonde, Walnut or Mahogany.



The 65X2... smartly cased
in smooth ivory-finish plastic.

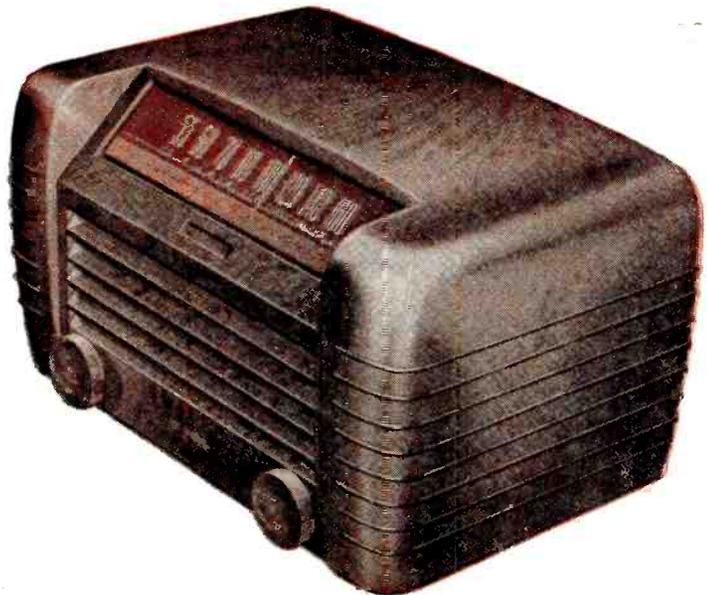
distinguishes even low price instruments!

The 65X series...

smallest RCA Victor radio (just twelve inches long) featuring the "Golden Throat." Compare its tone with *any other* radio in or near its price range... observe the graceful, compact design... and you'll agree the 65X1 and 65X2 are twin values for beauty and performance!

For outstanding radio reception, four RCA Victor Preferred Type Tubes plus rectifier tube, automatic volume control, built-in extra-large Magic Loop antenna, large super-sensitive electro-dynamic speaker, selective superheterodyne circuit and 20:1 ratio vernier tuning.

For ease of playing, colorful, easy-to-read, straight-line, recessed dial and big tuning knobs for hairbreadth tuning.



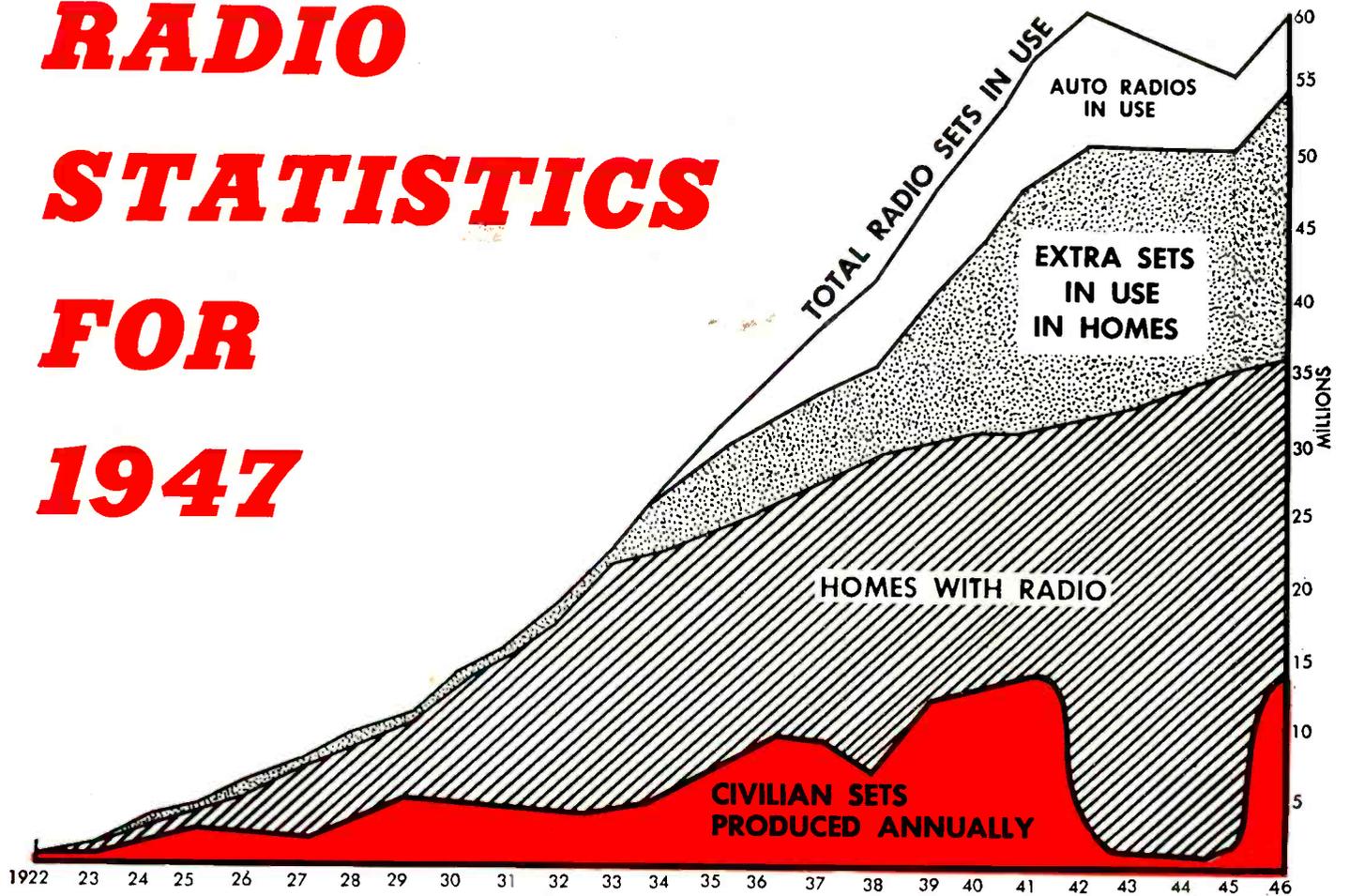
The 65X1 in rich walnut-plastic case.

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

RADIO STATISTICS FOR 1947



Tracing the production and use of radio-broadcast receivers by the American public. For 25 years the present editors and publishers of this magazine have been compiling basic statistics of the radio industry, which are here again presented as the new year opens.

PRODUCTION OF CIVILIAN RADIO EQUIPMENT — 1922 TO 1946

	Total Civilian Sets Manufactured		Total Civilian Tubes Manufactured		Automobile Sets Manufactured		Total Reception Equipment	Auto Sets in Use	Homes with Radio Sets	Total Radio Sets in Use in U. S.	At Close of
	Number	Retail Value	Number	Retail Value	Number	Retail Value	Value	Number	Number	Number	
1922	100,000	\$ 5,000,000	1,000,000	\$ 6,000,000	\$ 60,000,000	260,000	400,000	1922
1923	550,000	30,000,000	4,500,000	12,000,000	151,000,000	1,000,000	1,100,000	1923
1924	1,500,000	100,000,000	12,000,000	36,000,000	358,000,000	2,500,000	3,000,000	1924
1925	2,000,000	165,000,000	20,000,000	48,000,000	430,000,000	3,500,000	4,000,000	1925
1926	1,750,000	200,000,000	30,000,000	58,000,000	506,000,000	5,000,000	5,700,000	1926
1927	1,350,000	168,000,000	41,200,000	67,300,000	425,600,000	6,500,000	7,000,000	1927
1928	3,281,000	400,000,000	50,200,000	110,250,000	690,550,000	7,500,000	8,500,000	1928
1929	4,428,000	600,000,000	69,000,000	172,500,000	842,548,000	9,000,000	10,500,000	1929
1930	3,827,800	300,000,000	52,000,000	119,600,000	34,000	\$ 3,000,000	496,432,000	12,048,762	13,000,000	1930
1931	3,420,000	225,000,000	53,000,000	69,550,000	108,000	\$ 5,940,000	300,000,000	100,000	14,000,000	15,000,000	1931
1932	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	250,000	16,809,562	18,000,000	1932
1933	3,806,000	180,500,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	500,000	20,402,369	22,000,000	1933
1934	4,084,000	214,500,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	1,250,000	21,456,000	26,000,000	1934
1935	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	2,000,000	22,869,000	30,500,000	1935
1936	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	3,500,000	24,600,000	33,000,000	1936
1937	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	5,000,000	26,666,500	37,600,000	1937
1938	6,000,000	210,000,000	75,000,000	93,000,000	800,000	32,000,000	350,000,000	6,000,000	28,000,000	40,800,000	1938
1939	10,500,000	354,000,000	91,000,000	114,000,000	1,200,000	48,000,000	375,000,000	6,500,000	28,700,000	45,300,000	1939
1940	11,800,000	450,000,000	115,000,000	115,000,000	1,700,000	60,000,000	584,000,000	7,500,000	29,200,000	51,000,000	1940
1941	13,000,000	460,000,000	130,000,000	143,000,000	2,000,000	70,000,000	610,000,000	8,750,000	29,700,000	56,000,000	1941
1942	4,400,000	154,000,000	87,700,000	94,000,000	350,000	12,250,000	360,000,000	9,000,000	30,800,000	59,340,000	1942
1943	17,000,000	19,000,000	75,000,000	8,000,000	32,000,000	58,000,000	1943
1944	22,000,000	25,000,000	85,000,000	7,000,000	33,000,000	57,000,000	1944
1945	500,000	20,000,000	30,000,000	35,000,000	105,000,000	6,000,000	34,000,000	56,000,000	1945
1946	14,000,000	700,000,000	170,000,000	200,000,000	150,000	9,000,000	825,000,000	6,000,000	35,000,000	60,000,000	1946

Figures for sets give value with tubes in receivers. In normal years, replacement tubes have run 25% to 40% of total tube production. All figures are at retail values. (Statistics Copyrighted by Caldwell-Clements, Inc.)

THE RADIO-ELECTRONIC INDUSTRY

Data Covers Year Ended December 31, 1946

	Total Investment	Annual Gross Revenue	Number of Employees	Annual Payroll
Radio manufacturers (1100)	\$ 60,000,000	\$350,000,000	80,000	\$ 90,000,000
Radio distributors, dealers, etc.	300,000,000	700,000,000	125,000	200,000,000
Broadcasting stations (1100) including talent costs.....	100,000,000	380,000,000	*20,000	55,000,000
Commercial communication stations	60,000,000	15,000	8,500,000
Listeners' sets in use (60,000,000)	3,000,000,000	†375,000,000

*Regular staff—not including part-time employes, artists, etc., who number at least 25,000 more.

†Annual operating expense for listeners' sets, for tube replacements, electricity, servicing, etc.

ANNUAL BILL OF U. S. FOR RADIO

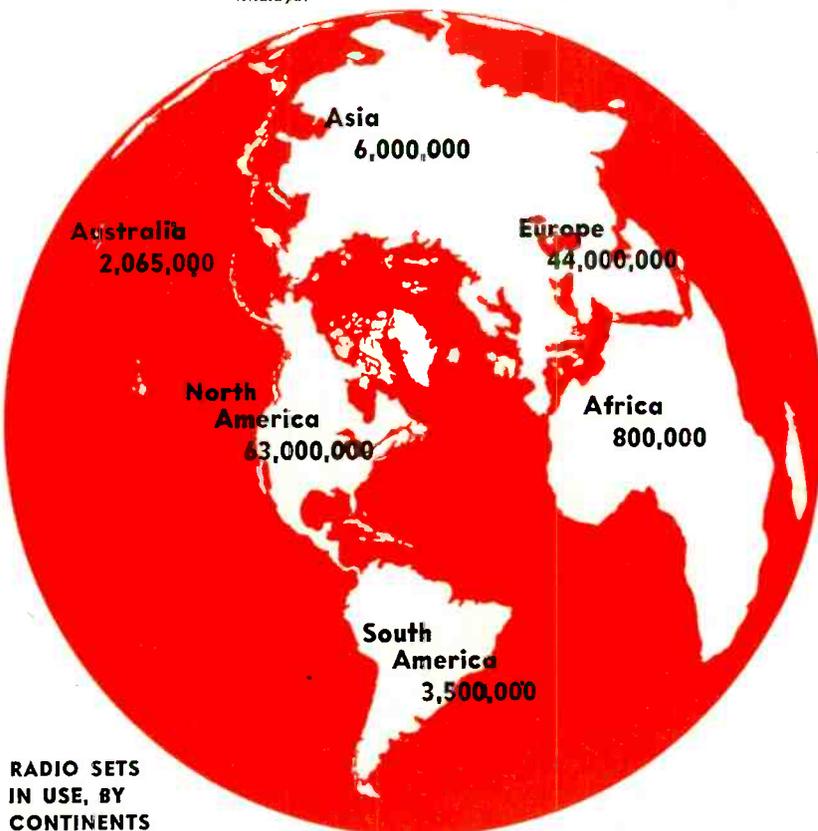
Sales of time by broadcasters, 1946.....	\$325,000,000
Talent costs	55,000,000
Electricity, batteries, etc., to operate 60,000,000 receivers	200,000,000
14,000,000 home receivers, at retail value	700,000,000
65,000,000 replacement tubes	82,000,000
Radio parts, supplies, etc.	80,000,000
Phonograph records, 300,000,000	230,000,000
Radio-set repairs, servicing	60,000,000
TOTAL	\$1,732,000,000

RADIO SETS IN U. S.

	January 1, 1947
United States homes with radios	35,000,000
Secondary sets in above homes	15,000,000
Sets in business places, institutions, etc.	4,000,000
Automobile radios	6,000,000
TOTAL sets in United States	60,000,000
Total radio sets in rest of world	65,000,000
TOTAL sets in world	125,000,000

RADIO SETS IN USE THROUGHOUT WORLD

Rank	Number of Sets	Country	Rank	Number of Sets	Country	Rank	Number of Sets	Country
1	60,000,000	United States	48-A	50,000	Bolivia	59	12,000 (1940)	Hongkong
2	10,673,000 (incl. 600,000 ls.)	Great Britain and Northern Ireland	48-B	50,000 (1940)	Philippines	59-A	12,000	Spanish Morocco
3	10,551,361, Sept. '40 (incl. 6,110,000 ls.)	U.S.S.R.	48-C	50,000 (1941)	Thailand	59-B	12,000	Southern Rhodesia
4	5,576,593	France	49	39,150 (Jan., 1943)	Tunisia	60	10,000	El Salvador
5	5,500,000	Germany	50	30,000	Luxembourg	61	8,000	Dominican Republic
6	14,000,000 in 1944	Japan	50-A	30,000 (1944)	Syria and Lebanon	62	7,500 (End 1941)	French Indo-China
7	4,500,000 (7,000,000 in 1943) (6,624,326 end 1941)	Sweden	51	29,843 (1943) (70,000, Oct., '40)	Greece	63	7,000	Nicaragua
8	1,858,614	Canada	52	27,339 (End 1944)	Iceland	64	6,500	Canary Islands
9	1,754,351	Italy	53	27,000 (1939)	Lybia	65	6,000	Jamaica
10	1,500,000 (1,859,089 in 1943) (1,479,802 June, 1945)	Australia	54	25,000	Newfoundland	65-A	6,000 (1939)	Ceylon
11	1,433,896	Czechoslovakia	55	24,035 (40,000 end 1943)	Guatemala	66	5,160 (1940)	Kenya
12	1,300,000	Argentina	56	21,000	Costa Rica	67	5,000 (1942)	Mozambique
13	1,200,000	Brazil	57	20,000	Ecuador	67-A	5,000 ls.	Malta
14	1,009,802	Denmark	58	15,000	Panama	68	3,800	Haiti
15	1,000,000 (1,492,626, Apr., '44, incl. 331,739 ls.)	Netherlands	58-A	15,000	Paraguay	68-A	3,800 (1942)	Angola
16	200,000 (904,176, Aug., '44)	Hungary	58-B	15,000	Honduras	69	3,000	Curacao
17	867,365 (incl. 118,095 ls.)	Switzerland	58-C	15,000	Straits Settlements (Malaya)	69-A	3,000 (1940)	Iran
18	820,000	Austria				70	2,000	Bahamas
19	700,000	Belgium				71	1,500 (1945)	Martinique
20	600,000 (1,148,659 in '40)	Mexico				72	1,350	British Honduras
21	516,732 (April, 1945)	Finland				73	1,000 (1941)	Afghanistan
22	500,000 (estimates vary between 350,000 and 2,000,000)	China				74	825 (1945)	Guadeloupe
23	500,000 (1944)	Manchukuo						
24	375,453 (March, 1944)	New Zealand						
25	375,365 (End 1944)	Spain						
26	375,039	South Africa						
27	351,728 (Jan., 1944)	Rumania						
28	330,000 (429,412, Jan., '41)	Norway						
29	250,000	Cuba						
30	247,600	Chile						
31	207,419 (1,200,000, Aug., '39)	Poland						
32	205,130	British India						
33	200,000	Colombia						
34	177,724	Turkey						
35	176,803	Ireland (Eire)						
36	175,000	Uruguay						
37	150,000 (177,405 end 1940)	Yugoslavia						
38	150,000	Venezuela						
39	136,186 (End 1944)	Bulgaria						
40	133,721	Portugal						
41	118,060 (Jan., 1943)	Algeria						
42	110,000 (Jan., 1941)	Netherlands E. Indies						
43	100,000	Peru						
44	86,477 (1941)	Egypt						
45	60,000	Puerto Rico						
46	58,000	Palestine						
47	54,061	French Morocco						
48	50,000 (1941)	Hawaii						



**RADIO SETS
IN USE, BY
CONTINENTS**



TOO MANY DEALERS!

DON'T LET "X"

**Retailers Who Don't Batten Down Business Hatches
Will Fold Up in Coming Struggle for Survival**

• No established radio/appliance retailer in any community in the United States needs figures from specific localities to prove that there are too many dealers—too many, even, than are needed to take care of the still huge consumer backlog of demand.

A tour around his own bailiwick will prove to any dealer that right after the first flush of full-scale merchandising, the pruning axe of supply and demand must fall. The weak will be chopped down; the strong will survive.

While it is certain to be true that there will be more surviving dealers than there were before the war, the kiss of death is being readied for those merchants who will make themselves superfluous cargo by permitting their businesses to be vulnerable to the keen competition which is on the way.

Fittest Will Survive

Yes, indeed, "the squeeze is on" in retailing circles just as it is in manufacturing and jobbing fields. When there are *too many* in a business the old automatic economic law *steps in* and makes many *step out*. In seeking to maintain an equilibrium, economic law is ruthless. But, fortunately, it is also *discriminatory*. It insures that the fittest will survive.

Therefore, the aim of the dealer should be to so gear his business methods so as to insure his permanency as a merchant, to preclude the possibility that an "X" will ever mark the spot where he *used to be*.

Survival doesn't mean that the merchant should just barely hang

on, eking out an existence. He should aim to make his survival a robust, full-blooded and profitable proposition.

For those retailers willing to pay the price that success imposes, the picture ahead is far from being a dismal one. It is a bright and profit-promising vista. Moreover, it's not a colossal task to get in this picture and stay in it.

Avoid Sheriff-Dodging

One of the first steps the dealer needs to take right now is to chop out all unnecessary expense. Since the rule is that the big-expense items are usually apparent to him, and often must remain static, the merchant should probe into the smaller ones, cutting them down wherever he can. Savings made on a number of small business operations will generally add up to a substantial total.

Another must for the survival-minded retailer is the building up of a sizable financial reserve. During these temporarily lush selling days there is a strong temptation to throw too much of the money into unnecessary improvements or to pocket out-of-line amounts as administrative salaries or bonuses.

Careful buying needs to be the order of the day, too. Right now, even before there are hardly any of the big demand items available, there is a well-marked trend toward more selective buying—more picking and choosing—on the parts of manufacturers, wholesalers, dealers and consumers. The dealer must accustom himself to get into this careful buying groove right now.

No merchant who loads his shelves with anything and everything that's offered him can expect to unload this merchandise upon a public whose buying habits are becoming more and more discriminatory.

Ranking in top importance is the necessity for holding customer good-will. The retailer who wants to continue doing business at the old stand must keep his old customers happy and attract new ones. Even the best dealer must realize that his customer relationships haven't been peak-high during the past few years.

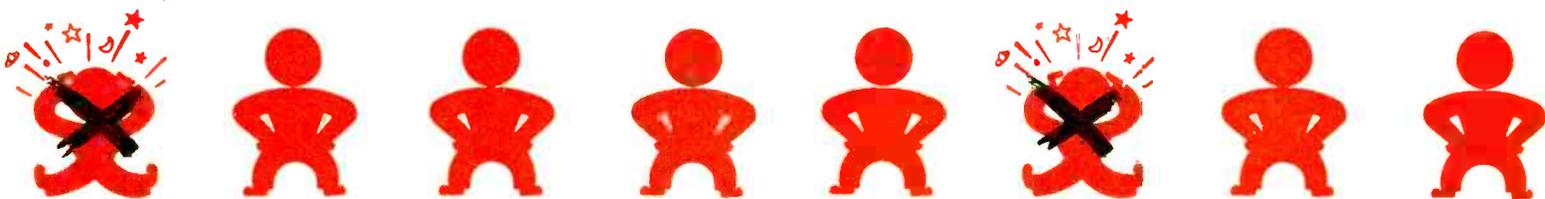
Ranking in top importance is the necessity for holding customer good-will. The retailer who wants to continue doing business at the old stand must keep his old customers happy and attract new ones. Even the best dealer must realize that his customer relationships haven't been peak-high during the past few years.

Up Salesmanship

The dealer must be keenly aware of the fact that even if his business was conducted on a fairly satisfactory level during the War, and for some time into the postwar period, he's bound to inherit a certain amount of customer-suspicion. This was instilled into the minds of buyers by too many other merchants, in all sorts of businesses, who made the shortage situation even worse by their shoddy treatment of those who came to give them money.

Sales and service methods must be revamped even in the best of our stores. What *had to be con-*





Only 3 Out of 4 Can Survive

MARK YOUR SPOT!

sidered satisfactory sales and service techniques during past trying years will never pass muster in the competitive days ahead of us.

More than ever before the dealer must know the buying habits and brand preferences of the folk in his trading area. Since his role is that of *buyer* as well as seller in serving the needs of his community, he must be able to select merchandise his customers will accept at prices they will be willing to pay.

Don't Go Overboard

The dealer who over-expands his business operation by spending *too much* money for improvements, too much in wages, advertising or for other purposes, is getting himself in line to participate in that ancient but not honorable game of dodging the sheriff. Store improvement is more necessary today than it ever was before, but no dealer should go overboard in any modernization plan which promises to keep him in hock for too long a time.

The need for consistent and effective advertising should never be *overlooked*, but by the same token it should never be *over-done*. Too many dealers have let advertising go by the board recently because they assumed that they didn't need to spend money publicizing their business in a seller's market.

Bypass Seasonal Slumps

Advertising is a must for any successful dealer, but money spent for this purpose should be allocated upon a hard-boiled, common sense schedule, never upon one motivated by emotion or indulged in via hit-or-miss spending.

Good service is also one of the dealer's most potent sales weapons. In the past, it has been noted that

very few retailers who had good reputations and large volume service incomes closed their doors. The future will see the same sort of long-life and prosperity for the merchant whose service is above the average.

There are a couple of outstanding "don'ts" which the radio/appliance retailer needs adhere to in his

ice will help many a dealer survive the struggle to keep his store off the doomed list. "Big Four" merchandisers who go all-out in efforts to sell radio receivers, appliances, records and service work find that in addition, this technique bypasses seasonal slumps experienced in the past by those handling fewer lines.

RESOLVE TO STAY IN BUSINESS VIA THESE 12 RULES

1. **Chop unnecessary expense.**
2. **Set up financial reserves.**
3. **Buy carefully.**
4. **Keep old customers happy— attract new ones.**
5. **Know your customers' buying habits.**
6. **Improve you store, but don't over-expand.**
7. **Advertise intelligently, thriftily.**
8. **Maintain a good service reputation.**
9. **Refuse to take unprofitable trade-in deals.**
10. **Don't enlist in price-cutting wars.**
11. **Give equal sales effort to all departments.**
12. **Maintain a good credit standing.**

desire to survive the coming separation of the merchandising sheep from the goats.

One "don't" has to do with the trade-in situation and it's this advice: Don't make unprofitable trade-in deals. Don't enlist the services of your store in any price-cutting war, is the Number Two bit of advice. In price-cutting bids for business if you win, you lose as well.

Many of the nation's leading dealers find that giving equal sales efforts to *all* sections of their businesses pay well, increase the size of individual purchases and help make customers come to their stores more often.

Specializing in boosting sales of radio, appliances, records and serv-

The maintenance of a good credit standing is of utmost value to the dealer. Meeting past obligations on time is usually assurance that creditors will be willing to play ball with the dealer when some certain circumstances may make him ask for some unusual terms. Good credit goes hand in hand with business survival.

The day of slipshod merchandising is past. There's a battle royal for business cooking right this moment.

The retailer who knows his stuff realizes that his business must scintillate or liquidate—and he's going to do something about it:

He's going to plan now to *stay* in business—and is going to succeed in this New Year's resolution.



How Broadcast "Time"

Widespread Survey Reveals Successful Promotions of Radio Receivers, Records and Appliances Over Local Stations

● To advertise radio receivers, electrical appliances and records, many dealers have taken to the air! Broadcast advertising has become an increasingly popular medium for these products throughout the country.

Like every other form of advertising, there is a right way and a wrong way to use radio broadcasting for these products. Successful methods have been developed through trial and error by many outstanding dealers throughout the country.

In order to bring to readers of RADIO & Television RETAILING the benefit of this accumulated experience, a country-wide survey of successful broadcasting methods has been undertaken. The facts which have been gathered are presented in this article and in others that are scheduled for future issues.

The use of broadcast advertising by dealers resolves itself into two

NETWORK AFFILIATION OF RADIO STATIONS USED

	Number of Stores Using	Percent of Total
Station is Network Affiliate	1,168	89
Station Has No Network Affiliation ..	138	11
TOTAL NUMBER OF STORES ...	1,306	100

major questions. The first is who are the dealers who have used this form of advertising successfully for radios, records and appliances and where are these dealers situated? This subject will be treated in this article.

The second is how do they use broadcasting? Later articles will show what successful technics have been developed by dealers in using this form of advertising for these products.

This survey has been limited to independent dealers. It covers 1,306 of these outlets of every type.

As might be expected, the kind of dealer who has done the most outstanding job in advertising these products over the air is the radio-appliance-music dealer who does a well rounded job of both sales and service on radio receivers, electrical appliances and phonograph records. Of all the dealers in the country who were found to use radio advertising about two out of every five (39%) were dealers of this type.

Dealers whose main line of business is electrical appliances sold on a specialty basis, comprised another 1/5 of all the stores using broadcasting for these products. Furniture stores comprised 18% of the stores that use broadcasting.

Department stores have taken to radio broadcasting for these durable goods as well as for the many

Locations and Types of Dealers Using Broadcast Advertising for Selling in This Field

Section of Country	Number of Stores Using	Percent of Total	Section of Country	Number of Stores Using	Percent of Total
NEW ENGLAND	68	5	WEST SOUTH CENTRAL	102	8
Maine			Arkansas		
New Hampshire			Louisiana		
Vermont			Oklahoma		
Massachusetts			Texas		
Rhode Island			MOUNTAIN	113	9
Connecticut			Montana		
MIDDLE ATLANTIC	146	11	New Mexico		
New York			Idaho		
Pennsylvania			Wyoming		
New Jersey			Colorado		
EAST NORTH CENTRAL	220	17	PACIFIC	148	11
Ohio			Washington		
Indiana			Oregon		
Illinois			California		
Michigan			TOTAL NUMBER OF STORES ..	1,306	100
Wisconsin					
WEST NORTH CENTRAL	139	11	Main Line of Business	Number of Stores	Percent of Total
Minnesota			RADIO - APPLIANCE - MUSIC		
Iowa			SALES AND SERVICE	508	39
Missouri			ELECTRICAL APPLIANCE SPE-		
North Dakota			CIALTY DEALERS	241	19
South Dakota			FURNITURE STORES	240	18
Nebraska			DEPARTMENT STORES	118	9
Kansas			MISCELLANEOUS OUTLETS	199	15
SOUTH ATLANTIC	246	19	TOTAL NUMBER OF STORES ..	1,306	100
Delaware					
Maryland					
District of Columbia					
Virginia					
West Virginia					
North Carolina					
South Carolina					
Georgia					
Florida					
EAST SOUTH CENTRAL	124	9			
Kentucky					
Tennessee					
Alabama					
Mississippi					

Pays Retailers

NUMBER OF RADIO STATIONS IN EACH CITY

Number of Radio Stations in City	Number of Stores Using	Percent of Total
1	810	62
2	163	12
3	115	9
4	82	6
5	59	5
6	29	2
7	15	1
8 and over	33	3
TOTAL NUMBER OF STORES ...	1,306	100

other products they handle. Although few in number in comparison to the other kinds of outlets mentioned, nevertheless 9% of all the stores that use broadcasting for these items were found to be department stores.

The remaining 15% of the stores that have used broadcast advertising for these products are miscellaneous outlets of many types that handle radio receivers, electrical appliances or phonograph records.

Entire Country Checked

In its coast-to-coast survey, RADIO & Television RETAILING found dealers in every section of the country who have used broadcast advertising for these products. About one-fifth (19%) are in the South Atlantic States, and 17% are in East North Central states.

West North Central and Pacific states each have 11% of the dealers who use this form of advertising and the Mountain states were on a par with the East South Central states in this respect.

SIZE OF RADIO STATIONS USED

Power in Watts (Daytime)	Number of Stores Using	Percent of Total
100	16	1
250	719	55
500	25	2
1,000	201	16
2,500	3	—
5,000	279	21
10,000	21	2
50,000	42	3
TOTAL NUMBER OF STORES ...	1,306	100

New England has the fewest number of dealers that use broadcasting. Even there 5% of the dealers have used this medium.

The use of radio stations by radio/appliance dealers for their products is most frequent in the smaller sized cities. About a third (34%) of all the air-advertising dealers are in cities between 25,000 and 100,000 and another one-fourth are in cities of 10,000 to 25,000.

Stores use radio stations even in the larger cities for these items since 19% of the stores were in cities between 100,000 and 500,000 and 8% were in cities of 500,000 and over. Many of these large-city stores using broadcasting are department stores.

Only 1% of the dealers use broadcasting in towns of less than 2,500 population. Only 13% of the dealers were in towns between 2,500 and 10,000.

WHERE DEALERS USE BROADCAST ADVERTISING

Size of City	Number of Stores Using	Percent of Total
Under 2,500	15	1
2,500 - 9,999	165	13
10,000 - 24,999	323	25
25,000 - 99,999	447	34
100,000 - 499,999	248	19
500,000 & over	108	8
TOTAL NUMBER OF STORES ...	1,306	100

Experience of radio-appliance-record dealers all over the country shows that small stations can best be used for these products. About three-quarters of the dealers (74%) use stations whose daytime power in watts is 1,000 watts or less. By far the most popular single size of radio station is the 250-watt station.

The remaining one-fourth of the dealers who have programs for these products on stations ranging from 5,000 to 50,000 watts are for the most part department stores and well-established large radio-appliance dealers.

Although dealers favor small stations this does not mean that they use stations exclusively that have no network affiliates. Nine out of every ten dealers (89%) advertise

these products over stations that are affiliates of some network. The remaining 11% advertise over stations having no network affiliation.

The use of radio stations to advertise appliances, radios or records, is by far most prevalent in those towns and cities where there is only one radio station. Nearly two-thirds (62%) of all the dealers are situated in a one-station town.

An additional 12% of the dealers are in towns or cities where there are two radio stations and 9% are in cities having three.

This does not mean that these products cannot be advertised over a radio station successfully even where there are a large number of stations in a city. Six percent of the dealers are in cities having four stations and 5% are in cities having

(Continued on page 142)

There's glamor in the "mike," but it may not always pay off. This survey shows where and how it will.





RADIO alcove at the Silliman store in Connecticut is dolled up with a home-like trim, but dozens of smaller sets and sample big ones are all there, ready to be played. At center is Mrs. Natalie Barry, who is manager of radio, records & appliances.

FOUR WINNERS!

• With a separate floor smartly divided among radios, appliances, records and service, Silliman's store at 95 Main St. in New Canaan, Conn., gives a feature billing to the "Big Four" and finds the results to be excellent.

The Connecticut firm has used the 4,000 sq. ft. of floor space to striking advantage. Basically, it is a large showroom "held together" by an impressive ring of indirect lights, and circled by a series of enclosures and alcoves. Four of the enclosures are offices—the rest are

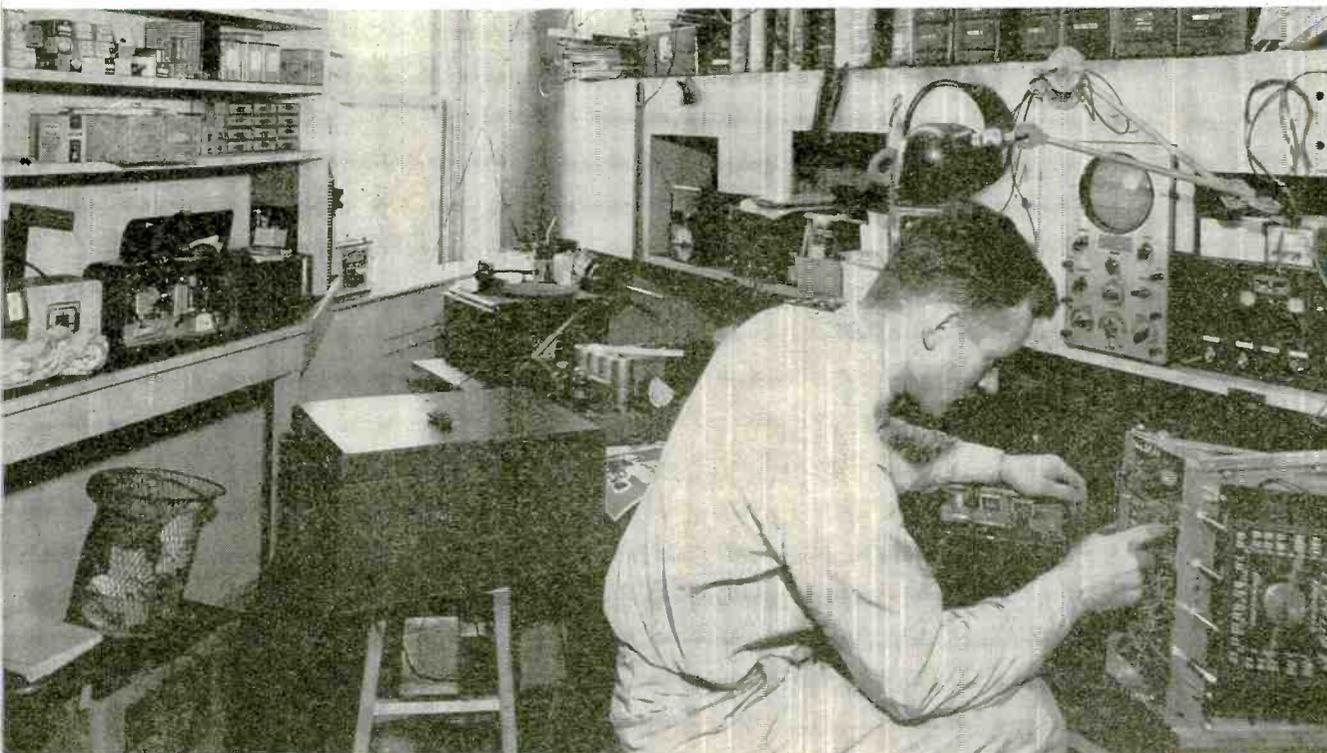
listening booths and there's a "jumbo" enclosure for the service department.

Silliman's is proud of the repair section, where a bench-full of new test equipment is housed in one of the elegant enclosures rather than relegated to a "back-room" position. Glass panels at the end of this service room give the customers a full view of the department.

New radios are shown in "alcove" style, where the new table models are spotlighted on semi-circular shelves and console units flank the

display. The store manages to get a kind of home setting in this section, by the use of floor lamps near the floor model radios.

At the moment, the record section takes more than its share of the space, as a big selection of albums is shown on four island displays of extra size. In addition, a special modernistic record "bar" is being constructed, also a unit of some size. All of these fixtures are custom built according to Silliman's own design—all of them finished in an eye-taking combination of



SERVICE dept. has compact fluorescent-lighted section of its own on the same floor. The customers get the impression that radios and disc players sold a few feet away are backed by repair facilities which include a lot of impressive test equipment and parts.

RECORDS get the biggest play, via a string of oversize, double-sided racks where hundreds of albums are displayed edgewise (on bottom shelves) as well as flat with colorful covers showing. At left is J. J. Harding, merchandise manager, assisting disc fan.



Connecticut Dealer Clicks with Radios & Service on One Side, Records & Appliances on the Other

yellow and black.

The manager of the floor is Mrs. Natalie Barry, who likes to conduct a "quality" type of business. She points out that Silliman's can exhibit letterheads dated as far back as 1880, and that the reputation of the company is well established in the area. She says that there is no need for noisy and flashy promotions in the store. Mrs. Barry has made a concentrated effort to get delivery of established higher-priced lines in radios and appliances made by familiar firms.

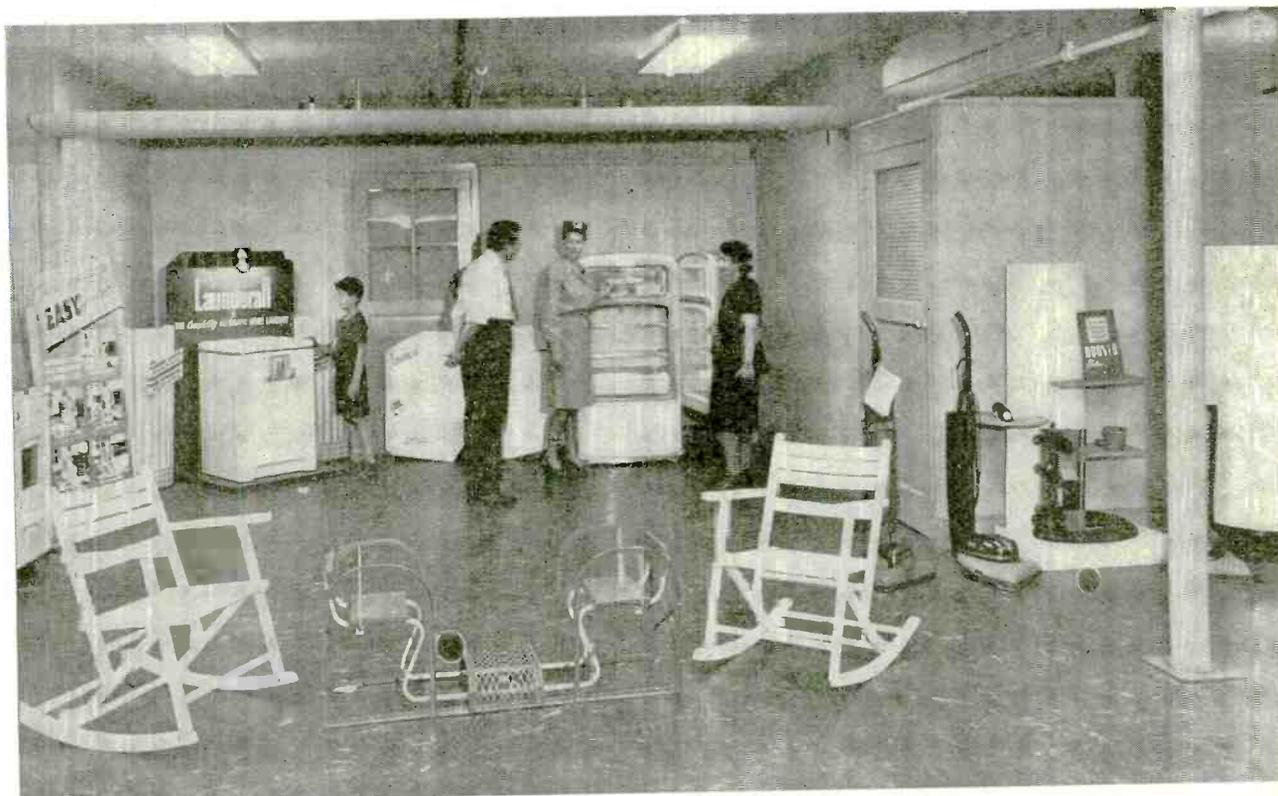
Unlike many other areas where there is less customer loyalty to a single store, and where there is less personal attention to each friend of the establishment, Silliman's has taken extra pains with its "waiting" lists. Each request from the New Canaan buyers, for a specific piece of merchandise, is treated in a formal manner and the store will go to any bookkeeping lengths to keep them in order and to notify any customer of his status. There are times when this store must necessarily be as vague as the next

retailer on the matter of deliveries, but this is not an outfit where a definite "desire to purchase" fails to reach the records of the store.

Mrs. Barry feels that this policy is appropriate to the community type of business; it is more friendly in the sense that it requires more personal attention, and yet it conveys the idea that representatives of the store are interested in something more than casual chats about when merchandise will be available. The policy is hard-boiled, in that a record is kept of whether a particular prospect actually wants to make a contract for a purchase. In a way, it means that Silliman's is dead serious in its selling.

"Big Four" Dealer Sells Radios, Records, Appliances and Service.

APPLIANCES are also shown in home-like array. Although part of the spacious quality here is due to shortages in some lines, manager Barry declares that it is still a good idea to have space for those whole-family demonstrations like the one pictured.





Distributors

**Radio-Appliance Jobbers Perform Important Services—
Rise to Occasion as Business Veers Toward Buyers' Market**

• Radio and electrical appliance jobbers the country over have just taken a new "lease on life." At the same time they are acutely aware of their responsibilities and determined to meet them adequately.

This is the conclusion that may be drawn on the basis of interviews with leading jobbers all over the country following decontrol of prices by OPA and on the threshold of 1947, the first postwar year that bids fair to approach normal conditions.

Under OPA margin "squeezes" most distributors of radios and electrical appliances had been facing a kind of slow strangulation. Whether or not they could have made money with a full flow of merchandise is a question that now will never be solved.

Looking Forward

Wholesalers are turning their attention rather to the problems that lie ahead. These largely revolve around where wholesaler and dealer discounts will stabilize and whether resulting price levels will bring permanent prosperity to the radio and electrical appliance industry.

There is being given to distributors increased discounts on some, but by no means all of the radios and electrical appliances they handle. This brings up in the minds of many the question as to what wholesalers of these products do to justify their spread.

Wholesalers who were interviewed by representatives of RADIO & Television RETAILING seem more confident than ever that they are performing vital functions in the distribution of radios and electrical appliances that justify even greater margins than they expect to receive. Jobbers mentioned a great variety of these services that one of them summed up as "covering

the waterfront" for the maker.

Radio and appliance dealers seldom question their own place in the distribution setup because they realize the vital nature of the functions they perform.

It is interesting to notice that when asked about the necessity of their functions most wholesalers are absolutely confident that they occupy a most vital place in the distribution of radios and electrical appliances. Their confidence in the necessity for their business arises from their first-hand knowledge of what they do to contribute to the industry.

A wholesaler situated in a major market area sees himself as doing the same thing in distributing radios and electrical appliances that the factory itself does in assembling and fabricating the raw materials that go into the production of these products. He is a center and he can see clearly that he can do this work of distribution far more ef-

ficiently on such products as electrical appliances and radios than can the manufacturer himself.

For example, warehousing is a fundamental function that looms large in this field because major appliances and radios are both bulky and heavy. The distributor carries the products of many manufacturers in his single warehouse where without him they would have to build separate warehouses of their own to cover his market area. Obviously the savings to the manufacturers are great.

The radio and appliance dealer also can profit from this situation in several ways. He can often buy in smaller quantities and still get the same discount than as if he bought direct from the manufacturer. He may save on transportation charges and he has less investment tied up on stocks of these expensive products on his floor.

It is quite true that in some other fields of distribution, like groceries

Wholesale salesmen get special training designed to aid the retailer.



Remain Vital Link

and drugs, it has paid manufacturers to set up their own factory branches at least in some more densely populated sections. Chain stores likewise have undertaken the warehousing function in these kinds of goods.

To distributors of radios and appliances, however, the factory-branch and chain-store bugaboo of the 1930's seems far removed today. The fundamental reason seems to be that the number of radio and appliance dealers, though growing, is still far less than that for convenience good items. Therefore, it does not usually pay either manufacturers or chain organizations to set up radio appliance stores and warehouses to serve them that must be scattered over such wide areas.

Specialty Training Needed

Then, too, radios and electrical appliances are still specialty products that require personal salesmanship and merchandising ability of a high order. Unlike packaged food and drug items that are sold on largely a mechanical basis, they need the personal administration of dealers and the training that suppliers can provide.

Wholesalers point with justifiable pride to the many steps they have taken since the end of the war to help their dealers merchandise the products they handle. Training programs of all kinds have been especially prevalent during the past year. They have ranged all the way from sales meetings and service schools to individual instructions of "green" dealer employes by individual jobber salesmen.

With a return of more normal discounts and in the prospect of a renewal of competitive selling, many wholesalers state that they plan to intensify their dealer training program during 1947.

Wholesalers also point out that year in and year out their salesmen cover the trade on an intensive basis in their area. Because their salesmen represent several manufacturers, they can do a more efficient job at less cost than could the manufacturers who would have to employ a separate sales force for

each product that the jobber salesman carries in combination.

Wholesalers are quick to point out, however, that "doubling up" of products with salesmen has its limitations. Some wholesalers provide the necessary emphasis on each individual line by having salesmen talk about one product only on each call they make on a dealer. Other wholesalers break down their products into several categories and have a separate salesman for each one.

Wholesalers point out that they supply to dealers a variety of sales helps, display material and advertising assistance. Some of these are merely handled in behalf of the manufacturer. Other helps originate with wholesalers and are geared to the needs of the particular locality they serve.

Credit is a most important phase of the distribution of radios and electrical appliances and bids fair to be still more important in the future. Jobbers feel that with the price level of the country rising everywhere, there will be a quicker return to the purchase of radios

and appliances on credit than would have occurred under a static price level.

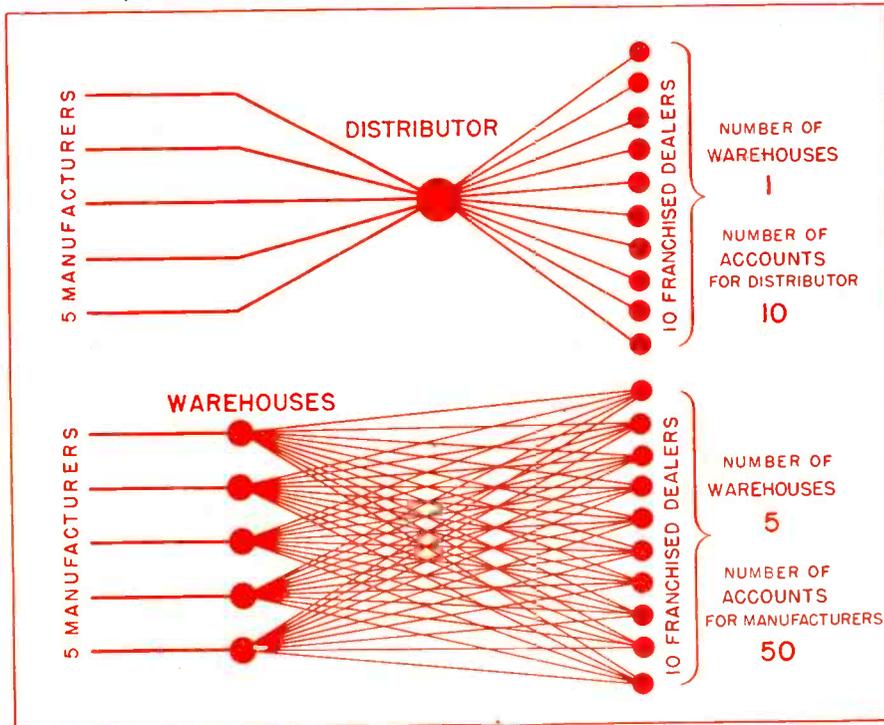
Jobbers relieve manufacturers of some of the credit burden and enable manufacturers to concentrate more of their working capital on inventories of raw materials and goods in process. They also assist the radio-appliance dealer materially by extending credit facilities when he deserves them.

Financing Services

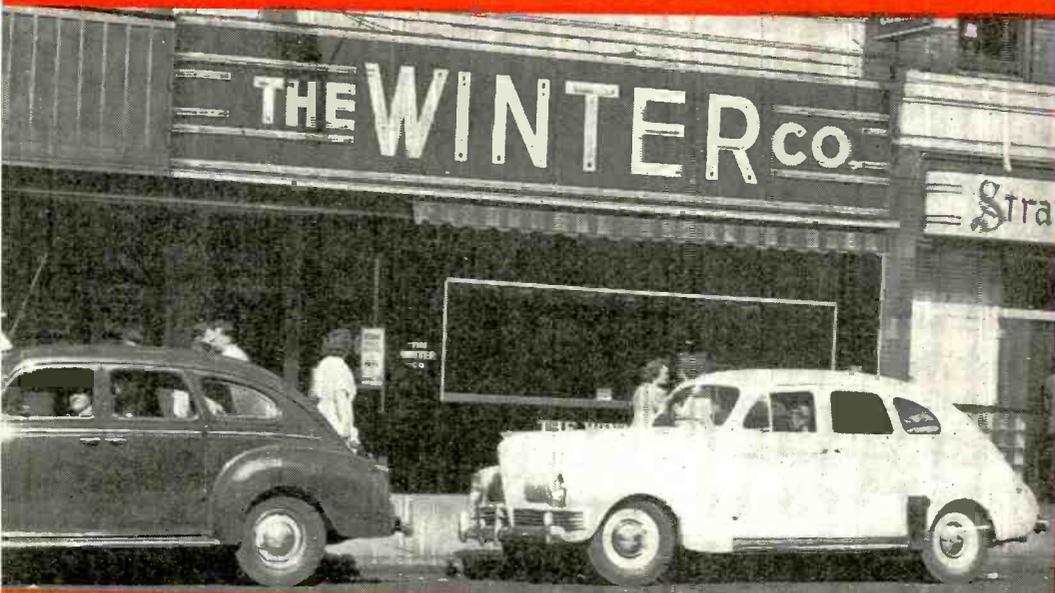
Many wholesalers are, of course, tying in with the instalment plans sponsored by manufacturers, but others report they have built alternative instalment plans for the dealer. They have made these deals both with commercial credit houses and with banks.

Having emerged from the post-war "dimout," the radio and appliance wholesaler seems in a stronger position than ever and in the present conditions of change he is proving once more that in this durable goods field he is the most efficient means of handling radios and electrical appliances.

This schematic diagram reveals why the radio-appliance distributor is essential. With him, any five manufacturers need only one warehouse—without him, five. Where the distributor has but 10 accounts, the five factories would require 50. With more accounts savings are greater.



DeLuxe Sales & Service



The \$3000 'invisible' glass window at this Pennsylvania store is effective enough to be the focal point of the entire first-floor layout. Floor displays are easily visible from the street.

**Retailer Hikes Profits
by Giving Pennsylvania
a "Super" Kind of a Store**

• The modernization of The Winter Company, Erie, Pa., has been completed at a cost of some \$25,000, and the store officials are proudly calling the place the "super" electrical appliance and music store of their part of the country.

"We know that the word 'super' is overworked these days," says R. R. Brown, general sales manager of the firm, "but we believe that it describes our new store and we think we are leaders in this area after 63 years in the business."

Emphasis is on the up-to-the-second merchandising of a big variety of products, but service goes with sales, and the maintenance department got a re-vamping also. In the basement, for instance, the racks and bins for replacement

parts have been streamlined. And none of the staff does any repairing or adjusting unless he is factory trained.

The general modernization program has included complete redecorating inside, segregation and expansion of various departments such as the record bar and the refrigerator section, new powerful lighting fixtures and adjustable spotlights for floor displays, and the building of a second floor display island that is visible through the \$3,000 invisible glass front window.

"The whole first floor layout is planned around this unique window," said Mr. Brown. "This window has attracted attention for years. It is 18 feet long, about 6

feet high beginning about knee level on the sidewalk, and the curved 'invisible' glass stops a great number of passersby daily.

"We've always used this depth of vision into the store to good advantage, stopping traffic with wide glistening displays of appliances, pianos, electrical organs, records or whatever was being given special selling emphasis from day to day. With the remodeling done, this display area visible from the sidewalk is tripled, extending to a depth of 75 feet into the store.

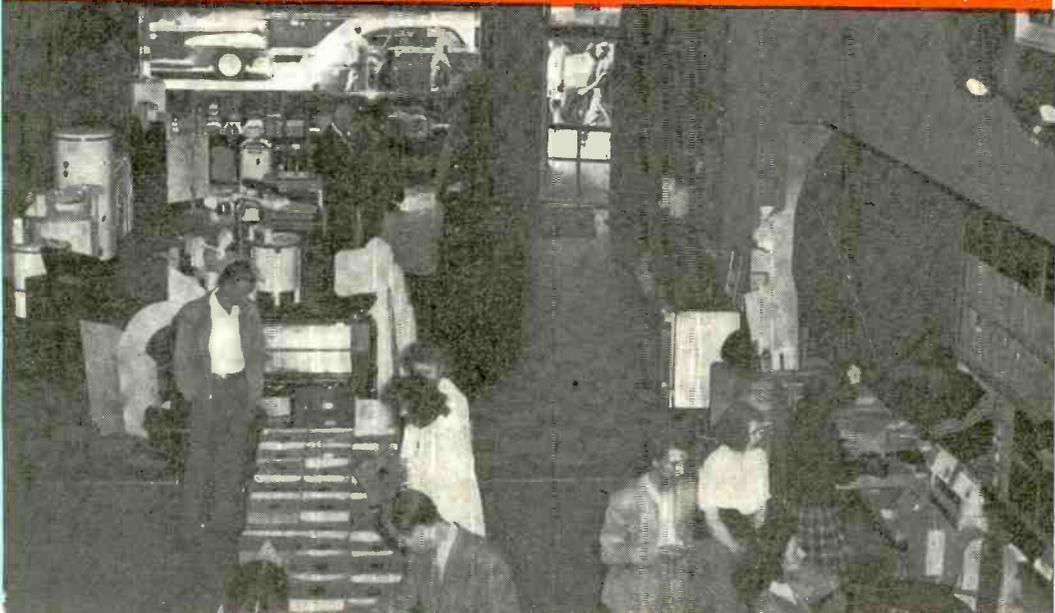
"We have removed a partition with an arched doorway that practically divided the first floor into two rooms. Large lines of appliances, such as ranges, stoves and refrigerators, are staggered throughout this area, as an invitation to anyone who passes.

"The record department has been enlarged and put on the left side of the first floor beneath two unique palette-like, interior-lighted displays of musical artists high on the wall. The store is about 20 feet deep, ceiling to floor, and the second floor is really a balcony with a sweeping, carpeted stairway on the right."

Three air-conditioned record booths are next to the record sales counter. Self-service racks invite heavy buying.

Fluorescent lighting is now used throughout, with 14 individual

The busy main-floor area of the Winter Co. store is flanked by inset wall displays and balcony sales space. Fourteen spot lights in ceiling installations are used to feature new products.





Currently featured radios are kept on the first floor, and here Frank Sampieri of the Winter Co. staff shows one. Other sets fill the mezzanine.

"spots" in the lines of tubing over the main part of the first floor. These "spots" can be turned to highlight any selected area of the floor below that is to be emphasized for special selling efforts.

A huge, graduated display rack along the right side of the store opposite the record department is used to show traffic appliances of every description, while radios, besides occupying some areas of the first floor, are given the entire mezzanine, or balcony.

"In line with having 'super' tagged to our name, we are increasing the number of brand names of radios, refrigerators, ranges, washers and all appliances to include practically everything in the field, from the lowest price

range to the highest," stated Mr. Brown. "We want our customers to see, hear and compare all of the world's best radios and radio-phonographs side by side. We intend to satisfy everyone, from those who wish to buy a \$22.50 table model radio to those who can afford to go into the \$2,500 field.

"We have always believed that there is a very definite tie-up between record retailing and the selling of radios and radio-phonographs," declared Mr. Brown, "and the remodeling has made this merchandising phase easier. For instance, we have cultivated customers who come in and spend from \$50 to \$100 on records alone. These people are now invited to step to our mezzanine record department

with a wide selection of records of their own choice. There the records are played on the finest radio-phonographs that money can buy, and the customer unconsciously becomes attached to the machine which he sees and uses during this period of listening."

Promotion has included all kinds of advertising, including newspapers, radio, billboards, bus cards and direct mail to 5,000 people at one time, depending upon the availability of the featured product.

Ticket Sales Help

"We have carried out one other kind of promotion that has always been gratifying in sales results," explained Mr. Brown. "This is the use of our store as a 'ticket center' for the community. We do this, of course, to increase store traffic. Concerts, dances with name bands, civic occasions and even circuses—tickets for these events are always obtainable in our store. Every department of the store has realized increased sales while ticket-selling goes on."

Last year, with appliance stores mushrooming all over the country and consequently all over Erie, too, The Winter Co. management made a study of employee relations in order to strengthen good will and avoid a high turnover among the

(Continued on page 142)

George J. Winter and his son, George Jr., say that the \$25,000 remodeling job done on their store paid off—better stocks and displays of brand-name products have meant better profits





Jones and Gooding now enjoy this view of the main floor from their mezzanine offices because they often "got their hands dirty" doing repairs.

Make Friends—Make Money!

Customers Won by Sound Policy on Service Throng to New Location

• When Jones & Gooding opened their new store at 3158 W. Cary Street, Richmond, Virginia, they called it a "grand opening." They should have called it a reunion.

True, they had all the fanfare of a good store opening. They broadcast a radio program direct from the store the first night.

For several nights they distributed novelties to every visitor. The crowds were enormous.

Yet someone in the organization knew nearly everyone who entered the store. Jones & Gooding have either sold or serviced electrical appliances and radios for most of the good homes in Richmond.

They can count these people as their friends. Through the years they have sold products, kept them in repair, and then made repeat sales.

In doing so, they have moved to

larger quarters several times. The latest move gives them a main floor and a basement, each 30 by 96 feet. Their last store was a single floor 15 by 75.

Draws Window Shoppers

The store is situated on one end of a U-shaped park-and-shop trading center. This center has a variety of stores, including a super-market.

As people approach this center, they can see into the entire interior of the store at a glance. The whole side and front are covered by plate glass.

There is one entrance on an



This is a partial view of the parts and service department in the basement. The firm tries to maintain a complete stock of parts on all makes of appliances handled.

"Opening Night" at Jones & Gooding. The same view as on the opposite page, but with something new added—hundreds of excited visitors, most of them old customers for the firm's products or services.

angle at the corner of the store, and a second entrance at the rear. Between these, a marquee stretches overhead the full length of the side. This provides shade in sunny weather and permits people to stand and window-shop even in the rain.

The interior has been made inviting by the installation of modern fixtures designed for this store. Fluorescent strip lighting provides brilliant illumination. The building is also fitted for acoustical ceilings, to cut down noises from radios, phonographs and records being played.

Main Floor for Traffic

There is an enclosed balcony in the rear of the main floor, separated with plate glass windows, to house the offices. There is also a hallway entrance to the rear to permit loading and unloading, though most of this is done at the front of the store.

The main floor is devoted largely to the sale of traffic items. Major electrical appliances are sold in the basement.

"In designing the store interior," Harvey M. Jones explained, "we wanted to make it easy for people to reach the basement. When we signed the lease, there was a small stairway on one side.

"We realized many people would feel that staircase might be just for the use of the employees of the store. So we had it removed.

"In its place we had constructed a staircase five feet wide right in the middle of the main floor. This center location invites customers to visit the basement."

Customers who turn to the left at the foot of the stairs find a complete basement sales area for large appliances. Featured here are several model kitchens and laundries. Among these, there is one "live" model kitchen and one completely plumbed-in and equipped laundry room.

"There is a tremendous demand



for kitchens," said Jones. "We expect to do a large volume.

"We employ a home economist who conducts cooking schools in our model kitchen. From time to time we shall have factory representatives for special demonstrations."

Customers who turn to the right at the foot of the stairs find a parts department for major appliances. The store sells these parts to other dealers and to customers who wish to make their own repairs.

The parts business is an outgrowth of the large volume of service work which has always been done by Jones & Gooding. The firm has always asked for service-and-sales franchises instead of just a sales franchise for each line it handles.

"We sell, install and service every line of major electrical appliance

we handle," explained George R. Gooding. "In that way, we take care of our customers more promptly and keep them better satisfied.

"This keeps us in closer contact with our customers than we could be if we turned repair work over to the distributor. I don't know of any better way to make and hold friends."

Huge Service Volume

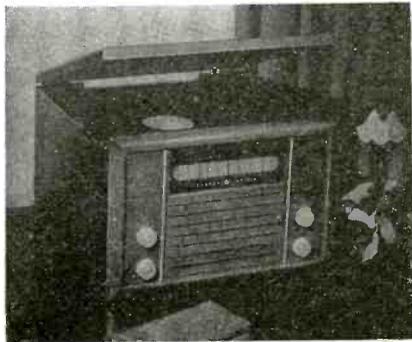
The large number of these friends that have been made can be gauged by the volume of service work done. This exceeds \$50,000 a year.

John A. Valdrighi, service manager, directs a staff of five repair men, who work exclusively on major appliances. This is done in a shop in the rear, to eliminate dirt

(Continued on page 125)

Crowds the first night were so great that even with police help some failed to get in. This is the "pay-off" for a lifetime of good service, plus top-flight publicity.





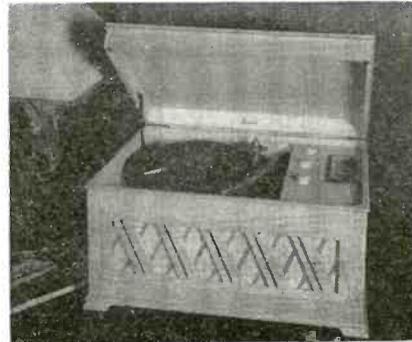
GE COMBO

Model 303 (1947) table radio-phonograph combination, tuning 540 to 1600 kc, superhet with 6 tubes. GE automatic record changer (Model P1). Undistorted power output of 3 watts, 6" Alnico PM speaker. Magnetic type phono pickup. Modern style cabinet measures 10-7/16" high by 16" wide by 15 5/8" deep. Beam-A-Scope loop antenna enclosed. Electronics Dept., General Electric Co., Bridgeport, Conn.—RADIO & Television RETAILING



Crosley RADIO

"Minuette" table Model 56-TH tuning 540 to 1600 kc, ac-dc. Retractable carrying handle, enclosed loop antenna. Beam power output, PM speaker, automatic sensitivity control, 4 radio tubes plus rectifier. Slide rule dial. Ivory plastic cabinet measures 7" high by 10 3/4" wide by 6 3/4" deep. The Crosley Corp., Manufacturing Division, Cincinnati 25, Ohio.—RADIO & Television RETAILING



Aviola COMBO

Deluxe Model 608 combination, 6 tubes with rectifier, two-gang condenser, standard broadcast. Slide rule vertical dial, 6" Alnico speaker. Franklin air loop. Automatic die-cast changer playing ten 10" or 12" records with crystal pickup, long-life needle. Selected plywood cabinet, in brown hand-rubbed finish, or desert blonde. Aviola Radio Corp., Phoenix, Ariz.—RADIO & Television RETAILING

Autocrat RADIO

Model R-547 table unit, 5-tube superhet receiver with Alnico PM speaker. Cabinet in blonde finish. Autocrat Radio Co., 3855 N. Hamilton Ave., Chicago 18, Ill.—RADIO & Television RETAILING

Capehart FM COMBO

Model 413N "Chippendale" Capehart combination with standard, FM and short wave bands, one of new Panamuse and Capehart models (all with FM) shown by Farnsworth. De luxe Capehart record changer handles up to 20 discs, 10" and 12" intermixed—plays both sides continuously. Changer will play one side of records in stack, then opposite sides in sequence. Radio unit has 15 tubes plus tuning indicator and one amplifier tube for same, military type wiring, plate glass escutcheon. Amplifier unit (separate from radio tuner) has another 8 tubes including two rectifiers; 18 1/2 watts undistorted output. Auditorium type 15" low frequency speaker, plus one horn type speaker for treble. Capehart units start at \$965. Farnsworth Television & Radio Corp., Capehart Sales Division, Ft. Wayne, Ind.—RADIO & Television RETAILING

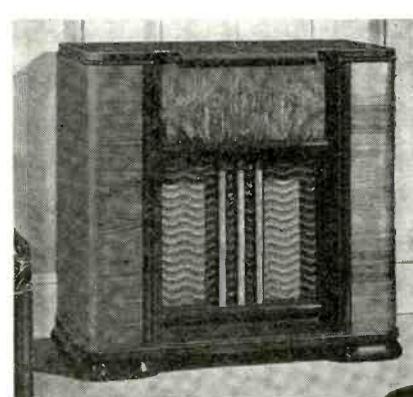
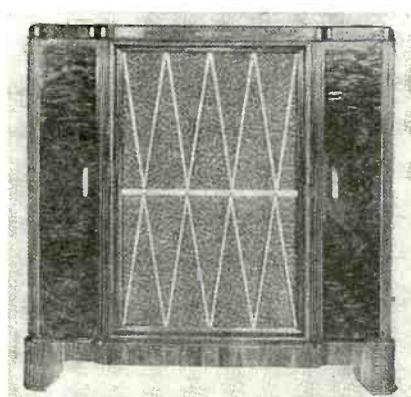
RCA AM-FM COMBO

Model 612V2 de luxe radio-phonograph console with three bands, FM, AM, short wave, automatic record changer. Eleven tubes plus rectifier, push-button tuning on both AM and FM bands. Ten watts push-pull power output, 3-band dial—automatic illumination for only one in use. Three built-in antennas—one for each band; connection for outside aerial. Receptacle for tele adapter, 12" dynamic speaker, two continuous tone controls. Changer plays twelve 10" or ten 12" discs. "Silent Sapphire" permanent point, new style turntable for record protection. Contemporary style cabinet in butt walnut, mahogany or blonde veneers. Record storage space. RCA Victor Division, Radio Corp. of America, Camden, N. J.—RADIO & Television RETAILING

Bendix AM-FM COMBO

Model 847-B (formerly 747-B) console radio-phonograph combination with FM. Now uses stage of rf amplification and 3-gang tuning on FM. Seven tubes plus rectifier. Tunes 540 to 1620 kc on standard broadcast; 88 to 108 mc for FM. Continuous master tone control, 10" Alnico 5 speaker, bass tone compensation, built-in dipole antenna for FM—"Super Signal" aerial for standard. Automatically plays and changes twelve 10" or ten 12" discs—single button control. Featherweight crystal pickup, long-life needle of semi-precious alloy. Record storage space next to changer. Contemporary styled walnut finish cabinet. Measures 33" high by 34 1/2" wide by 18-3/16" deep. Radio Division, Bendix Aviation Corp., Baltimore 4, Md.—RADIO & Television RETAILING

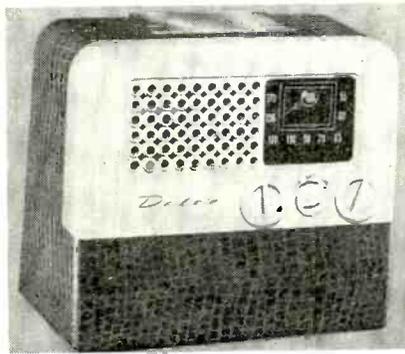
New Sets for





Electro-Tone COMBO

Model 712 portable radio-phonograph combination, with 6-tube receiver and manual record player. Automatic volume and tone control, Alnico 5 PM speaker. "Vertical dial" with four controls alongside. Carrying case of leatherette. \$69.95. Electro-Tone Corp., 221 Hudson St., Hoboken, N. J. Nationally distributed by Monarch Sales Co., Inc., 13 E. 16th St., New York 3, N. Y.—RADIO & Television RETAILING



Delco RADIO

Model R-1409 three-way portable receiver tuning 550 to 1700 kc, 5 tubes plus rectifier. Operates an ac, dc or battery—self-contained battery charger. Covered with alligator-grain fabric—plastic front, flat-design controls. Streamlined, folding handle. Measures 11 $\frac{3}{4}$ " wide by 10 $\frac{1}{2}$ " wide by 6 $\frac{1}{2}$ " deep. Delco Radio Division, General Motors Corp., Kokomo, Ind.—RADIO & Television RETAILING



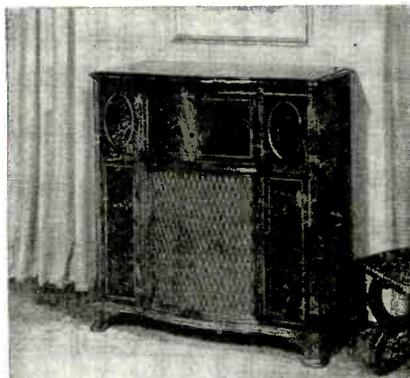
Philco FARM RADIO

Model 142 table receiver for farms, superhet, tuning 540 to 1600 kc. Five loktal type tubes, standard battery pack concealed inside cabinet. Automatic "on-off flag," dual push-pull pentode audio system, PM dynamic speaker. Four-color inclined horizontal dial. Streamlined ivory plastic cabinet measures 9 $\frac{1}{2}$ " high by 15 $\frac{1}{2}$ " wide by 8 $\frac{1}{4}$ " deep. \$44.95 (less batteries) in Zone 1. Philco Corp., Tioga & C Streets, Philadelphia, Pa.—RADIO & Television RETAILING

1947 Selling

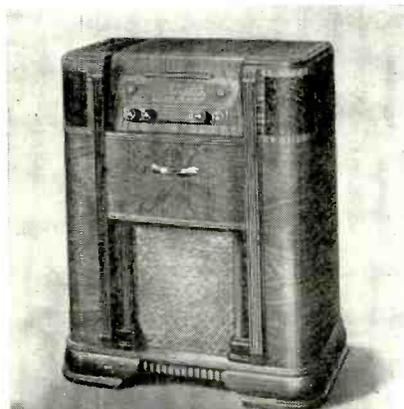
Stromberg-Carlson FM COMBINATION

Model 1121-PLM console radio-phonograph FM combination, 8 push buttons for either AM or FM. Two FM bands, standard broadcast, and spread-band short wave. Edge-lighted dial, 12" speaker, floating suspension. Built-in loop antenna, automatic volume control, tone control. Automatic changer plays ten 12" or twelve 10" records, with featherweight crystal pickup. Extra album storage space provided at sides of wide grille. Cabinet has contemporary styling, bow front, balanced double-lift lids, Honduras swirl mahogany. (Model 1121-PLW is walnut.) Measures 36 $\frac{1}{2}$ " high by 36" wide by 18" deep. Stromberg-Carlson Co., Rochester 3, N. Y.—RADIO & Television RETAILING



Motorola AM-FM COMBO

Model 95F33 radio-phonograph with three bands—FM (88 to 108 mc.), standard broadcast (535 to 1620 kc.) and short wave 5500 to 12,200 kc. including 49, 31, and 25 meter bands. Eight tubes plus rectifier, ac, 6 push buttons for both FM and standard. Push-pull, 10" electro-dynamic speaker, tone control, Aero-Vane loop antenna plus special built-in antenna for FM. Floating Action record changer handles ten 10" or eight 12" discs. "Roll-O-Matic" player glides out for convenient placing of discs. Walnut veneer cabinet measures 39" high by 30" wide by 17" deep. Galvin Mfg. Corp., 4545 Augusta Blvd., Chicago, Ill.—RADIO & Television RETAILING



Mail-A-Voice RECORDER

Magnetic recording device, to record and reproduce the human voice on paper blanks that can be folded and mailed. Suggested for personal greetings, business correspondence, salesman's reports, radio checks on commercials, private letters, etc. Folded recordings will fit regular envelope—cost a few cents each, and may be erased and used over or filed for permanent record. Simplicity of operation emphasized in design. \$49.50. Brush Development Co., 3405 Perkins Ave., Cleveland 14, Ohio.—RADIO & Television RETAILING

Dearborn COMBINATION

Model 500W console type radio-phonograph combination. Six-tube radio, slide rule dial. Automatic record changer, extra record storage space provided. Hardwood cabinet in walnut finish measures 35" high by 19" deep by 21" wide. (Model 500B has cabinet of light Swedish modern finish.) Dearborn Industries, 122 W. Hubbard St., Chicago 10, Ill.—RADIO & Television RETAILING



New Lines for New Year

National Union RADIO



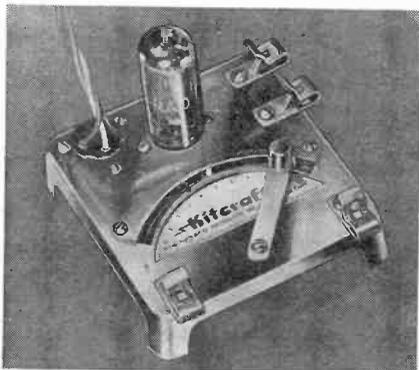
Companion Model 571, ac-dc superhet table model with automatic volume control. Built-in antenna, 5 tubes, 2-gang air condenser tuning. Slide-rule dial, illuminated. All-wood cabinet—walnut veneer. Measures 13 5/16" by 7 7/8" by 8 1/8". National Union Radio Corp., 57 State St., Newark 2, N. J.—RADIO & Television RETAILING

Electron-O KITS

Series of four hobby toy construction kits, containing complete parts for record player, turntable motor, crystal reproducer, cabinet, amplifier with microphone, speaker and baffle box. Simplified diagrams and pictorial charts supplied for assembling the units. Each kit of series can be operated separately or in conjunction with others. Designers rate amplifier powerful enough to fill large room. Priced from \$7.25 to \$16.95. Hudson American Corp., 25 W. 43rd St., New York 18, N. Y.—RADIO & Television RETAILING

Kitcraft RADIO KIT

Model 200 miniature tube radio receiver construction kit with metal chassis. One-tube detector and amplifier designed around 1L-4 high mu pentode tube. Operates on single-cell battery for filament supply and from 22 1/2 to 90 volts for B supply. Current drain kept low, to insure long life of smallest batteries. No soldering required. Complete diagrams included with building and operating instructions. Packed 24 to the case. Comes in 2-tone setup



box—sells at \$6. Laco Products, Inc., 614 N. San Vincente Blvd., Los Angeles 46, Calif.—RADIO & Television RETAILING

Workshop TELEVISION ANTENNA

Three-element television receiving antenna in Models TV-57, TV-63, TV-69, TV-79 and TV-85, for video channels 2, 3, 4, 5, and 6 respectively. Comes complete with all necessary parts, including 8-ft. mast with mounting brackets, etc. Complete assembly designed to withstand high winds. Standard low-loss coaxial cable (such as RG-8/U, RG-11/U, and RG-59/U) recommended for use with this unit. \$28.50 each, without cable. The Workshop Associates, 66 Needham St., Newton Highlands 61, Mass.—RADIO & Television RETAILING

Dictograph ELECTRONIC INTERCOM



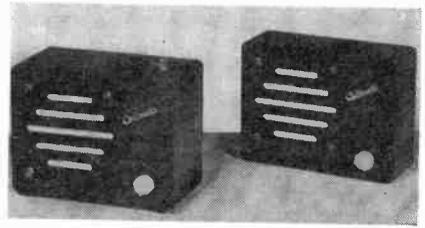
"Electronic" model intercommunication system, with emphasis on low cost, new styling and general flexibility. Master station has 10-call capacity, including other masters. Incoming call indicator; all-call paging optional. Sub-stations provide single call to master stations only; privacy and call-back features optional. Dictograph Products, Inc., 580 Fifth Ave., New York 19, N. Y.—RADIO & Television RETAILING

Hart WIRE RECORDER

Compact, magazine-loading wire recording and reproducing unit with "Feather-Touch" loading feature, for homes, offices, schools, etc. Records on fine wire which comes in three sizes of magazines—for 15 min., 30 min., or 1 hour of recording. Elapsed-time indicator automatically adjusts to magazine size. Magazines are approximate size of pocket-size book and may be cleared, or partially cleared or revised, for reuse. Hand-controlled, back-spacing device for correction of errors or repetition of phrases. Automatic stop at start and finish of each reel. Sturdy streamlined cabinet measures 6" by 6" by 12". Weighs 30 lbs. Frederick Hart & Co., Inc., 350 Madison Ave., New York 17, N. Y.—RADIO & Television RETAILING

Callmaster INTERCOM

Model CM-10 intercommunicator, one sub-station and master with 4" PM speakers, 3-tube amplifier. Designed for easy installation, ac or dc, 115 volts. Sold complete with 50 ft. connecting wire, 25 watts power consumption. Recommended for nursery use as "baby listener," besides general intercommunication for homes, offices, stores,



farms, factories, etc. Plastic cabinets. \$33.50. Lyman Electronic Corp., 12 Cass St., Springfield 4, Mass.—RADIO & Television RETAILING

Air King COMBO

Model 47-04 "Crown Princess" radio-phono table combination with automatic changer handling 10" or 12" records. Six tubes (including rectifier), two dual-purpose tubes. Superhet radio with Alnico 5 speaker. Automatic volume control, beam power output, full range tone control, edge-lighted dial. Built-in loop aerial. Featherweight tone arm, permanent needle, crystal pickup. Simply



styled, satin walnut finish. Air King Products Co., Inc., 1523-29 63rd St., Brooklyn 19, N. Y.—RADIO & Television RETAILING

ECA RADIO

Model 132 table receiver, ac-dc superhet with 4-knob control. Continuously variable tone control, 3 watts undistorted output. Seven tubes including rectifiers, 6" Alnico 5 speaker. Styled



with emphasis on simplicity of line. Electronic Corp. of America, 170-53rd St., Brooklyn, N. Y.—RADIO & Television RETAILING

(Continued on page 56)

This *New* Promotion Re-affirms an *Old* Policy

FROM the first announcements of the new Meck plan for producing "Trail-Blazer" radio receivers, one theme has dominated our merchandising:

"Radio specialists have the leadership now—you deserve to keep it continuously through the post-war period. We will do everything possible to maintain the public's acceptance of the dealer—because we know that the best sets will be sold by these 'men who know radio best'."

Check the engineering—you'll find "Trail-Blazer" sets live up to this standard.

Check this new SERVICE promotion aimed to maintain public confidence in YOU. This whole program—national and local advertising, posters, direct mail, and sales helps—is built for YOU. Ask your Meck "Trail-Blazer" jobber about it today.

John Meck



Advertising in the Saturday Evening Post



Tie-in Ad Mats for Meck Dealers



Counter Cards



Window Posters



Mailing Cards



Neon Signs



MECK RADIOS

John Meck Industries, Inc., Plymouth, Ind., U. S. A.

More New Lines Ready

Clarion PORTABLE RADIO

Model 11011 — "The Holiday" — three-way portable superhet, ac, dc, or batteries. Uses selenium type dry disc rectifier, providing instant warm-up, improved output and amplification, cooler operation for increased battery life. Super-Interceptor loop antenna built in around cabinet frame, plus connection for outside antenna. Safety-designed so that electric line power cannot be connected while battery is in operation. Lightweight. Cabinet covered in sport



style luggage fabric, plastic grille and recessed control knobs. Measures 10 1/4" high by 10 1/2" wide by 5 5/8" deep. Warwick Mfg. Corp., 4640 W. Harrison St., Chicago 44, Ill.—RADIO & Television RETAILING

Audar PORTABLE COMBO

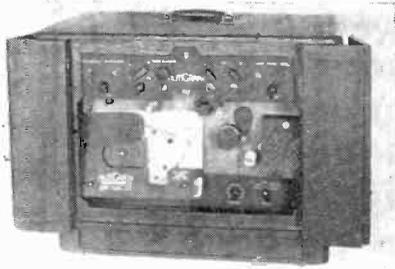
Model PR-6 portable radio phonograph, tuning 550 to 1600 kc. Crystal pickup plays 10" or 12" discs manually. Three controls adjacent to radio



unit. Case covered with brown leatherette with cream trim. \$59.95. Audar, Inc., Argos, Ind.—RADIO & Television RETAILING

Filmgraph RECORDER

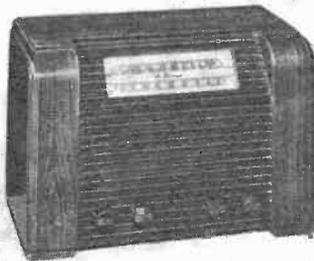
Model CMT automatic tape recorder and reproducer, with "Audio Self-Start-Stop-Kontrol" feature, whereby the transmission of voice through microphone or telephone starts the unit; then voice stops, the unit shuts off. Provides continuous and permanent recording up to 11 hours with no attention. Designed for economic use for tele-



phone conversations, conferences, interviews, lectures, etc., Will also transcribe (reproduce or play back) instantly recorded matter through earphones, "soft" or large speakers. Equipped with "secretary calling and intercommunicating" device. When used with "Telemike" will record two- or multiple-way telephone conversations on thin safety film at estimated cost of 5c per hour. Miles Reproducer Co., Inc., 812 Broadway, New York 3, N. Y.—RADIO & Television RETAILING

Ferrar RADIO

Model TA-63B table receiver, tuning broadcast band of 537 to 1660 kc and shortwave band of 5.5 to 20.5 mc. Six tubes including rectifier, ac-dc superhet, 3-gang variable condenser. Variable tone control, 6 1/2" Alnico 5 speaker, power output of 2 watts. Walnut



cabinet measures 15 1/2" long by 10 1/4" high by 8" deep. Weighs 15 lbs. Ferrar Radio & Television Corp., 55 W. 26th St., New York 10, N. Y.—RADIO & Television RETAILING

Emerson RADIO

Model 512 table receiver, ac-dc. PM dynamic speaker with Alnico 5. Built-in Super Loop, incorporates "Miracle Tone" feature. "Visio" dial on two-tone wal-



nut grained cabinet. \$37.75. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York 11, N. Y.—RADIO & Television RETAILING

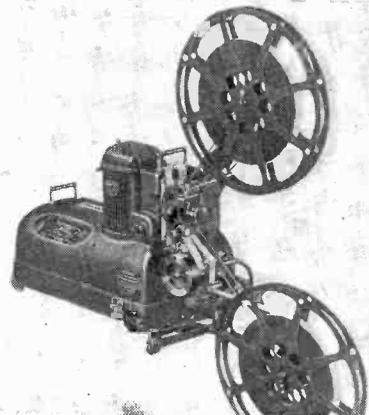
Apex COMBO



Model 202 radio-phonograph table unit, ac-dc superhet, 6 tubes including rectifier, automatic record changer playing twelve 10" or ten 12" discs. Tunes 550 to 1700 kc, built-in loop antenna, automatic volume control, slide rule dial, Alnico 5 PM speaker. Cabinet of walnut veneers measures 12" by 15 1/2" by 16 1/2". Weighs 27 lbs. Apex Radio & Television Corp., 192 Lexington Ave., New York 16, N. Y.—RADIO & Television RETAILING

Amprosound PROJECTOR

"Premier 20" model sound-on-film 16mm. projector for movies in homes, classrooms, factories, etc. For both silent and sound film speeds; new swing-out film gate. Equipped with 2" lens (f1.6) replaceable with up to 4" lens. Reel arms for 2,000 ft. permanent-



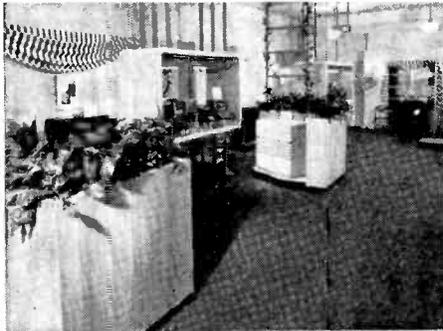
ly attached. Jensen 12" PM speaker. Consumes 1350 watts. Light source is 750 or 1000 watt incandescent lamp—medium pre-focused base. Finished in bronze; comes complete with lens, lamps, speaker and new luggage-type carrying cases. Ampro Corp., 2835 N. Western Ave., Chicago 18, Ill.—RADIO & Television RETAILING

Sparton



Close harmony in the Sparton Family

S.C.M.P. that is our plan*
We're glad we're in the Sparton clan
Distribution turns the trick
Sparton's exclusive dealers CLICK!
Our song rolls out from East to West
Spartons are cheaper — and they are best
Jealous rivals, to a man,
All envy our Sparton Plan.



You'll find Sparton dealers at Booth 17P-42-43 (17th Floor) during the Chicago January Furniture Market, January 6th to 18th, 1947. You're cordially invited to stop in and see and hear for yourself why so many voices are praising the new Spartons—and why S.C.M.P.* is the most talked of selling plan in the business.

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.

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.					
	Home AM-FM	Combinations	Television	Auto Radio	Amateur	Commercial*
Abbott Instrument, Inc., 8 W. 18th St., New York, N. Y.
Admiral Corp., 3800 W. Cortland St., Chicago, Ill.
Aero Communications Co., 231 Main St., Hempstead, L. I.
Air Associates, Inc., 5827 W. Century Blvd., Los Angeles 45, Calif.
Air Communications Co., 2233 Grand Ave., Kansas City, Mo.
Airon-Corp., Fairfax & Funston Rds., Kansas City, Kans.
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.
Andrea Radio Corp., 43-20 34th St., Long Island City, N. Y.
Ansley Radio Corp., 41 St. Joes 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.
Autoerat Radio Co., 3855 N. Hamilton Ave., Chicago.
Automatic Radio Mfg. Co., Inc., 122 Brookline Ave., Boston.
Aviola Radio Corp., Phoenix, Ariz.
Baronette Radio & Tube Corp., 220 Fifth Ave., New York, N. Y.
Barr Electric Co., 1314 Forest Ave., Dallas, Texas.
Raz 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., 15 Ave. "A", New York 3, N. Y.
Cavalade Industries, 39 S. La Salle St., Chicago, Ill.
City Radio Co., 504-6 E. Washington St., Phoenix, Ariz.
Gollins Radio Co., 2920 First Ave., Cedar Rapids, Iowa.
Colonial Radio Corp., 254 Rano St., Buffalo, N. Y.
Columbia Electronic, Inc., 185 E. 122nd St., New York, N. Y.
Communications Co., Inc., 300 Greco 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.
Cornet Radio and Television Corp., Lynbrook, L. I.
Crosley Corp., 1329 Arlington St., Cincinnati, Ohio.
Crystal Products Co., 1519 McGee Trafficway, Kansas City, Mo.
Dalo 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 Electronics Corp., 41 Chestnut St., New Haven, Conn.
Echophone Radio Co., 2611 So. Indiana Ave., Chicago, Ill.
Eckstein Radio & Television Co., 1400 Harvard Pl., Minneapolis.
Electrical Research & Mfg. Co., 3001 E. Pico Blvd., Los Angeles.
Electromatic Mfg. Co., 38 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 & Phono Corp., 111 8th Ave., New York, N. Y.
Empsey Mfg. Co., Inc., 33 W. 46th St., New York, N. Y.
Radio 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.
Flush 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.
Garod Radio Corp., 70 Washington St., Brooklyn, N. Y.
Gem Radio & Television Co., 140 Liberty St., New York 16, N. Y.
General Electric Co., Bridgeport, Conn.
Gillilan Bros., 1815 Venice Blvd., Los Angeles, Calif.
Globe Electronics, Inc., 225 W. 17th St., New York, N. Y.
Gray Radio Co., W. Palm Beach, Fla.
L. Charlton Greene Co., 9 Elliot St., Watertown 22, Mass.
Hallcrafters Co., 2611 S. Indiana Ave., Chicago, Ill.
Hammarlund Mfg. Co., 460 W. 34th St., New York, N. Y.
Harris 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.
International Detroit Corp., Beard Ave., Detroit, Mich.
Italp Radio Mfg. Corp., Beech St., Ialip, New York.
Jackson Electronics Lab. Co., Inc., 115 Cooper Lane, Dayton, O.
Ray 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.
Kinetic Electronics Corp., 235 E. 42nd St., New York 17, N. Y.
Kingson Radio Co., Inc., Kokomo, Ind.
Kluge Electronics, Inc., 1031 N. Alvarado St., Los Angeles 36, Cal.
La Magna Mfg. Co., 51 Clinton Pl., E. Rutherford, N. J.
Laurehk Radio Mfg. Co., 3931 Monroe Ave., Wayne, Mich.
Lavoie Laboratories, Matawan-Freeloh Rd., Morganville, N. J.
Leas, Inc., 110 Ionia Ave., N. W., Grand Rapids 2, Mich.
Leotradie Corp., 4 St. Francis St., Newark, N. J.
Lewyt Corp., 60 Broadway, Brooklyn 11, N. Y.
Linein Electronics Corp., 653 11th Ave., New York, N. Y.
Fred M. Link, 125 W. 17th St., New York, N. Y.
Magnavox Co., 2131 Bueter Rd., Ft. Wayne 4, Ind.
Maguire Industries, Inc., W. Putnam Ave., Greenwich, Conn.
Majestic Radio & Television Corp., St. Charles, Ill.
Marco Industries, 245-A So. Beverly Dr., Beverly Hills, Calif.
Mason Radio Products Co., Kingston, N. Y.
E. W. McGrade Mfg. Co., 406 W. 34th St., Kansas City, Mo.
Mercury Electronic Labs., Inc., 622 W. Kinzie St., Chicago 10, Ill.
John Meek Industries, Plymouth, Ind.
Mectron 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., 956 N. Michigan Ave., Chicago, Ill.
Metropolitan Electronics & 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.
Minerva 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.
Musitron 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.
Noblitt-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.
Phileo Corp., Tioga & 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., 475 Broadway, New York 13, N. Y.
Reo Electronics, 44 DeKalb Ave., Brooklyn, N. Y.
Promenette Rad. & Telev. Corp., 1721 Elmwood Ave., Buffalo, N. Y.
Purotone Radio Corp., 355 Main St., Poughkeepsie, N. Y.
Quality Industries, 25 E. Jackson Blvd., Chicago 4, Ill.
Radio Craftmen, 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.
Radicion 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.
Ragar Products Corp., 60 E. 42nd St., New York 17, N. Y.
Raund 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.
Recond-O-Vox, Inc., 721 N. Martel Ave., Hollywood 46, Calif.
Reel Electronics Corp., 20 W. 20th St., New York, N. Y.
Remlar 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. Kedzie, Chicago, Ill.
E. M. Sargent Co., 219 9th St., Oakland, Calif.
Schuttiz & Co., 9th & Kearny St., 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.
Sentinel Radio Corp., 2020 Ridge 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.
Sonora Radio & Television Corp., 325 N. Hoyne Ave., Chicago.
Spark-Withington Co., Jackson, Mich.
Speak-O-Phone Recording & Equip. Co., 23 W. 69th, New York.
Stewart-Warner Corp., 1826 Diverser Pkwy., Chicago, Ill.
Stromberg-Carlson Co., 100 Carlson Rd., Rochester, N. Y.
Symphonic Radio & Electronic Corp., Main St., Cambridge, Mass.
Tac Industries, 44 DeKalb Ave., Brooklyn, N. Y.
Taybern Equipment Co., 120 Greenwich St., New York, N. Y.
Tech-Master Products Co., 123 Prince St., New York, N. Y.
Telequip Radio Co., 1901 S. Washenaw Ave., Chicago, Ill.
Telephone Radio Co., 609 W. 51st St., New York, N. Y.
Televox, Inc., 451 S. 5th Ave., Mt. Vernon, N. Y.
Telicon Corp., 851 Madison Ave., New York, N. Y.
Templeton Radio Mfg. Corp., New London, Conn.
Transmitter Equipment Co., 345 Hudson St., New York 14, N. Y.
Trav-Ler Radio & Tel. Corp., 571 W. Jackson, Chicago.
Trebor Radio Co., Box 4						



*better salesmen
turn to*
FARNSWORTH
*when
demonstrating*
FM



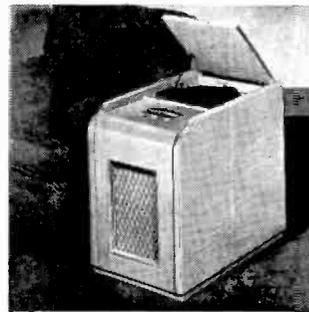
IT'S PROFITABLE to demonstrate the advantages of FM listening on a Farnsworth.

For Farnsworth makes the most of FM in every sense. And the quiet beauty and sturdy construction of Farnsworth cabinets complement the superlative Farnsworth tone... increase desire for ownership in prospects' minds. These, along with Farnsworth's expert engineering, make it easier to close more sales!

A new favorite is the Farnsworth EK-102, illustrated above. Its strikingly designed cabinet embodies advanced principles of construction, employing the finest of furniture woods and veneers, and is available in regular or blonde mahogany finished to a beautiful piano lustre. AM and FM reception. DeLuxe 3-point suspension automatic record changer gently handles 12 ten-inch or 10 twelve-inch records.

EK-102 is another powerful example of the saleabil-

ity of Farnsworth's "streamlined" line... a line that provides dealers a clean, fast-moving operation—proper margins, fair trading and adequate "elbow room." It's no wonder that Farnsworth dealers consider their franchise a valuable asset. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

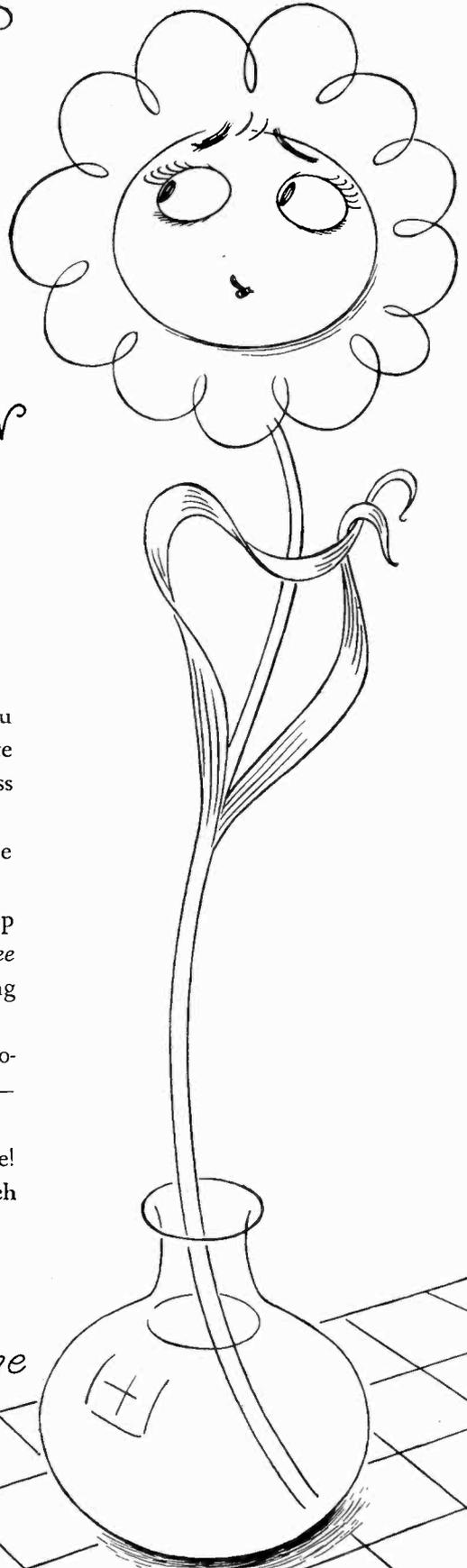
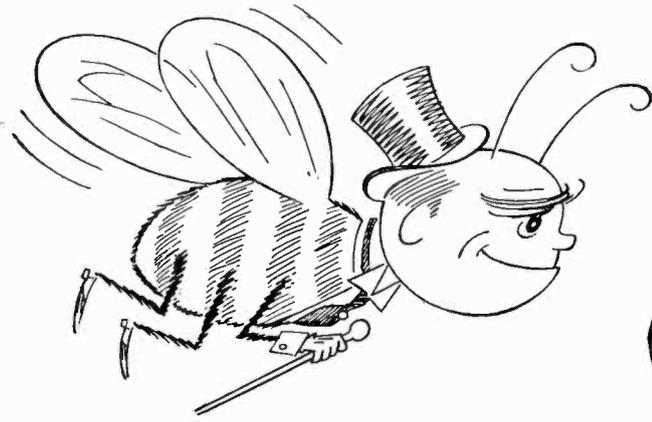


Growing more and more popular is Farnsworth's chair-side combination, No. EK-264. Its convenience is enhanced by a roomy built-in record storage cabinet. In walnut or blonde Prima Vera.

Farnsworth

Television • Radio • Phonograph-Radio

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



What you should know about **sex** to sell Refrigerators

If your mama done tol' you 'bout the bees and the flowers, you know that people consist of *males* and *females*. Most females radiate a charm known as hubba hubba, which most males are powerless to resist.

Once their Housing Problem is solved, male and female start the endless process of exchanging moola for merchandise.

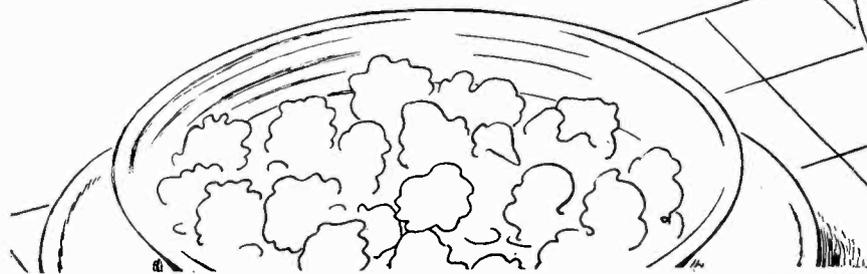
Now the family refrigerator, cold though it be, is closely tied up with sex. It's a major family purchase—male and female must *agree* on its selection. Same thing's true in selecting the family washing machine, or any other household appliance that runs into dough

Yes, whether you hawk refrigerators or washing machines, automatic dishwashers or vacuum cleaners, you've got to sell *two sexes—males and females*.

And who can woo *males* and *females* like The American Magazine!

Dollar for dollar, page for page, *no other* magazine can match the multimillion circulation delivered by . . .

*The American
Magazine*



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

RECORDS

Section of RADIO & Television RETAILING

SALES OF RECORDS AND ACCESSORIES THIS XMAS, it is safe to say, surpassed all previous years. Dealers had a good supply of merchandise to meet demands, and in numbers to suit a variety of musical tastes, as well as pocketbooks.



BRIGHT FORECAST HELD FOR RECORD INDUSTRY indicated by expanding production facilities, formation of new recording companies; growth of children's disc field; attraction of top merchandising personnel to field and the increasing use of new materials, better distribution facilities, generous advertising budgets and increased availability of record changers. All signs point to a happy and prosperous New Year for those who sell records.

GROWING INTEREST IN CLASSICAL MUSIC results from broadcasting of operas and concerts, lowered price range of admission to these events, and movie appearances of concert artists. Industry-wide ratio of 60%-65% popular to 35%-40% classical record production may be changed somewhat during coming year by renewed interest in "good music."

BIG-NAME DRAMATIC STARS are lending their talents to kiddie records. Attraction of Broadway and Hollywood names to the kidisc field gives platters prestige, and also influences the adult buyer.

CAPITOL RECORDS HAS INITIATED a unique system of reference file cards for dealers. These contain all pertinent information relating to the disc. The reviews can be filed as a complete sheet or each review can be separated into 3 x 5 inch cards by tearing along the perforations.

WIDENING MARKET OF "NOVELTY" DISC LINES reported. Everything from teaching how to dance, draw, speak, and sleep has been attempted via records. New platter angles are being dreamed up daily.

LET 'EM EAT CAKE! Those same retailers who found record sales providing them with daily bread during the war years are discovering that the continued disc profits are enabling 'em to eat cake.

A LEADING PHILADELPHIA RETAILER has made "catering" a big business. He caters to "music lovers" who come to his establishment specifically for the purpose of being advised, and waited on. Self-service is not one of this store's standbys, as the "suggest and sell" method has proved more profitable. The resulting record sales average about 60% classical to 40% popular.

TO CHECK EFFECTIVENESS of dealer imprinted mailing pieces, Columbia Records made a survey of its "Disc Digest" consumer-readers. 82.47% responded that the booklet does guide them in choice of record purchases; 91.23% requested that their dealer continue sending the Digest to them.



FORECAST INDICATES THE ENORMITY of the 1947 estimated disc production figure of 500,000,000. One sage figured out that if this huge number of records were equally divided among the population of the U.S. each inhabitant would own an average of four records.

SOME SOUTHERN RETAILERS, in the hill-billy popularity belts, who find themselves with more classical discs than they can rightly sell, are making trades with dealers farther north who are long on hill-billy records but short on the long-hair jobs. It works out, say the southern boys, and nobody's worried about taxing his return privileges.

TAP THE SCHOOL MARKET—Local elementary schools should be big buyers of "educational" records. Dealers can get in on the ground floor of this relatively unexplored field—by providing schools with lists of latest children's recordings—taking orders for desired discs.

For 1947... the biggest promotion
 ever put behind **RCA VICTOR Records!**

**TWO
 SMASHING
 ADVERTISING
 CAMPAIGNS!**

PLUS the entire
NBC Network

1.
 ...for **POPULAR RECORDS**

Big color ads in 56 Sunday newspaper comics! Strong localized promotion on best-seller albums and hit-singles. You'll feel the pull of these new ads!

Full pages in "LIFE" every month! Youth-appeal ads on the month's featured albums and singles . . . blanketing the better-income families in your locality.

Dominating ads in "LOOK" . . . in 7 top fan and teen-age magazines! A powerhouse of a campaign to skyrocket your monthly "pop" leaders!



2.
 ...for **RED SEAL**

Full pages in "LIFE" will carry news of your entire Red Seal release each month . . . a service of foremost interest to your fast-growing Red Seal market.

. . . also, full pages in "TIME" featuring single artists and selected fast-selling items! A cream-of-the-crop audience—your best Red Seal customers!

. . . also, all 147 NBC stations, saturating every community, will promote outstanding Red Seal and popular numbers every Sunday (2 PM, EST) on the RCA Victor Show.



... all channeled to you at point of sale !!!

Great new merchandising and point-of-sale tie-ups will effectively direct the power of RCA Victor's tremendous new promotion to your counter . . . to your cash register!

Direct-Mail Pays

Brings Excellent Response and Goodwill — Increases Store Traffic

• The value of advertising has been well established for retailers. They know that newspaper advertisements, outstanding window displays, outdoor advertising, handbills, and radio time will help them do a better selling job. Of late, more and more alert merchants are beginning to expand their direct mailing lists.

This potent selling medium, offers the record retailer, in particular, an outstanding opportunity. The record companies issue new releases weekly, twice a month, or on a monthly basis. Occasionally there are "special" releases of new discs and albums. The dealer can keep his customers informed of these new discs by direct mailings. He can direct his sales messages to a group that has been "selected"—a group that he knows will buy. These record customers are cultivated and catered to—because of this buying ability. Although they may enter a store merely to buy some records, the dealer knows they may also place an order on a radio or appliance before they leave.

Direct mail is a highly adaptable and flexible medium. It can take the form of a personal letter, mimeographed post-card, self-mailer, booklet, or a circular or leaflet. In fact, some sort of envelope stuffer should always be

sent out with monthly statements.

Obtaining "names that will buy" for record mailing lists is an easy matter. Some dealers are of the opinion that a card-file, listing customer's disc purchases is the best method. Buyer preferences are easily indicated, and phone follow-up is facilitated. However, other dealers declare that this system necessitates more clerical work than they can afford.

Sales slips provide a logical and easy means of getting the customer's name and address. While writing out a purchase, a sales clerk can easily ask, "Would you like to receive news of the latest recordings? Just give me your name and address and I'll see that you are placed on our mailing list." Not one person in a hundred will object to getting material free of charge.

Postal Card Reminders

Many dealers have mimeographed post-cards which say: "The record _____ which you requested is now in stock." This form of direct mail solicitation is extremely effective. Dealers utilize these cards as combination "want slips," filling the information and address in while the customer is in the store. Then when the disc does come in, the post-card is mailed, eliminating the need of transferring the information from card to card.

Another method advocated by some dealers is the open book or "guest book" method of obtaining names and addresses. The book is placed on the counter, and while the sales clerk is wrapping the package, the customer is asked to register, listing type of music preferred.

No matter what means are used to compile the mailing list, the names should be keyed in such a way that customers who prefer classical and popular music can be singled out, as well as those who are to receive special notices, etc.

The material which is sent out should always be timely. Whether the copy is of a seasonal nature, or about some new record releases, or if it coincides with a local movie

showing—the motto to observe in sending out these pieces of literature is, "Strike while the iron is hot."

One dealer simply furnishes his distributor with a list of his customer's names and the jobber does the mailing. Other dealers utilize disc-manufacturers' pamphlets, with their store name imprinted, and send these out with great success. Another dealer makes it a practice to write personal letters to his classical and album customers; and sends the "canned" material to pop buyers. Even a pencilled note in the margin of a printed piece will sometimes do the trick, by adding that "personal" touch and appealing to the vanity of the recipient.

The retailer should coordinate whatever publicity he is attempting on his own, with that being done by the manufacturer. Whether the dealer sends out manufacturers' material, monthly bulletins, a personalized record review, or a disc-makers house organ, his store name should be featured, and kept uppermost at all times.

Profitable Results

Prestige that is garnered from direct mail advertising is another important factor that serves to offset, to some extent, the considerable expense involved. Envelopes, postage, paper used, addressograph plates, and printing costs mount rapidly. It has been estimated that the cost of a direct mail solicitation can be approximately 5% of a sale. To make a reasonable profit an average of two or three records should be sold for each circular mailed, under most circumstances.

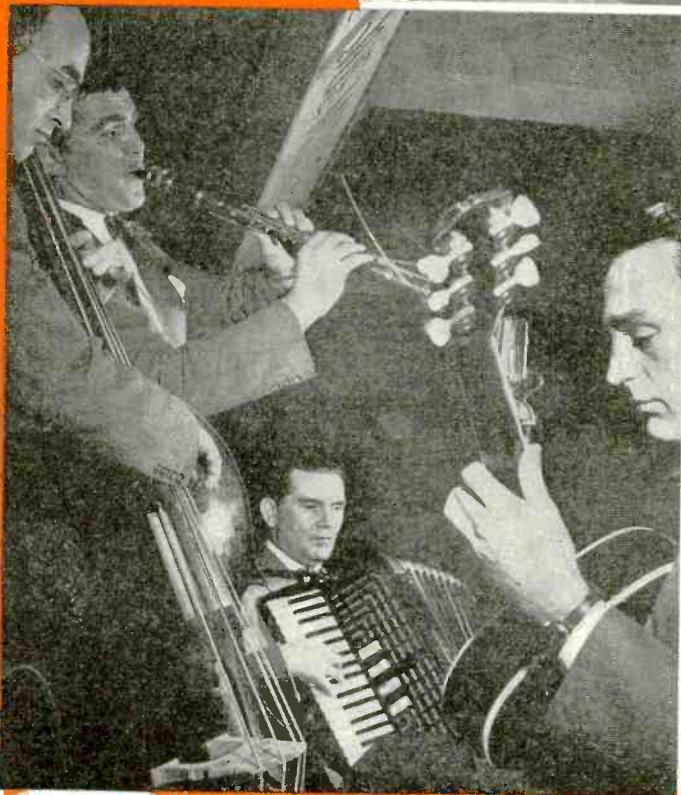
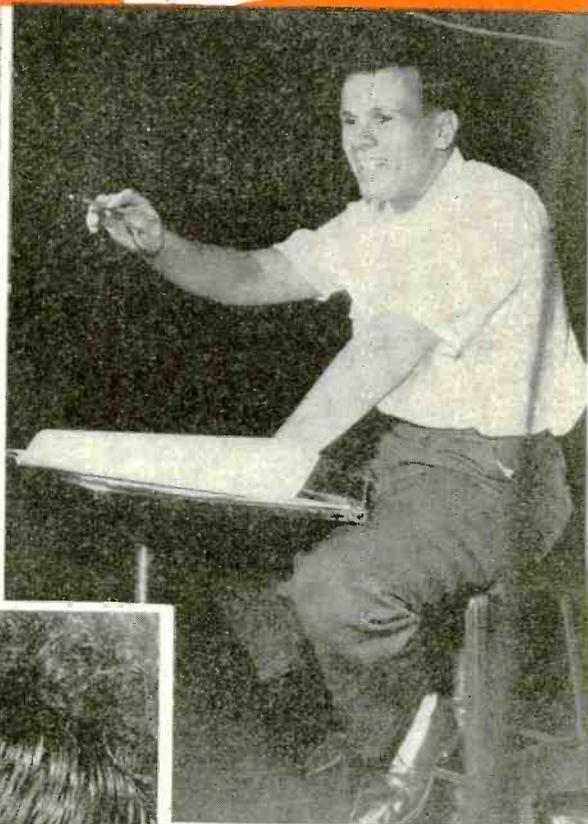
The response to direct mail is usually immediate, and full advantage should be taken of this opportunity to increase stock turnover. A dealer who specializes in this form of sales promotion reports that his stock turn doubled in a year, after he instituted regular mailings. In addition, slow-moving records can be specifically pushed by this means. The fact that store traffic is also increased, is another obvious, but equally desirable, result of direct mail appeals.



▼ Columbia Records star, Elliot Lawrence, is catching on fast with the young, dancing set. His band features simple, but beautiful dance stylings.



Betty Rhodes, popular Victor recording artist, has been hitting the best-seller lists with her recording of "Rumors Are Flying."



▲ The Joe Mooney Quartet, Decca's new musical attraction. (L. to r.): Gate Frega, bass; Andy Fitzgerald, clarinet; Joe Mooney, accordion; Jack Hotop, guitar.



(Center Photo). The distinctive song styling of Capitol's Julia Lee is bringing her innumerable new fans. The first release Julia made under her new Capitol contract combines "Go-la Gimme Whatcha' Got," her own composition, with "Lies."



Johnny Bothwell and orchestra, have been fanning the popularity flame with their version of "My Old Flame," and "To A Wild Rose," on signature discs.



After appearing on Musicraft discs with his vocal group, the Mel Tenes, Mel Torme has signed a new contract calling for him to go solo.

New Stars Bring New Sales and Profits

• Optimistic trade reports have it that this business of selling records is going to double in the coming year. Mounting production, influx of phono players and, as far as the consumer is concerned, a colorful variety of artists, indicate more profits for the retailer. The disc manufacturers, therefore, are continuing their efforts to find "new" talent to keep the tills ringing.

Personalities that were merely names on a release sheet in '46 may well turn out to be big money-makers in '47. Dealers are beginning to recognize these "stars in the making" as they receive more and more requests for their records.

Columbia is backing Elliot Lawrence, youthful bandleader, to hit the "big time" this year. The Lawrence music is unusual, and his current personal appearance tour in the East and Midwest will provide ample opportunity for dealer tie-ins.

Columbia has released some money-making Lawrence sides on the red label: "In Apple Blossom Time" and "Strange Love" released in June; "Who Do You Love I Hope," issued in July, and "You Broke the Only Heart That Ever Loved You" and "Five O'Clock Shadow." Lawrence's newest waxing is, "Once Upon A Moon" backed with "Sympathy."

New Columbia Masterworks artists include Maryla Jonas, Carol Brice, and Claudio Arrau.

New Releases

New Columbia Masterworks releases feature: Eugene Ormandy conducting the Philadelphia Orchestra in Brahms' "Symphony No. 3 In F Major"; Nelson Eddy's singing of "Hymns We Love"; excerpts by Maurice Evans from "Hamlet"; Charles Kullman's rendering of Rimsky-Korsakov music in "Song Of Scheherazade."

The latest pop albums by Columbia feature Kate Smith, with Jack Miller's orchestra, in a collection of eight old Irish songs, "Songs Of Erin," and Dorothy Shay, the Park Avenue Hillbilly, in a new collection.

A pair of singles by Dinah Shore,

on Columbia label, feature the southern gal's vocalizing of "And So To Bed," flipover, "Sooner Or Later," and "My Bel Ami" and "I'll Close My Eyes." Benny Goodman waxes a neat pair, with a new 12 inch recording of "Oh, Baby!" parts I and II, and "Hora Staccato" backed with "Man Here Plays Fine Piano." Other singles include: Frank Sinatra, "This Is The Night," "Hush-A-Bye Island"; Woody Herman, "Stars Fell On Alabama" and "Sidewalks of Cuba"; Xavier Cugat's "Morena," flipover, "Touradas En Madrid."

Outstanding Tunes

RCA Victor's girl of the year is Betty Rhodes, whose "Rumors Are Flying" was an outstanding best-seller. Miss Rhodes' initial Victor recording, "I'd Be Lost Without You" and "What Has She Got That I Haven't Got," was followed by "This Is Always" and "Somewhere In The Night." The songstress also waxed, "What Is This Thing Called Love," flipover, "I've Got You Under My Skin." Her latest for Victor is "Bless You," backed with "You'll Always Be The One I Love."

New Red Seal albums of distinction include: Licia Albanese and James Melton's operatic collaboration in "Highlights From 'Madame Butterfly'"; Louis Gruenberg's "Concerto For Violin And Orchestra" with Jascha Heifetz and the San Francisco Symphony orchestra; and the "Duel In The Sun" musical score, with the Boston "Pops" orchestra, Arthur Fiedler conducting.

Red Seal singles feature Tchaikowsky's "Waltz" and "Polonaise," from "Eugen Onegin," interpreted by Thomas Beecham and the London Philharmonic; Mischa Elman's violin mastery of Jenő Hubay's "Hejre Kati" and "O Come To Me," by Mili Balakireff; Leopold Stokowski conducting the Hollywood Bowl Symphony orchestra in Haydn's "Eighteenth Century Dance," and Purcell's "Trumpet Prelude"; on another Red Seal single, Stokowski records Wagner's "Forest Murmurs" from "Siegfried"; Artur Rubinstein

(Continued on page 66)

**Retailers Looking Forward
to Bigger and Better Selling
Days — 1947 Talent Will
Attract More Customers**



Ray Anthony, tag-rising, trumpet-playing bandleader, is going places for Sonora.

New Stars Bring New Sales

(Continued from page 65)

plays Gershwin's "Perlude No. 2" and Milhaud's "Saudades Do Brazil."

Victor's pop discs present Freddy Martin's sophisticated rhythms in "Heaven Knows When" and "Managua, Nicaragua"; dance maestros Sammy Kaye, Al Goodman, Spike Jones, Herbie Fields, Charlie Spivak and Desi Arnaz are featured on other new releases. Henri Rene's orchestra has recorded a new album entitled "Viennese Nights." Rosalie Allen's prairie-style vocalizing is shown on "Rose Of The Alamo," and "Me Go Where You Go, Amigo." Perry Como sings "That's The Beginning Of The End," flipover, "Sonata" on another new disc for Victor.

Signs Artist

Capitol Records has just signed Julia Lee on a long-term exclusive contract. Miss Lee sings and plays her own accompaniments on the piano with a background group called the Boy Friends. The six sides which she has recorded for Capitol are: "Gotta Gimme Watcha Got," and "Lies"; "Julia's Blues" backed by "When A Woman Loves A Man," and her newest release, "Oh Marie!" flipover, "On My Way Out." Hal Derwin, another up-and-coming Capitol artist, has recorded a pair of ballads, "You'll Always Be The One I Love," and "Another Night Like This."

Other Capitol singles are: Jack Smith's vocalizing on "Let's Go Back And Kiss The Girls Goodnight Again," and "Too Many Times"; Alvino Ray's "Among My Souvenirs" and "Save Your Sorrow"; Jo Stafford's styling of "Sonata" backed with "Through A Thousand Dreams"; Billy Butterfield's trumpet-doings on "Jalousie" and



Noro Morales, Majestic's rhumba leader, has been hitting the popularity polls with his "Vem-Vem."

"Steamroller"; Johnny Mercer's rhythmic delivery of "Huggin' And A Chalkin'" and "Take Me Back To Little Rock"; and a Jack Guthrie Western record, "The Clouds Rained Trouble Down," and "Oakie Boogie."

Betty Hutton has returned to star on Capitol Records. Her first discs will be available this month.

Decca has signed the Joe Mooney



The great American balladeer, John Jacob Niles, has signed with the Disc Co. of America. He accompanies himself on a hand constructed dulcimer.

Quartet to a recording contract. Since Joe Mooney's Manhattan debut a short time ago, the boys have been getting national acclaim. Their first waxing for Decca is "September Son," backed with "Just A Gigolo."

Decca's Dick Haymes has recorded "The Girl That I Marry" and "Easy To Love." The inimitable Bing Crosby does "A Gal In Calico," flipover, "Oh, But I Do." Andrews Sisters give out with "The Coffee Song" backed with "A Rainy Night In Rio." Eddie Cantor does the old-timers, "Margie" and "Ma" on another Decca single. As a supplementary disc for the Al Jolson album, Jolson has recorded "Avalon" and "Anniversary Song" on a new disc. Gertrude Niesen's "Sooner Or Later" and "That Is Good Enough For Me" is also top chanting. Hildegard, Milt Hirth Trio, Louis Jordan, Bob Eberly, the Mills Brothers, Jean Sablon, and Jimmy Dorsey are featured on other Decca singles.

Decca albums of note include: Guiseppe De Luca's "Italian Art Songs" made of unbreakable vinylite, and listed at \$7.00. Fred Waring and his Pennsylvanians do an

album of "Jerome Kern Songs"; "Five Studies In Jitteroptera" is the title of a new Robert Russell Bennet orchestration, recorded for a new Decca album entitled "Hexapoda" and played by Jascha Heifetz; Bing Crosby does a "Jerome Kern" album; "Familiar Waltzes From Favorite Operas" is the title of a new Cincinnati Summer Opera Company album; an album of "Songs By Jerome Kern" has also been recorded for Decca by Irene Dunne.

Signature's Johnny Bothwell, from whom big things are expected in '47, top tunes are "My Old Flame" backed by "To A Wild Rose," and "I Cover The Waterfront," flipover, "Street Of Dreams."

Add Waxings

Apollo Records has scheduled Carl Brisson to record a new album, "Songs Of Sophistication," with orchestra directed by Jerry Jerome. Other Apollo albums include: Bobby Gregory & Ramblin' Hoboes in an album of "Hobo Songs"; a Western group of songs, entitled "Oklahoma Roundup," and a "Spirituals" group by Georgia Peach & Reliable Jubilee Singers.

Apollo singles have been waxed by the Melody Masters, Artie Sims & orchestra, Babe Wallace and orchestra, Ben Smith's orchestra, and the Four Vagabonds.

Majestic's Noro Morales, another name to look for in '47, popular platters are "Vem-Vem" backed by "Carmencita"; "Walter Winchell Rhumba" and "Without Tu"; "Maria, My Own," flipover, "Tambo" and "Linder Mujer" and "Joan."

The Disc Co. of America has signed John Jacob Niles, American balladeer, to a recording contract. Mr. Niles sings "The Seven Joys Of Mary" and five other early American carols in his first Disc album.

(Continued on page 84)



National's new singing discovery, Jack Carroll, waxes "My Melancholy Baby," on his initial disc.

Sell records the easy way...

RECORD NEWS!

Here are 10 wonderful interpretations of music you love faithfully recorded by the unique Columbia process! Because they want you to hear them at their best—more and more great artists are recording exclusively for Columbia Masterworks Records.

MORTON GOULD

and his Orchestra **Rendezvous**
Columbia Masterworks Set M-645 \$9.85*

Isaac Stern

with Alexander Zakin, piano
Beethoven: Sonata No. 7 in C Minor for Violin and Piano, Op. 30, No. 2
Columbia Masterworks Set M-1713-604 \$4.85*

Philharmonic-Symphony Orchestra of New York

Artur Rodzinski, conductor **Prokofiev: Symphony No. 5**
Columbia Masterworks Set M-1000-681 \$9.85*

JENNIE TOUREL

with Erich Ilor Kahn, piano **Songs of Rachmaninoff**
Columbia Masterworks Set M-625 \$3.85*

OSCAR LEVANT

Chopin: Etude No. 5 in G-Flat Major ("Black Key")
Lecuna: Malagueña (filmed in the Warner Bros. Production "Humoresque")
Columbia Masterworks Record 71390-D \$1.00*

Pittsburgh Symphony ORCHESTRA

Fritz Reiner, conductor
Moussorgsky: A Night on Bald Mountain
Columbia Masterworks Record 12470-D \$1.00*

Budapest String Quartet

Haydn: Quartet No. 30 in G Minor ("The Horseman")
Columbia Masterworks Set X-MX-274 \$2.85*

GYORGY SANDOR

with the Philharmonic-Symphony Orchestra of New York, Artur Rodzinski, conductor **Rachmaninoff: Concerto No. 2 in C Minor for Piano and Orchestra**
Columbia Masterworks Set M-1016-605 \$4.85*

The Cleveland Orchestra

conducted by Erich Leinsdorf **Schumann: Symphony No. 1 in B-Flat Major ("Spring")**
Columbia Masterworks Set M-1018-617 \$4.85*

CAROL BRICE

with the Pittsburgh Symphony Orchestra, Fritz Reiner, conductor **Mahler: Songs of a Wayfarer**
Columbia Masterworks Set X-MX-267 \$2.85*

Check the new Columbia Record Catalog for the complete lists of recordings by these and scores of other Columbia artists! *All prices shown are exclusive of taxes



MORTON GOULD... conductor, composer, arranger— one of the most interesting and significant men of music in the world today!

He wants you to hear his recorded performances with faithful reproduction... so **MORTON GOULD**

is recording exclusively for **Columbia Records**
MASTERWORKS



Trade-marks "Columbia," "Masterworks" and  Reg. U. S. Pat. Off.

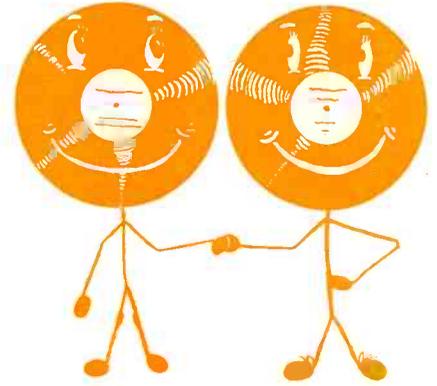


PUSH THESE NEW COLUMBIA RELEASES
...pre-sold for you in Life, Sat. Eve. Post and Time by
the one great national campaign that keeps lovers of
classical music right up to date on the new releases.

Disc Dealers' Comments



Nationwide Opinion Survey Finds Retailers Offering Both Praises and "Kicks"



● As the record business of America climbs to new and dizzy heights, what is the dealer thinking about? Is he satisfied with his place in the scheme of things? What suggestions does he have to offer?

To obtain answers to these questions, RADIO & Television RETAILING invited comments and criticisms from a cross-section of its subscribers, comprising dealers in every geographical section of the country. Of the many answers received, some are summarized here.

On the whole, the record dealer's lot is a happy one, judging from the replies. Despite the fact that praise was not solicited, many dealers went out of their way to say their suppliers give fine service and have good records. One dealer summed up this view by saying, "No comments, no kicks; everybody happy."

"Scratched" by Scarcities

There is, however, a large-sized thorn in the dealer's flesh. He still can't get enough good records to sell. This applies especially to hit tunes.

Dealers seem to get a fair quantity of any record when it is first released, although even this is not universally true. But they run into most trouble when they attempt to re-order a record that has become a "top-tune" number.

In localities where dealers must depend on delivery by suppliers, re-order filling seems to be especially slow. Even where dealers can make on-the-spot pickups of records, they report they are often unable to get additional supplies of the ten records currently most popular.

A few dealers think this dearth of top records might be corrected if the manufacturers could better

anticipate the demand. A considerable number of dealers, however, think the shortage has a more complex cause. These dealers point to the large number of little-known tunes that are brought out by most record companies.

Claim Too Many Tunes

"There are too many new releases each week," said one dealer. "When a recording company gets a hit, they can't give us enough to meet the demand while it's hot because they have put out new releases instead. Fewer releases and more records is what we need!"

Another dealer discussed the effect this policy has on his record department. "Hits can be delivered over the counter without demonstration," he said. "Unknown numbers must be plugged, and the customer does not like it. He wants what he asks for. Hours—and patience—are lost trying to sell what the other fellow doesn't want."

Display Troubles Cited

Records themselves are not the only sore point with dealers. Another is display material.

Some claim they get insufficient newspaper mats or window display material on popular artists. A few have the opposite complaint—they resent sales efforts of distributor salesmen who try to keep their brand name most prominent in the store.

When some companies cannot supply sufficient quotas of smash hits, certain dealers order the same tune from a competitive organization. At best, this seems to be only a partial solution.

Dealers report they can largely overcome this difficulty if they are willing to undertake the risk of "crystal gazing" when they place orders for new records. As one dealer put it, "Our own salvation is the first 'go around.'"

Initial orders are often based on the calibre of the artist. Dealers who pick artists who have sold in the past report they do not often go wrong.

Others base their first orders for popular records on published lists of tunes. Most good dealers also note carefully their own customers' first requests for records.

Other Dealer Problems

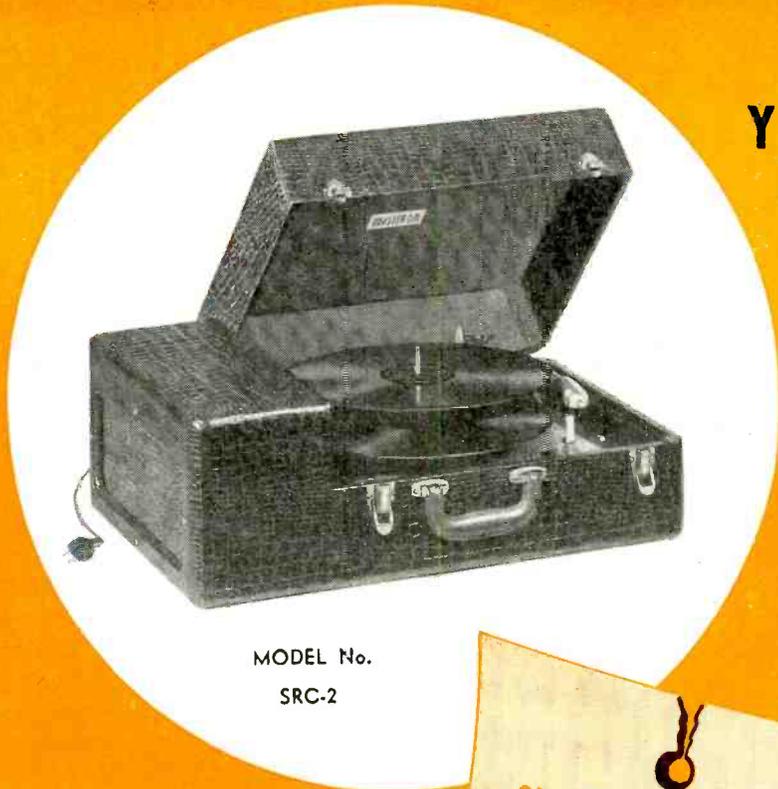
Breakage does not appear to be a widespread problem. Several dealers say they are currently experiencing breakage that is over the five percent return privilege. A few state they do not get immediate or satisfactory credit for records they receive in a broken condition.

Another kind of record for which dealers report a shortage is the standard "swing" number. Dealers say that the major companies, especially, fail to put out enough boogie-woogie releases.

Popular albums do not seem to be lacking, but dealers think some of them are dropped too soon.

In the course of answering the questions on this survey, dealers offered suggestions concerning new tunes and artists that they felt were on the upgrade. As might be expected, most of these dealer "hunches" have come true.

Of course, dealers don't know all the answers, and don't pretend to. But this survey establishes once again that their ideas are well worth listening to.



MODEL No.
SRC-2

YOUR BUYING TRIP
TO CHICAGO WON'T
BE COMPLETE
UNTIL YOU VISIT
MUSITRON'S
FACTORY SHOWROOM

A COMPLETE
LINE OF
PORTABLE
PHONOGRAPHS

CHICAGO, ILLINOIS

*Stop in at
Musitron's
Factory Showroom
to see the
NEW 1947 line*

JAN. 6 TO 19

FACTORY SHOW-
ROOM, WALKING
DISTANCE FROM
THE FURNITURE
MART

MUSITRON CO. 223 W. ERIE, CHICAGO, ILL.

America's Leading Tunes

Songs Most Played on the Air—Dealers' Record and Album Reports

• During the past month, *The Old Lamplighter* forged its way from eighth place to become the tune most played on the radio. Second on the list is *The Whole World Is Singing My Song*, which comes close to living up to its title.

These are among the first fifty tunes most performed on the nation's leading networks, as compiled by RADIO & Television RETAILING in its own survey. Leading record buyers use this list to help them select future "hit" tunes.

Newcomers on the list this month have all been recorded by one or more companies, or recordings are definitely scheduled. While it is impossible to give a complete list of all recordings and manufacturers, some of these are listed here:

They Say It's Wonderful (from the Broadway musical, "Annie Get Your Gun,") is in a Decca album from the show, sung by Ethel Merman; others have sung it as well. Victor has recorded *I Haven't Got A Worry In The World*, tune from a Richard Rodgers show.

For Sentimental Reasons has been recorded by Columbia, Victor, Decca, Capitol, and others. Bob Eberly has recorded *You Are Everything To Me* for Decca.

The ballad, *So They Tell Me*, has been cut by Charlie Spivak for Victor. Teddy Walters has made for Musicraft a disc of the new love song, something like a lullaby, *I'll Close My Eyes*.

Three new top tunes from the movies appear on this month's list. One is *A Gal In Calico* from the new Warner Bros. film, "The Time, the Place and the Girl," which has been recorded by Crosby for Decca and Prima for Majestic. *Oh But I Do*, from the same movie, has been waxed by Harry James for Columbia.

The third new movie tune on the list is *Sooner Or Later*, from Walt Disney's short, "Song of the South." Complete albums from this film have been made by Capitol and Cosmo, individual discs by Decca, Victor and others.

A newcomer with a slightly Spanish beat, *I'll Never Love Again*, has been recorded by Desi Arnaz for Victor, and a novelty number,

The Best Man, has been put out by Capitol with the King Cole Trio. Other new tunes on the list are *This Time* and *In The Blue Of Evening*.

Tunes that were included in the December list but are not on the present listing of the first fifty tunes played on the air are:

Linger In My Arms A Little Longer Baby, *Under The Willow Tree*, *Surrender, I'd Be Lost Without You*, *Kaye's Melody*, *Whatta Ya Gonna Do*, *I Got The Sun In The Morning*, *Nosy-Body*, *My Sugar Is So Refined*, *They Say It's Wonderful*, *Doin' What Comes Natur'ly* and *Vem Vem*.

THE NATION'S FIRST 50 TUNES ON THE AIR

(RADIO & Television RETAILING'S Own Survey)

Current Ranking		Trend of Popularity
1	The Old Lamplighter	→
2	The Whole World Is Singing My Song	▲
3	You Keep Coming Back Like A Song	▲
4	Ole Buttermilk Sky	▲
5	For You For Me Forever More	▲
6	Zip-A-Dee Doo-Dah	▲
7	The Things We Did Last Summer	▲
8	This Is Always	▲
9	It's All Over Now	▲
10	September Song	▲
11	It's A Pity To Say Goodnight	▲
12	Rumors Are Flying	▲
13	Five Minutes More	▲
14	I Guess I'll Get The Papers	▲
15	Somewhere In The Night	▲
16	Passé	▲
17	Why Does It Get So Late So Early	▲
18	The Coffee Song	▲
19	South America, Take It Away	▲
20	Sometimes I'm Happy	▲
21	Blue Skies	▲
22	Either It's Love Or It Isn't	▲
23	The Girl That I Marry	▲
24	It's The Talk Of The Town	▲
25	Save Me A Dream	▲
26	And Then It's Heaven	▲
27	Same Time Same Place	▼
28	For Sentimental Reasons	▲
29	That Little Dream Got Nowhere	▲
30	Smoke Dreams	→
31	In The Blue Of Evening	▲
32	You Are Everything To Me	▲
33	To Each His Own	▼
34	Oh, But I Do	▲
35	Everybody Loves My Baby, My Baby	▲
36	This Time	▼
37	Twilight Time	▼
38	Pretending	▲
39	Anybody's Love Song	▲
40	The Rickety Rickshaw Man	▲
41	Sooner Or Later	▲
42	The Best Man	▲
43	A Gal In Calico	▲
44	Blue Champagne	▲
45	Garden In The Rain	▼
46	If You Were The Only Girl	▼
47	I'll Never Love Again	▲
48	I Haven't Got A Worry In The World	▲
49	I'll Close My Eyes	▲
50	So They Tell Me	▲

DEALER RANKINGS OF LEADING POPULAR RECORDS

Current Ranking		Trend of Popularity
1	Ole Buttermilk Sky	→
2	Winter Wonderland	▲
3	The Old Lamplighter	▲
4	Rumors Are Flying	▲
5	Huggin and Chalkin	▲
6	The Girl That I Marry	▲
7	Rickety Rickshaw Man	▲
8	For Sentimental Reasons	▲
9	Choo Choo Ch'Boogie	▲
10	September Song	▲
11	Zip-A-Dee-Doo-Dah	▲
12	South America, Take It Away	▲
13	It's A Good Day	▲
14	Either It's Love Or It Isn't	▲
15	The Whole World Is Singing My Song	▲
16	Passé	▲
17	Years And Years Ago	▲
18	I Guess I'll Get The Papers	▲
19	Hold Me, Hold Me, Hold Me	▲
20	Five Minutes More	▲
21	The Things We Did Last Summer	▲
22	A Gal In Calico	▲
23	To Each His Own	▲
24	You Broke The Only Heart That Loved You	▲
25	Ugly Chile	▲

Ole Buttermilk Sky hit the ceiling in record sales, according to reports of dealers all over the country, by rising to first place in sales volume. This tally, of course, excludes records whose popularity depended solely upon the Christmas season.

Newcomers to the list since last month that have risen to a place among the first ten records are *Winter Wonderland*, *Huggin' and Chalkin'*, *For Sentimental Reasons* and *The Girl That I Marry*.

This list is presented monthly as a last-minute tally of possible trends in records. It summarizes statistically latest dealer reports of coming best-sellers in their stores and shows trends from previous lists. No element of editorial judgment is included.

DEALER RANKINGS OF OUTSTANDING ALBUMS

1	Harry James All-Time Favorites
2	Ella Logan Album
3	Dreamland Special (Monroe)
4	Music For Memories
5	Madame Butterfly
6	Larry Adler
7	Don't Fence Me In
8	Stan Kenton
9	Margaret O'Brien
10	Carmen
11	Blue Skies
12	Artie Shaw
13	Burl Ives
14	Glenn Miller
15	Garry Moore
16	Rhapsody In Blue
17	Al Jolson
18	Ink Spots
19	King Cole Trio
20	Kostelanetz Conducts
21	88 (Heywood)
22	Rhumas
23	Rachmaninoff Concerto #2
24	Up Swing
25	Starmaker

Disney and Capitol Combine to Produce YOUR '47 SUPER-SELLER!

"Greater than Snow White," critics rave...and only this
Disney-Capitol album scores with the Original Cast!



Walt Disney and Capitol's president, Johnny Mercer, are both mighty proud of their new "Remus" Album!



CC-40 **\$3.00**
PLUS TAX

A "SINGLE" THAT WILL JINGLE YOUR CASH REGISTER!



"SOONER OR LATER."

You'll like this solid dance arrangement of this hit tune from "Remus"...played by Billy Butterfield, with a smooth vocal by Pat O'Connor. (Record 305.) It's backed by "STARDUST," with brilliant Butterfield trumpeting!

Clear the decks for this one—because it will be THE first and biggest hit in '47. This brand new screen delight is hailed by tough critics as *Disney's greatest*. And Capitol's "Uncle Remus" Album captures all the magical charm and lilt-ing music from this memorable picture because it is performed by the *original cast* — plus Johnny Mercer and The Pied Pipers!

There will be millions of dollars in advertising and publicity behind this picture . . . and everyone who sees it will be singing its praise. All this will create a tremendous demand for the *original* Disney-Capitol album. Feature it—with window displays your Capitol representative has for you—for early '47 profits!

Capitol RECORDS

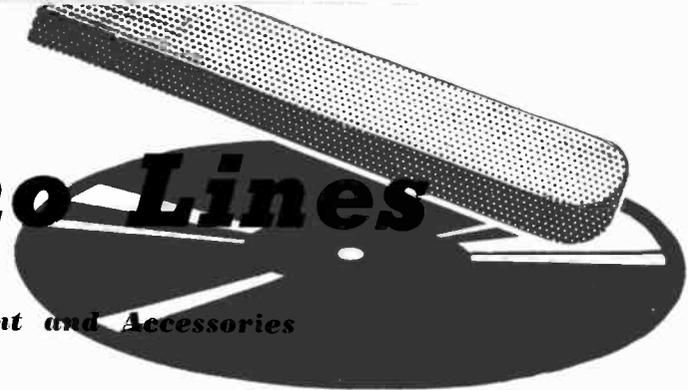
Sunset and Vine

FIRST

WITH THE HITS FROM HOLLYWOOD

New Phono Lines

Latest Disc-Playing Equipment and Accessories



Jackson PHONOGRAPH

Model 4003 electric portable record player, 3-tube amplifier, 2 watts audio power output. Constant speed 78 RPM synchronous motor with 9" flock-sprayed turntable playing 10" or 12" records manually with cover open or closed. PM dynamic 5" speaker, As-tatic crystal pickup, flush-mounted needle cup. Tapered volume and variable tone control. Streamlined case, rounded corners of 3/8" plywood construction, covered with brown and eggshell



leatherette — brass-finished hardware, bakelite handle. Measures 15 3/4" by 14 3/4" by 7 1/2"—weighs about 6 lbs. Jackson Industries, 1708-16 S. State St., Chicago 16, Ill.—RADIO & Television RETAILING

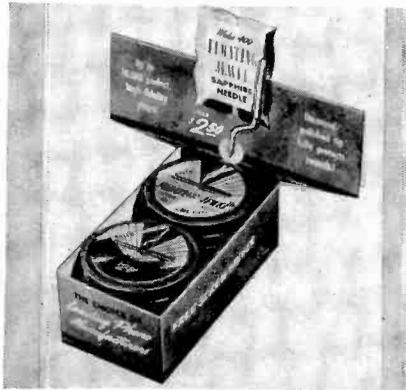
Capitol PHONOGRAPH

Model T-13 table record player, designed for quality reproduction at minimum or full volume. Plays 10" or 12" discs with lid closed, constant speed



motor, has boost at low volume level. Electronic pickup. Solid walnut panel construction. \$52.60 list in Zone 1. Capitol Records, Sunset & Vine, Hollywood, Calif.—RADIO & Television RETAILING

Walco NEEDLE DISPLAY



Folding display box for Walco "400" series phono needles, holding 12 needles—each individually packaged in plastic case. Finished in 3 colors with wing flap. Measures 5" long by 2" wide by 2 1/4" high; each box shipped in protective sleeve. Electrovox Co., Inc., 31 Fulton St., Newark, N. J.—RADIO & Television RETAILING

Musitron PHONOGRAPH



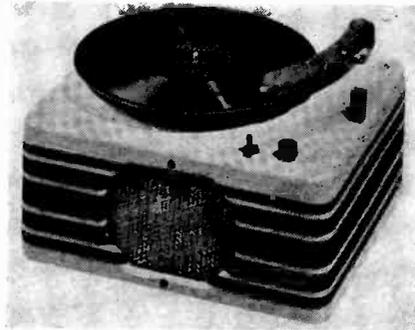
Model SRC-4 portable record player, 4 tubes, ac, handling 10" and 12" discs with cover open or closed. Crystal pickup, 6 1/2 watts undistorted output, 78 RPM constant speed synchronous motor with 9" turntable, 6" dynamic speaker. Controls for volume and variable tone. Plywood construction covered with simulated alligator skin leather, "luggage" style. (Model SRC-4 was formerly tagged SRC-2). Musitron Co., 223 W. Erie St., Chicago 10, Ill.—RADIO & Television RETAILING

London REPRODUCER

"Knightsbridge" model full-frequency range record reproducer, English design. Four shelves in side sections for record storage. Six 12" PM speakers with Louvres providing 180-degree sound dispersal. Four stages of push-pull. Eight tubes; amplifier output of 6 w. at 1000 cps. Nine possible combi-

nations of tone control. Frequency response within plus or minus 1 db over the range 50 to 14,000 cps. Provision for radio input, though none supplied at present. Garrard automatic record changer plays eight 10" or 12" discs intermixed. Record movement eased by spring sleeve around spindle; whole changer "floats" on special spring mounting. Needle armature unit replaces tone arm and places 1/2 oz. weight on record. Semi-permanent sapphire point. Cabinet of walnut or Indian laurel. \$2500. London Gramophone Corp., 16 W. 22nd St., New York, N. Y.—RADIO & Television RETAILING

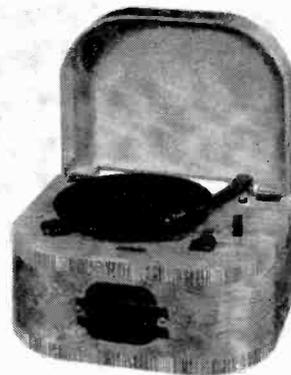
Gaytone RECORD PLAYER



Model T-22 table unit electric record player, manual operation. On-off switch plus volume control. Case covered with leatherette in stripe pattern. Alsam Products Co., Inc., 805 N. Milwaukee, Chicago, Ill.—RADIO & Television RETAILING

Autocrat RECORD PLAYER

Model EP-247 de luxe phonograph, playing 10" and 12" records manually with lid closed. Alnico PM speaker, crystal pickup, on-off volume control switch. Two-tube amplifier. Cabinet in



blonde or walnut measures 16" by 12" by 8 1/2". Weighs 13 lbs. Autocrat Radio Co., 3855 N. Hamilton Ave., Chicago 18, Ill.—RADIO & Television RETAILING

9 GREAT DIAMOND ALBUMS

THEY SELL ON SIGHT
DISPLAY THEM!

MAKE NEW CUSTOMERS
PLAY THEM!



**PIANO MAGIC
JAN AUGUST**
D-5 List \$3.12
Cost \$1.91



**MEMORY
WALTZES**
D-2 List \$3.91
Cost \$2.39



**WEDDING
ALBUM**
D-1 List \$2.80
Cost \$1.75

A complete catalog on one label! Here is your opportunity to offer your record clientele every type of popular album! The Diamond label featuring the "Piano Magic" of Jan August, has established itself as an outstanding name in the record field today!

The Diamond albums feature in addition to Jan August, Roy Shield of N.B.C., Jose Cortez, popular exponent of rumbas and sambas, Camp Meetin' Choir of the Camel Radio Show and many other top artists! D-7 comprises for the first time 4 different artists from Manhattan's night life in one album—"Manhattan at Midnight."

President Franklin D. Roosevelt's War Address of December 8, 1941, is preserved for posterity on an unbreakable vinylite record—this is a collector's item!



**HILLBILLY
SONGS**
D-6 List \$3.12
Cost \$1.91



**RHUMBA
RHYTHMS**
D-3 List \$3.12
Cost \$1.91



SAMBAS
D-8 List \$3.12
Cost \$1.91

**CAMP MEETIN'
CHOIR
SPIRITUALS**
D-4 List \$3.12
Cost \$1.91



MANHATTAN AT MIDNIGHT
D-7 List \$3.91
Cost \$2.39



President
**FRANKLIN D. ROOSEVELT'S
WAR ADDRESS**
3103 List \$2.09
Cost \$1.29



All orders received shipped by
the distributor in your territory

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:

- | | | |
|-----------|-----------|------------|
| D-5 | D-6 | D-4 |
| D-2 | D-3 | D-7 |
| D-1 | D-8 | 3103 |

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

All shipments F.O.B. nearest distributor

Record Industry News

Columbia Book Promotion

Columbia Records and Doubleday & Co. are cooperating in a joint promotion built around the simultaneous release of Maurice Evans' GI Version of "Hamlet", six excerpts of which are included in his Columbia Masterworks Album (Set M-MM-651) and in Doubleday & Company's edition of the stage production.

Window displays featuring both record albums and books are being planned for music and book stores throughout the country with special Columbia display posters.

Capitol Ad Expansion

Floyd A. Bittaker, national sales manager, Capitol Records, Inc., Hollywood, has announced a "greatly increased" advertising budget and extensive plans for enlarging the scope and activities of the advertising department.

Mr. Bittaker revealed that George W. Oliver has been appointed head of Capitol's revised and enlarged advertising and promotion division. Mr. Oliver will work in cooperation with the Dunn-Fenwick & Co. agency of Los Angeles.

"To further the 1947 Capitol exploitation program," Mr. Oliver said, "the appropriation has been increased and will provide for many peak promotions. These will be designed so that all phases of Capitol's advertising-promotion operations, together with those of Capitol's dealers, will be based upon

a central theme. Dealers will be supplied with a complete set of merchandising 'tools' so that they can effectively participate in each program."

Victor Exec in Texas

James W. Murray, vice-president in charge of RCA Victor record activities, participated in a special pre-season concert observance of the Dallas Symphony Orchestra at the Texas State College for Women.

Mr. Murray presented the governor of Texas with a special album of "The Seasons," the debut recording by Antal Dorati and the Dallas Symphony for Victor.

Duotone Awards Prizes

Two hundred and twenty-five dollars in prize money was awarded to record dealers by Stephen Nester, president of the Duotone Co., Inc., New York City. The prizes were awarded for the best Christmas window displays which featured Duotone products in whole or in part, and were based on the dealer's knowledge of window display technique and sound merchandising value.

Phila. Dealer Group

The Record Dealers Association of Greater Philadelphia has appointed a new president, Alex A. Gettlin, succeeding Dave Krantz. Louis Pearlman is secretary. The RDA sponsors a weekly record program over a local radio station, and has been running newspaper ads.

MGM Record Officials Plan 1947 Promotions

MGM Records, New York City, has appointed 31 distributors throughout the U. S. Additional distributors will be named as manufacturing conditions permit. The first MGM records should be in dealer's stores on or about March 1. Plans are currently being formulated for point-of-sale devices, dealer displays, and national advertising.

Key personnel of MGM Records, a division of Loew's, Inc., is headed by Frank B. Walker, who joined



Frank B. Walker

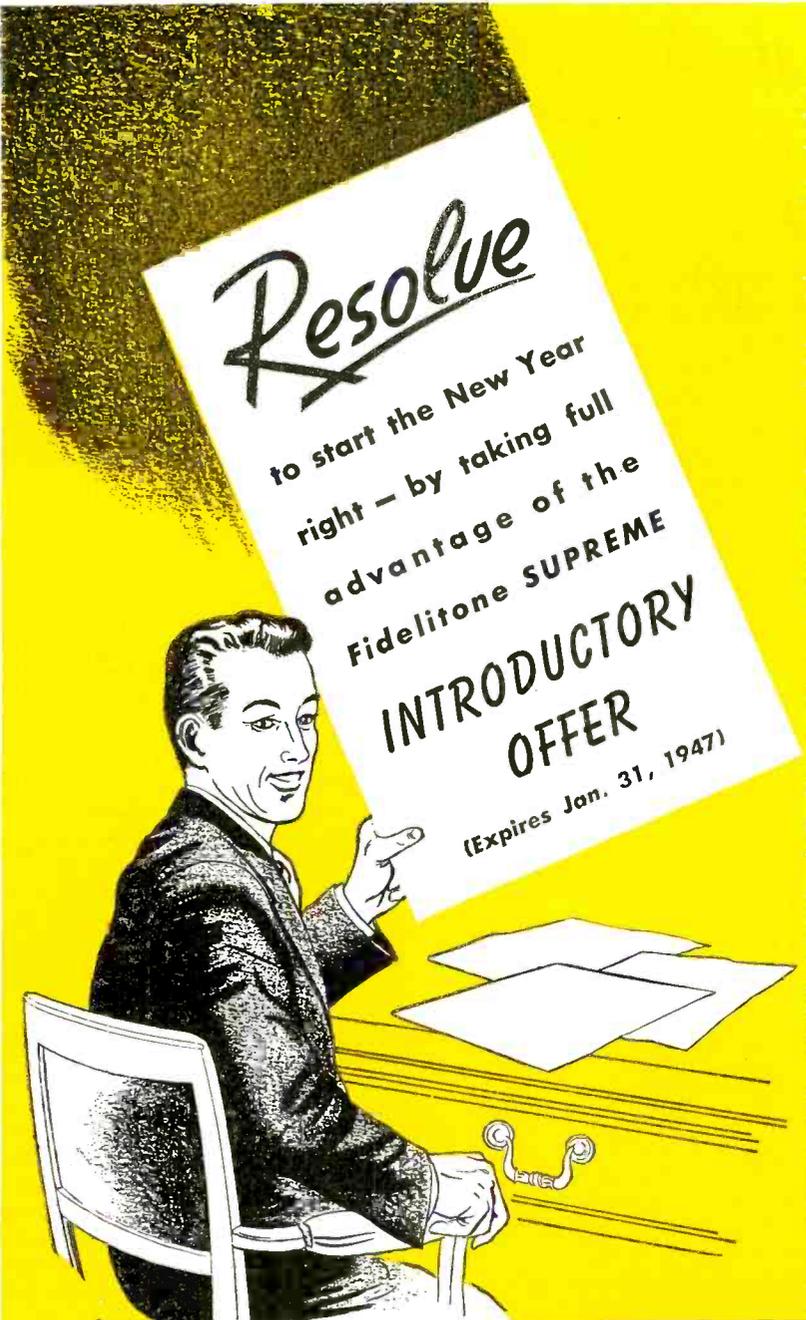
the firm at its inception in June 1945. Walker was formerly vice-president and general manager of RCA Victor, and has held important posts with Columbia, and has been active in the concert booking field.

Other executives, all of whom have been prominently associated with the record industry prior to joining MGM include: Charles C. Hasin, formerly head of his own recording company, and with years of experience as a liaison executive between a prominent disc manufacturer and dealers and jobbers; W. Wallace Early, well known as a national sales manager in the record industry; Arnold L. Pipper, well known as a manufacturing operations chief, and personnel executive; Macklin Marrow, musical director, and Harry Meyerson, both of whom have had wide experience in artist and repertoire fields; Charles Roberts, advertising manager, long in agency work and field selling, and C. Gordon Jones, formerly in charge of sound recording development at Western Electric.

New Majestic Distributor Franchised



Eugene A. Tracey (left), president of Majestic Radio & Television Corp., looks on as Lionel L. Suritz accepts the New York franchise for Majestic radios, phonograph records and other products. Handing the franchise to Mr. Suritz, who will function as president of newly-formed Majestic Brands Inc., is Majestic's eastern sales manager, Lloyd Dopkins. With Mr. Tracey is Fred J. Ames, treasurer of the new firm.



Beautifully packaged in a useful record brush \$2.50



Address your letter to your distributor or direct to us. Learn all about this finest needle at any price and how you can make 150% profit on the introductory offer.
PERMO, Incorporated
6415 Ravenswood Ave. Chicago 26
More Permo Needles sold than all other longlife needles combined

the needle with *Spring* in its heart
Fidelitone Supreme
FLOATING POINT NEEDLE



Eye Appeal THAT ATTRACTS
PERFORMANCE THAT SELLS



MODEL 60



WEBSTER

Phonograph WITH
AUTOMATIC RECORD CHANGER

Your customers will buy — and enjoy — this phonograph the year 'round. Newest member of the Webster family, Model 60 is built with the famous Webster care. Performance sells it — quality keeps it sold. Model 60 features the popular Webster Model 50 record changer, 3-tube amplifier with full compensating tone control, and a 5-inch permanent magnet speaker. Here's tone quality usually found only in much larger, expensive phonographs. See your distributor today.



Moves right off your counter

WEBSTER  **CHICAGO**

5610 Bloomingdale Avenue CHICAGO 39, ILLINOIS
33 years of Continuous Successful Manufacturing

Recoton Introduces New Sales-Display Methods

Recoton's new needle display showcase was developed in conjunction with its "4 karat deal." The unit is designed to merchandise



H. H. Borchardt

Jack Karns

Recoton's entire jewel-tipped line: Primus, Rubypoint, Supra, Symphonie, and is being offered free in conjunction with Recoton's "4 karat deal."

The plans for the "4 karat deal" were conceived and prepared by Herbert H. Borchardt, executive vice-president.

Jack Karns, Recoton's national sales representative, has visited Recoton distributors and dealers, conferring on the various phases of the campaign. Mr. Karns announced indications pointed to the biggest season in Recoton history, with sales heading for an all-time high.

New Capitol Branch

A branch of Capitol Records, Inc., has been opened in New Orleans, national sales manager Floyd A. Bittaker announced. Manager of the New Orleans office, which is under the supervision of Ray Marchbanks southeast regional manager, is Overton W. Ganong, who was formerly a salesman for Capitol out of the Memphis office.

Zenith Disc Demonstrator



Record demonstration unit built expressly for record dealers, and not for sale to the public. Features: radionic cobra tone arm; two operating controls; sturdily built; no needles to change; push-pull audio amplifier with 8" speaker.



Hitch
YOUR WAGON TO THESE
APOLLO
Stars

Carl
BRISSON

Hal
WINTERS

ROCHESTER

Illinois
JACQUET

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APOLLO RECORDS, INC.

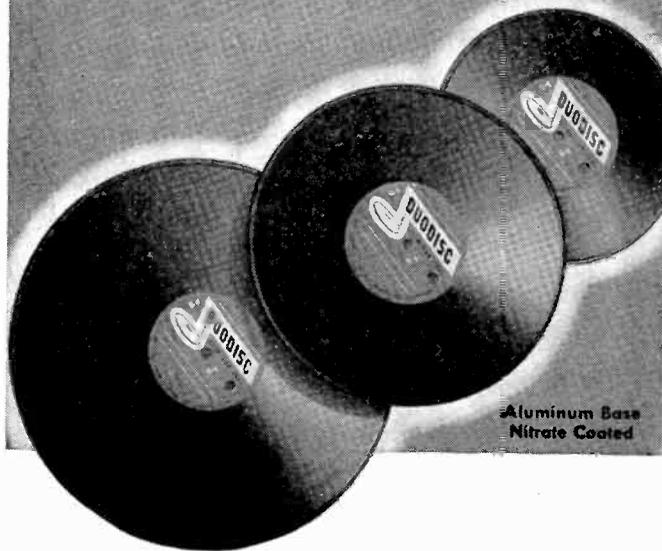
NATIONAL DISTRIBUTORS FOR *Hal Records*

EXECUTIVE OFFICES: 342 MADISON AVE., NEW YORK CITY

<u>NEW YORK</u> 615 10th Avenue New York 9, N. Y.	<u>DETROIT</u> 100-02 E. Atwater St. Detroit 26, Mich.	<u>LOS ANGELES</u> 2705 W. Pico Blvd. Los Angeles 6, Calif.	<u>ATLANTA</u> 367 Edgewood Ave., S. E. Atlanta, Ga.	<u>BALTIMORE</u> 2015 Maryland Ave. Baltimore 18, Md.	<u>NEW ORLEANS</u> 418 Gravier St. New Orleans, La.
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NOW BETTER THAN EVER!

RED LABEL DUODISC RECORDING BLANKS



Aluminum Base
Nitrate Coated

DON'T take our word alone—ask the opinion of recording technicians and users! They'll tell you Duotone's Red Label Duodisc is now, by far, the best home recording blank in the industry. Yes, the Red Label Duodisc is making news, and here's why:

1. Uniform nitrate composition assures uniform recording.
2. Hard spots are eliminated, allowing longer life for cutting needles.
3. DB loss held to a remarkable minimum for years after cutting.
4. Age-retarding plasticizer formula guarantees freshness.
5. Thread castoff is soft and silky—evidence of fine, smooth, noiseless cutting.
6. Static-free cutting causes thread to be thrown toward center; prevents fouling of needle.
7. Expensive sapphire cutters can be used without fear of damage. Amazing results with low-cost steel cutters.

Our mass production facilities place us in a position to accommodate your requirements without delay. We can also supply you with a complete line of stellite, steel and sapphire cutting needles. Write today for specific prices and literature.



DUOTONE

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

EXPORT DEPARTMENTS:

American Steel Export Co., Inc., 347 Madison Ave., New York 17, N. Y.
In Canada: Sni-Dor Ltd., Montreal

DISC has produced seventy albums since January 1946 — Write for "the most noticed new catalog in recorded music."

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SUPPLIERS, INC. 236 W. 55th St., New York 19, N. Y.
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DISC COMPANY OF AMERICA

117 W. 46 ST., NEW YORK

"THE FOLKWAYS OF THE
WORLD ON RECORDS"





**with
"TIP LOC"**
THE SLIP PROOF, BREAK
PROOF SAFETY FEATURE

The new improved safety feature, exclusive with REC-ALBUM. Records won't fall out. REC-ALBUM is the most advanced type DISK-ALBUM made. 10" and 12" Storage and Package type from 2, 4, 6, 10 or 12 heavy Kraft envelopes, which lay flat with edges recessed. Also Disk-Albums Standard Type, Deluxe and padded Deluxe.

REG. U. S. PAT. OFF.

**IMMEDIATE DELIVERY 12"
Million Production Capacity**

L. H. SYMONS ASSOC. 345 HUDSON STREET,
NEW YORK 14, N. Y.

CLOSING DATES

1947 sees little or no improvement in prevailing printing conditions. It is still necessary to publish RADIO & Television RETAILING on the following schedule. Thank you for your continued cooperation.

- 5th** of preceding month for all ads requiring proofs, composition, foundry work, key changes, etc.
- 10th** of preceding month for complete plates only—no setting.
- 1st** of month—Publication Date.

CALDWELL-CLEMENTS, INC. 480 Lexington Ave., N. Y. 17

complete
The \wedge line of least \wedge sales resistance

Phonola

REG. U. S. PAT. OFF.

ACOUSTIC AND ELECTRONIC PORTABLE PHONOGRAPHS



every popular model in every popular price line

WATERS CONLEY COMPANY
ROCHESTER, MINNESOTA

Sales Office
224 South Michigan Avenue, Chicago 4—HAR. 1880
Factory and Engineering Laboratory
Rochester, Minnesota

Since 1916 America's Leading Manufacturer of Fine Portable Phonographs

Visited by Columbia Star



Xavier Cugat (center), Columbia Records star, is welcomed by Paul Schmitt (right), president of Paul Schmitt Co., of Minneapolis, Minn., upon his arrival at the store for a personal appearance. Standing at the left is Joseph Neuman, manager of the Columbia Records department of the Roycraft Co., Minneapolis, Columbia distributors.

Aero Ad Campaign

A nation-wide promotional program was undertaken by the Aero Needle Co., Chicago, to introduce its recently developed Aeropoint Emerald UHF (ultra high frequency) jewel-tip permanent phonograph needle.

The new needle is packaged in a sparkling lucite case, with the idea of excellence and quality be-

ing further enhanced by use of a burgundy velvet bag as protection for the case.

NAMM Membership Comm.

Members of the 1946-1947 membership campaign committee of the National Association of Music Merchants include: George Byerly, Byerly Bros. Music Co., Peoria, Ill.; A. P. Avery, Avery Piano House, Providence, R. I.; Park Bowers, Rudolph Wurlitzer Co., New York City; S. Paul Relin, Relin Music Co., Rochester 4, N. Y.; Luke Moore, 1611 Chestnut St., Philadelphia, Pa.; George D. Winter, Winter Co. of Erie, Erie, Pa.; Leslie Stewart, Heaton's Music Store, Columbus 15, O.; Rudolph Siegling, Siegling's Music Store, Charleston 7, S. C.; A. Foster, Cable Piano Co., Atlanta, Ga.

Also: S. H. Almanrode, J & S Music Co., Shreveport, La.; L. Reynolds, Baldwin Piano Co., St. Louis 1, Mo.; W. Curtis Busher, Emerson Piano House, Decatur, Ill.; E. Novak, Cable Piano Co., Chicago 6, Ill.; J. J. Van Dusen, J & J Music Shoppe, Grand Rapids, Mich.; Percy Guest, Grinnel Bros., Detroit, Mich.; J. E. Meagher, Forbes-Meagher Music Co., Madison, Wis.; C. W. Gould, Gould Music Co., Minneapolis,

New Signature Album



Ray Bloch, Monica Lewis and Bobby Doyle, Signature recording stars, take a gander at Ray's new album, entitled "Easy Listening."

Minn.; Edward J. Walt, Jr., Walt's Music Store, Lincoln, Neb.

Also: J. M. Wylie, Fargo, N. D.; Thomas Holland, Glen Bros. Music Co., Salt Lake City, Utah; Bernie May, May's Music Co., Inc., Albuquerque, N. M.; Ted Korten, Korten Music Co., Longview, Wash.; Caro Miller, Caro Miller Music Co., Oakland 12, Cal.; Wm. H. Richardson, Birkel-Richardson Co., Los Angeles 14, Cal.; Joe Sondock, Brook-Mays Co., Dallas, Tex.; E. Souders, Souders Music Shop, Muncie, Ind.; Byron Streep, Streep Music Co., Kansas City, Mo.

Latest



Featuring The "STARDUSTERS"

Exclusive Swan Recording Artists

with Phil Napoleon and his Orchestra

in their famous rendition of



No. 8000

in their latest Smash Hit



No. 8001

Sweet . . . Swan . . . Swing . . . STARDUSTERS' Style

- A few distributors' territories still available.
- Orders must be 25 or more.
- List price, 75c.
- Usual dealer's discount.

FOR INFORMATION, WRITE, WIRE, PHONE

SWAN RECORDING CO., Inc.

1600 BROADWAY, NEW YORK, N. Y.

Telephone Circle 5-5955



The "STARDUSTERS"

Stars of

RADIO!

"Swing to Chiclets"

"Vitalis Program"

with George Jessel

Cafe Rouge, Penn. Hotel,
with Charley Spivak

STAGE!

All Leading Theaters!

SCREEN!

"Pin-Up Girl"

with Betty Grable

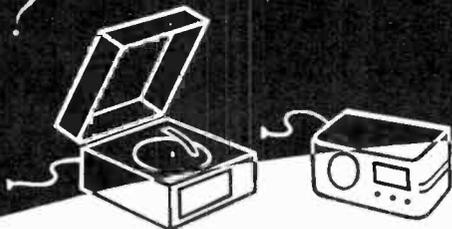
"Slightly Terrific"

with Leon Errol, etc.

TODAY'S BIG QUESTION

FOR RADIO AND PHONOGRAPH BUYERS

What shall I buy?



Today's market demands **QUALITY MERCHANDISE**
and for quality in phonographs look to

ULTRATONE

AMERICA'S FINEST PHONOGRAPHS

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

Contact your **ULTRATONE** distributor

- | | | | | |
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| SAN FRANCISCO 7, CALIF.,
Edward F. Hale Company | BALTIMORE 2, MD.,
Henry O. Berman Co. | OMAHA 8, NEB.,
General Appliance Co. | CLEVELAND 15, OHIO,
Grossman Music Company | MEMPHIS 2, TENN.,
Stratton-Warren Hdwr. Co. |
| TAMPA 2, FLA.,
Gulf App. Dists., Inc. | BOSTON 15, MASS.,
E. Stanley Freeman, Inc. | ALBANY 4, N.Y.,
Empire State Dists. | HARRISBURG, PA.,
Jules Alexandre, Inc. | NASHVILLE 3, TENN.,
Gambill Distributing Co. |
| CHICAGO 11, ILL.,
General Utilities Dists., Inc. | GRAND RAPIDS 2, MICH.,
Radio Distributing Co. | BUFFALO 5, N.Y.,
H. D. Taylor Co. | PHILADELPHIA 30, PA.,
H. & S. Distributing Co. | DALLAS, TEXAS,
Padgett Distributing Co. |
| INDIANAPOLIS 4, IND.,
Appliance Dists., Inc. | ST. PAUL 4, MINN.,
Motor Power Equip. Co. | NEW YORK 22, N.Y.,
Gross Distributors, Inc. | PITTSBURGH 3, PA.,
I. & M. Sufrin | HOUSTON 3, TEXAS,
Crowe-Martin Dist. Co. |
| SOUTH BEND 18, IND.,
Colfax Company, Inc. | KANSAS CITY 8, MO.,
Superior Distributing Co. | ROCHESTER 4, N.Y.,
Harmon Distributors, Inc. | SCRANTON 10, PA.,
Morris Dist. Co., Inc. | SAN ANTONIO 3, TEXAS,
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| DES MOINES 9, IOWA,
H. E. Sorenson Co. | ST. LOUIS 8, MO.,
St. Louis Music Supply Co. | CHARLOTTE 1, N. C.,
Williams & Shelton Co., Inc. | PROVIDENCE 3, RHODE IS.,
Republic Distributing Co. | SALT LAKE CITY 4, UTAH,
S. R. Ross, Inc. |
| NEW ORLEANS 19, LA.,
Southern Radio Supply Co. | | CINCINNATI 2, OHIO,
Rodney Young Company | CHATTANOOGA 2, TENN.,
Tri-State Supply Co. | NORFOLK 10, VA.,
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| | | | | MILWAUKEE 4, WISC.,
General Utilities Corp. |

Audio INDUSTRIES

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

TOP artists — hit tunes on NATIONAL Records



"... Skyrocketing to stardom! ... the male quartette sure to become the nation's top singing foursome."

Watch for their first National release — out soon.

AMORY BROS.



BILLY ECKSTINE

The Bronze Ballad-er with the Golden Voice sings Jerome Kern's "All the Things You Are" and "Don't Take Your Love From Me," Nat. 9023.



JACK CARROLL

Thrilling new singing Disc-covery. Hear his "Melancholy Baby" and "Oh Gee, Oh Gosh, Oh Golly," Nat. 9022.



LILYANN CAROL

Lilyann's lovely voice thrills on "Please Be Kind," Nat. 7015 and "Either It's Love Or It Isn't," Nat. 7013.



DICK THOMAS

Already a hit! Dick's catchiest since "Sioux City Sue," "I've Got A Gal In Laramie," backed by "I'm Gonna Dry Up My Tears," Nat. 5013.



PETE JOHNSON

For the best in blues and boogie you'll want "Pete Johnson's Housewarmin'," Nat. Album 1007.



CHARLIE VENTURA

America's No. 1 sax-ophonist gives you the best "Misirlou" yet, Nat. 7013 and the great "How High the Moon," Nat. 7015.

... and lots more! Other National Artists include The King of the Blues, Joe Turner; Swinging Gatemouth Moore; and David Kurlan who wrote and narrated the kiddies delight, "Luke the Singing Duck," Nat. Album C1.



NATIONAL Records

ALL NATIONAL RECORDS

75c

Permo Issues Circular

Permo, Inc., Chicago 26, have issued a colorful, illustrated mailing piece. It pictures and describes the new Fidelitone Supreme needle, list price \$2.50. Also the beautiful black and gold plastic needle package which embodies a record brush.

The folder primarily discusses the "Supreme Introductory Deal" whereby a dealer is enabled to make up to 150% profit on orders placed before January 31, 1947. With each two dozen needles ordered, the music or record dealer receives a certificate which entitles him to 6 Supreme needles without extra charge. Or, if he prefers: 9 Fidelitone Master needles—or 12 Fidelitone Floating Points. He has these three choices.

Orders go to Fidelitone distributors who ship the Supreme needles and certificates. Permo, Incorporated redeems the certificates direct.

Picturtone Kiddie Discs

Picturtone Records, Inc., New York City, has a variety of "Treasure Tale" sets for children available for dealers. These discs contain classic stories on an unbreakable plastic surface; designed in full color with illustrative picture. The volumes come attractively boxed and retail for \$1.05. Also available are "Greetingsong" cards, which are illustrated greeting card records. Distributor is Barth-Feinberg, Inc., New York City.

Swan Appointee

The Swan Recording Co., New York City, has appointed Fesse J. Trilling secretary and treasurer of the firm.

Offer Special Records

Sterling and Juke Box Records, Inc., 7 W. 46th St., New York City, specializing in recordings for the race field, offer: by Alberta Hunter, "Take Your Big Hands Off," and "He's Got A Punch Like Joe Louis" and another single by Lillette Thomas, "Boogie Woogie Time Down South," flipover, "Down It And Get From Around It."

Tone Products Jobber

Expansion of Merry-Go-Sound electric phonograph and record distribution to include western Texas and New Mexico was revealed by Howard A. Jacobs, sales manager of Tone Products Corp., in announcing the appointment of Diehl Lehman, of El Paso and Amarillo, Tex., and Albuquerque, N. M.

Capitol Display Window



Window display installed by Louis Pearlman, 7213 Rising Sun Ave., Philadelphia, which brought a return to the merchant of a large sales figure.

Columbia Distributor Leases New Building

A three-story, approximately 40,000 square foot building at 154-160 Eleventh Avenue, New York City, has been leased by Times-Columbia Distributors, Inc., exclusive distributor of Columbia Records in the New York area, to be used as warehouse, purchasing office and special coin-machine operator branch.

The warehouse will be equipped with conveyor systems and other modern devices so that the tremendous demand for phonograph records may be efficiently handled. Sales and executive offices will remain at 353 Fourth Avenue.

New Pilotone Series



Milton Gladstone (Al Paul Lefton Agency account executive); I. Goldberg, President, Pilot Radio Corp.; Ernest L. Hall, executive vice-president; Walter Wyckoff, secretary, Pilot Radio Corp.; Nat M. Abramson, director of artists and repertoire, Pilotone Records, at cocktail party given to introduce Pilotone's new Academy of Music Series.



how to put your set in the "upstairs" class...

Four more manufacturers of phono-combinations, in the "upstairs" clique, are using Garrard record changers.

That, in itself, gives you good reason—and good sales talk—for selling Garrard as a replacement changer in better combinations. Certainly, if you're striving for something ultra in a custom-built combination, Garrard is your changer!

With Garrard in a set, you have more features to talk about. It sells more easily to the folks who are willing to stretch a bit for the latest twist in technical perfection.

There are more than half-a-dozen reasons why Garrard makes your whole set easier to sell and

more desirable to own. But perhaps it would be sufficient to mention that the Garrard changer has been chosen for these sets of unquestioned quality: SCOTT . . . FISHER . . . FREED-EISEMANN . . . LONDON GRAMOPHONE.

PRECISE AS A WATCH

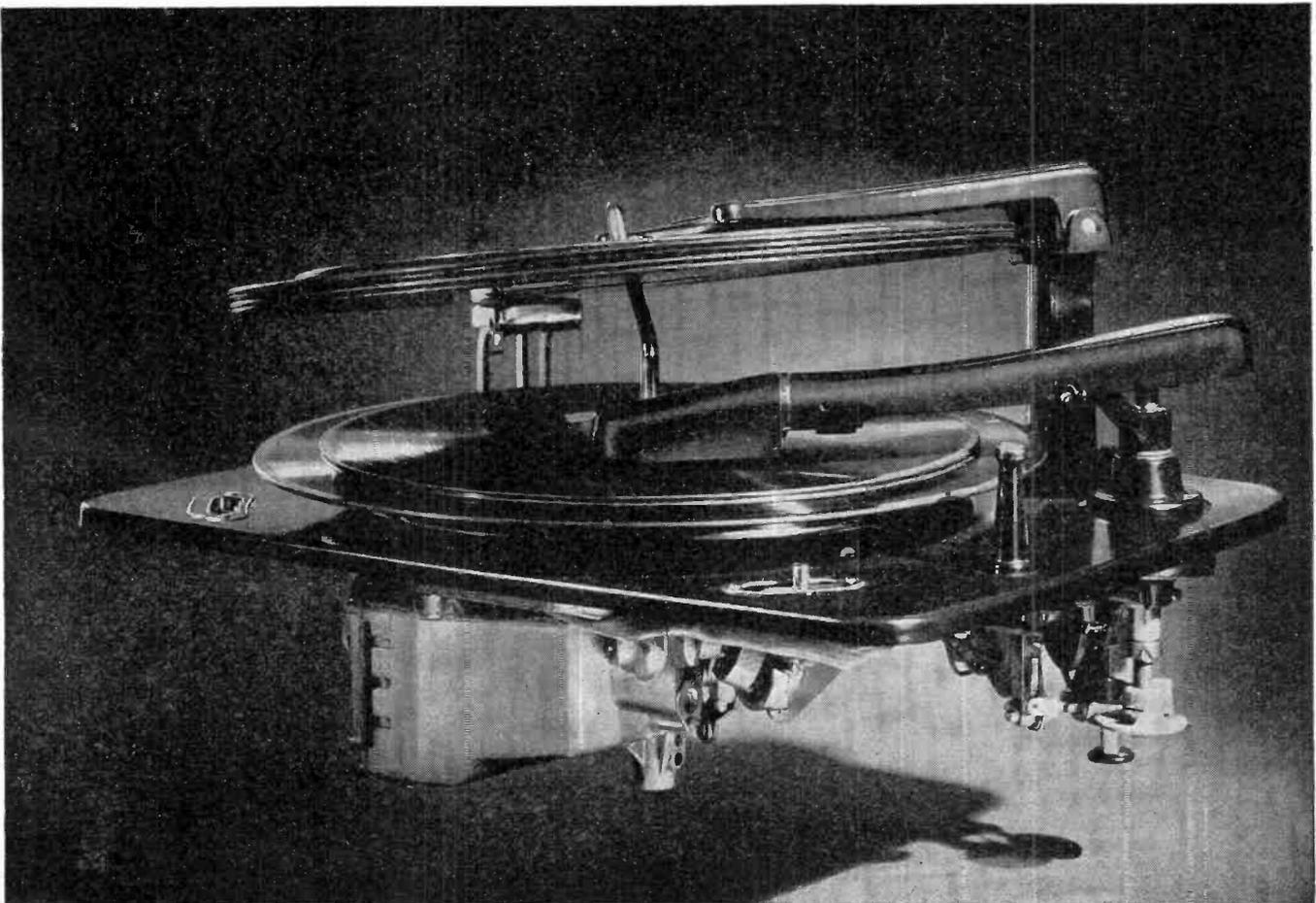
- speed-regulated, governor-controlled motor
 - completely automatic mixing
- true-tangent, jewelled-pivot pickup arm
 - exclusive non-slip spindle
 - automatic stop
- heavy fly-wheel action built into turntable
 - only one operating control necessary
 - full swivel tone arm for changing needles
- kind to fragile records; no knives or trick spindle

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

GARRARD

WORLD'S FINEST AUTOMATIC RECORD CHANGER

GARRARD IS THE ONLY CHANGER THAT BACKS YOU UP WITH A COMPLETE NATIONAL ADVERTISING CAMPAIGN IN CONCERT PROGRAMS AND IN LEADING HOME FURNISHINGS PUBLICATIONS. • GARRARD SALES CORPORATION • 315 BROADWAY, NEW YORK 7, N. Y.





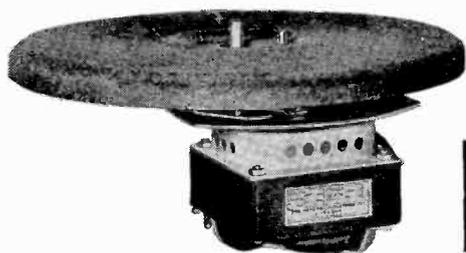
PICK-UP

...AS QUICK AS A WINK... WITH...

Smooth Power

Not a word or a note need be missed when your record players, record-changers or recorders are equipped with *Smooth Power* motors. That's because these units are built for split-second pick-up to full constant speed.

Their quietness and freedom from vibration give smooth performance that will delight your customers. From our complete line of *Smooth Power* phonomotors, recorders and combination record-changer recorders, you can select exactly the right units to match your own fine products.



Model GI-RM4 Smooth Power Recording Motor



DEPT. MV • ELYRIA • OHIO

More
MONEY
in your
POCKET



when you carry the handy Jensen Saleskit.

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

Contains 3 Jensen Concert Needles retailing at \$1 each, and 3 Jensen Genuine Sapphire Needles

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

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

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

Columbia Exhibits at Teachers' Convention

Columbia Recording Corp. exhibited high-lights in recorded literature and famous speeches at the convention of the National Council of Teachers of English, in Atlantic City. Some years ago Columbia pressed "Julius Caesar," "Macbeth," "The Merchant of Venice," and "Twelfth Night." To these, Columbia has added "Six Excerpts from Hamlet" and "Four Scenes From Richard II" by Maurice Evans.

National Disc Jobbers

In line with its new expansion policy, National Records has appointed a number of new distributors to merchandise its line, A. B. Green, head of the firm announced. Exclusive distributors include: The M. S. Wolf Co., Calif.; J. C. Boylan, Cleveland; Arthur Rixon and Son, Greenville, S. C.; Davis Sales Co., Denver, Colo.; State Music Co., Hartford, Conn.; Music Suppliers of New England, Inc., Roxbury, Mass.; Frederick Lee Co., Minneapolis; Music Distributors, Inc., Kansas City; United Wholesalers Co., New Orleans; Oriole Distributing Co., Baltimore.

New Record Sales

(Continued from page 66)

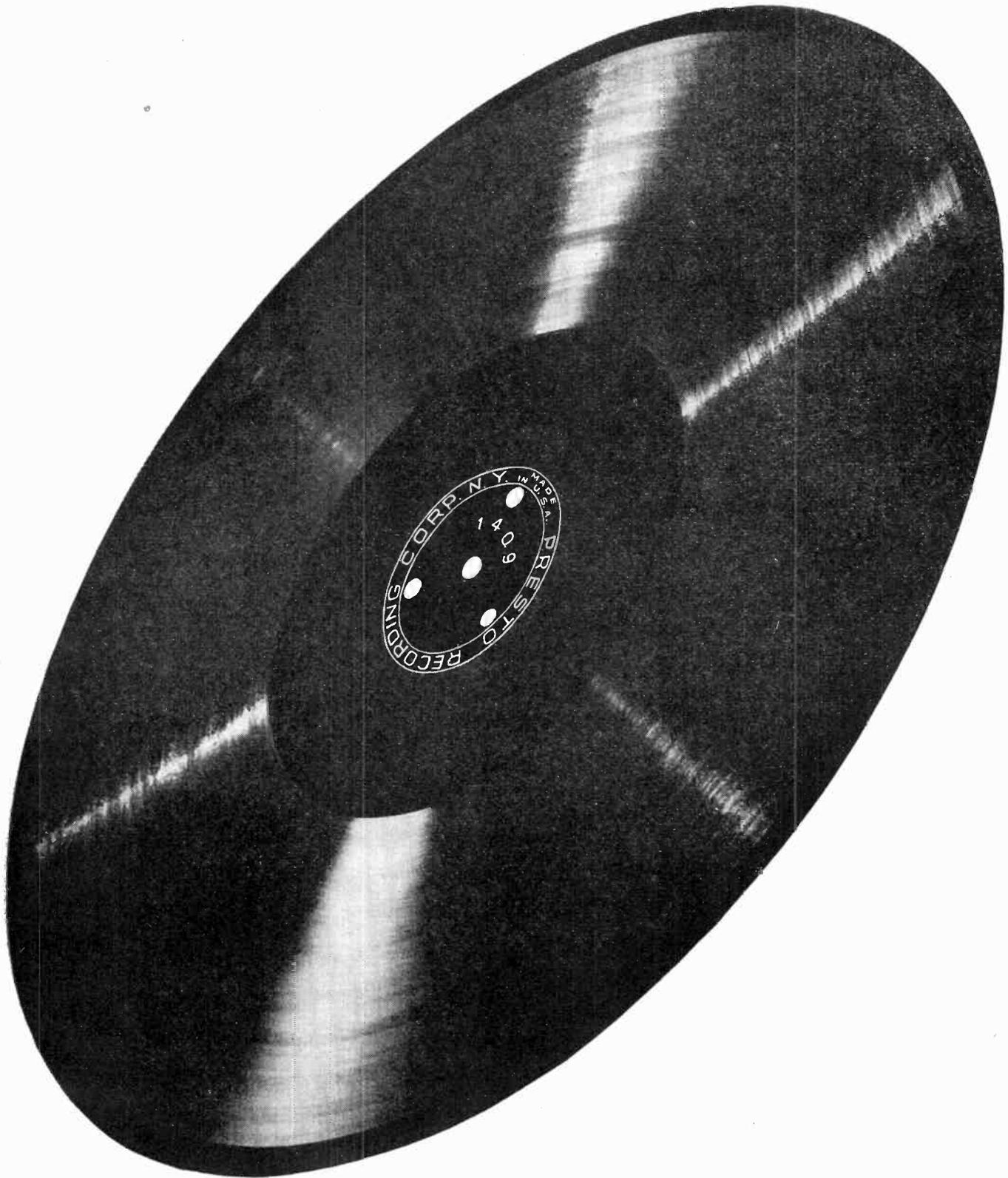
"Night Without Sleep," another Disc album, with music by Paul Bowles, features piano and voice of Carrington Welch, with Romolo Dispirito as the singer. "Modern Classical Piano" is another new Disc album.

Tchaikowsky's "Eugene Onegin" will be released by Disc Co. on seventeen 12-inch records. Recorded in the Soviet Union, the album will have a libretto translated from the Russian.

Young Mel Torme has been signed as a featured vocal soloist under a new Musicraft contract. Torme's solo singing of "Get Out Of Town" in Artie Shaw's Cole Porter album, and his popular single, "For You, For Me, Forever More," are popular waxings. Torme's newest Musicraft releases are: "They Can't Convince Me," and "So To Bed"; "Dream Awhile" and "There's No Business Like Show Business." Other pop numbers by Torme, with the Mel-Tones, include: "Changing My Tune," "It Happened In Monterey" and "There's No One But You."

New Musicraft singles include:

(Continued on page 86)



For true to life recording there has never been anything better than Presto Green Seal Discs.



RECORDING CORPORATION • 242 WEST 55TH STREET • NEW YORK 19, N. Y.
Walter P. Downs, Ltd., in Canada

World's Largest Manufacturer of Instantaneous Sound Recording Equipment & Discs

3 STEPS TO EASIER SELLING

Bitter

SELF-SERVICE ALBUM RACK #120

Displays over 39 albums on slanting face. Storage space below has unusually large capacity. 60" wide and 55" tall (new low height for better visibility). Attractively finished hardwood facings. The ideal unit for wall or center aisle.



Bitter

RECORD ALBUM RACK #100*

Attractive, Compact, Roomy! Holds about 500 10" — 500 12" records plus 75 albums. 2'10 1/2" long — 7'2" high — 15" deep. Ideal for use individually or as a unit of department. Facings are Walnut finished birch with recessed ebonized maple base.

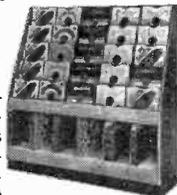


*Also available as album Rack No. 110

Bitter

SELF-SERVICE RECORD RACK #115

The mate to No. 120. Same specifications but slanting face has 25 pockets and displays about 300 records. Many dealers use this "championship-team" back-to-back—the ideal unit for every record department.



Send for Literature

**A. BITTER
CONSTRUCTION CO.**

721 E. 133 St., New York 54, N. Y.

**Back
Your Future
Buy
U. S. Savings
Bonds**

New Record Sales

(Continued from page 84)

Teddy Walters, "I'll Close My Eyes," and "The More I Go Out With Somebody Else"; Phil Brito, "Bless You," flipover, "If You're Somebody Else's Sweetheart"; Maurice Rocco, "At Sundown" and "My Tzatzkela"; and Riley Shepard's "The Postman Doesn't Call At My Door Any More," flipover, "Wear A Little Sunshine In Your Smile."

Vogue, the picture record, has released several new discs; Patricia Gilmore does the vocalizing with Enric Madriguera's orchestra in "A Man, A Moon And A Maid," backed with "The Cuban Yodelin' Man"; Sonny Dunham's orch. recorded "I Love You In The Daytime, Too," and "Clementine"; Frankie Masters' "Sniffle Song" and "All By Myself" and Art Kassel's "If That Phone Ever Rings" and "The Whiffenpoof Song" are other Vogue releases.

Sonora's Ray Anthony has been signed to an exclusive recording contract. His first sides for the recording company are: "Margie," "Isn't This Better Than Walking In The Rain," "Please Be Kind," and "I'll Close My Eyes."

Jack Carroll, a new National artist, makes his debut with the firm singing "My Melancholy Baby" and "Oh, Gee, Oh Gosh, Oh Golly."

Billy Eckstine has waxed "All The Things You Are," backed by "Don't Take Your Love From Me," in another new National release.

The first releases by the "Stardusters," who recently signed with Swan Records, are "Brother Bill" and "Weekend In Havana"; "Crystal Paradise," backed by "I Surrender Dear."

Pan-American Records is releasing John Laurenz in two new featured platters: "Blue Skies" and "Somebody Loves Me"; "Blue Moon" backed by "If I Had You."

Rainbow Records has some new kiddie album releases, with story and songs about birds and animals entitled "Polly, the Personality Parrot" and "Sweetie Swings A Tale."

DeLuxe Records has put out two new Denver Darling singles: "A Dollar Ain't A Dollar Any More," and "Ding Dong Polka"; "I'm Gonna Leave This Old Town," flipover, "I'll Say Your Name In My Prayer."

Keynote's newest albums include: "Jazz Concert," featuring Bud Freeman; "Olden Ballads," sung by Tom Glazer; and "Square Dances," directed by Margot Mayo.

Immediate Delivery AUTOMATIC PLAYERS



MODEL AEP-347

A complete automatic record player with built-in amplifier—ready to play. Attractive hand-rubbed walnut cabinet, Aero 46-A changer with the latest type push-button controls, powerful 3 tube amplifier and 5" Alnico (5) speaker, make this phonograph a remarkable value for those who appreciate fine tone quality and performance. Light weight crystal pick-up. Dimensions: 12 3/4" deep, 13 1/2" wide, 10 1/2" high overall. 110-120 Volt 60 cycle A.C. Price only \$31.47 net. F.O.B. Chicago.

(20% Deposit required on all orders)

Other models are available in portable and table types. Address orders and inquiries to Dept. RT.

AUTOCRAT RADIO CO.

3855 N. Hamilton Ave., Chicago 18, Ill.

R-L SPECIALS for IMMEDIATE delivery

WIRELESS PHONOGRAPH WITH AUTOMATIC RECORD CHANGER



No wires to connect. Just plug in and play through radio. 45 minutes of uninterrupted plays of 10 or 12 inch records without reloading. For 110V. 60 cycle operation. Complete with open type walnut veneer cabinet. Shipping weight 14 1/2 lbs. B6200 Net, each \$27.06

HAND WOUND PORTABLE PHONOGRAPH

Battery operated amplifier, hand-wind motor. No electric current necessary. Excellent for use at beach, picnic, porch, or wherever electric current is not available. Attractive two-tone leatherette covered case. Size: 14 3/4" x 15 3/4" x 8". Uses Burgess battery pack #6TA60. B6202 Net \$28.44 #6TA60 Battery Pack \$3.60



Write for Free Parts Catalog

**R-L
Electronic Corp.**

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

ELECTRICAL APPLIANCES

Section of **RADIO Television RETAILING**

Appliance Forecast—Statistics

• Now that the first full peacetime year of production of electrical appliances has ended, it will pay any dealer to look briefly at the national picture of this production for the year as a whole. Only in this way can he get some conception of the magnitude of the market for these products that still lies ahead.

To most people—and this includes research experts—these large figures are only “telephone numbers”, or meaningless digits, unless care is taken to apply them to some specific problem. The dealer should, therefore, look at these national

totals with his own store in mind.

To help dealers “size up” these national figures more exactly, exports have been subtracted. The annual totals are for factory production that has been sold within the United States only.

This fact should help the dealer to use these 1946 totals as a check list against his own business. They show how much business is being done in each type of electrical appliance listed.

The dealer can ask himself: “Am I getting my share of each type of electrical appliance shown? Am I overlooking any bets to build a bal-

anced and profitable operation?”

The figures shown here are, of course, preliminary estimates and are subject to later revision. Moreover, no attempt has been made to predict production for 1947 because of obviously unsettled conditions.

One prediction can and will be made. 1947 production will top every one of the 1946 figures printed here!

And for the dealer who rounds out his business with a careful selection of a variety of these appliances, and begins to sell them aggressively, there should be nothing but green lights ahead in 1947.

ESTIMATED 1946 PRODUCTION OF ELECTRICAL APPLIANCES IN THE UNITED STATES

MAJOR KITCHEN APPLIANCES

	Number of Units	Retail Value
ELECTRIC HOUSEHOLD REFRIGERATORS—BY SIZES		
5 cubic feet and less	65,000	\$ 10,000,000
6 cubic feet	133,000	23,100,000
7 cubic feet	1,480,000	293,600,000
Over 7 cubic feet	142,000	35,000,000
TOTAL	1,820,000	\$361,700,000

ELECTRIC HOUSEHOLD FOOD FREEZERS		
TOTAL	399,000	75,892,000

ELECTRIC RANGES—BY MODELS		
Standard models	438,000	89,191,000
Apartment house models	92,000	4,996,000
TOTAL	530,000	94,187,000

ELECTRIC STORAGE WATER HEATERS—BY TYPES		
Ferrous	377,000	41,100,000
Non-ferrous	27,000	3,300,000
TOTAL	404,000	44,400,000

MAJOR LAUNDRY APPLIANCES

DOMESTIC WASHING MACHINES—BY SIZES AND TYPES		
Standard Size		
Non-automatic wringer	1,474,000	203,310,000
Automatic and spinner	485,000	109,800,000
Others	54,000	9,675,000
Midget size	111,000	5,326,000
TOTAL	2,124,000	328,111,000
DOMESTIC IRONING MACHINES	185,000	18,565,000

OTHER MAJOR APPLIANCES

	Number of Units	Retail Value
HOUSEHOLD SEWING MACHINES		
HOUSEHOLD VACUUM CLEANERS	340,000	31,680,000
Upright type (with and without attachments)	1,108,000	61,379,000
Tank type	1,243,000	84,904,000
Hand type	98,000	1,777,000
TOTAL	2,449,000	148,060,000

TRAFFIC APPLIANCES

COFFEE MAKERS, POTS AND URNS	1,149,000	8,351,000
TOASTERS		
Automatic	804,000	15,340,000
Non-automatic	1,671,000	7,554,000
TOTAL	2,475,000	22,894,000
HOT PLATES AND DISC STOVES	1,420,000	4,764,000
HEATING PADS AND BLANKETS	3,003,000	11,482,000
SPACE HEATERS	1,566,000	13,020,000
ELECTRIC IRONS—BY TYPES		
Standard Household Automatic—		
under 5 pounds	3,312,000	33,742,000
5 pounds and over	560,000	4,423,000
Non-automatic—all sizes	143,000	444,000
Travel	123,000	580,000
TOTAL	4,138,000	39,189,000
FANS	2,315,000	52,812,000
ELECTRIC RAZORS	2,270,000	39,441,000
FOOD MIXERS	1,125,000	33,549,000
WAFFLE IRONS AND GRIDDLES	482,000	4,608,000
ELECTRIC BROILERS AND COOKERS (ALL TYPES)	356,000	1,618,000
ELECTRIC ROASTERS (INCLUDING PAN SETS)	156,000	4,956,000
JUICE EXTRACTORS, DRINK MIXERS AND WHIPPERS	257,000	4,010,000

BUILT TO BE THE

GREATEST VALUES IN THE FIELD!



COMBINATION REFRIGERATOR and frozen food "locker." Safe-keeps 31 pounds of frozen food. Lots of bottle space, automatic defrosting, "Rollator"® economy. Four other home models. Five-year protection plan.



ELECTRIC RANGE. Combines every practical improvement in electric cookery. Automatic controls, deep-well cooker and three surface units, two-element oven, smokeless broiler, utensil and warming drawers. Two models.



"RO-TA-TOR" WASHER. It washes, rinses, dries for the line. Splashproof tub, steam-seal cover, eight-position pressure cleanser and damp drier. Clothes last longer because of the glass-smooth plastic "Ro-ta-tor." Four models.



HOME HEATER. Here's low-cost, controllable oil heat. Exclusive features, such as L-shaped heat exchanger with porcelain-enamel finish, downdraft "Whirlator" tube. Four models, wide price range.



DIVIDED-TOP GAS RANGE. Large work space, large slide-out broiler, two large utensil compartments, large oven with temperature control and inside light. Effectively insulated. Two other models.



HOME FREEZER. New vertical type freezes and stores more than six cubic feet or 200 pounds of food—extending the season of abundance, low cost and top quality. Larger chest models also available.

*Trade-mark registered U. S. Patent Office and foreign countries



The Best Dealer in Town Sells Norge!

A BORG-WARNER INDUSTRY
Norge is the trade-mark of Norge Division, Borg-Warner Corporation, Detroit 26, Michigan. In Canada: Addison Industries, Ltd., Toronto, Ontario.

SEE
NORGE
BEFORE YOU BUY

Jobber Offers Kitchen Plans.

New York Distributor Helps Dealers Sell Modern Equipment — Provides Remodelling Service

reception throughout its territory in northwestern New York State, according to its director, Leonard Soderstrom.

The backbone of most current sales, he said, consists of equipment that necessitates large expenditures and major home decoration changes. This has posed the problem of developing effective visual presentation of equipment as it would appear in the customer's kitchen in order to effect sales.

As soon as a dealer's customer has signified his interest in the installation of major kitchen equipment, Mr. Soderstrom and his trained staff are contacted. An interview is arranged at the customer's home where the needs and extensiveness of the kitchen remodeling are discussed. Suggestions are made of possible rearrangement of existing kitchen furnishings or enlargement of the room, whenever necessary or desirable. Following this, a record is made of complete and accurate measurements of the kitchen with special attention placed upon exist-

ing electrical outlets, plumbing, windows and doors.

Armed with this information the director of the kitchen planning division prepares a portfolio of remodeling ideas for the homemaker and the dealer. This merchandising unit is tailored to each individual problem. It includes a perspective drawing which provides the customer with a dramatic preview of his kitchen-to-be. There is also an elevated drawing complete with equipment nomenclature which indicates the location of cabinets and other appliances. In addition a floor plan is provided with overall dimensions and construction directions which are supplied to the dealer as working plans for his contractor or servicing personnel.

Competent Workmanship

Solving all the difficult problems of plumbing and wiring which are involved in a modernization project of this type, the plans also provide the greatest degree of convenience and efficiency for the housewife.

To assure complete customer satisfaction only workmen skilled in all phases of the intricate construction are permitted to handle the actual installation. All the work is done under the supervision of Mr. Soderstrom or a member of his staff and a final check-up is made by them upon completion of the job.

Since dealers' service personnel have not generally been trained for this intricate work, special instruction courses are arranged periodically for dealer personnel. Under Mr. Soderstrom's direction classes are held usually every two weeks to bring the workmen up to date in the latest methods of installing kitchen appliances and to teach them proper use of new equipment required to perform an efficient job.

Similar classes are arranged for the store salesmen, aiding them to develop a more complete and effec-

(Continued on page 99)

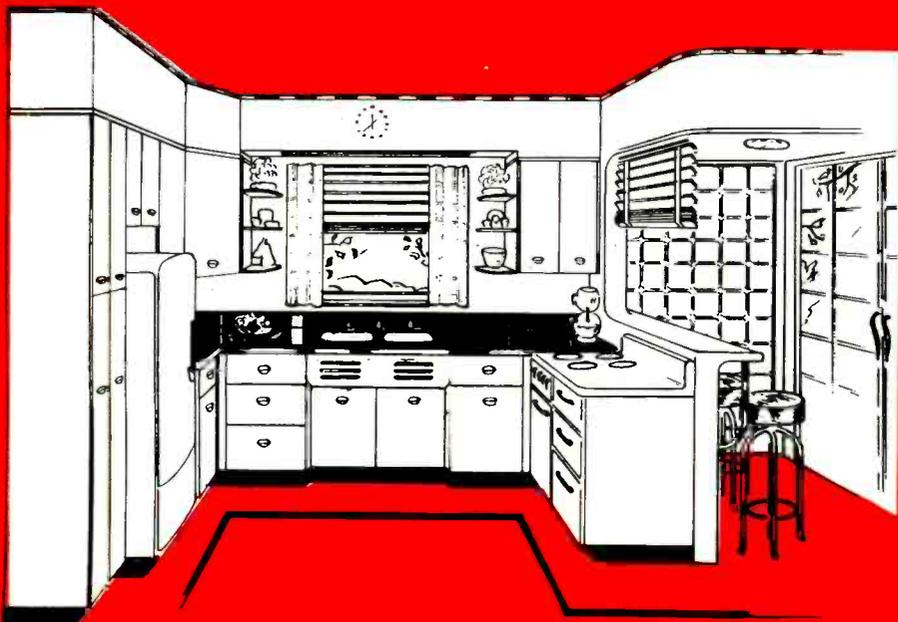
A sales-building idea is discussed by Leonard Soderstrom (left), of Bickford Bros., and Frank Redeker, owner of Redeker Bros., E. Main St., Rochester, N. Y.

● In selling major kitchen appliances, the dealer now has a three-fold task: 1) provide his customers with modern decorative ideas, 2) apply these to an individual remodeling problem, and 3) arrange for installation.

This sound conclusion was arrived at after careful study by Bickford Bros., radio and appliance distributors of Rochester, N. Y. And to help dealers do this three-fold job better, they have set up a new service division.

Named the "Modern kitchen planning division," this program has met with enthusiastic dealer

This perspective drawing is typical of those prepared for its dealers by the distributor, Bickford Bros. Also available to the workmen are elevated drawings and working blueprints of the kitchen.



Appliance Experts Tell

California Dealers Offer Ideal Service

• Service can be a two-edged weapon for the independent dealer. It can be the means to an end—the sale of radios and appliances. More than that, it can be an end in itself—an important source of profit.

Herman A. Somers, of Somers Appliance Company, Sherman Oaks, Cal., has built a profitable business around this dual philosophy.

"My outlook on the future of major appliance merchandising," says Somers, "is that the dealer who continues to push service is the only one likely to make a long-term success.

"I believe that any appliance dealer should think ahead at least five years. By that time many of the dealerships operating only as sales organizations will have folded up, and the average customer will be buying everything from refrigerators to toasters carefully, where he knows he is likewise buying satisfactory maintenance service."

Sells Maintenance

Somers has adopted the slogan, "Buy From the Dealer Who Can Maintain Your Appliances." Although he opened his present store in Sherman Oaks, a suburb of Los Angeles, only two and a half years ago, he has had more than twenty years of experience in the field, chiefly in New York City.

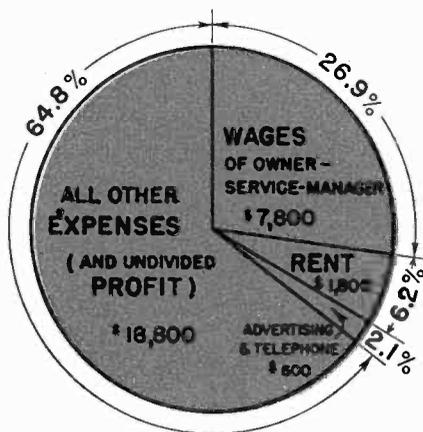
When there was no merchandise, operations could be summed up simply as "merchandising service until it was possible to merchandise appliances." Somers's theory then, as now, was to sell 100% service on every home appliance, sell customers on his logical position as post-war providers of major appliances, and compile lists of prospects who will form our future market.

While waiting for franchises on various lines, Somers gave efficient service on everything, including commercial refrigeration and extended over all small appliances, electric motors, and even lamps. He felt that this was the only way

to guarantee that the housewife would think of Somers Appliance Company in all appliance problems.

Using a large store in a shopping area, Somers built up a service crew of seven specialists—two men on radios, two on refrigerators, one machinist to make parts only, one man on washing machines and sweepers, and backed them up with two high-school boys to help out. By buying \$200 stocks of brass, iron, steel and copper raw metals, and keeping an expert machinist on hand, he was able to repair all types

Making a Service Department Pay Off



This pie chart shows how a dealer with a total service of \$29,000 has allocated expenses and profit.

of refrigerators, washing machines, commercial equipment, etc., which other service organizations had turned down. This won many friends, which fully repaid the extra expense. They even turned out gears for wringers, and made their own valves for refrigerators.

The front of the store bears permanent signs which read, "Expert Radio Repair Service" and "Bendix Motor Specialists," as well as "We Rebuild Sweepers and Refrigerators." These signs, together with other forms of advertising, brought service work that amounted to \$20,000 in 1944 and \$29,000 in 1945.

During the war, Somers relates, when mechanics were at an "abso-

lute premium," he devised a percentage plan of payment that kept a staff of men on the benches. Each mechanic took the entire amount charged the customer, after paying out of his own pocket for parts used, less a fixed percentage for the store.

This was devised to allow them a better income than wage ceilings permitted, create loyalty and provide an incentive for greater production. Thus, a mechanic received 80% on one job, 60% on another and 75% on a third type of work. On typical refrigerator jobs the mechanic got 75% of the gross, and on radio work, 25%.

Somers used a ledger system which across the page top listed the invoice number, date, parts used, delivery cost, tax and gross amount. On a typical \$124.67 week, for example, after parts were paid for, delivery costs paid in and tax extracted, the mechanic got \$78.74 and the store \$24.93. Men received different percentages according to their experience and skill, while the high school boys received 75 cents an hour. The income earned thus was enough to pay overhead of \$150 per month rent and \$50 telephone bills, plus the owner's salary and that of a secretary who kept the books, answered the phone and made up schedules.

Mechanics liked the percentage idea, but nevertheless it created a turnover problem, Somers said,—too many floaters on refrigerator service, for example, although they still have the same radio and small appliance men.

"This idea won't be continued in our future plans," Somers states. "We will stick to a straight per-hour wage for all work.

"The incentive proved to be too great. The shop turned out work so fast that it meant call-backs and extra repair work that I usually had to do myself.

"I now utilize ex-servicemen trained in public utility and appliance distributor schools. I shall use one refrigerator man, one man

How to Increase Profits

Firm Basis for Specialty Merchandising

on washers, one on small appliances and two on radios, while I do the selling outside.

"Our future service plans call for a flat \$2.50 an hour on all work, plus parts at a 50% markup. We will not cut this rate, since we feel there's no sense in service without profit.

"We expect the largest revenue to come from refrigerator overhauls, for which we give a 90-day guarantee. We also expect to continue doing a large volume of radio work. Washing machines come next, and we intend to merchandise complete overhauls on them two or three years from now, when the overhaul market is again open.

Volume Holds Up

"We are currently handling 25 to 30 vacuum cleaners a week, and small appliance work has grown immensely in the past year. We expect both of these to continue on about the same basis.

"Another steady source of income that we don't propose to lose is commercial refrigeration service. This is our special feature, and we give it preference over other work, since grocery and drug stores need such work done at once.

"The same men handle this who do domestic refrigerator work. They use a half-ton pickup truck as a rolling shop.

"To protect us from callback loss, we use an invoice record system. Every work invoice carries a serial number. As soon as the invoice is paid we transfer all the information to a file card in the office.

"This card has at the top the name and address of the customer, and is filed alphabetically. It also has spaces in which to record information about each job, including the serial number of the invoice, the date, the make of appliance or radio, whether it was picked up or a house job, the material used, tax, and any other pertinent information about the job.

"When a customer calls up and tells us his refrigerator broke down

'just a month after you fixed it,' the file card will show whether it actually was one month ago or six. This saves, in innumerable instances, time and store revenue.

"Even though we will be handling less volume on service with new appliances flooding the market," said Somers, "we intend to be just as careful with every phase of service.

"In general our future setup can be described as a sales-service organization by which both will be promoted equally. Our profit will be derived from sales primarily, but with service as a goodwill builder and prospect protection against competition. We have been franchised to handle three lines of refrigerators, three of ranges, five makes of washing machines and a similar variety of other appliances.

"At the outset I will call on approximately 1500 good prospects who have depended on us for service work and whose names are alphabetically filed away in the office. We have already sold 126 washing

machines via the deposit route, and are beginning to accept these on refrigerators and ranges. I know confidently that each of the 1500 prospects listed has been well served by us, and that each has been encouraged to think over the importance of getting the same service on whatever appliance they buy. We'll be selling all of them again and again."

Double-Barreled Ads

His present advertising consists of newspaper promotion announcing the lines he handles in combination sales-and-service advertisements. He intends to continue this campaign for another eight months.

"In all promotion," says Somers, "our service slogan will be played to the hilt. We show every customer our clean, handsome service shop, and ask him to remember it. Service built us up—and it will keep us at the top after the competitive market reappears."

SOMERS'S AVERAGE CHARGES ON APPLIANCE AND RADIO REPAIR JOBS

(Based on flat rate of \$2.50 an hour plus 33 1/3% margin on parts)

Product	Work usually done	Average charges
Refrigerators	Complete overhaul	\$50 to \$85
Washing machines	Overhaul, including:	
	New wringers	
	Motor repairs	\$25
	Gear replacement	
	General parts installed	
	Complete repainting	
Radios	Varied jobs	\$5
Vacuum cleaners	New belts and brushes	\$3.50 to \$5
	or	
	New motor fields	\$15
	or	
	New armatures	\$15
Small appliances	Varied jobs	75c to \$4

Rather than do cheap patch-up repair work, Somers intends to sell complete overhauls whenever conditions warrant it. These figures represent the actual average service order ticket for each product. Somers intends to continue selling and performing high-quality service jobs of this kind, and do so, he emphasizes, without "soaking" a single customer.

Refrigerators ★

★ Washers

Ironers ★

★ Ranges

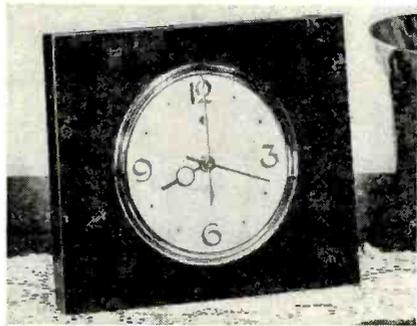
Vacuum Cleaners ★

★ Food Freezers

New Electrical

GE CLOCK

Candlelight model occasional clock. Measures 6½ inches wide, 5½ inches high, 2½ inches deep. Available either in polished black glass case, or brown East India lambskin. Dial has gleaming



numerals and finely lined gold dots etched into satin-silver face. Mechanism is self-starting. Retail price has been set at \$19.50. General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.—RADIO & Television RETAILING

Murphy HOT WATER HEATER

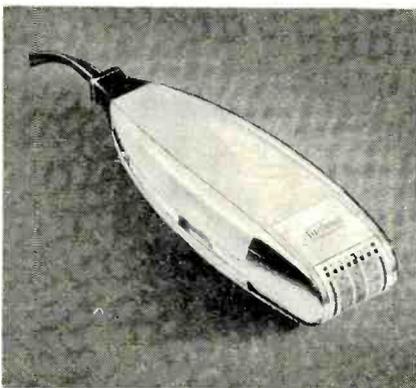
3-gallon horizontal "midget" hot water heater. Compact, fits into closet or under sink. Heating is controlled by a thermostat operating to keep the water at a temperature of 170 degrees. Easily



installed as no special wiring or connections are necessary. Made of stainless steel. Priced at \$42.50, f.o.b. Chicago. Murphy Mfg. Co., 7405 Stony Island Ave., Chicago 49, Ill.—RADIO & Television RETAILING

Sunbeam SHAVEMASTER

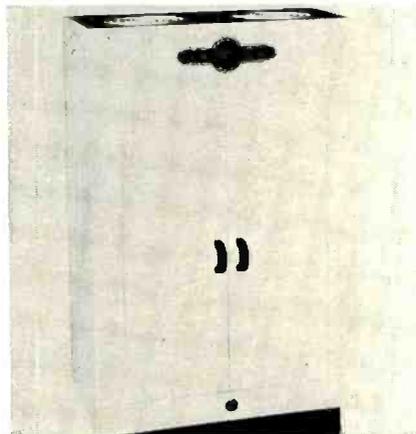
Model S. Bigger single head with continuous shaving surface. Oval head shaped to fit face contour. Double-edge, hollow-ground cutter oscillates



within comb. Brushtype, self-starting, universal ac-dc motor. Streamline styling, finished in gray with chromium trim. Comes in steel traveling case, bound in leatherette with chrome trim. Sunbeam Corp., 5600 Roosevelt Rd., Chicago 50, Ill.—RADIO & Television RETAILING

Stedi-Glo ELECTRIC STOVE

Model PA-2 "Pulmanette" has a complete range of six cooking heats.



Streamlined in design, finished in black and white heavy duty baked enamel. Ample storage space. Priced at \$39.95. Appliance Industries of America, Chicago 22, Ill.—RADIO & Television RETAILING

Sylvania BOLITE BULB

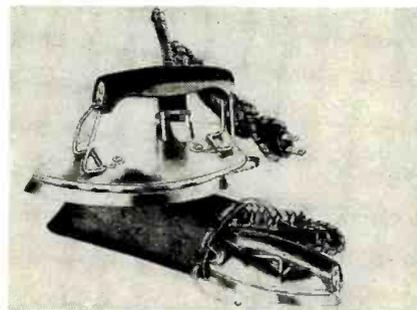
Electric light bulb to transform portable lamps into indirect lighting units. Bulb designed so that it screws into socket, facing upward. On top, or flat end, bulb is frosted to furnish upward diffusion without too much loss of light, while lower portion has an opalescent coating to provide greater diffusion of the light falling onto reading or work



surfaces. Indirect bolite bulb will be sold with special wire lamp shade supports which can be used to adapt existing lamps. Sylvania Electric Products Inc., 500 Fifth Ave., New York, N. Y.—RADIO & Television RETAILING

Handyhot FOLDING IRON

De luxe folding iron, model 1203-H. Weighs 2 lbs.; folds compactly into at-



tractive fabric carrying case. When ready for use, large handle locks into upright position; full size beveled sole plate. Chicago Electric Mfg. Co., 6333 W. 65th St., Chicago 38, Ill.—RADIO & Television RETAILING

Home Appliances

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

Knapp-Monarch TWIN WAFFLE BAKER

Twin waffle baker finished in chrome, mounted on chrome tray with bakelite



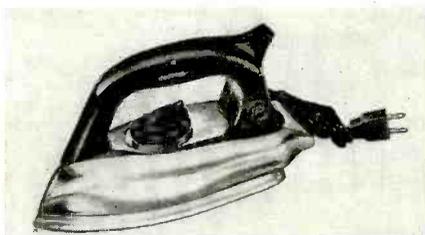
handles. Bakes two waffles at a time. Expansion hinge allows proper rising while baking. Knapp-Monarch Co., 3501 Bart Ave., St. Louis, Mo.—RADIO & Television RETAILING

Penn-Air TOASTER

Model No. 277, all-aluminum toaster. Chrome nickel heating element, thoroughly tested. Size: 7 13/16 inches long, 5 1/8 inches wide, 7 inches high. Pennsylvania Aircraft Works, Inc., 611 No. 40 St., Philadelphia 4, Pa.—RADIO & Television RETAILING

Erla IRON

"Feather Touch" iron is made of fine-grain, all-aluminum, weighs 3 lbs. Features: "heat dial" thermostat; even distribution of heat; "feather touch"



control due to light weight and sloped P-Z grip handle; all-around "button-rim," speed-sized ironing surface. Erla Corp., Los Angeles, Calif.—RADIO & Television RETAILING

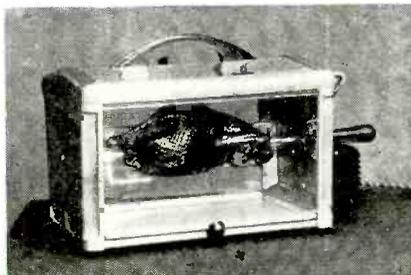
Sutton ROLL-A-RAY



Provides penetrating heat massage for home reducing and aids in relief of muscular and physical discomforts. Molded of plastic, in a variety of colors; light weight and easy cleaning. O. A. Sutton Corp., Wichita 2, Kans.—RADIO & Television RETAILING

Rotiss-O-Mat ROTISSERIE

Electric rotisserie for home use; fowl and roasts up to 10 lbs. are rotated on a skewer under a heating element by means of a small electric motor. Heat



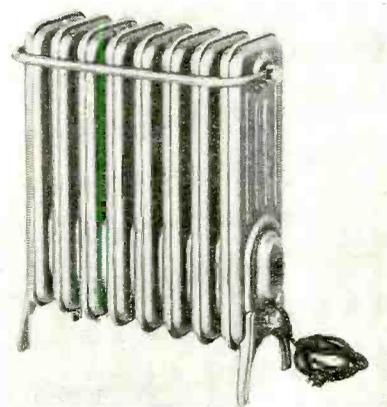
resistant glass sides; hinged cover for maximum ease of operation; 3-position grill for broiling; portable; allows for air circulation within the unit. Rotiss-O-Mat Corp., 22-15 Steinway St., Astoria 5, N. Y.—RADIO & Television RETAILING

Swivelier OUTLET BOX COVERS

Adjustable hood shades to attach to outlet box-covers, especially designed for spot-lighting store interiors. Units available in a choice of arm lengths, and in clusters. Swivelier Co., 30 Irving Place, New York 3, N. Y.—RADIO & Television RETAILING

Morton CO-Z-AIR

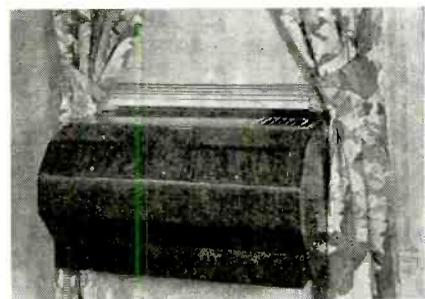
Radiator operates on dual-heat principle of radiation and convection. Standard accessory is a carrying handle which can be utilized as a drying



rack. Available in two sizes and 8 models. Legs adjust themselves to floor by pressing top. Henry J. Morton Associates, Inc., Detroit, Mich.—RADIO & Television RETAILING

Yorkaire ROOM CONDITIONER

Window sill model, designed particularly for air conditioning homes and small offices. Styled in walnut wood cabinet. Features: compactness; easy installation; lowers both humidity and temperature; cleans and circulates air;



removes stale air. Controls concealed; louvers moveable to control the flow of air in any direction. Available in two models, both 26 1/8 inches wide, 14 5/16 inches high, 19 1/4 inches deep, but with horsepower motors of 1/2 and 3/4. York Corp., York, Pa.—RADIO & Television RETAILING

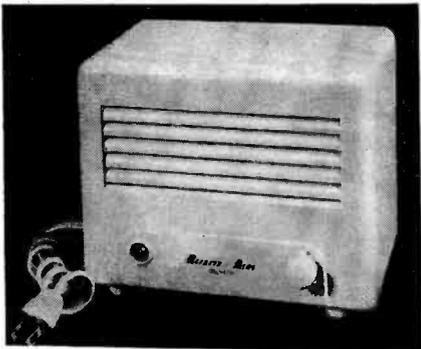
Profit-Making Products

Gibson ELECTRIC RANGE

Model ER-197H. Overall dimensions: 49 $\frac{1}{4}$ inches high, 40 inches wide, 25 inches deep. This model includes an extra oven alongside the regular oven, provided with one unit, adjustable for broiling or baking. Extra oven is 9 inches high, 16 inches wide, and 20 inches deep. Selector switch connects timer clock to the oven, deep-well cooker, or convenience outlet. "Ups-A-Daisy" feature provides a deep-well cooker, or another surface heating burner. High-speed; 7-heat elements; instrument panel; banquet-size oven. Gibson Refrigerator Co., Greenville, Mich.—RADIO & Television RETAILING

Refresh-Aire OZONIZER

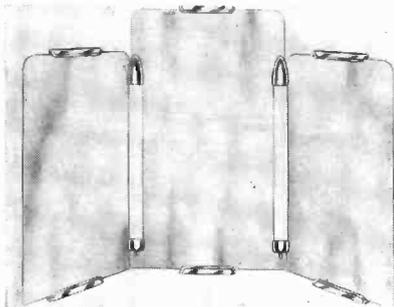
Portable unit, designed in ivory or walnut moulded plastic cabinets, utilizes an electronic ionization tube in developing ozone to rid home-size rooms of cooking, tobacco, sickroom,



bathroom and other odors. Unit is 7 $\frac{1}{2}$ inches x 5 $\frac{3}{4}$ inches x 4 $\frac{7}{8}$ inches. Retail at \$16.95 in the East, \$17.95 west of the Rockies. Refresh-Aire Ozonizer Corp., 382 Lafayette St., N. Y. 3, N. Y.—RADIO & Television RETAILING

Consolite MIRROR

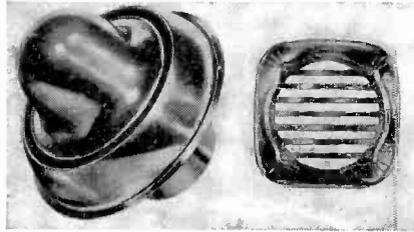
Model 800-T, electric profile mirror, triple-view. 12 in. lumiline tubes. Plate



glass mirrors. Center mirror 11 in. x 18 in.; wings 8 in. x 15 in. Constructed for standing and hanging. Consolite Corp., Fremont, Ohio.—RADIO & Television RETAILING.

Kitchen-Aire VENTILATOR

Kitchen-Aire "six" requires a 6-inch wall opening; small grille on the inside shows. Fan enclosed, cooled motor. Aluminum construction throughout.



Centrifugal type balanced impeller. Standard 6-inch stove pipe can be used for between joist runs. Electrically controlled from wall switch. Stewart Mfg. Co., 3209 E. Washington St., Indianapolis 1, Ind.—RADIO & Television RETAILING

Packard ELECTRIC SHAVER

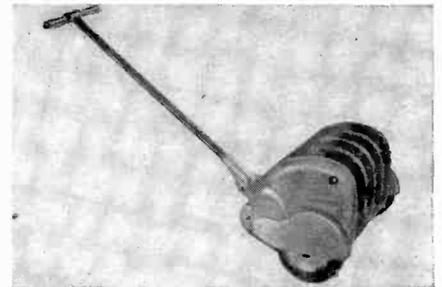
Shaver is equipped with 4 smooth round heads; these are mounted as a single unit and locked into position. A vibra-seal rubber cushion, below the head mounting to prevent dust and hair chips from clogging the motor is another feature. Carrying case of top-quality leather. Lektro Products, Inc., Milford, Conn.—RADIO & Television RETAILING

Cory TRAY SET

Coffee tray set, ideal for complete coffee service at the table. Heavy brass tray finished in chromium plating and embossed in a scroll-type design. 6-8 cup glass brewer, black plastic safety stand and measuring cup; glass sugar and creamer. Cory Corp., 221 N. La-Salle St., Chicago 1, Ill.—RADIO & Television RETAILING

LeJay ELECTRIC LAWNMOWER

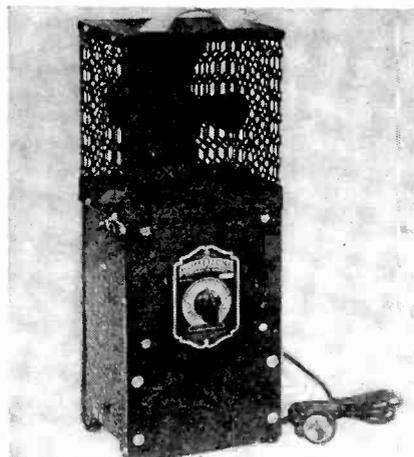
Self-contained, self-propelled electric power motor. Complete with battery, charger and motor housed in streamlined case; mower will operate from two to three hours on a single battery



charge. Two controls one for starting and stopping the mower, the other for disengaging wheels. LeJay Motors Corp., Minneapolis 8, Minn.—RADIO & Television RETAILING

HomOzone GENERATOR

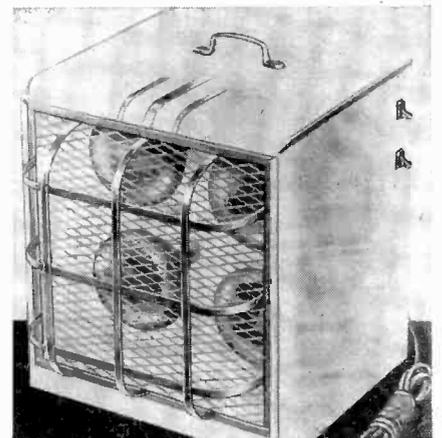
Model A HomOzone, with fan. "Precision" volume control, permits adjustment of Ozone output to any desired minimum volume required. Available in either a white baked enamel finish,



or in "wrinkle maroon." Height, 11 inches; width, 6 $\frac{1}{2}$ inches; depth, 6 inches. Automatic Electrical Devices Co., 324 E. Third St., Cincinnati, O.—RADIO & Television RETAILING

Duro Test RAY DIATOR

Infra red lamps are adapted for this portable heater, equipped with four 250 natural ruby infra red lamps. Heater provides auxiliary heating in any room, and is particularly useful in nurseries, bathrooms and laundries. Bulbs easily



removable. Heater available in four colors, and will be retailed for approximately \$33. Duro Test Corp., North Bergen, N. J.—RADIO & Television RETAILING

**PROOF OF
1**

LEADERSHIP THAT BUILDS YOUR DEALERSHIP

**IN '47... 20 MAGAZINES
-307 MILLION CONSUMER
MESSAGES**



BIG
*Three Attack
spearheads this
National
coverage!*

IN '47, each Universal dealership will be backed by the biggest national advertising campaign in the history of the Company. Dramatic full page color advertisements appearing regularly in twenty national magazines will feature sensational new Universal products.

Life, Good Housekeeping and Farm Journal will spearhead this tremendous merchandising effort. The great, new Universal Product Parade is on the march.

Plan now to tie in locally for "Leadership that Builds Your Dealership."

PROOF IN COLOR—To put the accent on beauty... the emphasis on smart, new design and features.

PROOF IN VOLUME—307 million consumer messages for the biggest advertising impact ever scheduled.

PROOF IN CONTINUITY—Life, Good Housekeeping and Farm Journal. A constant barrage of color pages.

PROOF IN COVERAGE—Big volume circulation blankets your market... focusses on your point-of-sale.

UNIVERSAL

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



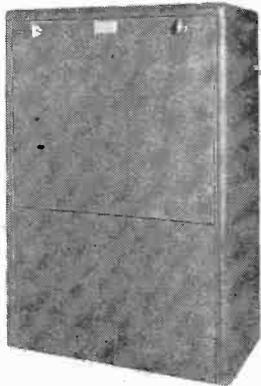
*Watch for the
UNIVERSAL
Product Parade*



Good Appliance Sellers

Cronholm VAP-O-LEC

Electric vapor heat unit for central electric home heating. Space-saving cabinet dimensions: 60 inches high, 42 inches wide, 24 inches deep. Color: blue green. Generates "quality" heat.



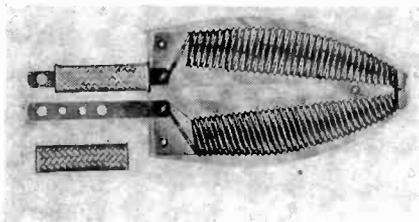
steam-vapor, generated electrically, retains normal humidity. Cronholm Mfg. Co., 3500 S. E. Hawthorne Ave., Portland 15, Ore.—RADIO & Television RETAILING

Dictograph FIRE DETECTIVE

Alarm system that gives automatic warning when fire threatens, complete with central control unit and two thermal detection units. Easily installed; as soon as temperature reaches 140 degrees a loud bell starts ringing. Works on own power. Dictograph Products Inc., 580 Fifth Ave., New York 19, N. Y.—RADIO & Television RETAILING

St. Clair REPLACEMENT ELEMENT

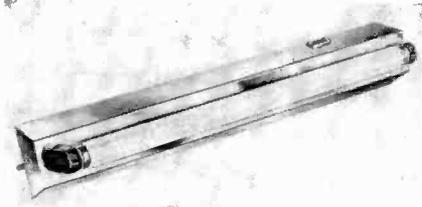
Flat iron replacement element, for use in hand iron models from 5 to 6 lbs. Heavy die-cut mica forms are wound with flat chromel or nichrome resistance wire. Mica protector sheets riveted to sides of heater coil sub-as-



sembly provides full insulation. Slot through center of element permits easy alignment with frame and clamping screw. Individually packaged with complete instructions for installation. St. Clair Electric Products Co., St. Clair, Mich.—RADIO & Television RETAILING

Mastercraft WALL BRACKET

Wall fixture designed for bathroom, kitchen, game rooms, etc. Sure-grip



lamp socket and starter combination offer dependable service. Made of steel finished in chrome plate. Made for 14 or 15 watt lamp. Mastercraft Electric Co., 181 Bruce St., Newark 3, N. J.—RADIO & Television RETAILING

Red Jacket WATER SOFTENER

Semi-automatic domestic water softener, model SA. While the unit is regenerating, the super-exchanger (softening material) is washed, brined and rinsed; a salt indicator pops up when salt is required; a soap test kit is furnished with each softener. Finished in white enamel, with chrome trim. Manufactured in six sizes. Red Jacket Mfg. Co., Davenport, Iowa—RADIO & Television RETAILING

Kitchen Maid KITCHEN CABINETS

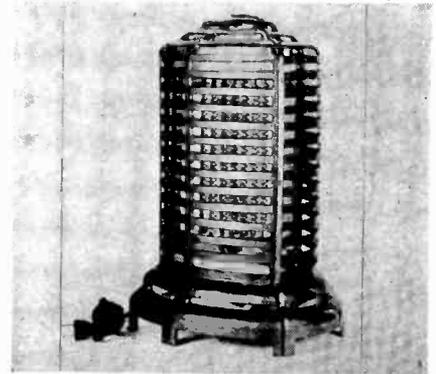
Modern kitchen cabinets, appliance-white enamel finish. Doors and drawer faces cover the front; streamlined at edges. Chrome hardware. Cabinets of hardwood construction; doors of solid



wood; drawers of heavy gauge steel with wood fronts and hardwood guides and slides. Available as a built-in line of standard units, or as single package units, finished and ready for immediate use. Kitchen Maid Corp., Andrews, Ind.—RADIO & Television RETAILING

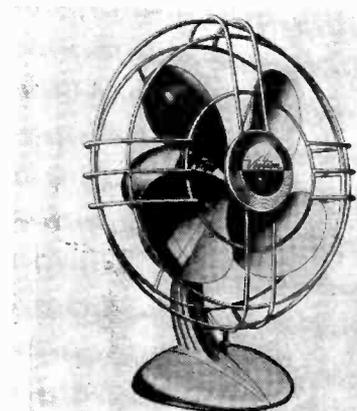
Murphy ELECTRIC HEATER

Portable electric heater of heavily constructed, light weight aluminum casting. Designed so that heating element is fully enclosed. Size: 16 inches



high, 11 inches wide, 8 inches deep. Finished in brown metallic baked enamel. Murphy Appliance Mfg. Co., 1610 North Vermont Ave., Los Angeles 27, Calif.—RADIO & Television RETAILING

Victor FAN



Model FS 10 QX. Specially designed fan-fare blades; quiet motor; concealed oscillator. Three-ring safety guard; readily converted for wall mounting. Victor Electric Products Co., 2950 Robertson Ave., Cincinnati 9, O.—RADIO & Television RETAILING

New Era FLUORESCENT LAMP

Gooseneck fluorescent desk and bench lamp, instantly sets to any position. Heavy base prevents it from falling. Durable, all-metal construction; dark brown crackle finish. New Era Light Co., 2121 Broadway, New York 23, N. Y.—RADIO & Television RETAILING

FOR LATEST RADIO MERCHANDISE, SEE PAGES 52 TO 56.



**It takes an
old-timer's judgment**



...to pick tomorrow's champs

... and to pick the best radio or appliance lines! Among the many reasons why Graybar dealers can look forward to a profitable future are these: (1) Graybar is a solidly established, thoroughly experienced distributor — an "old-timer" with the judgment it takes to pick, from the hundreds of new and old lines that are available today, those lines which will be the best sellers tomorrow. (2) Graybar is an independent distributing organization . . . is free to select those lines that promise to be most popular, and most profitable for its dealers . . . is

free to make merchandising recommendations in your best interest.

From the district Graybar organization which serves them, Graybar dealers in every section of the nation get time-saving deliveries of fast-selling lines — plus a wealth of profit-building merchandising ideas. For information about a Graybar dealership, write *Merchandising Department, Graybar Electric Company, Graybar Building, New York 17, N. Y.* 4716



... an independent distributor with a talent for picking best-sellers

HOME RADIO • TRAFFIC APPLIANCES • MAJOR APPLIANCES

Appliance Service Tips

Money-Saving Short-Cuts and Ideas on Repairing and Testing

Clean Condensers Fast

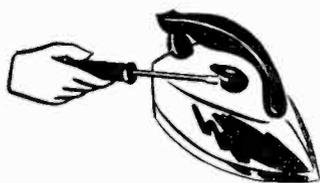
A hand vacuum cleaner makes refrigerator condenser cleaning easy and fast. Many servicers recommend using suction first, to remove dry, loose dust, then using blower attachment to dislodge oily particles. Damp newspaper or cloth is placed against back of condenser to catch dirt dislodged by air stream.

A Slack Period Chore

When there's a lull in appliance repair work, the smart servicer goes to work sorting the "junk" that's bound to accumulate in a busy shop. Here and there are boxes, tin-cans or what-have-you filled with screws, bolts, nuts, washers, miscellaneous appliance parts, plugs, socket parts, etc. Usable odds and ends and small parts can be placed in labelled containers. Bolts, nuts, washers, screws, etc., should be gauged and stored in glass jars with sizes marked on labels. Many a desperately needed item is lost in the shop's catch-all box.

Removing Hand Iron Heat Selector Knobs

Step No. 1 is to examine the construction of the heat selector handle to determine just how it fastens to the shaft leading to the thermostat. After this is done, remove by



loosening set-screw or prying off where certain kinds of spring clips are used. Few dealers can stock thermostat knobs and handles for *all* makes they repair and the mechanic who breaks a handle while taking an iron apart often ties up a job for a long period of time.

100 Watt Universal Iron

With the control set at its maximum high seat the thermostat of the Universal (Landers, Frary & Clark) 1000 watt hand iron is set to operate at a soleplate temperature between 520° F and 550° F. If pyrometer equipment is not available this temperature test can be made with a wattmeter or test light and the cut-out time determined. The thermostat should operate between 3½ and 4 minutes at the *high* control setting.

Ironer Pressure Decrease

In cases where adjustment of the pressure regulating mechanism of certain types of rotary ironing machines fails to remedy the trouble, new padding material installed on the shoe is often the answer. Through constant use the blanket material becomes compressed and lifeless.

Solderless Terminal Lugs

The practice of wrapping stranded wires of the service cord around terminal binding posts, then fastening down with nut and washers frequently results in come-back repair jobs on various heating appliances. This is because the heat has a tendency to "powder" the wires. Many servicers use terminal lugs together with a special crimping tool with excellent results. Time is saved, a neater job is done and come-back rate is cut down.

Time-Saving Hint

Set up an out-front visual checker to test "3-way" large and medium base bulbs you sell to the customer. Many such bulbs are returned as "defective" whereas the real trouble, more often than not, lies in the 3-way lamp socket in the customer's home. It takes too much time to check such bulbs with test prods and the latter are usually not located where the shopper can see what's going on.

Don't "Jump" Thermostats

"Jumping" defective hand iron thermostats is a dangerous and slipshod procedure, good dealers agree. The best thing to do is explain the whole situation to the owner, getting him to agree to wait until a new thermostat can be procured. No matter what system the thermostat - eliminating repairer uses, such as warning tags, removal of control handles, etc., most operators in the home won't remember that the iron is no longer an automatic.

Electric Fan Tip

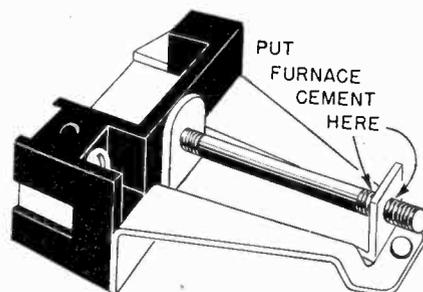
When you have checked a fan for a "won't run" complaint and have found that it's O.K. electrically, save time by first lubricating, then turning blades by hand. Since fan motors are not relatively powerful, dry bearings or caked grease in the oscillating mechanism will often prevent them from operating.

Wringer Roll Bearings

When the repairman finds wooden bearings badly worn in washing machine wringer assemblies and hasn't the right size replacement units on hand, he can have a set made at nominal cost by the local woodworking plant.

Lock Thermostat Setting

When resetting a water heater thermostat of the type illustrated



here, put a little furnace cement on the back end of adjustment screw, on one side of the bracket. This will prevent temperature setting from changing. Idea comes from Westinghouse.

Complete Kitchens

(Continued from page 89)

tive selling presentation. The lectures consist of sales talk ideas, highlighting the important construction and working features of the new modern steel kitchen cabinets, and electrical appliances.

Emphasis is placed upon quality factors in order that the salesman can respond intelligently to the customer's questions about reasons for difference in prices and efficiency of the units. Instruction is also given in setting up more effective demonstrations of major kitchen appliances.

The new Bickford division also makes showroom plans, similar to those prepared for customers, for dealers who wish to set up special kitchen display units. The service includes the selection of the most advantageous location in the store and the amount of space required for a display of this nature. These elements are determined by the size of the store and its sales potential. Blueprints based upon this information are supplied to the appliance dealer to aid in the building of these units.

Kitchen Ensembles

These highly attractive showrooms, which are either in the form of complete kitchens or three-sided units, assist the salesman in making his demonstrations as well as serving as a highly realistic model through which the customer can visualize the future kitchen. In line with this part of the program the kitchen planning division also plans store window and counter displays and advises dealers about their own merchandising ideas.

Advertising is still another phase of the complete program undertaken by Bickfords in their kitchen planning service. The distributor has cooperated with each of the dealers participating in the novel campaign in planning special promotions. The services of the company's advertising agency, Hart-Conway Co. of Rochester, N. Y., have been made available to them in planning newspaper and allied advertising for kitchen equipment.

With the trend among home-makers toward step-saving, work-saving kitchens, Soderstrom feels that the kitchen planning division fills a definite place in today's retailing picture.

Minnesota Dealers in Bright New Store

Lambert & Simpson, long established electrical dealers in the loop district of St. Paul, Minn., have moved across the street to 101 Sixth St. into quarters having three times the former amount of space.

A small appliance repair business that grew to excellent proportions during the war will be continued because of its importance as a traffic-builder. The firm has taken over a much larger line of parts, specifically for refrigerators. Two men have been added to the staff. The repair shop, formerly in the basement, is at the rear in order to save workmen time and steps.

A balcony at the back of the selling

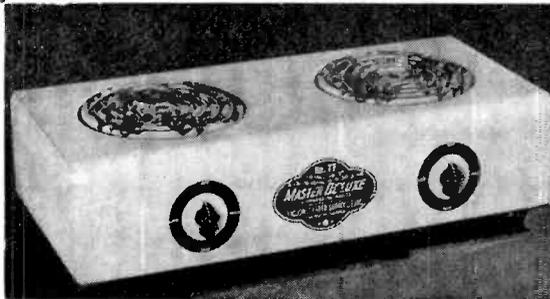
floor, reached by wide, decorative steps, will house the radio department. A partition will eliminate noise from the rest of the store.

In the showroom, a raised floor ledge along one of side of the selling floor displays stock. Refrigerators and oil burners will be shown at the rear, adjacent to the workshop.

The shop is smartly finished in knotty pine woodwork with a floor of asphalt tile. Linoleum siding in black and white tile effect finishes the counters, which are rounded to give better wear and easier cleaning.

Fluorescent lighting and good window space across the front brighten the interior so that it becomes one big display for passersby.

ORDER NOW . . . To Insure Immediate Delivery on these outstanding Electrical Appliances



New Approved Master De Luxe Table Model Stove complete with 6 foot cord. Two tone, high gloss heat resisting baked enamel. Constructed of #18 and #20 gauge, cold rolled steel, all seams electrically welded. Cooking range of six separate heats, from simmering low 250 watts, to high 750 watts.

\$1665 Approved O.P.A. List
Plus 5% in Zone 2

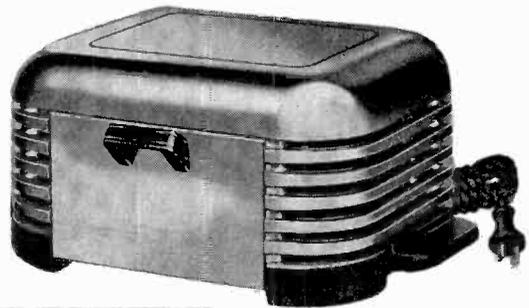
\$795 Dealer's Cost

Bona Fide Lifetime Guarantee with Each Unit

"CALKINS BREAKFASTER" Oven Style Toasting

For toasting bread, muffins, rolls, toasted cheese sandwiches, etc.

Approved O.P.A. List
Price **\$12.95**
Plus 5% in Zone 2
Dealer's Cost **\$8.65**



Top plate is ideal for frying meat, eggs, or potatoes, cooking vegetables, heating soup, etc.

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.

Manufacturers—also Jobbers and Distributors of Electrical Household Appliances
In Business Over 30 Years at the Same Location

5081 N. BROADWAY

CHICAGO 40, ILL.

AVAILABLE. REBUILT VACUUM CLEANERS. ALL NATIONALLY KNOWN BRANDS.

Write for price quotation on make and model desired.

Attention Exporters, Jobbers and Distributors. Write for information on territories and franchises now open.

How to Up Lamp Sales

The Alert Dealer Can Do Big Business With Domestic and Commercial Lighting Customers

• Dealers who sell electric light bulbs should plan displays of incandescent and fluorescent bulbs and display material in various places throughout the sales floor and show windows.

Customers are made more and more "light-conscious" through the attractive, large-space advertising consistently run by leading manufacturers. It's up to the retailers to capitalize upon the vast sums being spent for better light promotion by making it easy for the customer to select and buy bulbs.

By and large there are three sorts of bulb buyer. One comes in to the store with a list of quantities, sizes, shapes and colors of lamps wanted. Another is the purchaser who, exposed to clever advertising in the store or window, decides then and there that some bulbs are needed and proceeds to buy them. The third is the one who buys for commercial use.

Know-How Pays Off

Colorful displays of bulbs together with manufacturer promotion material, placed at strategic locations in the dealer's store help to set off the appearance of the other products offered for sale. They also serve as silent salesmen suggesting as they do the need for taking home a few bulbs to the person who came in to buy something else.

The selling of electric light lamps (bulbs) by the independent retailer is a "natural" in more than one way. The customer has great confidence in the radio/appliance retailer's knowledge of things electrical, and it's only logical therefore that the domestic and commercial consumer should prefer to get his bulbs where he buys his electrical appliances, his radios and has his home or commercial equipment serviced.

While it is true that incandescent lamps are sold in many non-electrical outlets, the competition offered by such establishment is never on a price basis, since such prices are the same everywhere—and are widely advertised. Moreover, such outlets are not equipped

to sell and service commercial accounts. The local dealer is.

The independent retailer is usually able to stock and display a much wider variety of bulbs than is the corner drugstore or the nearby stationer. The independent can offer the hard-to-get specialty numbers and in this way bring many new customers into his store. He can stock a line of colors, shapes and various bases, such as miniature, intermediate, medium, mogul, etc., together with a full line of three-way bulbs. Word spreads around that dealer so-and-so has all the wanted lamps, and before he knows it he finds that he's attracted many new faces to his store and thus has the opportunity to sell newcomers other of his products.

A small display or stock of lamps hidden away in some obscure corner of the store attracts just what it deserves—little attention, scattered, spotty sales. The all-out effort to establish his store as light headquarters results in extra profits the year 'round and in the con-the year 'round'.

Dealers who really push lamps make sure that there is always a display of bulbs, plus advertising material in one or more of the show windows, and in more than one place on the floor. Visual test-

ing equipment is conveniently placed and the whole operation of selling, testing and packaging is carried out in a professional manner, aimed to impress the customer favorably.

Lamps lend themselves well to window displays. Some dealers show a whole line of sizes, "stepped" along in a row. One merchant arranged a grouping of lamps in sizes from a "grain of wheat" bulb to a 10,000 watt model.

Profitable Promotion

As pointed out in previous issues of this magazine, moving displays and "magic" puzzlers are popular ways to call attention to the fact that the dealer is a lighting specialist. The use of flasher buttons, slow and fast, is one of the best ways to get motion into the lamp display.

There's profit and prestige awaiting the dealer who also sets himself up as a commercial lighting expert in his community by familiarizing himself with the illumination needs of the non-competitive stores in his trading area, and who goes after the good, steady business to be had from banks, physicians, dentists, morticians, etc.

If he sells lighting fixtures for homes and business places, the light specialist will find that active sales promotion of incandescent and fluorescent lamps is a must. He should be able to recommend the very best and most efficient fixtures for commercial and domestic use, and the proper lamps to go with them.

In selling commercial accounts, the dealer should make a study of the various voltages as they affect his local illumination problems. While it is not wise to discuss voltage problems with residential buyers, it pays to go into this question with commercial customers.

Many a merchant (meaning the non-competitor) who buys lamps locally seeks to obtain greater brilliancy, less "red" color, particularly at night, when voltages may drop due to the increased load. "On the nose" voltages insure good light.



In-store and window display sells more lamps, attracts more customers.

these 11 plants of
NOBLITT • SPARKS INDUSTRIES
are going full tilt
 TO DELIVER YOUR ORDERS FOR ARVIN PRODUCTS



General Offices and Radio Plant - Columbus



Central Avenue Plant and Cafeteria - Columbus



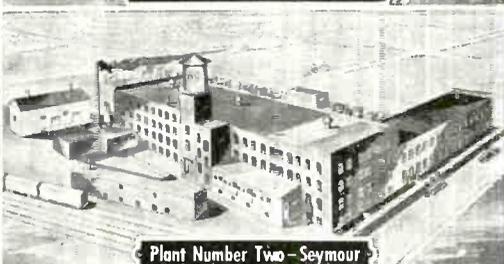
Greenwood Plant



14th Street - Radio Plant - Columbus



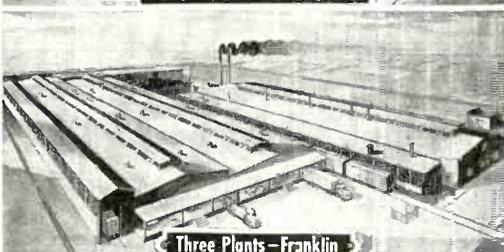
Seventeenth Street Plants - Columbus



Plant Number Two - Seymour



Orinocco - Radio Plant - Columbus



Three Plants - Franklin



North Vernon Plant



Plant Number One - Seymour



RADIOS



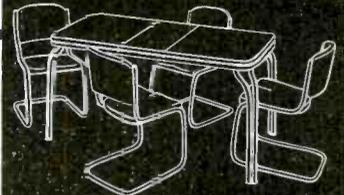
AUTOMATIC ELECTRIC IRONS

ELECTRIC COOKERS AND WAFFLE BAKERS



RADIANT HEATERS

FAN-FORCED HEATERS



METAL-CHROME DINETTE SETS



CAR HEATERS

CUTEOR METAL FURNITURE



ALL-METAL IRONING TABLES



ARVIN the name on many profit-building products of
NOBLITT-SPARKS INDUSTRIES, Inc., Columbus, Indiana



JANUARY 6th to 18th
 514-B AMERICAN FURNITURE
 MART
 1475 MERCHANDISE MART

"Come up and see us—not just sometime—but while you're at the Market!

"We've got a lot to show you at the White Cross Display—we'll take you back to the days of button shoes and mustache cups. Would you believe they had irons that were powered by gasoline in the good old days? Well, they did, and we made 'em. We'll have them on exhibition—and lots more.

"We'll have the entire White Cross line of wonder-workers representing fifty-five years of steady progress. We'll show you all the White Cross stand-outs that insure customer satisfaction. Notice the design of each appliance—functional in itself, matched to the others in style and quality through and through. Each is a triumph of farsighted drawing boards and strict standards of workmanship.

"And, remember, come up and see us at the Market!"

 ...There'll be a White Carnation for your lapel...
 waiting for you at
 514-B Furniture Mart, 1475 Merchandise Mart



NATIONAL STAMPING AND ELECTRIC WORKS
 3224 W. LAKE STREET • CHICAGO 24, ILLINOIS
 SUBSIDIARY EUREKA WILLIAMS CORPORATION

Here's a Natural

For
 Radio-Electronic
 Manufacturers:

March IRE Show Number of

TELE-TECH

(Formerly Tele-Communications Section of
 ELECTRONIC INDUSTRIES)

Designed and produced after two years of research into every phase of electronic publishing, TELE-TECH is making its initial appearance this month as the new publication specializing in tele-communications. Editorially it will cover TELE-communications TECH-nics — design, manufacture and operation of radio, broadcasting (AM and FM), television, railroad, aviation, commercial communications, facsimile, microwave, and u.h.f. The current issue contains 92 pages exclusively on tele-communications.

For advertisers, TELE-TECH's 17,000 selected, waste-free circulation provides a greater coverage of this market than has ever been available before in any communications magazine. In its first special issue in March, TELE-TECH offers advertisers the special reader interest inherent in a new technical magazine, plus extra distribution from our booth at the IRE Show (Grand Central Palace, N. Y., March 3-7). There's no doubt about it — you can sell better with TELE-TECH. March deadline—February 5.

Caldwell-Clements, Inc.

480 Lexington Avenue New York 17

"TO EACH, HIS OWN"...



ONE or another of our five star plans covers about every contingency that has a bearing on profitable selling.

1. Where low purchaser rate is the important factor—we suggest the **CONSUMER ECONOMY PLAN★**
2. If the dealer wishes to be relieved of responsibility on the purchaser's account, we suggest the **NON-RECOURSE PLAN★**
3. Where the middle of the road course is desired . . . we suggest the **LIMITED LIABILITY PLAN★**
4. The most acceptable plan by experienced dealers has been the **DEALER RESERVE PLAN★**
5. For the more conservative dealer, who wishes to obtain more adequate protection . . . we suggest the **DEALER PROFIT SAVING PLAN★**

One of these five plans is bound to have exactly what you want. Ask your Commercial Credit representatives for details.

COMMERCIAL CREDIT CORPORATION

305 OFFICES IN PRINCIPAL CITIES OF UNITED STATES AND CANADA

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.
Adal Precision Products Co., No. Hollywood, Calif.								F. L. Jacobs Co. (Lauderall) 1043 Spruce St., Detroit							
Admiral Corp., 3300 W. Cortland St., Chicago								Jewett Refrigerator Co., 10 Letchworth St., Buffalo, N. Y.							
Almester Corp., 4517 Ravenswood Ave., Chicago, Ill.								Kalamazoo Stove & Furnace Co., Kalamazoo, Mich.							
Alb Way Electric Appliance Corp., Toledo, Ohio								Kelvinator Leonard Div., Nash Kelvinator Corp., Detroit, Mich.							
Altorfer Bros. Co. (ABC), East Peoria, Ill.								Kisco Co., Inc., St. Louis, Mo.							
Amama Society, Refrigeration Division, Amama, Iowa								Knapp Monarch Co., 3501 Bent Ave., St. Louis, Mo.							
American Electrical Ap. Co., 5014 Ft. Hamilton Pkwy., Brooklyn								Korale Elec. Co., 43-22 Van Dam St., L. I. City, N. Y.							
American Electrical Heater Co., Detroit, Mich.								Landers, Frary & Clark, 47 Center St., New Britain, Conn.							
American Ironing Machine Co., Algonquin, Ill.								Leach Relay Co., 5915 Avalon Blvd., Los Angeles, Calif.							
American Refrigerator & Machine Co., No. Minneapolis, Minn.								A. C. Lindemann & Hoverson Co., Milwaukee, Wis.							
American Stove Co., 4301 Perkins Ave., Cleveland, Ohio								Lovell Mfg. Co., Erie, Pa.							
Apex Electric Mfg. Co., Cleveland, Ohio								Lowell Mfg. Co., 589 E. Illinois Ave., Chicago, Ill.							
Appliance Indus. of Amer., 666 Lake Shore Dr., Chicago 11, Ill.								Lydon-Briehner Mfg. Co., St. Paul, Minn.							
Appliance Mfg. Co. (Duchess), Alliance, Ohio								McAllister-Ross Corp., 135 So. La Salle St., Chicago							
Aray Mfg. & Supply Co., 3107 Pine St., St. Louis, Mo.								McArthur Products, Inc., 34 Front St., Springfield, Mass.							
Armstrong Products Co., Huntington, W. Va.								Magie-Aire, Inc., 1730 Ivanhoe Rd., Cleveland, Ohio							
Atlantic Mfg. Co., Hamburg, Pa.								Majestic Electric Appliance Co., Inc., Galion, Ohio							
Automatic Washer Co., Newton, Iowa								Malleable Iron Range Co. (Monarch), Beaver Dam, Wis.							
Barlow & Seelig Mfg. Co. (Speed Queen), Ripon, Wis.								Manning Bowman & Co., Meriden, Conn.							
Barr Mfg. Co., Woodport, New York								Marlin Mfg. Co., 37 E. 21st St., New York, N. Y.							
Barton Corp., West Bend, Wis.								Martin Parry Corp., York, Pa.							
Beam Mfg. Co., Webster City, Iowa								Mat Matic Home Ap. Corp., Div. Matam Corp., 45-18 Ct. Sq., LIC							
Bell Appliance & Radio, 125 E. 46th St., New York, N. Y.								Maytag Co., Newton, Iowa							
Bendix Home Appliances, Inc., South Bend, Ind.								Menasco Mfg. Co., Burbank, Calif.							
Ben-Hur Mfg. Co., 634 E. Keefe Ave., Milwaukee, Wis.								Merit-Made, Inc., 94 Elm St., Buffalo, N. Y.							
Berger Electric Co., 109-01 72nd, Forest Hills, N. Y.								Herman Miller Clock Co., Zeeland, Mich.							
Bersted Mfg. Co., Fostoria, Ohio								Miracle Electric Co., 36 So. State St., Chicago, Ill.							
Birtman Electric Co., 4140 Fullerton Ave., Chicago, Ill.								Modern Maid Co., Inc., 122 S. Michigan Ave., Chicago 3, Ill.							
R. H. Bishop, Champaign, Ill.								Montag Stove Works, 2011 N. Columbus Blvd., Portland, Ore.							
Blackstone Corp., Jamestown, New York								Morrow Co., 400 W. Madison St., Chicago, Ill.							
Buffalo Forge Co., 205 Mortimer St., Buffalo, N. Y.								Morton Appliances Co., 666 Lake Shore Drive, Chicago, Ill.							
Calkins Appliance Corp., South Bend, Ind.								National Die Casting Co., Touhy & Lawndale Ave., Chicago, Ill.							
Cameo Products, Inc., 57 William St., New York, N. Y.								National Motor Co., 5500 Chene St., Detroit, Mich.							
Camfield Mfg. Co., Grand Haven, Mich.								National Stamping & Elec. Wks. (White Cross), W. Lake, Chicago							
Casco Products Co., 512 Hancock Ave., Bridgeport, Conn.								Naxon Util. Corp., 2101 W. Walnut St., Chicago, Ill.							
Cavalade Industries, 39 S. LaSalle St., Chicago 3, Ill.								New Haven Clock Co., 133 Hamilton St., New Haven, Conn.							
Central Rubber & Steel Corp., Findlay, Ohio								Nineteen Hundred Corp., St. Joseph, Mich.							
Chicago Dryer Co., 2210 No. Pulaski Road, Chicago, Ill.								Noblitt Sparks Industries (Arvin), Columbus, Ind.							
Chicago Electric Mfg. Co., 6333 W. 65th St., Chicago, Ill.								Norge Div., Borg-Warner Corp., E. Woodbridge, Detroit, Mich.							
Circulators & Devices Mfg. Corp., 100 Prince St., New York, N. Y.								Northeastern Radio Co., 799 Broadway, New York, N. Y.							
Clayton & Lambert Mfg. Co., 1427 Tirenman, Dearborn, Mich.								Nu-Tone Co., 821 E. 3rd St., Cincinnati, Ohio							
Clements Mfg. Co. (Cadillac), Chicago, Ill.								One Minute Washer Co., Kellogg, Iowa							
Clock Products Co., 55 E. Washington St., Chicago, Ill.								Panelectric Products Div., Gen. Aire. Eq., South Norwalk, Conn.							
Coldaire Corp., 56 E. Walton Pl., Chicago 11, Ill.								Phileo Corp., Tioga & C Sts., Philadelphia, Pa.							
Columbia Associates, 141 W. 24th St., New York 11, N. Y.								Portable Elevator Mfg. Co., Refrig. Div., Bloomington, Ill.							
Complete Refrigerator Supply, 92 7th Ave., New York, N. Y.								Portable Products Corp., 420 Blvd. Allies, Pittsburgh, Pa.							
Condon Corporation, 1824 So. 52nd Ave., Chicago, Ill.								Premier Vacuum Cleaner Div., General Electric Co., Cleveland, O.							
Cooler Corp., Duluth, Mich.								Pressed Steel Car Co., 122 S. Michigan Ave., Chicago, Ill.							
Copeland Refrigeration Corp., Sidney, Ohio								Prevore Elec. Mfg. Co., 122 18th St., Brooklyn, N. Y.							
Cory Class Coffee Brewer, 221 N. LaSalle St., Chicago								Proctor Elec. Co., Philadelphia							
Cribben & Sexton Co., 700 N. Sacramento Blvd., Chicago								Quillen Bros. Refrig. Co., 1639 Lafayette Rd., Indianapolis, Ind.							
Crosley Corporation, Cincinnati, Ohio								Redi-Electric Co., 141 W. 24th St., New York, N. Y.							
Deepfreeze Division, Motor Products Corp., N. Chicago, Ill.								Refrigeration Corp. of America, 225 W. 57th St., New York, N. Y.							
Dejar Electric Works, 124 Bleeker St., New York, N. Y.								Regina Corp., Rahway, N. J.							
Delee Appliance Division, General Motors, Rochester, N. Y.								Revere Clock Co., McMillan at Dover, Cincinnati, Ohio							
Detroit Michigan Stove Co., 6900 E. Jefferson, Detroit								Rehair, Inc., Fisher Bldg., Detroit, Mich.							
Dexter Company, Fairfield, Iowa								A. E. Rittenhouse Co., Inc., Hoosier Falls, N. Y.							
Domestic Sewing Mach. Co., Main Ave. & Elm St., Cleveland, O.								Rival Mfg. Co., Westport and Broadway, Kansas City, Mo.							
Dominion Electric Mfg. Co., Mansfield, Ohio								Robbins & Burke, Inc., 29 Lansdowne St., Cambridge, Mass.							
F. A. Dornier Mfg. Co., 4316 N. Kilpatrick Ave., Chicago								Robbins & Myers, Inc., Springfield, Ohio							
Dual-Air Fan Co., So. Elgin, Ill.								Roberts & Mander Stove Co., Hatboro, Pa.							
Easy Washing Machine Co., Syracuse, N. Y.								Robeson-Rochester Corp., 176 Anderson Ave., Rochester, N. Y.							
Economaster Products Co., 9th Ave., Nashville, Tenn.								Go. D. Roper Corp., Blackhawk Div., Rockford, Ill.							
Edison C. E. Appliance Co. (Hotpoint), Chicago, Ill.								Rotor-Beam Corp. of America, Inc., 1008 Dakin St., Chicago, Ill.							
Edwards Company, Norwalk, Conn.								Round Oak, Dowagiac, Mich.							
Electric Steam Prods. Corp., Detroit, Mich.								Rutenber Electric Co., Marion, Ind.							
Electro-King Mfg. Co., 503 N. LaSalle St., Chicago, Ill.								Samson United Corp., 1700 University Ave., Rochester, N. Y.							
Electromaster, Inc., 1803 E. Atwater St., Detroit, Mich.								Sanitary Refrigerator Co., Fond du Lac, Wis.							
Electromede Corp., Div. Am. Foundry Eq. Co., Mishawaka, Ind.								Savage Arms Co., Turner St., Utica, N. Y.							
Emerson Electric Mfg. Co., 1824 Washington Ave., St. Louis, Mo.								Schaefer, Inc., 801 Washington Ave., Minneapolis, Minn.							
Empire Appliance Co., 480 Lexington Ave., New York								Schelm Bros., East Peoria, Ill.							
Empire Ironer, Inc., 817 Main, Cincinnati, Ohio								Scott & Fetzer, 11401 Locust Ave., Cleveland, Ohio							
Epo Cabinet Co., Eaco Bldg., W. Chester, Pa.								Seeger Refrigerator Co., Arcade & Wells Sts., St. Paul, Minn.							
Estate Stove Co., Hamilton, Ohio								Seeger Sunbeam Elec. Mfg. Co. (Coldspot), Evansville, Ind.							
Eureka Vacuum Cleaner Corp., 6060 Hamilton Ave., Detroit								Servel, Inc., Evansville, Ind.							
Expert Die & Stamping Co., Grand Rapids, Mich.								Sessions Clock Co., Forestville, Conn.							
Faraday Electric Co., 11 S. LaSalle St., Chicago, Ill.								Seib Thomas Clock Co., Div. Gen. Time Inst. Corp., Thomaston, Ct.							
S. W. Farber, Inc., 141 S. 5th St., Brooklyn, N. Y.								Sherrill Electrostatic Corp., 2850 S. Michigan Ave., Chicago, Ill.							
Fayson Appliance Co., Inc., 1875 Broadway, New York, N. Y.								Signal Electric Mfg. Co., Menominee, Mich.							
Flanders Mfg. Co., 3669 S. Michigan Ave., Chicago								Silx Co., 80 Piny St., Hartford, Conn.							
Florence Stove Co., Gardner, Mass.								F. A. Smith Mfg. Co., 801 Davis St., Rochester, N. Y.							
Fogel Refrigerator Co., Eadon & Kennedy Sts., Philadelphia, Pa.								Son-Chief Electric, Inc., Winsted, Conn.							
Franklin-McAllister Corp., 135 S. LaSalle St., Chicago, Ill.								Sparks-Withington Co., Jackson, Mich.							
Free Sewing Machine Co., Rockford, Ill.								Sperli, Inc., Beech & Kemilworth Sts., Cincinnati, Ohio							
Freeland Aire Co., 210 N. Clinton St., Chicago, Ill.								Standard Gas Equip. Corp., Bayard & Hamburg, Baltimore, Md.							
Ed. Fridrich, Inc., San Antonio, Texas								Stem Electric Co., Grand & Potomac, St. Louis, Mo.							
Fridoliner Div., General Motors Corp., Dayton, Ohio								Stern Brown, Inc., Long Island City, N. Y.							
Frosting Div., General Tire & Rubber Co., 33 S. Mich. Ave., Chicago								Stiglitz Furnace & Foundry Co., Portland Ave., Louisville, Ky.							
F. A. Coler Co. (Royal), 540 E. 105th St., Cleveland, Ohio								B. F. Sturtevant Co., Hyde Park, Boston, Mass.							
General Aircraft Equipment, Inc., So. Norwalk, Conn.								Sunbeam Corp., 5600 Roosevelt Blvd., Chicago, Ill.							
General Die & Stamping Co., 262 Mott St., New York, N. Y.								Sun Kraft, Inc., 213 W. Superior, Chicago, Ill.							
General Electric Co., Appl. & Merch. Dept., Bridgeport, Conn.								Superior Electric Prod. Corp., Cape Girardeau, Mo.							
General Mills, Inc., Chamber of Com. Bldg., Minneapolis, Minn.								Swartzbaugh Mfg. Co. (Everhot), 1336 W. Bancroft St., Toledo							
Gota Power Washer Co., 1025 Walnut St., Morton, Ill.								Tappan Stove Co., Inc., Mansfield, Ohio							
Gibraltar Mfg. Co., 403 Communipaw Ave., Jersey City, N. J.								Thermador Electric Mfg. Co., S. Riverside Dr., Los Angeles, Calif.							
Gibson Refrigerator Co., Greenville, Mich.								Thermo-Broiler Co., 23 Flatbush Ave., Brooklyn, N. Y.							
A. C. Gilbert Co., 319 Peck St., New Haven, Conn.								Timb Ind., Inc., 5325 W. San Fernando Rd., Los Angeles 26, Cal.							
William L. Gilbert Clock Co., Winsted, Conn.								Toastmaster Prod. Div., McGraw-Electric Co., Elgin, Ill.							
Gillian Bros., Inc., 1815 Venice Blvd., Los Angeles								Toastwell Co., 620 Tower Grove Ave., St. Louis, Mo.							
Gilson Electric Mfg. Co., 216 No. Clinton St.,															

Appointments in Appliance Field

SOUTH BEND, IND.—*W. F. Linville*, general sales manager of Bendix Home Appliances, Inc., announced the appointments of *E. J. Kancker* as manager of the department store division and *Robert J. McDonald* as manager of the ironer division.

HARTFORD, CONN.—*Charles H. Newman* has been appointed vice-president of the Silex Co., to succeed *Wesley R. Becher*, former vice-president and general manager, it was announced by *Frank E. Wolcott*, president.

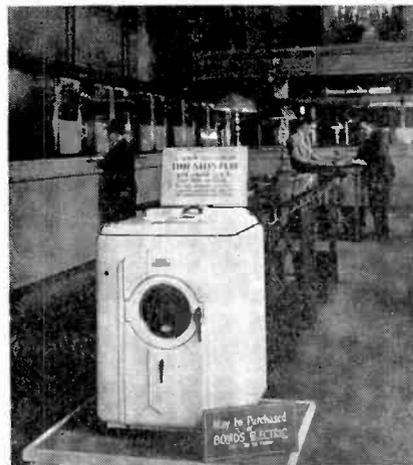
MINNEAPOLIS, MINN.—General Mills, Inc., have appointed three additional district managers for the home appliance department. *Robert Zurcher*, with headquarters at Portland, Ore., will manage the Pacific northwest district; *George A. Gillespie*, at San Francisco, Cal., the Pacific central district; and *George E. Newlin*, at Los Angeles, Cal., the Pacific southwest district.

CONNERSVILLE, IND.—American Central Manufacturing Corp. announce three personnel promotions. *Gene Henry* has been named supervisor of production control, *Kenneth Cook* will be assistant sales manager of the product division, and *Larry Coen* will be distribution manager.

NEW YORK CITY—Lustra Corp. of America in this city has announced the appointment of *W. R. Freeman* as vice-president in charge of sales for that company and for its affiliate, Amplex Corp.

HARVEY, ILL.—Whiting Corp. has named *Fred Whitcomb* as Milwaukee district sales manager and *Clare F. Jack* as Cleveland district sales manager for its new line of home freezers.

DETROIT, MICH.—Evans Products Co. have announced the appointment of *William L. Shea* as midwest sales and service representative of the heating and appli-



TRENTON, N. J.—Here's how a dealer tied up with local bank and his jobber to promote sales of appliances in this area. Retailer Amerigo D'Agostino of Bonds Electric worked with distributor Kirch-Radisco to use financing facilities of the bank.

ance division, with a territory that includes Minnesota, Iowa, Illinois, Indiana, North Dakota and South Dakota. Among the products of this division are oil-burning home heaters and automatic hot water heaters.

CHICAGO, ILL.—*Harold E. Jalass* has been made general sales manager of Cribben and Sexton Co., makers of Universal gas ranges.

MANSFIELD, O.—Tappan Stove Co. officials have named *Charles W. Bonar* director of retail sales training.

A Brighter Pack



The full set of packages of sewing machine accessories is being redesigned by Domestic Sewing Machine Co., Cleveland, for more color and clarity. The new green-and-yellow design is planned to improve looks of dealers' counters and shelves, and to make each item of big assortment easy to identify.

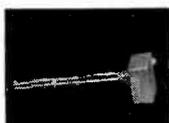
Something NEW in WATER HEATING

Dudley HOT WATER HEATER ASSEMBLY

ATLANTIC MFG. HAMBURG, PA.
Patent Pending

Convert your present Boiler in 30 Minutes with this Complete Kit to an Electric Water Heater

IMMERSION HEATER AND THERMOSTAT
The new Dudley



combined automatic immersion heater and thermostat—approved by Underwriters Laboratory.

BANDING
5 Rust Proof Bands — easily applied — Hold Insulation Jacket securely — Pack-



age of Fiberglas Cement included in kit.

SAFETY PRESSURE AND RELIEF VALVE Assures complete safety.



FITTINGS Galvanized T joint, nipple and plugs.



FIBERGLAS INSULATION



The modern insulation in a wire mesh jacket. Will not rot, decay or absorb moisture.

"The heater with a BRAIN"

Safe...

To convert any STANDARD RANGE BOILER

Automatic

IMMEDIATE SHIPMENT

A new phase in electric water heaters, never before available. Complete assembly for use with any type range boiler. Assures plenty of hot water at all times. Equipped with the new Dudley combined automatic immersion heater and thermostat which has proven under test to be economical, efficient and long-lasting.

Thermostats are set for 150° temperature and are equipped with an adjusting screw to raise or lower the temperature.

DEPENDABLE CONVENIENT
HOT WATER WHEN YOU WANT IT!

SPECIFICATIONS

Catalog Number	Size in Gals.	No. of Heating Elements	Standard Wattages		Voltage	Retail Price
			Bottom Element	Top Element		
M-20 A	20	1	1000	110	34.95
M-20 B	20	1	1000	220	34.95
M-30 A	30	1	1500	110	39.95
M-30 B	30	1	1500	220	39.95
M-30 B-D	30	2	600	1000	220	49.95
M-40 A	40	1	1500	220	44.95
M-40 B	40	1	2000	220	44.95
M-40 B-D	40	2	750	1250	220	54.95
M-50 A-D	50	2	1000	1500	220	59.95

ATLANTIC MANUFACTURING CO.
HAMBURG 2013 HAMBURG, PENNA.

THEY'RE BETTER THAN EVER

*and they cover
every requirement*

- 1** Better impregnation to eliminate moisture
- 2** Better hermetic sealing for longer life
- 3** Quality control during manufacture



MALLORY PAPER TUBULARS

YOU want quality in the paper tubulars you buy — of course! Otherwise your replacement work won't stand up. Mallory gives you the quality you want.

But Mallory gives you quantity,* too. Quantity in a wide assortment of ratings

and sizes that meet all requirements that come your way.

That's the story in a nut shell—whether you're looking for wax impregnated cardboard tubulars or oil impregnated ones. The Mallory Catalog and your Mallory Distributor both prove that—

➔ **YOU EXPECT MORE AND GET MORE... FROM MALLORY**

P. R. MALLORY & CO. Inc.
MALLORY

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

*Reg. U. S. Pat. Off.

APPROVED PRECISION PRODUCTS

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

SERVICE & SOUND

Section of **RADIO & Television RETAILING**

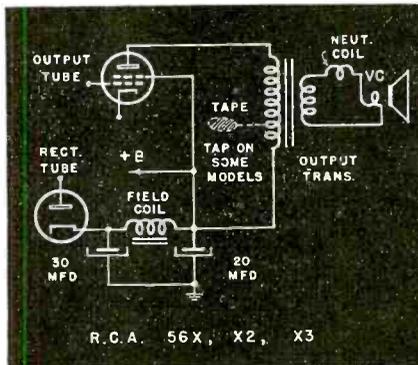
These Circuit Changes KO Troubles

Tips from Factory Service Managers Save Time

• During the course of production on the new table sets, many changes were made, designed to cure some of the faults that began to be reported by servicers in the field. While not all of these changes are important, knowing the remedy recommended by the maker for certain specific troubles will often prevent the waste of much time spent troubleshooting.

It will also be found that the service methods or changes endorsed by a manufacturer for a particular model of his own set will be quite as effective in clearing up the same type of trouble in another model or another make.

For example, see the simplified Emerson diagram, in which the output transformer, in a type of



RCA sets use circuit above, as well as tapped output. Using PM speaker requires rewiring.

hum-bucking circuit, acts also as the B-plus filter choke. Occasionally sets will be brought in for service with the complaint of hum. Try switching connections 1 and 2 on the output transformer primary, shown in circuit A. If the phase relation is not correct in this hookup, hum is inevitable.

More Than One Way

Some sets of the same model will be found wired up as in circuit B. This circuit generally results in less hum troubles, leading many a servicer to rewire sets with tapped transformer to the more conventional design.

The same general type of circuit is found in several RCA sets. Those models using an electrodynamic speaker do not employ the tapped primary, using the speaker field as a choke. The same kind of hum troubles occasionally appear in these sets, too.

The simplified Philco diagram illustrates the change made in several models. R400, which was originally 47,000 ohms in early sets, was

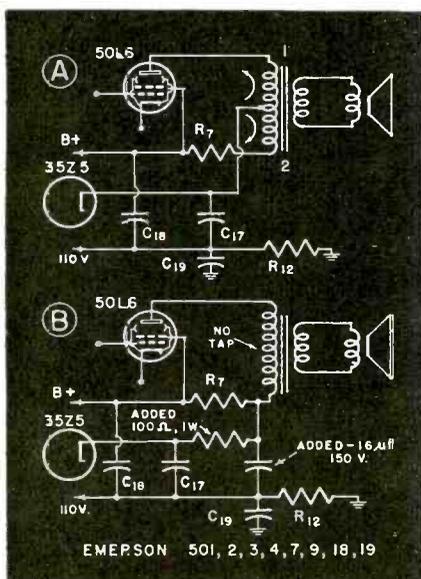
later changed to 120,000 ohms in order to improve the oscillator stability at low frequencies. Resistor R was added between B- and chassis, in order to eliminate hum due to variable leakage under high-humidity conditions. Its value is 120,000 ohms.

Pair Correct Values

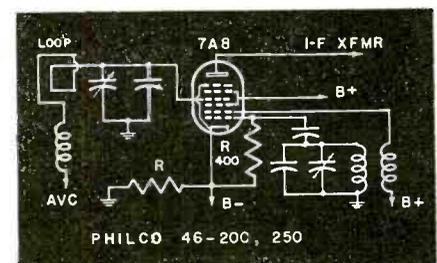
Rather early in production, Motorola changed the values of several resistors. In replacing such resistors, servicers must be sure to use values which match the others in the set, not necessarily those marked on the available diagram.

When R1 is found to be 27 ohms, the correct value for R6 is 2550

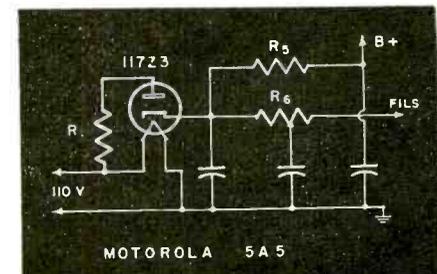
(Continued on page 125)



The two output circuits found in Emerson sets indicated. Tapped transformer acts as an audio choke, but correct phase relations are needed.



Resistor R is added to provide leakage shunt path, while value of R400 is changed to stabilize Philco oscillator. Watch values of R1, R5 and R6 in repairing Motorola model 5A5.



SELL RCA BATTERIES...



RCA Batteries are radio-engineered for extra listening hours

There are good reasons why RCA Batteries are in the lead today—reasons that add up to bigger profits and repeat sales for you.

- 1. RCA Batteries Are Long-Lasting—** Because they're *engineered for radio*, every RCA Battery has the correct capacity for the current drain of the radio set it was designed for. That's one reason why your customers get *extra listening hours* from RCA *Preferred Type* Radio Batteries.
- 2. RCA Batteries Have "Balanced Life"—**

All "A-B" types are so designed that *both* sections deliver effective voltage for the *full* life of the battery pack. That's another reason why your customers get *full value* from every RCA "A-B" Battery they use.

- 3. You Get a Balanced Line—** RCA keeps up-to-date on battery types. There is an RCA Battery type for most receiver models. It's seldom you have to turn a customer away when you handle the RCA line of Radio Batteries.

- 4. RCA Batteries Sell Themselves—** RCA is the greatest name in radio. Your customers know that the RCA trade mark means a quality product.

Smart packaging, competitive prices, RCA quality, and "radio-engineering," add up to outstanding customer acceptance. That's why you'll want to hitch on to the fastest moving radio battery line *now*. See your local RCA Distributor today for full details.



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

Plants Want PA Music

In Banks, Offices, Machine Shops, Sound Is Easy to Sell to Industrials Today

● Many sound dealers have been surprised at the demand for plant installations of music-amplifying systems that has continued after the war.

Wartime plant installations were, of course, a real shot in the arm to the sound industry, and a subject for discussion in the conference room of many a board of directors. Much theorizing was done on the psychological aspect of music-while-you-work, no less than on the acoustical problems. Special recording techniques were developed, and manufacturers packaged equipments designed principally for that type of work.

Main Selling Points

Today, rather than being discarded as a war measure, manufacturers facing the prospect of the old fight for survival are turning once more to music for the factory as a factor in employee-employer relations and as a means for increasing production.

This is not the PA dealer's only selling feature, however. Sound broadcast hookups are important as a means of locating executives when they are away from their customary stations. In cases of emergency, for example fires, the office has immediate communication with a department, a segment of the plant, or the entire factory area, while routine company announcements are handled very economically.

An Operadio plant-broadcaster at Johnson & Johnson's Chicago plant provides 625 watts into a total of 131 loudspeakers. This view of the control room shows record player and announcement mike.



Careful research during the war has established that music during work is considered very desirable by workers, provided the program is varied and well chosen. Results have shown that too limited use of the system makes no appreciable impression on employees, while excessive use may cause more fatigue than enjoyment. From three to four hours of music during the "fatigue periods" of each 8-hour shift will generally work out right.

At the Johnson & Johnson plant shown above, music covers three shifts, as follows:

7:45 A.M. to 8:15 A.M.
 10:00 A.M. to 10:45 A.M.
 11:30 A.M. to 12:30 P.M.
 2:00 P.M. to 2:45 P.M.
 3:45 P.M. to 4:15 P.M.
 6:00 P.M. to 7:00 P.M.
 9:00 P.M. to 9:45 P.M.
 11:45 P.M. to 12:15 A.M.
 2:15 A.M. to 2:45 A.M.
 5:00 A.M. to 6:30 A.M.

Requests for favorite recordings are accepted and certain periods set aside on each shift for playing the requests. A sound-proofed program studio which employees

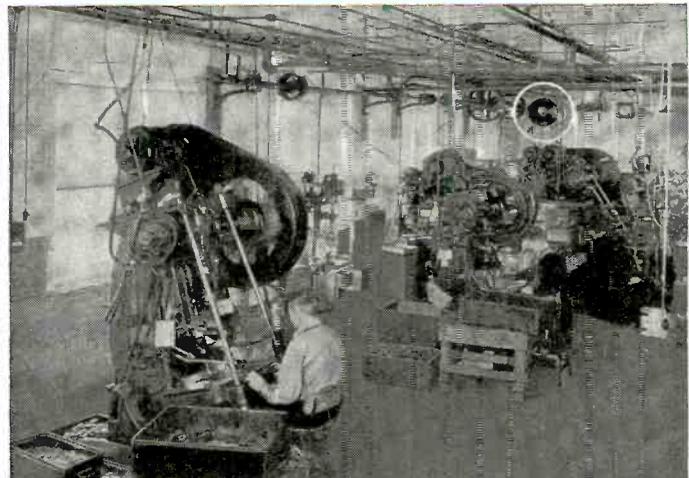
can observe through large windows during off time is very well worth while, and develops interest in amateur performances to supplement recordings.

Technical requirements vary widely, and call for individual planning in each plant. In general, cone speakers are desirable for low-frequency response during the playing of music, while wide-angle high frequency cones are desirable for voice. Singing is not considered good program material, as a rule, and records without vocal sections are best.

In very noisy plants, use horn projectors to overcome noise. These should not, of course, be pointed directly at any operating position. Generally, a large number of speakers driven lightly is most pleasant.

AREA IN SQUARE FEET	AUDIO POWER	SPEAKERS
1,000	15-20 watts	2 dynamics
3,000	30-35 watts	4 dynamics
8,000	50 watts	4 horns plus 2 dynamics
30,000	100 watts	8 horns plus 2 dynamics

Quiet plants such as that at left often use cone speakers run at low volume. At right—re-entrant horn is shown, made necessary by the acoustic interference of loud machinery. Above, chart gives possible combinations for two small offices or plants, and two larger factories with offices.



Curing Speed Faults in

Practical Repair Tips on Specific Turntable Motors Important Pointers to Guide Your Player Servicing

● The matter of starting failures, overheating and mechanical noise in record changer motors was discussed in the September issue of **RADIO & Television RETAILING**. Louis Loshak, formerly service manager for Bruno-N. Y., well-known RCA distributors, goes further into motor problems with this present review of speed troubles.

Loshak, who authored the "Mending Worn Changers" story in the October issue, has a long first-hand practical knowledge of record changers, gained during nearly 20 years of work in the radio servicing field. His words will be profitable advice to all servicers.

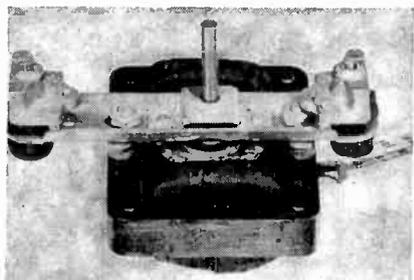
The Danger in Speed

Neither layman nor radio technician need to be reminded of the importance of constant, normal speed in the rotation of the phonograph turntable. A run down or wowing phonograph is material for a comedian and not for enjoyable record reproduction. However while a bad case of wow or improper speed is apparent to everyone, many cases of complaints of excessive high frequency response, generally termed shrillness by the consumer, are the result of excess speed and not deficient audio design.

Considering price and volume production, the modern rim drive motor is relatively trouble free. This motor is not a new development. It was used for years in disk recording machines and was most successful under the strains encountered in cutting blanks. However this does not mean that service problems do not arise in such units.

The General Electric rim drive

Webster changer motor is a 4-pole type.



motor is one of three types to be discussed now. This unit has been used in many record changers, and is generally mounted in a cradle, insulated from the rest of the equipment by two rubber bushings on the mounting flanges.

The removal of this motor from its mounting requires no instructions, but is apparent on inspection. For service, remove the motor from its mount and take out the two slide screws that hold down the shell. Pull out the spindle. Examine the bottom of the spindle and its retention bearing.

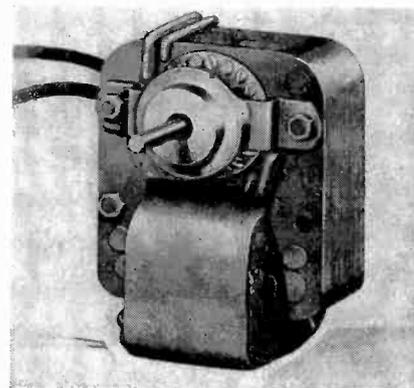
If the unit has been in operation for some years it will be found to be dry. Clean the spindle with carbon tet and dry. It is even advisable to wash out the interior of the retaining bearing and dry the same. Lubricate the interior with about twenty drops of light machine oil, then force the spindle down into the motor so that the overflow oil will flow into the retaining well.

How to Free Rotor

Try spinning the rotor by hand. It should turn freely. If it does not, loosen the two remaining screws that hold down the armature assembly. Insert four shims between the rotor and the armature walls. Generally .005 speaker shims will do. Tap the armature and rotate the rotor slightly. When you think that you have centered the assembly tighten the screws.

Difficulty is seldom encountered in aligning the armature and the motor should now start and operate efficiently. Of course it is assumed here that the unit has been checked for continuity with an ohmmeter against an open winding. If windings are continuous, and the motor still does not operate at all, substitute a 1 mfd capacitor for the original unit and see if the motor starts.

The author has seen many a motor assembly with open capacitors. There were even two cases where the condenser was dead shorted. However this is a rarity as the working voltage is low for the quality capacitor employed. The exact value of the capacitor is 1.1 or 1.2



Alliance Model 80 "Even-Speed" motor.

mfd, and these units are available at your General Electric supplier.

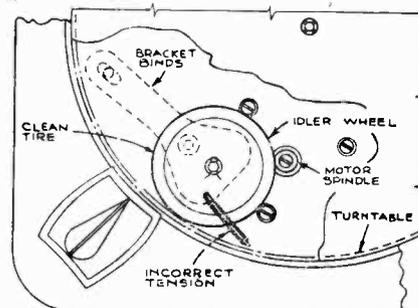
Should a check show that the windings are open, do not throw away this unit until you have removed the shell and checked the internal connections at the terminal board. Most servicers have seen several of these units with corroded, broken, or even cold soldered joints, all easily repaired.

The next source of trouble in these motors will be found in the drive tire, or tires if an idling wheel is used. These tires rotate around a bearing and are fastened down by means of a C washer. Remove the tire and examine. If it looks worn or is flat, replace it.

The Right Lubricants

Lubricate the bearing that the wheel goes on with petroleum jelly or light grease. Wash the motor spindle, tires and the inside wall of the turntable with carbon tet. The turntable speed should now be stroboscoped. It should read 78 revolutions with at least five records and the pickup arm on the turntable.

Check points on the idler plate assembly.

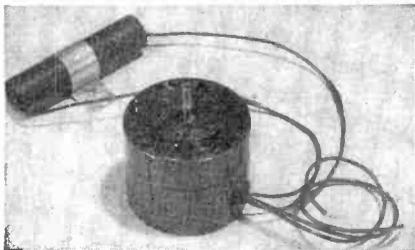


Record Changers

Look for binds and poor tension springs if speed is not correct. Do not scrap a motor or run out to buy a new one simply because proper speed is not attained. This unit if properly serviced rarely goes bad and generally shows no wear at all.

When you do have to replace one of these motors, it is good practice to save the old unit. Parts from two or more of these motors can be combined to build a new and satisfactory unit.

Pictured at left, below, is the motor used by Webster, prewar; also by several other manufacturers. This unit does not employ a capacitor and service problems are generally limited. Lubricate the top and bottom bearings or oil wicks and look for trouble in the associated drive equipment. This



Fairchild's new Model 805 changer motor.

means the tires, bearings for the tires and especially springs.

On units produced just prior to the war, tires prove to be especially bad actors. Flats may develop when the mechanism is left idle for a few months particularly during warm weather. A quick repair of a drive tire can sometimes be effected by turning it inside out and smoothing it down with light sandpaper while the motor is running. However with parts now readily obtainable such economy is hardly justifiable.

On some model motor drives, the tire assembly is mounted on a platform. When the spring is loose or dead, or when a bind develops between the platform and the motor board, chatter or slow speed may be the result. Some production models have a screw that limits the action of the platform. Dirt and caked oil result in a bind that arrests the free play of the platform. Simply loosening the screw

without cleaning and freeing this assembly will result in intermittent operation and chatter.

Also since these units chatter, you must look out for oil and grease poured in by well meaning consumers who tinker with their machines before calling in the servicer. Webster three post changers built immediately prior to the war seem to suffer most with the tire complaint. If you service many of these machines it will be worth your while to stock a few tires so as to save time.

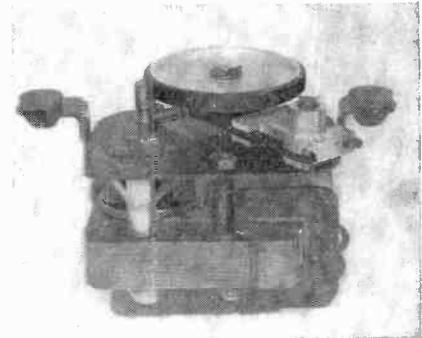
The top left picture is that of the Alliance rim drive motor. These are used in a host of changers as well as in a great many record players of all types. Service problems on these units are generally limited to the drive equipment, such as tires, springs, etc. However there are several service hints in regard to the motor proper worth passing on.

Check These Troubles

Early models had felt washers top and bottom; these should be lubricated thoroughly. Then again, after a unit has been in operation for some years, the bearings often become caked with dirt and hardened grease. Drop the motor from its mounting and wash it out with carbon tet or benzine. Dry and lubricate. After a time the rubber tire softens up and deposits of rubber form on the motor spindle. This deposit should be scraped off, the spindle washed and the tire replaced.

Manufacturers of replacement service parts put out an assortment of drive tires which every service shop should buy. One tire that you may use for one repair will make the whole kit a good investment. Another source of trouble on the Alliance assembly is the spring. This may go dead in time or become stretched and should be replaced.

Another good investment is to procure a couple of Alliance general replacement motors such as are sold by parts jobbers. The prewar type is particularly useful. Occasionally when you get a motor that is too troublesome or has



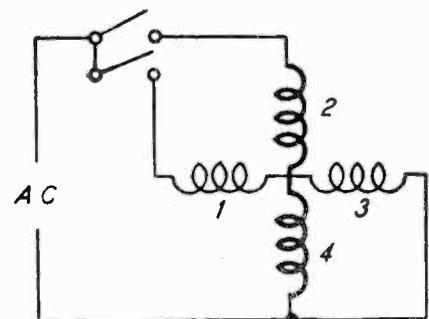
General Industries' Model MX motor.

been burnt out, you can do a quick repair by substituting a new unit. Although the mounting spacers or bushings are different the motor itself is almost always similar. All that need be done is to exchange the spacers, nuts and bolts between the old unit and the new.

This procedure is worthwhile both for customer and servicer. It saves the consumer weeks of waiting until the servicer receives an original replacement from the changer manufacturer and it expedites delivery and receipts. Remember, that unfinished work on your shelves cannot be exchanged for groceries. Twenty-five dollars invested in rubber tires, motors, an assortment of springs and some hardware can speed up turnover. With labor at its present high level, the servicer can employ his time to more profitable advantage than running around looking for small parts.

Another article in this series, which will appear in a future issue, will discuss some more points of trouble in motor assemblies, and go on to cover specific makes and models of changers.

For correct starting, inductance of windings 1 and 3 are less than 2 and 4.



Radio Retailers!

YOUR SERVICE DEPARTMENTS NEED SYLVANIA'S NEW OSCILLOSCOPE

FOR RAPID RECEIVER ALIGNMENT AND TROUBLE-SHOOTING

Another product of Sylvania Engineering takes its place beside the numerous radio and electronic devices that have been Sylvania-developed to facilitate the solving of problems en-

countered in radios and electronic equipment. The Sylvania Oscilloscope, Type 131, is especially useful in rapid alignment of receivers and in trouble-shooting.

CHARACTERISTICS AND SPECIAL FEATURES

1. Sylvania 3API Cathode Ray Tube—Accelerating potential, 650 volts. Electrostatic deflection and focus. Tube is shock-mounted and well protected from stray magnetic and electrostatic fields by efficient shielding. Panel visor shades face of tube permitting oscilloscope use in well-lighted rooms. Removable calibrating screen also included.

2. INPUT IMPEDANCES —

Vertical amplifier—approximately 1 meg., 30 mmf. at full gain.

Horizontal amplifier—approximately 3 meg., 50 mmf. at full gain.

Vertical direct—approximately 0.68 meg., 45 mmf.

Horizontal direct—approximately 0.68 meg., 60 mmf.

3. AMPLIFIER FREQUENCY RESPONSE —

Sine wave uniform within 3 db. from 10 cycles to 100 kilocycles.

4. DEFLECTION FACTOR —

Through amplifiers—0.5 volts per inch

Direct—approximately 17 volts per inch.

5. HORIZONTAL SWEEP —

Direction—left to right.

Frequency range—15 to 40,000 cycles

Synchronizing signal sources—

Internal (vertical signal).

External; 60 cycles.

6. POWER SUPPLY —

105-125 volts, 50-60 cycles.

40 watts power consumption.

1 amp. line fuse provided.

7. CABINET DIMENSIONS —

10 $\frac{1}{8}$ " high, 7 $\frac{3}{4}$ " wide, 13 $\frac{3}{8}$ " deep.

SYLVANIA OSCILLOSCOPE

(Type 131)

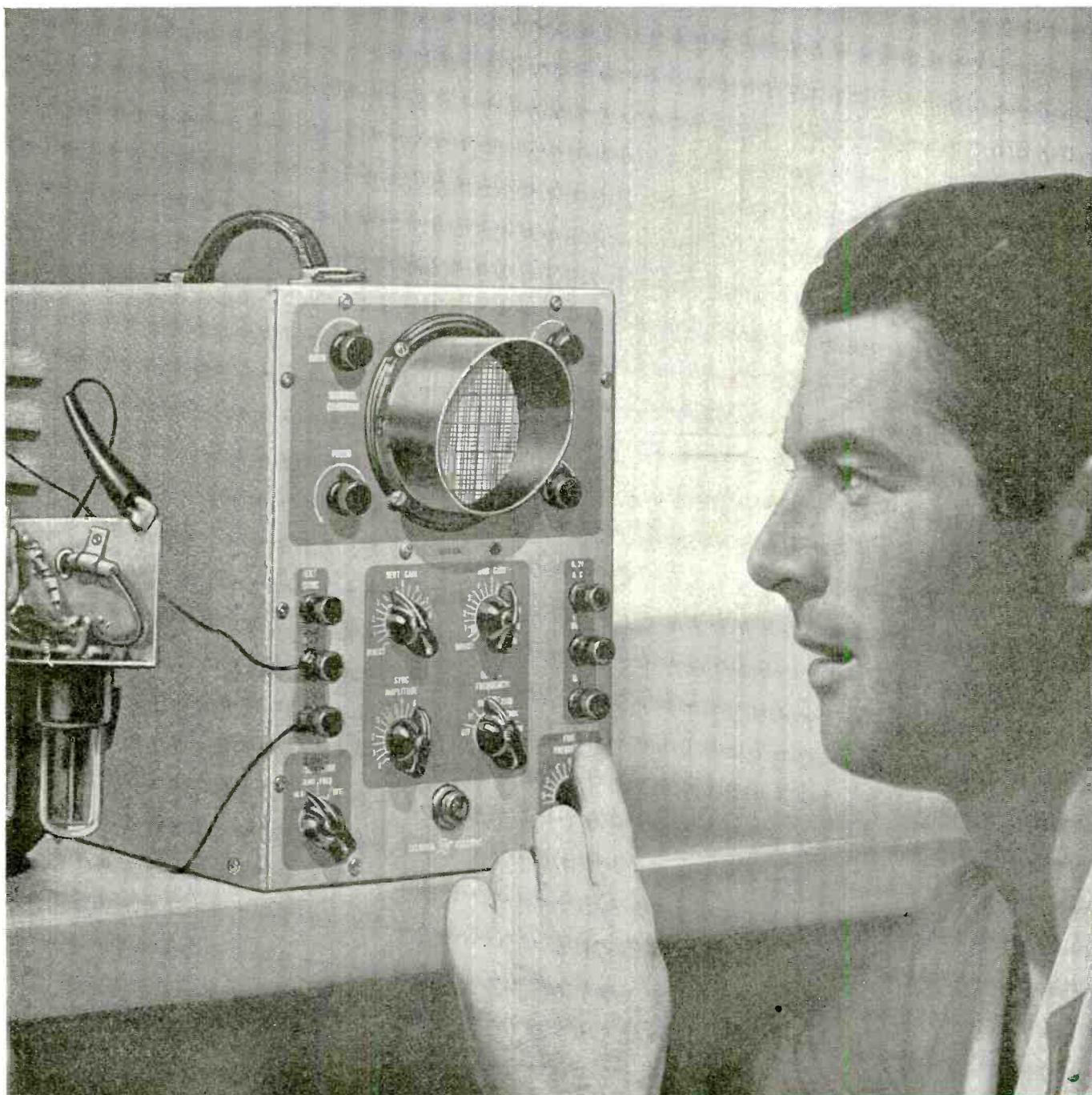


Cabinet is steel constructed, properly ventilated with louvers, finished in durable, attractive pearl-grey baked enamel.



SYLVANIA

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES;



Note convenient, easily accessible controls—clearly marked. Light-weight visor permits use in well-lighted room. Removable calibrating screen is provided. Cathode ray tube is shock-mounted and well-shielded against stray fields.

Weighs only 18 pounds. Strong leather carrying handle is securely mounted on top of cabinet. Eight-foot power cord provided for quick and easy installation.

For further information about this unit

SEE YOUR SYLVANIA DISTRIBUTOR!

ELECTRIC



FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

Aligning Newest

Easy Tune-Ups Cut Down on Troubleshooting Time.

STROMBERG-CARLSON 1020-1120 is given an i-f alignment with the selector switch on loop b-c position, feeding a 455 kc signal from the generator through a .1 mf capacitor to grid pin 8 of the 6SA7 converter.

Before commencing the r-f alignment, fully mesh the plates of the gang tuning capacitor, and make sure that the dial pointer is in a vertical position directly on the calibration marks located at the low frequency end of the dial scale.

First align the s-w band, by connecting a few turns of wire across the generator output terminals, using it as a loop to couple to the loop of the receiver, which is turned to 9 mc on the s-w band. With the generator tuned to 9 mc also, adjust the oscillator and antenna 9 mc slug tuners through the top of the chassis, for maximum signal.

With the generator and receiver dials at 12 mc, vary the 12 mc oscillator trimmer atop the chassis for maximum signal, and then rock the gang tuning capacitor against the 12 mc antenna trimmer, which is the center trimmer on the back of the chassis. Repeat both the 9

mc and the 12 mc adjustments, in that order.

For broadcast settings, with the range switch on loop position, tune the generator and receiver dial to 600 kc, and adjust the oscillator and antenna tuning slugs through the top of the chassis, for maximum signal.

With the dials at 1400 kc, vary the remaining oscillator trimmer located underneath the chassis for maximum signal, following with the antenna trimmer found to the left of the 12 mc trimmer, facing the back of the chassis from the outside. Repeat all the broadcast adjustments in their original order.

RCA MODELS Q10, 10A, 10-2, 10A-2 are aligned on i-f with a 455 kc signal generator connected through a .1 mf capacitor to the grid of the 12SK7 i-f amplifier. After adjusting the 2nd i-f transformer for maximum output, reconnect the generator to the stator of the first detector ganged capacitor, and vary the 1st i-f transformer without realigning the adjustments on the 2nd i-f transformer.

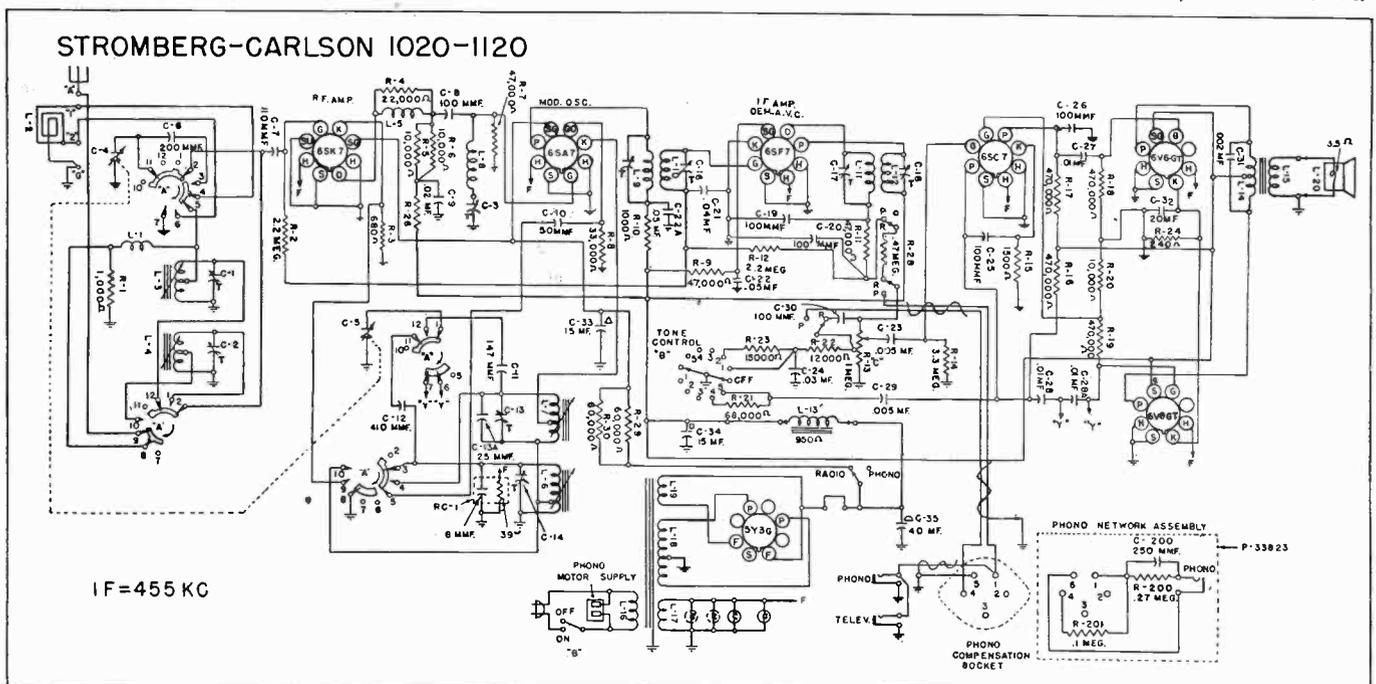
With the generator set at 18.2 mc, connected to the antenna lead through a 300 ohm resistor, and the receiver's variable fully unmeshed on the s-w band, vary the oscillator trimmer atop the front section of the variable for that peak which occurs at minimum trimmer capacity.

With the generator reset to 15.2 mc, pick up the signal on the receiver, and rock the gang against the antenna trimmer, found atop the rear variable section. Check to see that a weaker image is picked up at 14.3 mc.

For b-c alignment, feed the 600 kc generator signal through a 200 mmf capacitor to the antenna lead, and with the receiver dial set to the 600 kc calibration mark (2nd from left) adjust the oscillator tuning slug L7 on the front surface of the chassis for maximum signal.

Next, rock the gang at 1300 kc, tuning the oscillator trimmer C7 located between the 35Z5 and 12SA7 tubes atop the chassis, and finally rock the gang again at 600 kc, repeating the last two steps once more. As always, it is wise to make a final overall "air-check."

Range switch "A," shown in maximum counter-clockwise position, is set for broadcast band. "B" is tone and off-on control, "C" is for volume.



All-Wave Radios

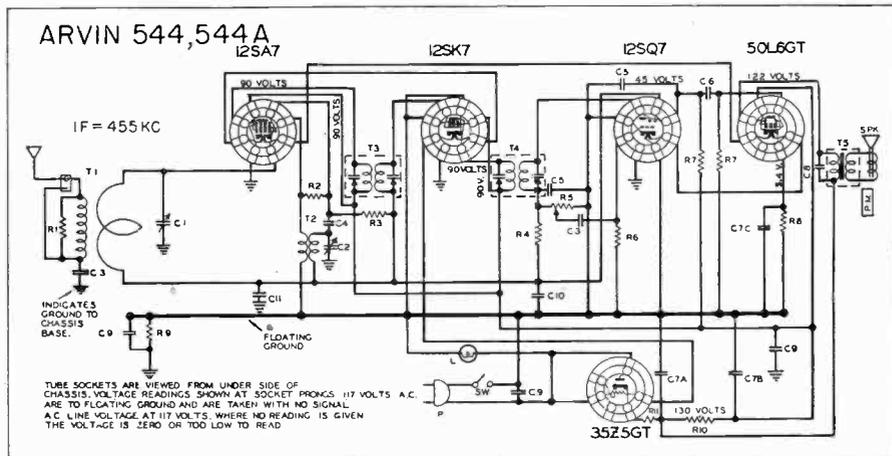
Replacement Parts Values Aid Quick Servicing.

ARVIN 544, 544A is aligned with the signal generator ground lead connected to the floating ground, found on either of the lugs on the back of the a-c switch, or the black lead on the volume control.

With the 455 kc generator signal coupled through a .01 mf capacitor to the stator of the front section of the variable, vary the i-f trimmers for maximum signal. To make an r-f alignment, place the loop in the same position relative to the chassis as it has when the set is installed in the cabinet.

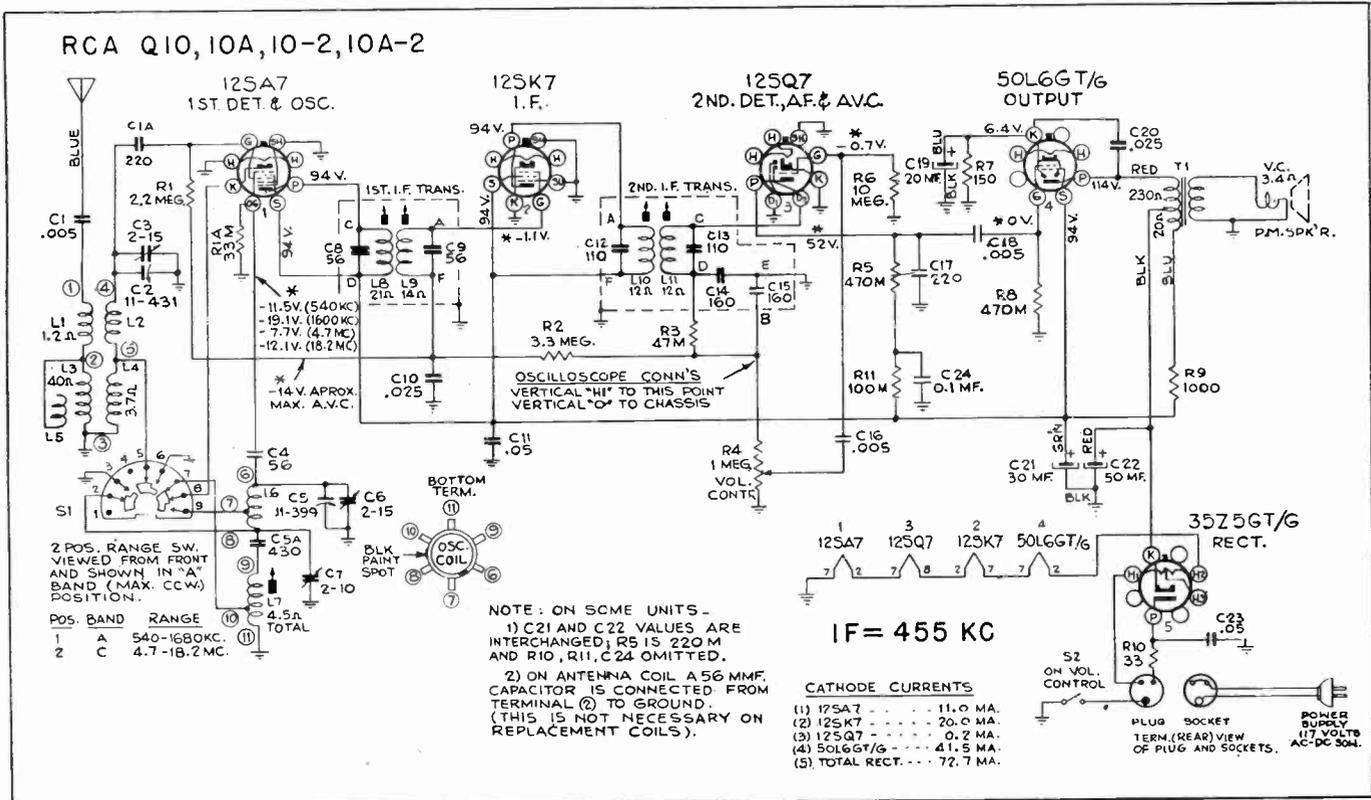
Coupling the 1400 kc signal through a .00005 mf capacitor to the antenna clip with the blue wire removed, vary the trimmers atop the variable for maximum signal. If standard loop coupling is used, leave the blue wire in place.

Although the cut plate sections of the variable are adjustable for 600 kc tracking, this will rarely be necessary, unless wide variations in tubes are encountered.



- | | | | |
|-----|------------------------------|-----|----------------------------|
| C1 | Variable Condenser | R1 | Resistor, 10,000 ohms ¼ W |
| C3 | Cond., .01 mfd—400 V P. T. | R2 | Resistor, 22,000 ohms ¼ W |
| C4 | Cond., .00005 mfd—500 V Mica | R3 | Resistor, 15 meg. ¼ W |
| C5 | Cond., .0005 mfd—500 V Mica | R4 | Resistor, 2.2 meg. ¼ W |
| C6 | Cond., .002 mfd—600 V P. T. | R5 | Volume Cont. & Sw., 1 meg. |
| C7 | Cond., Electrolytic | R6 | Resistor, 4.7 meg. ¼ W |
| C8 | Cond., .03 mfd—400 V P. T. | R7 | Resistor, 470,000 ohms ¼ W |
| C9 | Cond., .05 mfd—400 V P. T. | R8 | Resistor, 150 ohms ¼ W |
| C10 | Cond., .05 mfd—200 V P. T. | R9 | Resistor, 330,000 ohms ¼ W |
| C11 | Cond., .1 mfd—400 V P. T. | R10 | Resistor, 1,500 ohms 1 W |
| | | R11 | Resistor, 15 ohms ¼ W |

Asterisked voltages are measured with a vacuum-tube-voltmeter. With 117 volts a-c supply, all voltages should hold within ± 20%. M equals 1000 ohms.

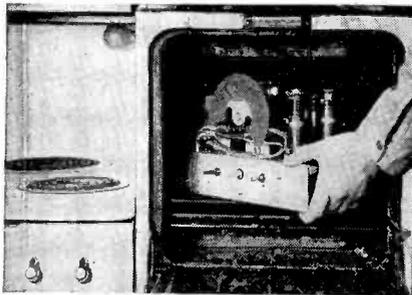


AM, Tele Short-Cuts

Simple Circuits for Multiple Demonstration of Video Sets

Warm Oven Dries Leaky Radio Coils

When a radio has been exposed to moisture for a long period, as would be the case where used on an outside porch or in a salty atmosphere, it may be weak due to dampness on the coils and wiring.



Chassis heat should be comfortable to touch.

This condition may often be improved upon by placing the chassis in a warm oven for a few hours. The drying out is speeded by removing the coil shields. Care must be used not to overheat to the extent that the wax is melted from condensers or other parts.

The proper temperature is easily maintained with an electric range as illustrated, but with any oven care must be exercised to avoid too much heat.

One Cause of Fading

Set owners often complain of distortion due not to receiver troubles but to fading. This trouble usually appears only during hours of darkness, or periods when no direct sunlight is shining on the path between listener and broadcast station.

The distant announcer suddenly 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.

Solving Distortion Troubles

Such distortion results from "selective fading" caused by the interaction of the station's direct-wave and its sky-wave (which latter comes through only after sunset), and is usually experienced 50

to 100 miles from the station. There is no cure for such fading or distortion difficulties except to arrange the antenna to pick up over a considerable distance—say half a mile or a mile—in the direction of the distant station. In this way, fading at one point is cancelled by good reception at other locations along the pick-up line, and so good signal reception is furnished the receiver. When such distortion reception is frequent, it may pay to link in with the telephone line reaching the house. A simple linkage is provided by setting the desk phone on a pie-plate or sheet of tin, to which the radio antenna lead is connected. The felt in the phone base then acts as the dielectric of a condenser, linking radio to phone wires, without actual connection.

Philco 38-116 (125)

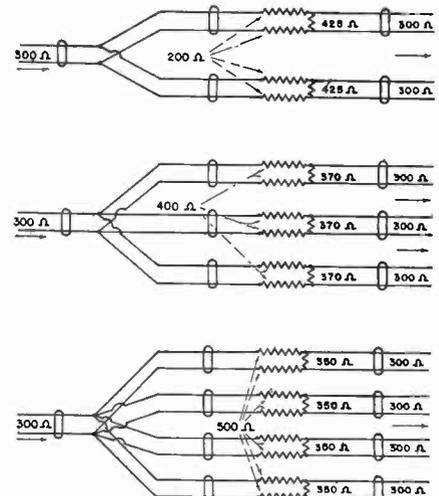
A hum, not traceable to electrolytic filters, may result from open or shorted capacitor #122, which is connected across the audio choke #119 in the filter circuit.

To improve the action of the AFC circuit, try reducing the value of resistor #66 from 6,000 ohms to 3,000 ohms.

Easy Tube Substitution

A Sparton Model 987 was in for repairs. Among the defective components was included a 6N6 tube, which is practically impossible to obtain. This tube, a direct coupled twin triode power amplifier, can be easily replaced with a 6V6 merely by inserting a bias resistor in the cathode circuit. No bypass condenser was required in the Sparton

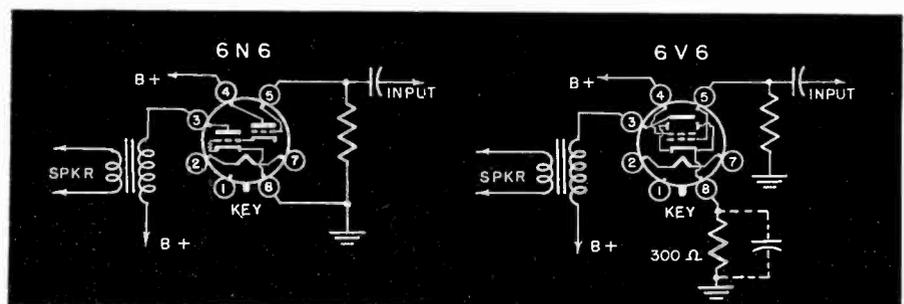
Antenna Setup for Dealer's Tele Room



Resistance values for 2, 3 and 4 television sets.

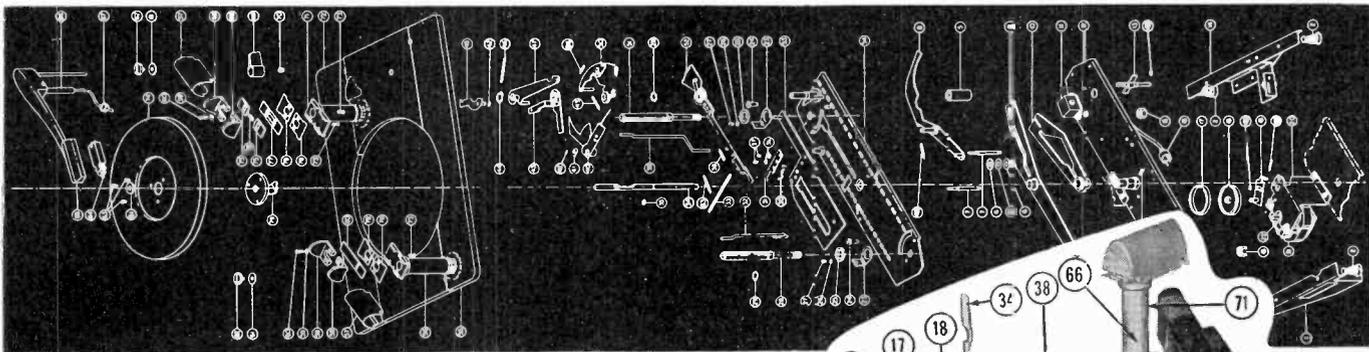
Many a method of running one television antenna to several receivers on display can be devised. Shown below is one hook-up used with great success by many of the first dealers showing floor samples. Proper resistance values are necessary to prevent unbalanced inputs, standing waves (resulting in ghosts) in line, and inter-set reaction.

set in question, but it is a good idea to try one for best results. Plate and screen voltages should be checked and reduced if too high. In the Sparton set, a dropping resistor was placed in series with the power supply circuit to reduce the voltages. Other pentodes such as the 6F6 and 6K6 may be used with equally good results. The diagram indicates the simple changes necessary.

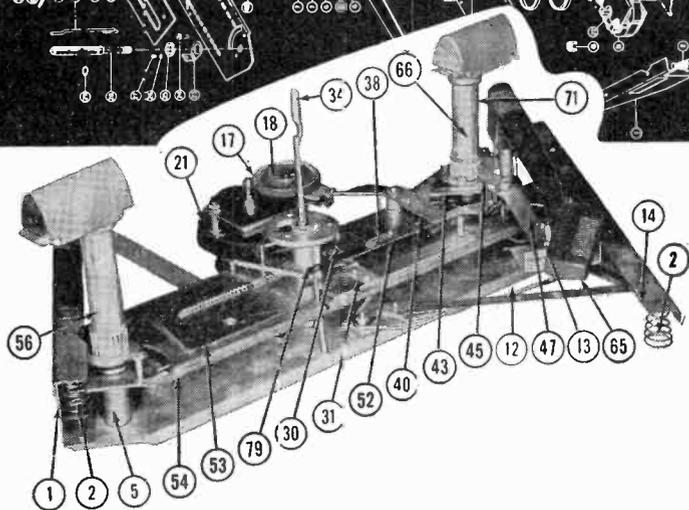


No rewiring of terminals is needed to change from 6N6 output to 6V6 beam power.

New! Exclusive!



PHOTOFACT^{*} FOLDERS analyze all post-war RECORD CHANGERS!



Post-war radio is barely a year old, but already there are 40 different record changers on the market. Do you know who makes them? How they operate? How to service them in case of breakdown? Do you know where you can get up-to-the-minute results of life tests that are now being run?

This vital information now becomes a regular PHOTOFACT FOLDER Service at no Extra Cost to You! Clear-cut photographs, exclusive big line drawings, parts lists, operation details, trouble-cause-and-remedy charts, tell you everything you need to know to do a workmanlike job—help you do twice as many repair jobs a day.

PHOTOFACT FOLDERS save valuable time in many other ways. They make it easy to

diagnose trouble, hunt defective parts, make adequate replacements in all the latest radios, phonographs, record changers, recorders, communication systems and power amplifiers. Data and photographs are made from actual examinations of instruments—not from reprinted or copied information.

The cost? Only \$1.50 for each set of 40 folders. Actually they cost you nothing, for they pay for themselves over and over again in time saved. **Over 25,000 radio service engineers now use and depend upon PHOTOFACT FOLDERS.** Why let service problems stump you? PHOTOFACT FOLDERS help you lick every one of them! See your nearest distributor or use the convenient coupon.

PUBLICATION DATES:

Set No. 11 January 10
Set No. 12 January 25

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. Canadian Price, \$1.75.

PLEASE PRINT

Send Vol. 2, Set No. 12* Send Vol. 2, Set No. 11

Send me Volume 1 (including Sets Nos. 1 to 10) with De Luxe Binder, \$18.39. Individual Sets Nos. 1 to 10, \$1.50 each.

Send me a De Luxe Binder (at \$3.39)

My (check) (money order) (cash) for _____ is enclosed.

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HOWARD W. **Sams** & CO., INC. **RADIO PHOTOFACT SERVICE**

In Canada—write to A. C. SIMMONDS & SONS, 301 King Street East, Toronto, Ontario

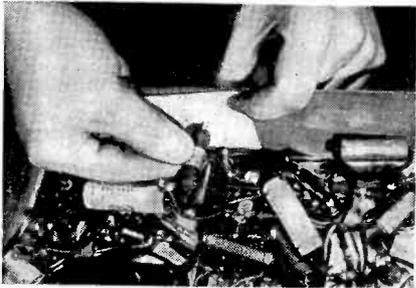
Time-Saving Practices

Simple Ideas that Help Clear Piled-Up Service Benches

Don't Remount Resistors Leaking to Chassis Bolt

Resistors of the type shown are often found shorted to the chassis—with no damage to the resistor.

The insulating cardboard may have failed at the one end or the insulating washer at the other end may have broken down. Sometimes the metal mounting screw may touch a spot where the heat has caused a break in the insulation on the resistor.



Mount unit in open, with good ventilation.

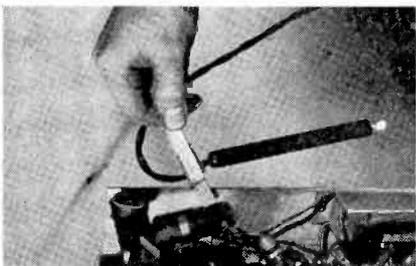
Experience has proven that the safest procedure in such cases is to remove the resistor from the chassis mounting to prevent a re-occurrence.

Ordinarily the connecting wires will support the resistor and hold it away from other parts, although miniature mounting strips are best used.

Spring Clothes Pin Belongs in Kit

A couple of spring type clothes pins will be found useful by the serviceman. One use is shown—that of holding a probe lamp in place.

These wood clothes pins may be used to hold wires while soldering, to clip up a temporary aerial and to serve in other ways where an added hand is needed.



One of the handy uses for this tricky gadget.

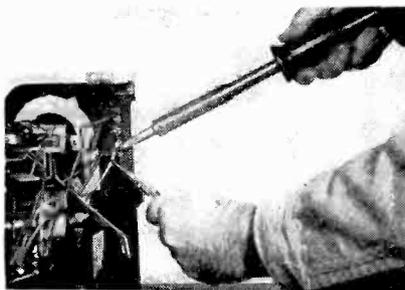
Eliminating Noise in Motorola M-306 Auto Antenna

Noisy and intermittent Motorola M-306 auto antennas are quickly repaired. Salvage one of the prong clips from an old wafer tube socket, and insert in the socket into which the antenna connecting wire plugs. Solder the clip to the brass antenna rod at the opening. This clip, by providing a spring tension which is lacking in the original design, prevents the car vibration from loosening the contact.

Keep Loop Leads in Good Condition

Many receivers use loop aerials mounted on a cardboard or fibre back, which must be loosened and pulled aside to reach tubes even with the chassis removed from the cabinet.

This places a strain on the loop aerial terminals—as well as the terminals for an external aerial where provided—and in time often causes trouble.



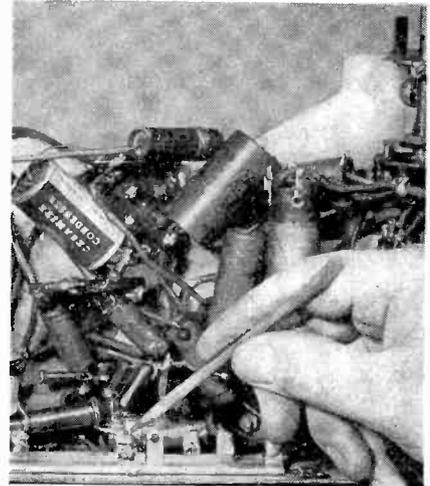
Resolder leads that fray at bending-point.

When working with such sets, a little time spent in running a hot iron over these terminals as shown, may save a payless call for fading or weak reception.

Convenient Probe for Poor Connections

An orange stick used as illustrated aids in locating loose, poorly made or rosin joints. With the type resistor shown an internal break may be the trouble.

Often such connections will not be detected with an ohmmeter, but after the receiver is in operation for some time will result in frying or crackling noises.



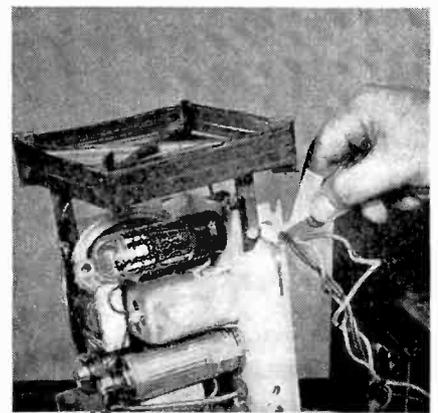
Listen for scratching while using wooden rod.

By pressing firmly on the various joints with the set in operation, it is usually possible to cause the noise to occur when the defective terminal is reached.

Tape Battery Wires Entering Portable Chassis

The battery leads for small portable radios of the type shown are subjected to much twisting and turning by the owner when changing batteries. This often results in worn insulation where these wires enter the chassis and may short circuit the batteries.

Adhesive or friction tape applied to the individual wires and then to the group of wires will prolong the life of such wiring. The tape may be used on both sides of the chassis to ease the strain on the terminals under the chassis.



Build up tape on both sides of entry point.



**This is
Good
News!**

... our greatly increased production on Simpson Model 260 makes it available to you NOW at your jobber's

The Simpson 260 is easily the world's most popular set tester for television and radio servicing. You cannot touch its precision, its useful ranges, or its sensitivity in any other instrument selling for the same price or even substantially more.

It has been a long time since we have been able to produce enough 260's to meet the demand, because the 260 has consistently out-sold every other remotely similar test instrument. The reason is simple: it out-performs and out-values them all. Simpson advanced engineering and unyielding standards of quality and precision manufacture enable it to *stay* accurate under conditions ordinary instruments cannot survive.

Incidentally—production on other Simpson instruments is clearing, too. We feel confident that it will not be long before you can buy those Simpson instruments you have waited for.

Ask your jobber for the Simpson 260—he has it now!

SIMPSON ELECTRIC COMPANY
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Simpson

INSTRUMENTS THAT STAY ACCURATE

SIMPSON 260, HIGH SENSITIVITY SET TESTER FOR TELEVISION AND RADIO SERVICING

Ranges to 5000 Volts—Both A.C. and D.C.
20,000 Ohms per Volt D.C.
1000 Ohms per Volt A.C.

At 20,000 ohms per volt, this instrument is far more sensitive than any other instrument even approaching its price and quality. The practically negligible current consumption assures remarkably accurate full scale voltage readings. Current readings as low as 1 microampere and up to 500 milliamperes are available.

Resistance readings are equally dependable. Tests up to 10 megohms and as low as 1/2 ohm can be made. With this super sensitive instrument you can measure automatic frequency control diode balancing circuits, grid currents of oscillator tubes and power tube, bias of power detectors, automatic volume control diode currents, rectified radio frequency current, high-mu triode plate voltage and a wide range of unusual conditions which cannot be checked by ordinary servicing instruments. Ranges of Model 260 are shown below.

Price, complete with test leads\$38.95
Carrying case 5.55

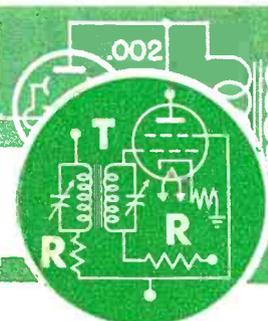
Volts D.C. (At 20,000 ohms per volt)		Volts A.C. (At 1,000 ohms per volt)		Output
2.5	10	2.5	10	2.5 V.
50	250	50	250	10 V.
1000	5000	1000	5000	50 V.
				250 V.
				1000 V.
				5000 V.

Milli-amperes	Micro-amperes	Ohms	
D.C.			
10	100	0-1000	(12 ohms center)
100		0-100,000	(1200 ohms center)
500		0-10 Megohms	(120,000 ohms center)

(5 Decibel ranges: -10 to +52 DB)

ASK YOUR JOBBER

New Equipment for Faster Service



Philco VTVM

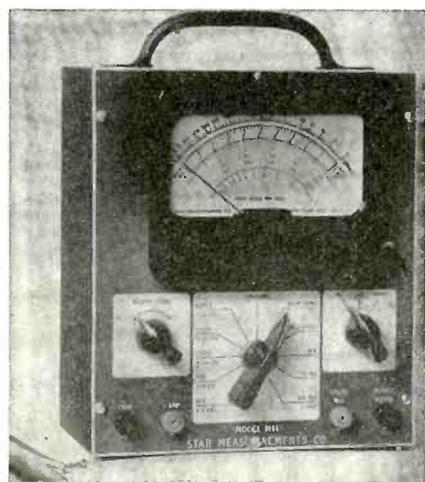
Model 7001 has seven resistance ranges to 1500 megohms, and an equal number of ranges for a-c and d-c voltages covering up to 1000 volts. A separate specially-insulated connector and



lead is provided for measurements to 10,000 volts, while a current range of 30 amperes may be used on either a-c or d-c. R-f measurements are possible up to 200 megacycles. Philco Corp., Philadelphia, Pa.—RADIO & Television RETAILING

Star TESTER

Model M-11 is a volt-ohm milliammeter providing d-c and a-c voltage ranges up to 1,000 volts in 5 ranges, with a similar range of output voltage measurements. Four d-c current ranges to 1,000 ma, three resistance ranges to 5 megohms, and three db ranges from -10 to +54 db are also provided. A 4½" microampere meter produces a sensitivity of 1,000 ohms per volt on a-c and d-c. Star Measurements Co., 442 E. 166th St., New York 56, N. Y.—RADIO & Television RETAILING



KopperKore IRON

This soldering iron uses a 100-watt mica-and-glass insulated nichrome element in a steel cased copper alloy core. Using 6 interchangeable tips of the same copper alloy, it is a light, balanced tool. Comes complete with stand and 6-foot cord. Sound Equipment Corp., 3903 San Fernando Road, Glendale, Calif.—RADIO & Television RETAILING

GC WIRE STRIPPER

The Speedex 733K wire stripper removes the insulation from any wire from size 8 to 30. The Speedex and seven interchangeable blades are put up in a small steel case fitting easily into the tool box. General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—RADIO & Television RETAILING

Northeastern SIG. GEN.

Model 700A covers from 160 kc to 20 mc in five bands of fundamental frequencies. A two-control attenuator delivers up to .1 volt of r-f signal at 200

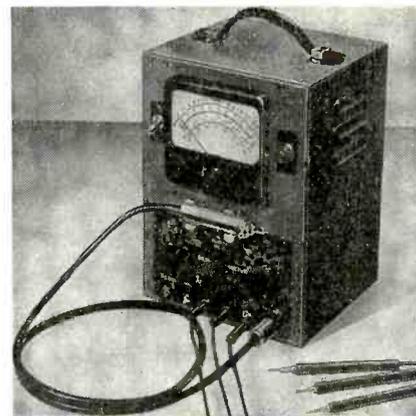


ohms output impedance. 400 cycle a-f output is provided, at about 2 volts, and is used to modulate the carrier 30%. Northeastern Engineering, Inc., Manchester, N. H.—RADIO & Television RETAILING

Boes TRACER PROBE

A signal tracing probe, complete with connectors and cables, plugs into any audio amplifier to turn it into a regular signal tracer. Fitting into the hand, the pickup device is encased in bakelite and connects to the amplifier through long shielded, rubber-covered cables. W. W. Boes Co., Dayton, Ohio—RADIO & Television RETAILING

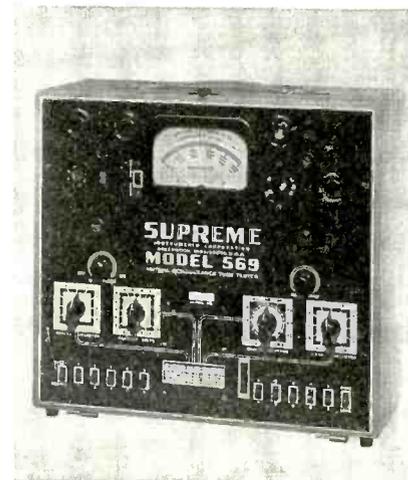
Sylvania POLYMER



Type 134 Polymeter is a tester for voltage, resistance and current. Voltage measurements to 1000 v. d-c in 6 ranges, and to 300 v. a-c in 5 ranges on a-f from 20 to 15,000 cycles and r-f from 10 kc to 300 mc may be made. For the latter measurement, a thumbsize r-f probe is used, incorporating a type 1247 proximity fuse type tube. Sylvania Electric Products Inc., 500 Fifth Ave., New York 18, N. Y.—RADIO & Television RETAILING

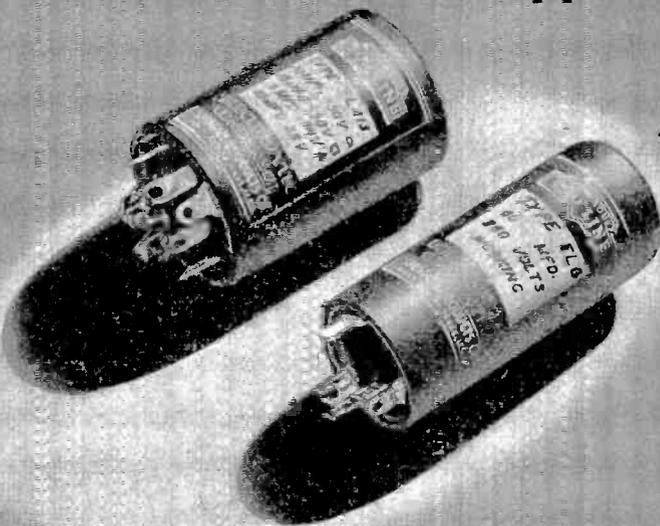
Supreme Instruments TUBE TESTER

Model 569 tests mutual conductance at three sensitivities, as well as on a good-bad scale. Ten toggle switches provide for inter-element short tests, and a roller chart makes control setting



easy. As with the older tube testers in the Supreme line, one year's free tube setting service is provided. Supreme Instruments Corp., Greenwood, Miss.—RADIO & Television RETAILING

A Handy Guide TO SPRAGUE EL SELF-MOUNTING MIDGET CAPACITORS (Can Type)



Easier to install... Tops for Dependability

Time is money in radio servicing. Save it—make more of it—by using Sprague Type EL can type dry electrolytic capacitors for every possible replacement use. They're small enough to fit anywhere. They're absolute tops in dependability. And you can mount them in a jiffy, either by direct chassis mounting or by means of their convenient twist prongs. Both bakelite and metal washers are supplied with each unit.

Ask for Sprague Type EL Capacitors by name!

SPRAGUE

PRODUCTS CO., NORTH ADAMS, MASS.

SINGLE SECTION

Catalog No.	Mfd.	Voltage DC working	Dimensions	
			D	L
EL-13	3000	10	1 3/8	3
EL-111	1000	15	1	3
EL-121	2000	15	1 3/8	3
EL-142	40	25	3/4	2
EL-112	180	25	1	2
EL-152	500	25	1 3/8	2 1/2
EL-122	1000	25	1 3/8	2
EL-50	150	50	3/4	2 1/2
EL-55	500	50	1 3/8	2 1/2
EL-31	30	150	3/4	2
EL-51	50	150	3/4	2 1/2
EL-14	40	200	1	2
EL-12	20	250	3/4	2
EL-30	30	250	1 3/8	2 1/2
EL-42	40	250	1	2 1/2
EL-6	60	250	1	2 1/2
EL-203	15	300	3/4	2
EL-33	30	300	1	2
EL-53	50	300	1	2 1/2
EL-123	125	300	1 3/8	3
EL-5	50	350	1	3
EL-125	125	350	1 3/8	3
EL-10	10	400	3/4	2
EL-20	20	400	1	2 1/2
EL-80	80	400	1 3/8	2 1/2
EL-1	10	450	3/4	2
EL-15	15	450	1	2
EL-2	20	450	1	2 1/2
EL-3	30	450	1	2 1/2
EL-4	40	450	1	3
EL-115	10	525	1	2

DUAL SECTION

EL-242	40-40	25	1	2
EL-250	50-50	50	1	2
EL-221	20-20	150	1	2
EL-231	30-15	150	1	2
EL-230	30-30	150	1	2
EL-24	40-20	150	1	2
EL-35	50-30	150	1	2
EL-25	50-50	150	1	3
EL-26	60-60	150	1	3
EL-101	10-10	250	1	2
EL-120	20-20	250	1	2
EL-245	40-40	250	1	3
EL-21	10-10	300	1	2
EL-253	15-15	300	1	2
EL-22	20-20	300-25	1	2
EL-23	30-30	300-350	1	3
EL-32	30-20	350	1	3
EL-254	15-15	400	1	2 1/2
EL-214	80-10	400	1 3/8	3
EL-210	10-10	450	1	2
EL-151	15-10	450	1	2 1/2
EL-220	20-20	450	1	3
EL-240	40-30	450	1 3/8	3

TRIPLE SECTION

EL-325	20-20-20	25	1	2
EL-335	30-30-30	50	1	2
EL-313	10-30-30	150	1	2
EL-320	20-20-20	150	1	2
EL-224	40-20-20	150	1	2
EL-340	40-40-40	150	1	3
EL-321	30-20-100	150-150-6	1	2
EL-222	20-20-20	150-150-25	1	2
EL-324	30-20-20	150-150-25	1	2
EL-332	30-30-20	150-150-25	1	2
EL-42	30-40-25	150-150-25	1	2
EL-343	40-30-20	150-150-25	1	2
EL-351	50-30-100	150-150-25	1	2
EL-352	50-50-20	150-150-25	1	2 1/2
EL-355	10-15-15	250	1	2
EL-315	10-15-30	250	1	2
EL-354	40-20-20	250	1	3
EL-331	15-15-20	250-250-25	1	2 1/2
EL-334	30-30-20	250-250-25	1	2 1/2
EL-334	10-20-30	250-250-350	1	3
EL-316	10-10-10	300	1	2
EL-333	20-20-20	300-300-25	1	2 1/2
EL-341	40-15-20	300-300-25	1	2 1/2
EL-102	10-10-20	350-350-25	1	2
EL-312	15-10-20	350-350-25	1	2
EL-326	15-15-20	350-350-25	1	2 1/2
EL-212	20-10-20	350-350-25	1	2 1/2
EL-323	30-20-20	350-350-25	1	3
EL-311	10-10-10	400	1	2 1/2
EL-342	15-15-40	400-400-25	1	2 1/2
EL-322	20-20-20	400-400-25	1	3
EL-310	10-10-10	450	1	2 1/2
EL-344	15-15-10	450	1	3
EL-362	20-15-10	450-300-300	1	2
EL-363	10-10-20	450-350-25	1	2
EL-364	15-20-20	450-350-250	1 3/8	2
EL-345	10-10-10	450-450-25	1	2
EL-292	10-10-20	450-450-25	1	2
EL-312	10-20-20	450-450-25	1	3
EL-353	15-15-20	450-450-25	1	3
EL-205	20-15-20	450-450-25	1	3
EL-330	20-20-20	450-450-25	1	3
EL-330	30-30-20	450-450-25	1 3/8	2 1/2
EL-360	15-15-10	450-450-300	1	3
EL-215	15-5-15	450-450-350	1	3

QUADRUPLE SECTION

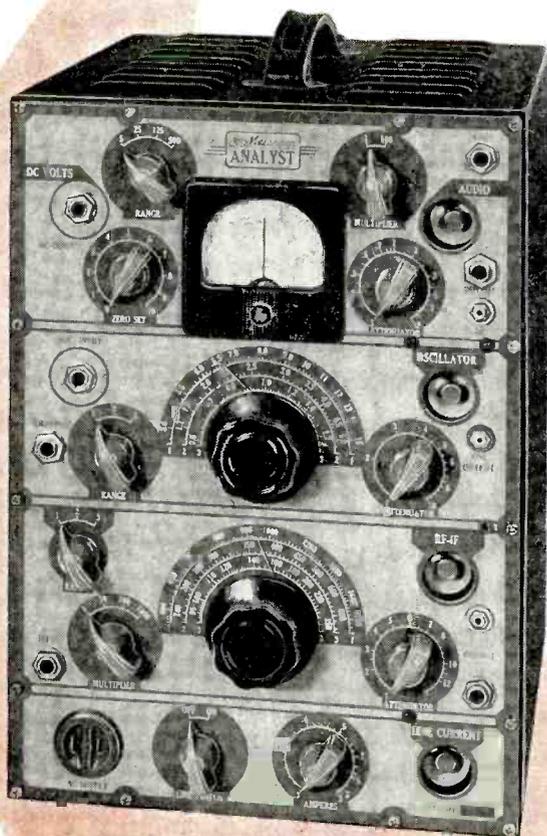
EL-434	30-30-30-40	150-150-150-25	1 3/8	2
EL-443	40-40-30-20	150-150-150-25	1 3/8	2
EL-452	50-50-50-20	150-150-150-25	1 3/8	2
EL-422	40-20-10-20	200-200-200-25	1 3/8	2
EL-412	10-10-10-20	300-300-300-25	1 3/8	2
EL-432	40-40-20-20	350-300-300-25	1 3/8	3
EL-415	20-10-5-10	350-350-350-25	1 3/8	2
EL-442	20-20-20-20	400-400-400-25	1 3/8	2 1/2
EL-410	10-10-10-10	450	1 3/8	2
EL-420	20-20-20-20	450	1 3/8	3
EL-421	20-15-15-20	450-350-350-25	1 3/8	2
EL-423	20-15-20-20	450-450-25-25	1 3/8	2
EL-425	20-20-30-30	450-450-300-300	1 3/8	3
EL-431	10-10-10-20	450-450-450-25	1 3/8	2
EL-424	40-30-10-20	450-450-450-25	1 3/8	3

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Analyst



THE MODERN SERVICE INSTRUMENT

Available now . . . the new, postwar Meissner Analyst . . . the most completely modern service instrument on the present-day market. Tests receivers and locates faults by the signal tracing method . . . fastest and most reliable method to date. Entirely fundamental in its testing procedure, it can not become obsolete. Five separate and distinct channels provide as many different functions with all controls accurately calibrated and functions clearly indicated.

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AND
INDUSTRIAL
SALES DEPARTMENT**

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VIPOWERS

Here is low-cost plate power for your every mobile or emergency electronic application. Compact, completely enclosed, Radiart Vipowers require no external fusing. Specify Radiart for vibrator power at its best.

AERIALS

Radiart Rust-Proof Aerials . . . a complete line, cowl, hood and under-hood types, designed for all cars. Equipped with Static Muffler Ball for maximum signal transfer efficiency and Static Muffler Ball to minimize corona discharge static. Ask your jobber to show you this complete line today.

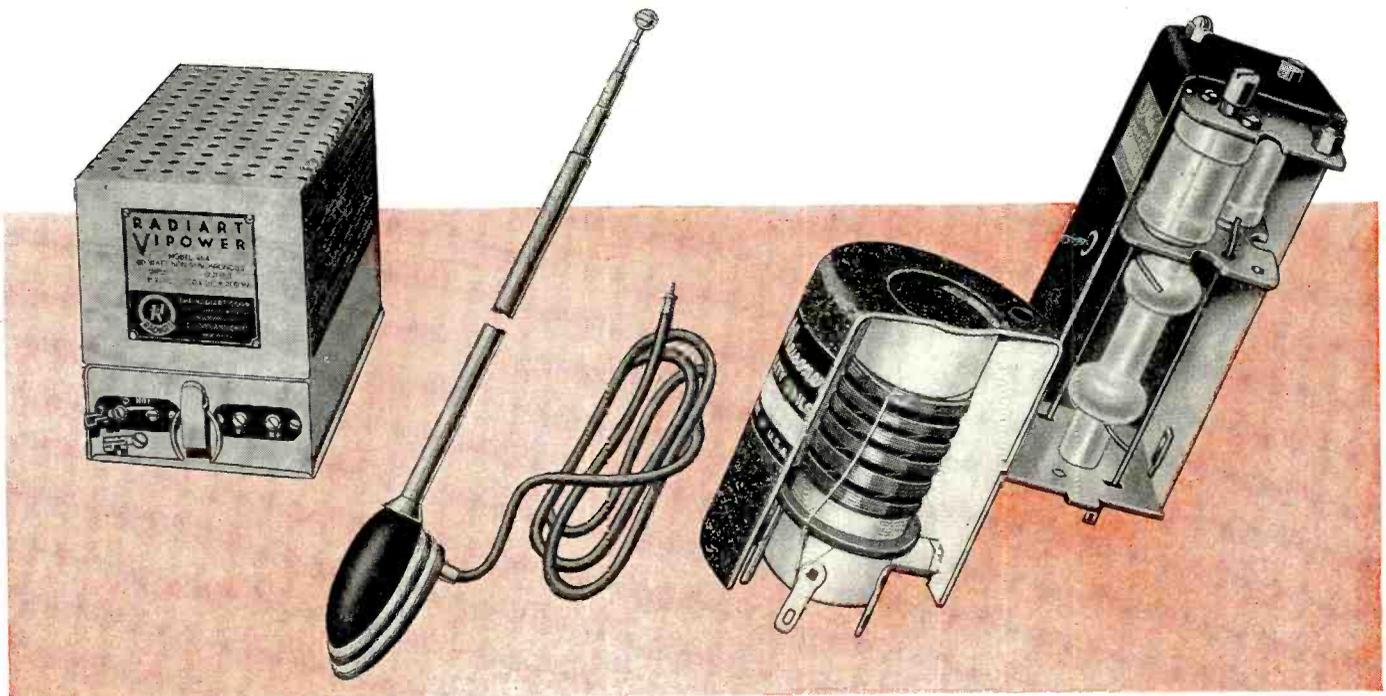
THORDARSON

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The name Thordarson is your assurance of transformer quality . . . a guarantee of efficient, trouble-free performance, backed by 51 years of outstanding transformer manufacture. For every electronic requirement.

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New Helps for Your PA Work

Altec Lansing AMPLIFIER

Type A-319 and type A-319A are designed to bridge across 250-500-600 ohm lines or a 250,000 ohm input, providing 50-57 db gain with 4 watts power output from two push-pull 25L6 tubes. With a flat response within 1 db from 40 to



15,000 cycles, with bass and treble controls set on zero, and a noise level of -28 db, output is supplied at 8-15 ohms impedance. Inverse feedback is taken from an ungrounded output winding. The A-319B model shown uses a wall cabinet, unlike the A model. Altec Lansing Corp., 1161 North Vine St., Hollywood, Calif.—RADIO & Television RETAILING

Burndy CONNECTOR KIT

The Hylug connector kit contains everything necessary for making small-wire solderless electrical connections. The kit contains 325 assorted connectors for wires from No. 20 through No. 10, as well as a standard Burndy tool for installing them. Burndy Engineering Co., Inc., 107 Bruckner Blvd., New York 54, N. Y.—RADIO & Television RETAILING

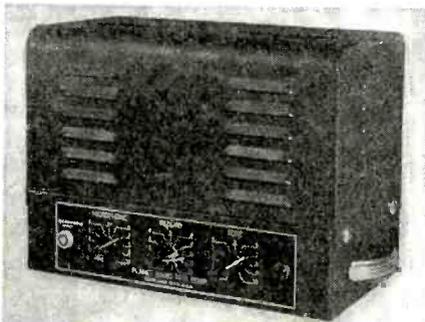


St. Louis Microphone Co. COLORMIKE

The new Colormike, available in five colors—red, blue, green, yellow and orange—is made of plastic. Alnico V is used in the dynamic design. A variable impedance output permits a choice of 50, 200, 500 or 50,000 ohms for balanced line output. St. Louis Microphone Co., 2726-28 Brentwood Blvd., St. Louis 17, Mo.—RADIO & Television RETAILING

Planet Radio 15 WATT AMPLIFIER

Model PA-15 is a 15-watt amplifier with a gain of 110 db on microphone and 65 db on phonograph. The both inputs are controlled from the front panel, with the mike impedance of 1.5 megohm, and the phono impedance of 1.1



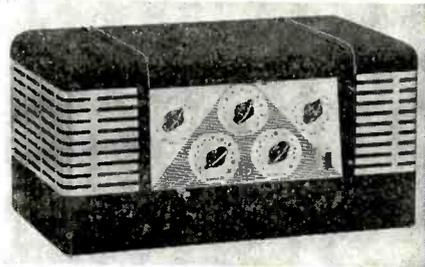
megohm. A flat response from 40 to 10,000 cycles is fed into output impedances of 6-8-500 ohms. Planet Radio Mfg. Corp., 6508 Euclid Ave., Cleveland 3, Ohio.—RADIO & Television RETAILING

Snyder Mfg. Co. MICROPHONE STAND

This first of a new line of radio and sound equipment features a heavy cast-iron base with non-skid rubber pads, a locking nut for the extension element, and triple-plating using copper, nickel and chrome. Lowers to 30" and raises to 60". List price: \$7.75. Snyder Mfg. Co., 2218 W. Ontario St., Philadelphia, Pa.—RADIO & Television RETAILING

Operadio AMPLIFIER

Model 1A30 is a 20-watt amplifier using 7 tubes, including two 6L6's. Separate treble and bass controls permit 24 db changes without apparent change in overall level. Two microphone and one



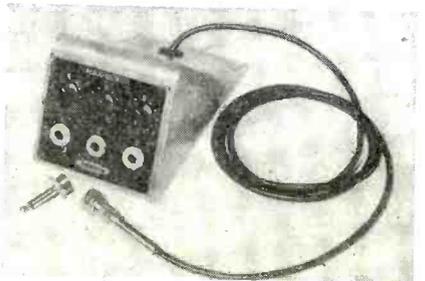
phonograph input are separately controlled, while four taps are provided to deliver the output at less than 5% distortion to impedances from 3 to 500 ohms. Operadio Mfg. Co., St. Charles, Ill.—RADIO & Television RETAILING

Kellogg MIDGET MIKE

A new midget condenser microphone is made especially for sound measurements. With an outside diameter of 1 1/8", the response is flat within 1 db from 100 to 7,000 cycles, and within 3 db from 60 to 10,000 cycles. Kellogg Switchboard & Supply Co., 6650 S. Cicero Ave., Chicago, Ill.—RADIO & Television RETAILING

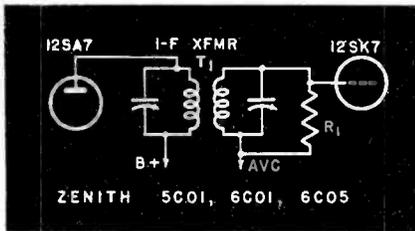
Speco MAX-MIXER

The Max-Mixer is a device which is used to add two additional mike inputs to any amplifier. Three microphone volume controls are housed in a cast aluminum sloping-panel case, with a 6' shielded cable to the amplifier. A screw type plug with phone jack adapted is provided. Special Products Co., Silver Spring, Md.—RADIO & Television RETAILING



Circuit Changes

(Continued from page 107)



Simplified Zenith diagram shows 470,000 R1 across secondary of T1 to prevent oscillation.

ohms, while a 100 ohm R1 calls for a 2060 ohm R6. The latter pair in the more recent. The value of R5 was changed from 3900 ohms in early models to 2700 ohms in later sets.

The Zenith circuits, shown simplified, sometimes developed an uncontrolled oscillation in the i-f circuits, for which the remedy of soldering a 470,000 ohm resistor across the first i-f transformer was adopted. In the same models, poor sensitivity and even lack of signal at the low frequencies was corrected by newer oscillator coils.

Make Friends

(Continued from page 51)

and noise in the store itself. An intercommunication system connects it to the store.

Service on radios and small appliances is handled separately. This is done in the rear of the main floor.

"We try to match top quality service with an equal quality in our merchandise," said Gooding, "and so we make an effort to carry the best known brands."

Complete Assortment

The firm holds franchises for eight lines of major electrical appliances, seven lines of radios and five lines of small appliances. The brand names represented include Westinghouse, GE, RCA, Estate, Bendix, Farnsworth, ABC, Admiral, Maytag, Universal, DeepFreeze, Proctor, Ironrite, Wilcox-Gay, Youngstown and Motorola.

"We have a slogan," said Gooding, "which we carry in all our advertising. This is, 'the finest in home appliances.' We want to be known for quality.

"In advertising, we have obtained our greatest results through newspapers. But we use the same principle people should use when they invest in securities. We diversify.

"We also do radio advertising—mostly spot announcements. The radio station prepares them for our approval.

"We sponsor a bowling team from which we get a great deal of publicity.

Broadcasting the Name

"We advertise in school, fireman and police papers for the sake of good-will. We can't attribute any volume of business to these papers, though.

"We stage special stunts whenever the opportunity presents itself.

For example, we put on an entire parade ourselves last year for Bendix, at a cost of \$700."

Jones & Gooding have trained their sights on a volume of \$200,000 a year in their new location. They will not depend on advertising and publicity stunts alone.

As soon as they take care of the backlog of orders they have, says Gooding, they will employ outside salesmen. And things ought not to be too tough for men whose job is to go around and call on old friends who have already been won by top quality service, merchandise and advertising.

OUR **GREATEST** ACHIEVEMENT IN 16 YEARS OF SERVICE FOR THE SERVICEMAN

Greatest...
in
SERVICE
"clarified schematics"
and a separate
"How It Works" Book

Greatest...
in
COVERAGE
over 120 set
manufacturers

Greatest...
in
SIZE
2100 Pages



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Volume XV is the latest contribution to our continuing promise that you will always find in Rider Manuals all the servicing information you need to operate with the utmost efficiency and profit.

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JOHN F. RIDER PUBLISHER, INC.

404 FOURTH AVENUE, NEW YORK 16, N. Y.

Export Division: Rocke-International Corp., New York 16, N. Y. 13 E. 40th Street, Cable ARLAB

Sales Tips and Profit-Pointers

Too little knowledge is a dangerous thing in salesmanship. In addition to knowing all about the products he sells and *how* to sell them, the truly proficient salesperson is equipped to handle customer check-cashing problems, credit requests, exchanges and complaints without fumbling and without the need for too frequent trips to the boss for advice.

Scratched radio cabinets, faded electric service cords, warped phono records, chipped, broken and bent appliances and hand-irons with scratched sole-plates are not readily sold as "new" products. It pays to make an all-out effort to prevent damage to products in show windows and on sales floors. Urge employes to handle radios and appliances with care. Arrange window displays carefully. Plan in-store displays with a view toward eliminating product misuse by customers.

Never horn in on another salesman when he's dealing with a customer. This rule applies to all persons from the boss down. Butting in on a sales presentation is embarrassing to both the salesperson and the customer. The smart man or woman knows when to ask for help from co-workers.



The radio/appliance salesman who expects to go places should know enough about *electricity* to enable him to talk intelligently on the subject with customers. He should know how much current each of his products draws, approximate costs per hour to operate, and whether the device is made for ac, dc or both. A fair knowledge of house wiring circuits is very helpful, too.

Taboo topics for indoor-outdoor salesmen while on duty: Religion, politics, race. Don't permit customers to drag you into controversial discussions. They're laden with dynamite.

The dealer who evades salesman-customer issues and fails to settle them one way or another fast, builds a backlog of ill-will, headaches and a disheartened buck-passing salesforce.

Use constructive, honest comparison as a weapon in pitting your product against that of a competitor's mentioned by the customer. American consumers rightly believe that all famous brands are reliable. The clever salesman, backed by a reliable firm, can sell new-comer makes successfully, too, if he's willing to learn *all about* them and is sold on them himself.



The dealer who realizes that he's in business for the sole purpose of making money never permits his clerks to keep customers waiting while such employes are arranging stock or performing other non-selling chores in the store.

Clean selling prevents the necessity for customer-dodging. Make a friend of each buyer, not a victim.

Know what customers think when salesmen *pounce* on them, interfering with attempts to "browse"? Well, a number of women interviewed on this subject offered the following comments:

"All they want is your money . . ."

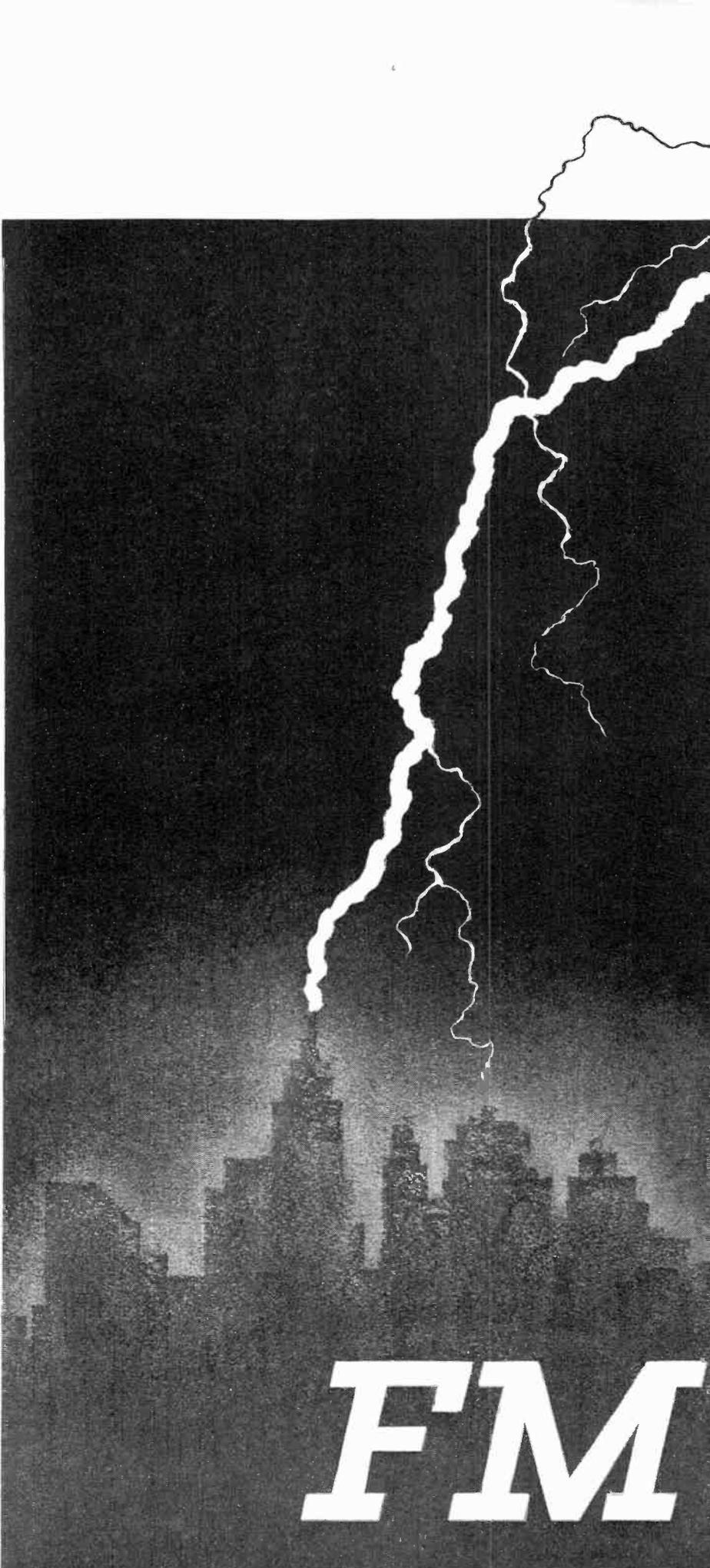
". . . Try to get rid of you as soon as possible."

"I never feel welcome under such conditions; seldom spend as much as I'd planned to."

". . . Guess such stores under-pay their salesmen—make them desperate."



Installment selling is on the way back and salesmen who've been handling mostly cash transactions will have to brush up on time-payment techniques and new rules and regulations. In connection with credit merchandising, retailers should set up a more or less "secluded" place where customers can fill in contracts without interruption. Don't attempt to use counters or display tables for this purpose.



FM

Seven years after our first FM issue we are still hearing favorable comments about it. Now in 1947, greater-than-ever opportunities exist for dealers, distributors, manufacturers. Trade profits hinge on increasing the number of units sold. FM is the ideal here because it overcomes both man-made and natural radio interference, and also because it is the only development that can be exploited nationally at this time. Dealers and distributors can find out more about FM in

RADIO & Television RETAILING'S ISSUE IN MARCH

Manufacturers, broadcasters, media can advertise in March issue because nothing will cover the subject like this special; nothing covers the trade like its 27,000 ABC PAID. Deadline February 10.

CALDWELL - CLEMENTS, INC.
480 Lexington Avenue, New York 17, Plaza 3-1340

News of the Industry

Industry Leaders in RMA Sessions

At executive sessions of the Radio Manufacturers Association Dec. 10-12 at the Biltmore Hotel, New York City, the RMA approved a \$50,000 appropriation for an all-industry "Radio in Every Room" campaign to be launched next February or March.

This was one of the major steps taken at the 3-day conference of industry leaders—the first such sessions to be held by RMA since the lifting of OPA price controls on sets (and later, the removal of controls on radio parts). Eight separate industry group meetings, ending with a session on the RMA board of directors Dec. 11, were scheduled by R. C. Cosgrove of the Crosley Corp., RMA president.

The meetings included those of the set division executive committee, parts division executive committee, export committee, tube division, excise tax committee, finance committee, and the advertising committee of the set division. The latter group, led by chairman John S. Garceau of Farnsworth, met on Dec. 12.

Comdr McDonald Urges Two-Band FM

A number of FM-receiver manufacturers, such as Freed, Stromberg-Carlson, General Electric, Magnavox and Zenith, are now incorporating both the 50-mc and 100-mc frequency-modulation bands in their home receivers.

In a statement to this magazine, Commander E. F. McDonald, Jr., president of Zenith Radio Corporation, Chicago, urges that this trend be extended, in order that sets may gain the sales advantage of incorporating both bands:

"All manufacturers should be urged to incorporate both bands in FM receivers."

Minerva Manager



Richard Mattison has joined the Minerva National Sales Corp. as general manager. Mr. Mattison was formerly wholesale division manager for Tung-Sol. He'll now direct sales of Minerva radios, combos, FM and tele sets.

Midwestern Jobbers & "Reps" Get Together



Prominent guests at a banquet given by the Missouri Valley Chapter of "The Representatives"—left to right, R. W. Farris, chapter president; Mrs. Farris; Charles Goebel, president, Kansas City chapter of NEDA; Mrs. J. P. Kay; Louis B. Calamaras, executive secretary of NEDA; Mrs. Charles Goebel; and J. P. Kay.

declares Comdr. McDonald, "as this will make it easier for the FCC to reassign the 50-mc band, which it was indicated they intended to take away from FM. We have demonstrated before the Commission, and in the presence of the other manufacturers, that this additional band can be incorporated at a manufacturing cost of fifty cents.

"The English findings on the relative merits of the 50-mc versus the 100-mc band has confirmed the findings of both the FCC at Andalusia and Zenith at Deerfield. It is wrong to deprive the farmer of the advantages of FM, which is definitely done by the 100-mc band, if, by any chance, it were to be the exclusive service. It has been demonstrated beyond question that where the 50-mc band can efficiently cover 33,000 miles, a transmitter with like power and like elevation on 100-mc can only cover approximately 11,000 miles.

"I feel sure that the FCC will rectify their rulings and the manufacturers should do their part by providing for reception of both bands in their production promptly."

West Coast Radio Group Attracts New Members

The recent new membership drive by the Long Beach Radio Technicians Assn., P. O. Box 3085, E. Long Beach Station, Long Beach 4, Calif., was helped to success by the issuing of a colorful 16-page stiff-cover booklet entitled "What is the RTA?"

Compiled to answer the questions most often asked by interested radiomen, the new RTA Q & A brochure uses cartoons to describe the activities, membership, meetings, advantages, dues and purposes. A perforated portion of the back cover is torn off and used as a ready-addressed

postcard for applicants, to whom a questionnaire is sent by return mail.

Inquiring directly into the applicant's technical and trade background, the new member is signed up into one of the three voting classifications, from apprentice member to certified technician, or in an associate, non-voting category. The latter is for all persons connected with radio who are not primarily engaged in radio servicing.

"Go All-Electric" Farm Program in Action

Dealers, distributors, manufacturers, utility executives, REA cooperative managers throughout the U. S. are now taking the first steps in the industry-wide program to help develop the greater use of electricity on farms.

The big "Go All-Electric—the Modern Way" campaign, aimed at the 14,000,000 homes in the rural-and-small-town market, is sponsored by the National Electrical Manufacturers Association, 155 E. 44th St., New York 17, N. Y., whose rural and suburban market development committee, headed by W. J. Cashman, has enlisted the aid of farm authorities, trade leaders, etc., in the planning of the drive.

To develop local interest, an extensive series of mailing pieces, stuffers, ad mats, radio spot announcements, indoor and outdoor posters, decals, etc., are offered. For local leaders in the drive, NEMA has issued an elaborate 32-page plan book, containing practical and complete "suggestions, ideas and detailed procedure on such matters as setting up a rural department, securing distributor cooperation, organizing dealers, ways of helping dealers, how to put on rural promotions, secure farm paper publicity and schedule advertising."

Musitron Display for Chicago Show Guests

Gerald Rissman, sales manager for Musitron Co., Chicago, has announced that a feature display has been prepared of the full 1947 line of the firm's portable phonographs, for the benefit of retailers and jobbers attending the Home Furnishings Show in Chicago opening Jan. 6th.

The display of the units has been set up in the Musitron factory showroom at 223 W. Erie St., Chicago, which Mr. Rissman points out is within walking distance of both the Furniture Mart and the Merchandise Mart. Musitron says that all dealers and distributors are invited to see the new units.

Anthony Heads Meck Merchandising

C. J. Anthony is the new merchandising manager of the John Meck Industries, Plymouth, Ind., it has been announced by John Meck, president of the firm.

Mr. Anthony was formerly sales promotion manager for the company, and, preceding that, personnel director. He joined Meck Industries in 1943 as assistant to the sales manager.

Stores Plug Video Program Schedules

Good House Stores, retail appliance organization, has started to publicize television program information in the Philadelphia area, and is buying ad space in the three largest local newspapers to list the schedule of telecasts each week.

"We are retailing television," the GH managers said, "and we believe the public, other television dealers, television wholesalers and manufacturers, and also television advertisers will all benefit if this information is made easily available."

Sams Names Field Expert



B. V. K. "Ben" French has been appointed director of field relations for Howard W. Sams Co., Inc., publisher of photofact folders for radio men. Mr. French, well known engineer, will now act as liaison man for Sams between manufacturers and servicing profession. He's had 24 years of radio technical experience, with Mallory, RCA, Federal, American-Bosch, Case Electric, and as a member of RMA parts standardization committees.



BE CONFIDENT WITH A MICROPHONE BY TURNER

Whether it's a general purpose unit for voice and music, or a unit for a specialized application you'll always be confident of accurate pickup and faithful reproduction when your microphone is a Turner. Turner Microphones are proving their superiority in design and manufacture to new users every day.

Illustrated is the Turner Model 33—a high fidelity all purpose microphone that combines high output with smooth response over a wide frequency range. Its matched acoustic design results in crisp, clear speech reproduction . . . music is full and round with tonal qualities faithfully retained. Furnished in a choice of high quality crystal or rugged dynamic circuits. It is recommended for studio recording, remote control broadcast, orchestra pickups, paging, dispatching and call systems, public address and communications work.

MODEL 33X CRYSTAL

Response: Flat within ± 5 db from 30-10,000 cycles.
Output Level: 52db below 1 volt/dyne/sq. cm.

Impedance: High impedance.

Crystal: High quality moisture sealed crystal.
Stand Coupler: Standard $\frac{1}{8}$ "—27 thread.
Cable: 20 ft. removable cable set.

MODEL 33 DYNAMIC

Response: Flat within ± 5 db from 40-10,000 cycles.
Output Level: 52db below 1 volt/dyne/sq. cm.

Impedance: 50 ohms/250 ohms/500 ohms/high impedance.

Magnetic circuit: Heavy duty dynamic cartridge.
Stand Coupler: Standard $\frac{1}{8}$ "—27 thread.
Cable: 20 ft. removable cable set.



THE TURNER COMPANY

903 17th Street N. E., Cedar Rapids, Iowa

Licensed under U. S. Patents of the American Telephone and Telegraph Company, and Western Electric Company, Incorporated. Crystals licensed under patents of the Brush Development Company.

TURN TO TURNER FOR THE FINEST IN ELECTRONIC EQUIPMENT

Forecast for Tele in 1947

● Television broadcasting took a promising position as a new field of entertainment in a number of U.S. metropolitan communities in 1946. Prewar television operating principles were supplemented with the many wartime developments involved in radar, loran, guided missiles, etc., all of which utilized the same specialized equipment as does television. Meanwhile through the war effort, many thousands of new workers were trained in producing specialized equipment of the same type as used in television receivers, and in the installation and servicing of such apparatus. These activities will now be expanded in 1947.

Engineering and technical advances made during the war years represent notable achievements and indicate that television has sufficient picture quality and entertainment value for rapid public acceptance, as fast as TV sets become available during 1947.

Notable among these advances already in use are—the improved studio methods built up around the new image-orthicon camera tube (a tube that eliminates the need for intense studio lighting with its attendant heat and glare), the higher definition, brilliant direct-viewing receiving systems, larger picture tubes, and improved technics for large-screen projection to serve larger viewing groups. In addition, the advent of an accelerated

color-television research program is expected to hasten the reality of a full-range color system.

The problem of programming expense in putting on interesting entertainment is being partially solved by the development of intercity networks whereby a program may be extended to remote points and other viewing centers, and by the planning of wider audience coverage than was possible before Pearl Harbor. Plans to transmit programs from high altitudes, from transmitters on planes flying at stratospheric levels, and from special tall structures created for the purpose, are now under way.

All Branches Go Forward

At the receiving end, community antenna systems for use on large apartment houses have been designed to be able to serve all tenants.

The technical standards of television operation have been legally established and receivers can be now obtained that will not require reconversion to newer plans at some future date. Thirteen separate channels have been allocated for this service in the low-frequency range (44 to 88 mc and 174 to 216 mc).

Stations in active service as 1947 opens are as follows:

On Channel #2 (54-60 mc), WCBS-

TV, New York; W9XZV, Chicago; and W6XAO, Los Angeles.

Channel #3 (60-66 mc), WPTZ, Philadelphia.

On Channel #4 (66-72 mc), WNBT, New York; WRGB, Schenectady; and WBKB, Chicago.

On Channel #5 (76-82), WABD, New York; W6XYZ, Los Angeles; and W3XWT, Washington.

On the 480-496 mc channel, W2XCS, New York (experimental color).

The areas served are those surrounding the cities of New York, Schenectady, Albany, Philadelphia, Washington, D. C., Chicago, and Los Angeles. Notable broadcasts were concluded during 1946 that served to introduce television to large numbers of people—such broadcasts as those of the Louis-Conn fight, important baseball and football games and tennis matches, special dramatic presentations and new forms of live talent programs.

During 1946, a total of 10,000 additional television sets were put into the hands of the public. And prospects for 1947 are that many new stations and 300,000 to 500,000 television sets will swell the television audience.

Picture Improved by FCC Station Permits

In a survey completed by the Television Broadcasters Association, it was revealed that "As a result of commercial construction permits issued by the FCC since the Spring of 1946, television service will be expanded considerably during the next 18 months . . . latest figures show that 36 construction permits were granted to as many applicants in 19 states extending from Rhode Island southward to Kentucky and westward to San Francisco."

TBA made a complete list of the cities and states in which permits were granted during the year: San Francisco, Calif.; Washington, D. C.; Chicago, Ill.; Indianapolis, Ind.; Ames, Iowa; Louisville, Ky.; Baltimore, Md.; Boston and Waltham, Mass.; Detroit, Mich.; Minneapolis and St. Paul, Minn.; St. Louis, Mo.; Albuquerque, N. Mex.; Buffalo, N. Y.; Cleveland, Ohio; Portland, Ore.; Johnstown and Philadelphia, Pa.; Providence, R. I.; Dallas and Ft. Worth, Tex.; Salt Lake City, Utah; and Richmond, Va.

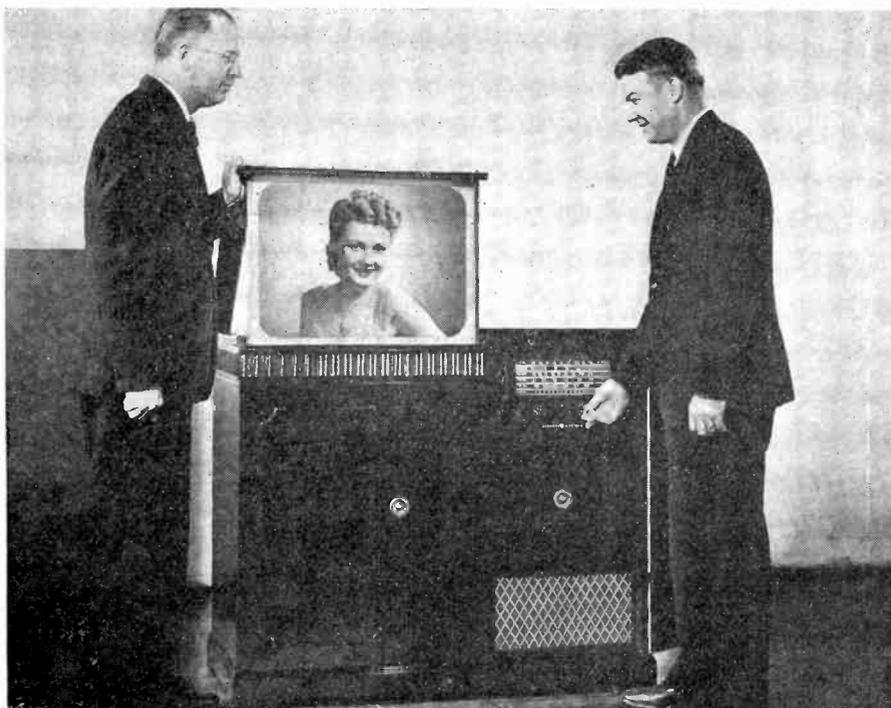
DuMont Gets Tele Rights to Yankee Games

DuMont has been granted the exclusive right to televise the home games of the Yankee Baseball Club and also the home games of the New York Football Yankees.

All the 77 home baseball games to be played at Yankee Stadium, New York, and the seven home games of the Football Yankees will be telecast by DuMont. The firm also plans to bring to New York fans eleven Yankee games to be played each in Washington, Boston and Philadelphia if facilities are available.

DuMont's research director, Dr. T. T. Goldsmith, had just demonstrated for IRE a new "Photovision" system whereby signals can be sent via a beam of light in short inter-city relays.

An example of video units due early in 1947 is this Model 901 by General Electric Co., being tuned in by receiver division chief engineer C. G. Fick (right) and designing engineer N. F. Shoftstall. It has AM, high and low FM, and two shortwave bands, automatic record player, etc.



Home Tele on "Pay As You Play" Basis

A plan for making television available to homes with no initial cost, has been introduced by Tradio, Inc., Asbury Park, N. J., manufacturers of coin-operated radios and television receivers. A compact video unit, known as "Tradiovision" would be installed in homes, and fans would see television shows on a "pay as you play" basis.

The firm says that the units will shortly go into assembly line production and that the receivers will have a 5" or 7"



First of the coin-operated units for tele fans.

screen, 500-line definition, 20-tubes, complete plug-in assembly to simplify on-the-spot service, simplified tuning, etc.

Tradio announced that "this plan was born out of the rapidly growing demand for television receivers among those who want television receivers in their homes but cannot afford current high prices."

The company announces that its coin-operated radios for hotels and public places, the "Tradio" unit, is now available, while "Tradiola" (a restaurant-planned unit) and "Tradiovision" are just going into production.

Trio Added to RCA Victor Ad Staff

Appointment of Warren J. Miller, Ben Jones and Owen Hussie to the advertising staff of the RCA Victor home instrument department has been announced by J. David Cathcart, home instrument advertising manager.

Mr. Miller was formerly with Hutchins Advertising Co., Inc., and McKee & Albright, Inc. Mr. Jones returns to RCA after nearly 4 years in the armed services; Mr. Hussie has also been in the armed forces.

New Sales Manager

Charles Friedman, assistant sales manager of the communications division, Radio Receptor Co., Inc., 251 W. 19th St., N. Y., has been promoted to the position of sales manager.

You asked for it!



★ A big \$32.15 value! "Special" to servicemen at \$17.79! Limited supply! Don't delay—order today!

The TIME- and MONEY-SAVING SERVICEMAN'S KIT No. 4

17 selected volume and tone controls.

★

Most popular ohmages and taps.

★

Also 8 Ad-A-Switches—both single-pole and double-pole types.

★

Plus 4 Glasohms—those glass-insulated flexible resistors—thrown in for good measure.

★

Packed in a neat, sturdy, green-lacquered steel cabinet (no advertising or outside label) which everybody wants.

★

And including the Clarostat Volume Control Selector and Authorized Service Plaque.

★ You save time because this kit contains the outstanding assortment of volume controls and switches. You save money because you get an outstanding value—a total of \$32.15 worth—for only \$17.79. This is our SPECIAL—offered for a limited time only—to acquaint you with present CLAROSTAT QUALITY.

With this kit you're ready to service upwards of 95% of the standard radios. And you can keep the kit complete by re-ordering individual items. Meanwhile, you can step up your business by displaying the "Authorized Service" plaque that comes with the kit.

★ Ask Our Jobber . . .

Ask for this "Special"—get yours before the supply runs out! If you are not acquainted with your nearest Clarostat jobber, write us and we'll bring you together.



JOBBER IN ACTION

Distributors Throughout U. S. Develop New Business

NEW ORLEANS, LA.—At the New Orleans Home Appliance Show held in the Municipal Auditorium here, a new table model television set was displayed with marked success by the *Interstate Electric Co.*, the Farnsworth distributors in this area. The city still does not have a video station, but thousands of persons, nevertheless, made inquiries about the unit and how it could be purchased. Displays of FM sets also attracted wide attention; these units were in action as two FM transmitters recently went on the air here.

PLYMOUTH, IND.—The John Meck Industries company of this city has named four new firms to handle the Meck lines in their respective areas, according to an announcement by John Meck. The appointments include *Fulton Radio Supply Co.*, 707 S. Blackstone St., Jackson, Mich.; *Lifsey Distributing Co.*, 730 N. Saginaw St., Flint, Mich.; *Fischer Distributing Co.*, 222 Fulton St., New York 7, N. Y.; and the *Anthony Wayne Electrical Supply Co., Inc.*, 2732 Broadway, Ft. Wayne 6, Ind.

CINCINNATI, OHIO—A newcomer took its place among radio and appliance distributors here when the *Kelley-Souther Co.*, replaced *Kelley-Mason, Inc.* The change was announced as Howard Souther, who will be actively identified



Howard Souther



John S. Kelley, Jr.

with the new firm became an officer and director of the company. John S. Kelley has been in the wholesale appliance business here for 15 years. During the war he was in charge of the Cincinnati district office for the Smaller War Plants Corp.

Mr. Souther has been associated with the radio and appliance industry for many years, with Crosley, Zenith, and Majestic.

MANCHESTER, N. H.—Many dealers, servicemen and prominent radio men were guests of the *DeMambro Radio Supply Co., Inc.*, when the company held its official housewarming of its new home at 1308 Elm St., here. It was a day-long event at the new quarters of the prominent distributor. Ted Von Hagen is manager of the firm.



EVANSTON, ILL.—Entire sales force of Pilgrim Distributors made the trip here to get the details on Sentinel Radio Corp.'s 1947 sales and advertising promotion. The jobber covers the Illinois areas of Rockford, Chicago and Peoria for Sentinel. Second row center are Pilgrim president A. G. Oliver, and Sentinel general sales manager E. G. May.

NEWARK, N. J.—Public address systems for schools, churches, halls, stores, etc., are getting special demonstrations at *Lafayette Radio*, 24 Central Ave., in this city. Lafayette is installing a complete sound system show room, modern acoustically and decoratively. The demonstration set-up includes both a transmission room and a demonstration room. In the transmission room will be located a complete selection of microphones. The demonstration room will be outfitted with a variety of amplifiers and other equipment, so that a complete demonstration of various types of public address equipment can be given in a few minutes' time.

The store is equipped to build custom installations as well as installing any of the well known standard brands.

LOS ANGELES, CALIF.—Headquarters on the 11th floor of the Bekins Bldg., at Highland and Santa Monica Blvd., here, have been completed by the *Bandoli-McIntyre Co.*, the distributing firm organized last year by Marvin S. Bandoli and Vincent J. McIntyre. Both the principals of the company have at one time been national sales manager for Nash-Kelvinator Corp., and have had wide experience in executive sales posts with leading manufacturers. The new quarters include a sound-proof and shielded radio demonstration room, a big display room, and modern office facilities. The owners say that "we are giving thorough Southern California coverage for an imposing list of appliances, radio, automotive and industrial accounts."

Other members of the firm besides the owners are George Chikar, resident district manager in San Diego; Bert Richards, northern district manager; Paul Martin, southern district manager; E. F. Hamilton, credit and office manager; and Arnt Olson, service and warehouse manager.

PHILADELPHIA, PA.—One hundred and sixteen salesmen of the *Supplee Biddle Co.*, prominent distributors here, staged a giant celebration in the Warwick Hotel which was attended by more than 250 employees, including those who are participants in the company's profit sharing plan, and officers and guests. The event celebrated the birthday of William G. Steltz, president.

The salesmen of *Supplee Biddle* "said it with sales", and had put on a campaign in 11 states selling a special "Birthday Assortment" of scarce and regular merchandise—which was in addition to regular business. At the banquet they presented Mr. Steltz with a sheaf of 2,500 orders for extra business.

MUNSTER, IND.—A Hammarlund Super-Pro receiver, the first model SP-400-X to come off the production line, has been awarded to Maurice Kraay, W9HEL, of this city, as first prize in the "name-the-pixy" contest recently sponsored by *Sun Radio & Electronics Co. Inc.*, 122-124 Duane St., New York City 7, parts distributors. Mr. Kraay submitted the name "BUCK" STRETCHER for the cartoon-type promotional character that has meters for eyes, headphones for ears, sparks for hair, and a tube for a nose. The name was chosen for its originality and appropriateness. Both "Buck's" name and appearance have been registered as a Sun Radio trademark, and they will become the theme of all Sun's future promotion to hams.

NEW YORK, N. Y.—P. J. Collins is the new credit manager for Zenith activities in New Jersey, according to an announcement made by H. J. Wines, vice-president and general manager of Zenith Radionics Corp. of New York.

ATLANTA, GA.—The new general manager of the *Concord Radio Corp.* branch at 265 Peachtree St. here is Henry L. Wald, according to an announcement by S. J. Novick, president of the firm. Mr. Wald has been with the company for a number of years and for the last 3 years has been an executive in the Atlanta organization.

NEW YORK, N. Y.—Now established in its new quarters here is the New York branch of *General Electric Appliances, Inc.* The sales, advertising and accounting divisions of the firm moved to the new offices, which are located at 205 E. 42nd St., New York 17, while the product service division remained at the old address at 21-25 44th Ave., Long Island City 1, N. Y. Earle Poorman is manager of the branch.

This new corporation has been organized to carry on the business formerly conducted by the nine GE appliance distributing branches located in Boston, New York, North Jersey (Bloomfield), Philadelphia, Pittsburgh, Florida (Jacksonville), Cincinnati, St. Louis and Los Angeles.

PITTSBURGH, PA.—The 40th anniversary of *Ludwig Hommel & Co.*, has been celebrated by the prominent Stromberg-Carlson distributor here. Guests at the event included many radio men of the area, plus Stromberg executives including Clifford J. Hunt, radio sales manager, and Stanley H. Manson, advertising and public relations manager.

DAYTON, OHIO—Albert L. Schultz, who worked in Europe during the war as a Lend-Lease representative in liaison with the British and French governments, has been appointed by the *Olson Radio Warehouse, Inc.*, 73 E. Mill St., as treasurer and comptroller of the firm. For the past 10 years, except for the war period, Mr. Schultz has headed his own company in audit and tax work.

GRAND RAPIDS, MICH.—Two additions to the staff of *Independent Distributors*, here, Farnsworth jobbers, are Col. S. S. Johnston of the sales department and Charles Smith, office and credit manager.

(Continued on page 134)



CHICAGO, ILL.—Adding new stocks to products offered by Lafayette Radio, New York, general manager Ben Lehman, right, and ham equipment head Frank Lester, are shown on buying trip to Hallicrafters plant here.

A manager of one of
America's leading department stores says,
**"The Lear Chairside
Console is the Finest Value
in the Radio Market Today."**

The "Chairside" model radio-phonograph just finger-tip high. Fine mahogany veneers. World-wide bands. AC superheterodyne. Automatic record-changer plays 10" and 12" records consecutively or intermixed. Beautiful tone and volume with deluxe Alnico PM speaker in special "breathing" chamber.

JUST so you won't think that all the enthusiasm is on our side, we quote what a department store manager said about our "Chairside" console.

And we say, "Thanks, Chum, that's what we aimed to do." We gave it lovely lines and petite size to make it an eye-catcher. We made it of handsome hand-rubbed wood and workmanship to set it apart in beauty. And we saw that it gave full-throated reproduction of both radio and record. That was done with a big 10" Alnico dynamic speaker floated in an acoustic "breathing" chamber.

Yes, the "Chairside" is a fine value. And so are all the other radios Lear makes. They've been fashioned with

all the skill and habit-for-precision that's been bred in us through 17 years of building aircraft radios.

So you see the Lear franchise, with all its other good features of merchandising and sales worth, is set first and firmly upon the outstanding quality and value of the Lear Radios themselves.

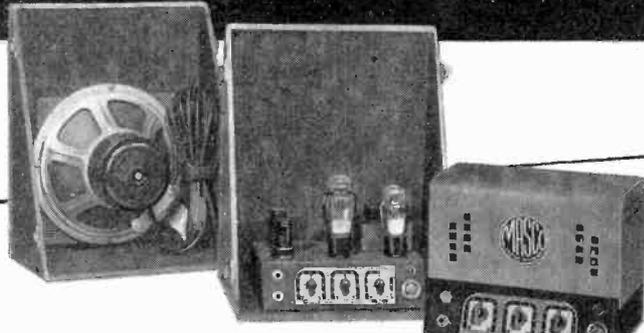
LEAR RADIO

LEAR, Incorporated, Home Radio Sales and Merchandising Division, 110 Ionia Ave., N. W., Grand Rapids 2, Mich.

Don't!

Miss the Boat!

**Right Now is the Time to Make a Resolution
Never to Overlook an Opportunity**



Model MAS-808

Model MA-808

MASCO Presents What You Have Wanted THE FAMOUS MASCO HIGH QUALITY 8 WATT AMPLIFIER

MAS-808 portable system consists of a Model MA-808 amplifier less tubes and cover, mounted in an attractive split carrying case, one heavy duty 10" PM speaker, with 25 feet of cable and plug.	List Price 72.50
MA-808 amplifier less cover and tubes.	37.00
Kit of matched tubes for MA-808 amplifier.	7.50
Streamlined cover for above amplifier.	4.00

Contact your local Masco Jobber for immediate delivery on this and all other Masco equipment.

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

ANNOUNCING . . .

The New
**S/C Laboratories
BROAD BAND
TELEVISION BEAM
ANTENNA**

Send for Circular

MANUFACTURERS

Are you having research problems?
Let us design an antenna to meet your specific requirements. Our staff consists of foremost designers and engineers well qualified to develop an antenna that will do your product justice.

Let us know your requirements.

S/C LABORATORIES, INC.

Manufacturers of Antenna Systems
20-22 Van Wagenen Street, Newark 4, N. J.

JOBBERS

(Continued from page 133)

CHICAGO, ILL.—A. J. Lindemann & Hoverson Co., Milwaukee, Wisc., announce the appointment of the local sales branch of *Stromberg Carlson Co.*, 564-570 W. Adams St., Chicago 6, as distributors of the complete line of L & H electric ranges and water heaters in the Chicago area.

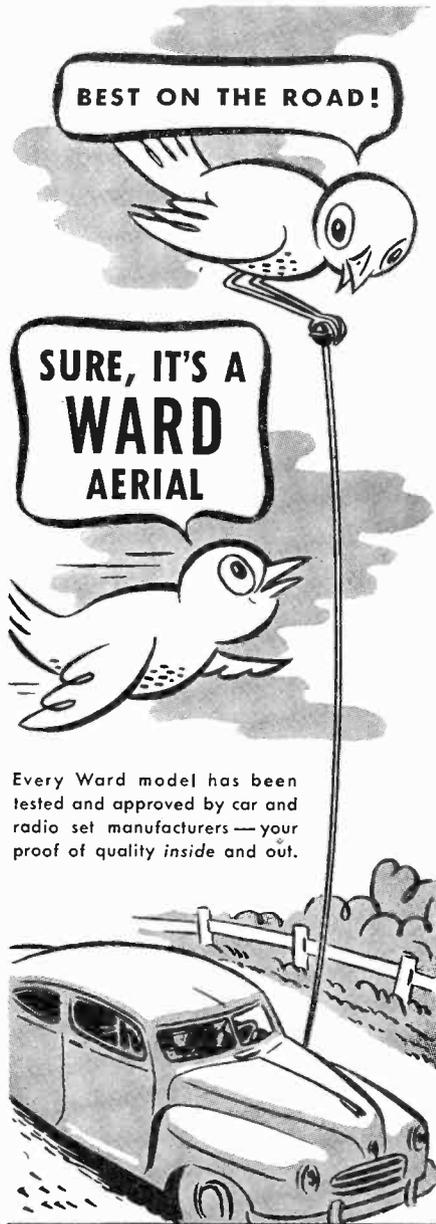
BROOKLYN, N. Y.—The *Belle Electronics Corp.* of this city has been appointed as distributor of the Korco line of electric heating pads, and will serve retailers in Manhattan, Bronx, Queens and Brooklyn, Nassau and Suffolk counties and Westchester county as far as Peekskill, N. Y. Harry A. Shoorer was recently named sales manager of the distributing organization.

LOS ANGELES, CAL.—Two distributors have been appointed by the Erla Corp. of this city to handle the sales of its Feather Touch iron west of the Rockies. One is the *Bell-Jarrell Co.* at 1007 S. Hill St. in this city. The other is the *Mercury Sales Co.* of San Bernardino, Cal. Distributor for the company east of the Rockies will be the *Kennedy Co.*, 1933 Dime Bldg., Detroit 26, Mich.

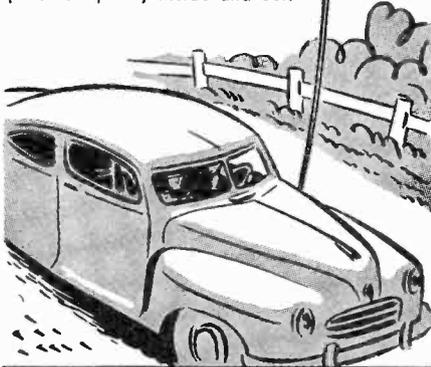
CLEVELAND, OHIO—Ohio distributing organizations for Stromberg-Carlson sent representatives to a lively meeting here for a discussion of the 1947 merchandising plans for S-C radio. Jobbers represented at the gathering were *Callander-Lane Co.*, Columbus; *Tepper Appliance Co., Inc.*, Cincinnati; and *J. J. Skinner & Co.*, Cleveland.

BRIDGEPORT, CONN.—Major step in FM merchandising was taken here when the General Electric Co. recommended to its radio distributors that they limit delivery of the firm's FM receivers to dealers operating within those areas where satisfactory FM service is or soon will be available. Paul L. Chamberlain, GE receiver division sales manager, asked that the policy be started at once and continued for several months. He said that GE jobbers should check carefully with FM broadcasters in their areas, "to determine areas now covered satisfactorily."

BOSTON, MASS. — *Lafayette Radio Corp.*, New York, N. Y., has opened a second and larger store here at 130 Federal St., in the same block as its original store opened five years ago at 110 Federal St. The new store is being established as a shop specializing in a wide range of famous brands and also in custom-built sets in special cabinets. Exceptional open-display windows are a feature. The original store in Federal Street is being continued as a specialist in electronic equipment and radio parts. Lafayette operates these other retail stores: at 100 Sixth Ave., New York; 542 E. Fordham Road, Bronx; and in Newark, N. J., at 24 Central Ave.



Every Ward model has been tested and approved by car and radio set manufacturers — your proof of quality inside and out.



WARD

Aerials

World's largest manufacturers of antennas. We specialize in car, home, amateur and special communications applications, including FM and television. Write for full details.

THE WARD PRODUCTS CORPORATION

1523 EAST 45TH STREET
CLEVELAND 3, OHIO

In Canada — Atlas Radio Corp.,
560 King St., W., Toronto, Ont., Canada

Laundry Demonstrations for Jobber



Southern Wholesalers, Inc., Washington, D. C., have their own Bendix home service director, Catherine McCarron, and she's kept busy making demonstrations. The scene above shows her laundering pillows for Washington housewives, in the Electric Institute of Potomac Electric Power Co.

Lewyt Shows New Vacuum Cleaner

A new bagless vacuum cleaner of the canister type introduced by Lewyt Corp., Brooklyn, N. Y., "that can even be used to wash, rinse and dry rugs and upholstered furniture and to aerate conditioned air through bedding, rugs and clothing," is having its first showings in the company exhibits at the Housewares Show, Atlantic City, opening Jan. 5th and the House Furnishings Mart, Chicago, opening Jan. 6th.

Operating on a high power, triple filter principle, the Lewyt cleaner has aluminum louvers, stainless steel runners, 2-stage fans, and other features.

Jason Electronics in Set Production

Jason Electronics Co., Inc., with modern factory at 1331 Halsey St., Brooklyn, N. Y., is now "ready for the demand" in the manufacture of radio receivers. The firm makes the "Jason" and the "Music Master," and has purchased the Lee Radio Mfg. Co., New Hyde Park, N. Y., and will continue production of that set.

Officers of the Jason firm are Milton J. Flamm, president; Herbert Friedman, chief engineer; George Levine, director of purchases; and Fred Almy, factory superintendent.

Reps for Kellogg in Southeast

Morris F. Taylor Co., manufacturers' representatives of Silver Spring, Md., have been appointed southeastern states distributors for the Koiled Kord division of Kellogg Switchboard & Supply Co., Chicago. The rep firm will contact wholesalers in southern New Jersey, eastern Ohio, Pennsylvania, West Virginia, Delaware, Maryland, District of Columbia, Virginia, North and South Carolina, Tennessee, Alabama, Mississippi, Georgia and Florida.

Directing the southeastern merchandising program for Kellogg will be Morris F. Taylor, president, and G. E. DeNike and Jesse P. Johnson, vice-presidents. Heading up the company's branch offices are R. H. Van Dusen, Winter Haven, Fla., Eugene Kling-Mueller, Atlanta, Ga., and Richard E. Tydings, Arlington, Va. Other branch offices of the Taylor company are in Birmingham, Ala., and Chattanooga, Tenn.

Masco Holds Prices Down

Mark Simpson Mfg. Co., Inc., 32-28 49th St., Long Island City 3, N. Y., has stated that "we do not contemplate any change of any prices on our products, although most of our items have been decontrolled by the OPA. The permanence of this policy will be contingent upon the cooperation we receive from our suppliers."

Air King Vice-President



M. Markowitz, who has been with Air King Radio Products Co., Inc., for 20 years, has been elected vice-president in charge of manufacturing. David H. Cogan, president, made the announcement.

Operadio Sales Head



New general sales manager for Operadio Mfg. Co. is Fred D. Wilson, the firm's jobber sales head for several years. Operadio has started an extensive sales training program on its products, now being produced in 3 branch plants at Dundee, Quincy, and Joliet, Ill., besides two plants in St. Charles.

New Capehart and Panamuse Lines Shown

New lines of Capehart and Panamuse-by-Capehart phonograph-radio instruments have been announced by I. C. Hunter, manager of the Capehart sales division, Farnsworth Television & Radio Corp., Ft. Wayne, Ind.

All models of the Capehart (see "New Radios" section) have FM as well as AM. In addition to the Capehart turn-over record changer, each unit has plug-in sockets for connecting disc or magnetic recorders, wire or tape, and television sound amplification and reproduction. Among the new features of the Capehart changer is a built-in play control which automatically shuts off the entire instrument after any pre-determined number of selections up to 50 have been played.

A new and simplified tuning system has been developed for the units, and the cycle range has been increased and the electrical circuit system has been redesigned.

The cabinets, designed by David L. Evans, "are authentically styled directly from museum pieces bearing the signature of the master designers whose ideals they follow."

As in pre-war years, Capehart is also producing phonograph-radios in a lower price bracket with the trade name Panamuse by Capehart. All models of the Panamuse have FM as well as AM. Shipments of the Panamuse by Capehart phonograph-radios, priced from \$534 to \$729, are reaching dealers in limited quantity.

Open New "Rep" Firm

Robert E. Sargent, Paul Nichols and Walter C. Hustis have formed a corporation to act as sales representatives in the northeast part of the U.S.

Mr. Sargent and Mr. Hustis formerly were the western and eastern sales managers of Jefferson-Travis Corp., while Mr. Nichols was the director of purchases for the same firm.

The new firm says that "we will offer

concentrated coverage and frequent service calls on all jobbers and manufacturers in its territory; negotiations are now being carried on with the manufacturers of several well known products". The company is the Land-C-Air Sales, Inc., 14-16 Pearl St., New York, N. Y.

McCoy for Belden

Donald T. McCoy will now cover the Ohio sales territory for Belden Mfg. Co., Chicago, according to H. W. Clough, vice-president.

McCoy will handle Belden's radio, automotive, arc welding, cable and neon sign lines, and will also cover additional points in West Virginia.

National Union Display "Outstanding Example"

The new 7-piece window display (p. 142, December RADIO & Television RETAILING) featured by National Union Radio Corp., 57 State St., Newark, N. J., has received national recognition for its "forceful and effective radio dealer and distributor sales and service promotion." Two magazines *Printer's Ink* and *Modern Packaging*, cited the display as an outstanding example in the radio industry.

The sales-and-service campaign, and the plan of the display was originated by E. J. Maginot, advertising manager for NU; the display was produced by Hussey, Woodard, Inc., New York City.

Unbelievable
STAMINA



IS THE HERITAGE OF OXFORD SPEAKERS

1 OXFORD SPEAKERS, with their remarkable stamina assure that when used as replacements that they will not break down in normal or extended usage. The over a million units now in use as original installations are the very best guarantee of that statement.

2 OXFORD SPEAKERS have the new pressure-thread device, which holds the pole-piece against the magnet, increases sensitivity and prevents pole-piece decentering. This new development is but one of many improvements which assure the jobber of long and trouble-free installations meeting the most exacting type specification.

3 OXFORD SPEAKERS are designed for handling the maximum power input in relationship to their size, and further embody response curves which permit the speaker to be used in radio receivers of quality.

Until the war, the loudspeaker was comparatively undeveloped from the first ineffectual unit which made its appearance in the middle 1920's. By consistent research in this highly complicated field, OXFORD engineers have improved almost every part until there is little resemblance, except in exterior appearance, between the OXFORD SPEAKER of today and the pre-1942 unit.

It will be found that the OXFORD SPEAKER can withstand greater overloads for longer periods, and provide cleaner, better reproduction than was believed possible just a short five years ago.



OXFORD RADIO CORPORATION
3911 SOUTH MICHIGAN AVE., CHICAGO



● Those yellow-and-black Aerovox cartons contain the outstanding selection of electrolytic, paper, oil, transmitting, interference-prevention, motor-starting and other types of capacitors. Also essential resistors. Each serves a specific function. Each is fully guaranteed. Each, when installed, means a job well done. Such is Aerovox goodwill insurance coverage.

● Ask our jobber for the 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.

Sales Helps for Dealers

New Mats Ready for Retailers

As one part of plans for an aggressive advertising campaign in local newspapers on its radio-phonograph combinations and bar-radio, Electromatic Mfg. Corp., 88 University Place, New York 3, N. Y., has issued a new mat sheet for dealers.

This sheet offers a variety of mats, all of which are now available. The display ads include full tabloid page, 3-col. x 196 lines, 2-col. x 140 lines, 2-col. x 98 on both the chairside and the table models; 2-col. x 196 on the bar-radio; 12 1-col. x 2½-inch ads on the radio-phonograph combinations, as well as a number of mat illustrations of the chairside model and the portable record player. All of them may be used by dealers on Electromatic's cooperative advertising plan.

Neon-Fluorescent Sign for Dealers

An eye-catching part of Premier's "Champions - Get - Ready - Ahead - of - Time" promotion is a colorful neon-fluorescent identification sign made available to dealers by the Premier Vacuum Cleaner Division of General Electric Co. It is designed for use in windows or anywhere in dealers' stores.

The name "Premier" is prominently displayed in brilliant green neon tubing at the top. Cylinder-type and floor model cleaners are reproduced in color on an illuminated background of silvered glass. Overall size is 30" wide, 12¼" high, 5¼" deep. Dealers may obtain this sign from Premier distributors; the cost is \$30 each, f.o.b. Cincinnati.

Traffic Stoppers from Westinghouse

Another new metal merchandiser, designed as a permanent type "silent salesman" for electric lamps, is being offered to lamp dealers by Westinghouse Electric Corp. Designed by Egmont Arens, industrial designer, this X-279 display is finished in bright orange and blue colors and measures 31½" long by 6⅞" high. It's illuminated by a 20 watt fluorescent lamp, imprinted with brand name. Holes are provided on both ends for feature displays of unlighted incandescent lamps.

This unit can be used in highlighting mass displays of lamps, or with counter displays on ledges or in windows. It is available for \$1 plus shipping cost from any of the Westinghouse lamp division district offices in New York City, Philadelphia, Atlanta, Pittsburgh, Chicago, St. Louis, San Francisco and Boston.

The company also announced that it has redesigned the packages for the entire line of incandescent and fluorescent lamps, from the inner sleeve which cradles a single light bulb in a corrugated "shock absorber", to the outer shipping cartons.

The principal changes are a shift to a horizontal-type from a vertical package



Fluorescent and incandescent display has many uses in stores.

and substitution of a blue and orange color combination on white background, for the previous colors. The change came as a result of an 11-month test survey of 200 large and small dealers across the nation, according to Herbert L. Plishker, manager of the lamp division advertising and sales promotion department.

JFD Has New Packages for Cements, Solvents

The JFD Mfg. Co., 4117 Ft. Hamilton Parkway, Brooklyn 19, N. Y., has announced that it has reorganized its entire line of radio cements, solvents and carbon tetrachloride. Each of these items will now come newly packaged in the four most popular sizes. These are the 4-ounce, the 8-ounce, the 16-ounce, and the 1-gallon units. In the case of the radio cements, each container comes with the brush affixed to the metal cap.

Retailer in Direct Mail "Splurge"

A promotion of exceptional scale for a "small" town, took place in the Dixon, Ill., area, when Hall's, 221 W. First St., Dixon, prepared an 8-page holiday tabloid and mailed it to 25,000 homes in 26 towns (plus their RFD routes). In addition to radios and appliances, the mailing piece featured records, toys and Christmas candy.

To Develop Profits



A part of the elaborate series of sales promotion aids, issued for authorized service stations and dealers, by Proctor Electric Co., Philadelphia.

Tele-Tone on Web



Now on a coast-to-coast Mutual network Saturday nights at 8:30 EST with the popular show, "Scramby Amby," the Tele-tone Radio Co., is reaching wide audiences with the popular audience-participation broadcast feature. The firm suggests dealer tie-ins. Above, John S. Mills, Tele-tone general sales and advertising manager, presents the first prize Dyna-mite model to Ray Shannon, master of ceremonies.

Hoffman Radio Elects Two Directors

Hoffman Radio Corp., Los Angeles, has announced the election to its board of directors of La Motte T. Cohu and R. J. McNeely.

Mr. Cohu is chairman of the board and general manager of Northrop Aircraft, Inc., and a member of the board of directors of Trans-World Airlines. Mr. McNeely, who is director of sales for Hoffman Radio Corp., has been active in radio production and distribution for many years.

New Sentinels at Chicago Show

Sentinel Radio Corp., says that its complete, postwar line "will be spectacularly displayed at the Furniture Show" opening Jan. 6th in Chicago. All types of units in the line will be shown and demonstrated in Space L-17 at Chicago's Furniture Mart. A feature will be "an entirely new type personal portable expected to be one of the surprises of this first major convention of the new year."

Meck Mfg. Head

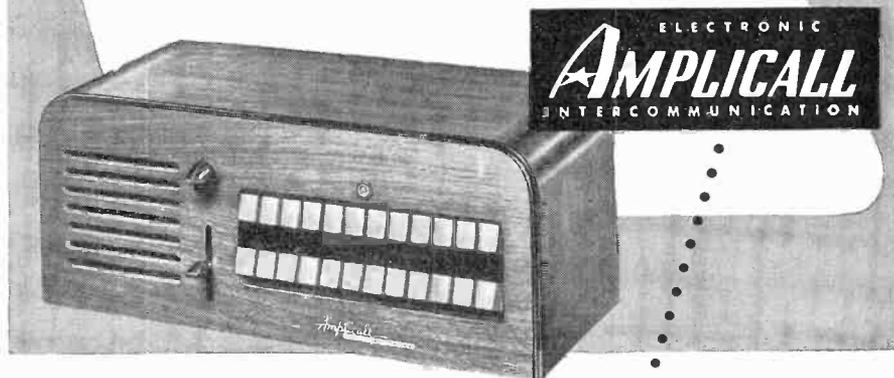
Amos H. Carey is the new director of manufacturing for John Meck Industries, Plymouth, Ind., according to news from John Meck, company president.

Mr. Carey was formerly in charge of manufacturing for the Radio Corp. of America, and later was factory manager for Sprague Electric Co.

Sonkin to New Offices

David Sonkin, the well known manufacturers "rep" of New York City, now has new offices in the General Motors Building at 1775 Broadway, New York 19. Mr. Sonkin's quarters were previously located at 347 Fifth Ave.

Get the "Cream" of the Intercom Market with



AMPLICALL

The ELECTRONIC System

That's ENGINEERED for

ALL REQUIREMENTS

The unit illustrated is the W200 Series AMPLICALL which provides facilities for up to 24 master stations, permitting 12 conversations to be carried on simultaneously. Famous for fast, easy operation, life-like speech, exceptional flexibility. There is a properly engineered AMPLICALL Electronic Intercommunications System to fit any business prospect. Get your selling information today.

CHOICE OF TOP BUSINESSES

Cash in on the demand for AMPLICALL Intercommunication. Thousands of top business executives know and want AMPLICALL —because of its outstanding performance and reputation—because it is widely advertised to their direct attention in leading business publications. AMPLICALL, completely engineered and built by RAULAND, offers you outstanding selling points: Speedy, finger-tip, *electronic* operation . . . life-like speech . . . privacy . . . long-life dependability . . . modern, functional styling. Further, AMPLICALL is engineered to fit the requirements of any installation where the efficient organization of business routine is important.

Take advantage of the acceptance and prospective sales created by AMPLICALL advertising among top business concerns. Go out after this profitable business market with AMPLICALL—the fast-selling Intercommunication line. Write for full details now.

Electroneering is our business

RADIO • RADAR
SOUND

Rauland

COMMUNICATIONS
TELEVISION

THE RAULAND CORPORATION • CHICAGO 41, ILLINOIS

For Originality



LOOK TO



Quick to catch the buying eye and simple to demonstrate, the XCELITE "Combination-Detachable" Screwdriver changes from Phillips to standard screwdriving in a twinkling! The XCELITE line of screwdrivers and nut drivers features the genuine XCELITE handles, sturdy chrome vanadium shafts and fine craftsmanship that mechanics respect. Feature XCELITE for EXTRA profit! For all details, simply write:

PARK METALWARE CO., INC.

Dept. M, Orchard Park, New York

Quality Tools

PREFERRED BY EXPERTS



Phonograph Needles • Lubricant Phono Turntable Stand • Record Turntable Felt



New G-C Phono Turntable Service Stand

Steel stand on which you can place any phono turntables, ideal for repairmen, easily adjusted, sturdy steel construction.

No. 5205—List\$6.65

G-C PHONO-TURNTABLE MOTOR & GEAR LUBRICANT

"Made with Graphite"

A new special lubricant for phonographs. Specially formulated so that lubricant clings to surface of parts. Eliminates trouble on phono repairs.



No. 1223
Tube
List
42¢



G-C MASTER-POINT "CONCERT GRAND" PHONO NEEDLE

Our very finest needle. A phonograph needle that will bring out even the slightest tone, scratch-free reproduction. Long-life with special long-lasting, perfectly formed tip of precious metal.

Quiet, noise-free, true reproduction. Designed for use also on automatic record players.

No. 1436—Each, List\$1.50



RECORD-TURNTABLE FELT "Ready Cut Pieces"

Replace wornout and "frictionless" felt on record turntable. Keeps record firmly in place on turntable.

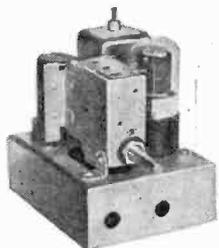
Pieces cut round, center hole punched. Keep stock on hand.
No. 1292—7 7/8" diameter, List30¢

Available at all leading distributors.

Write for Catalog today.

RADIO DIVISION DEPT. G

GENERAL CEMENT Mfg. Co., Rockford, Ill., U. S. A.
Manufacturers of over 3,000 products • Sales offices in principal cities



Upright model.

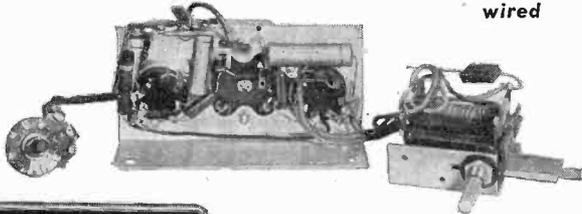
SET BUILDERS—2 Tube Super Het Kit

Completely wired ready to connect into any AC-DC or 6 volt filament with 125 V or more B supply—plate current drains—2 mls.

High gain and selectivity—plays with 6 ft. of wire—excellent for PA systems, radio tuners and for making combination kits for set builders—tunes police calls.

\$795 ea.
unwired
\$995 ea.
wired

Laydown model where space is essential.



Eschutcheon plate with knobs as illustrated goes with each unit—wired or unwired.

1	312-1 Perm. Tuners	Consists of:	2	558-1 Octal Sockets
1	322-2 I.F. Coils		2	727A1 Tube Shields
1	263-5034-4 Tub. Cond. .05 mfd.		1	571-3 Tube Clips
2	263-1034-5 Tub. Cond. .01 mfd.		1	Chassis
1	232-2515-2 Mica Cond. 250 mmf.		1	125A7
1	232-5015-4 Mica Cond. 470 mmf.		1	125Q7
1	232-5015-3 Mica Cond. 500 mmf.		1	Vol. Control
1	111-22312 1/2 W. Carb. Resistor, 22K		1	Phono Switch
1	111-33512 1/2 W. Carb. Resistor, 3.3M		1	On-off Switch
1	111-10612 1/2 W. Carb. Resistor, 10M		2	Knobs
1	111-27412 1/2 W. Carb. Resistor, 270K		1	Eschutcheon Plate

Quantity unlimited
20% deposit with
orders

UNION Radio Corporation

328 S. Paulina • Chicago 12, Ill.

**IMMEDIATE
DELIVERY**

Dept. C

Sets Coming Up



New block-long factory being built by Bendix Radio will soon house huge assembly lines, say L. C. Truesdell, right, general sales manager and E. K. Foster, factory manager.

Portable Combo Has Multiple Uses

Now being featured by Continental Electronics Ltd., 252 Norman Ave., Brooklyn 22, N. Y., is its Skyweight Model 82 portable combination—a unit designed so that the entire combination assembly is on a panel 15" by 10 1/2" and may be removed from the portable luggage case for use in a desk drawer, bookcase, shelf, etc.

Model 82, which retails at \$59.70 has "Miracle Eye" tuning, 5 miniature tubes, selector switch, built-in antenna, measures 5 1/2" by 11" by 15 1/2" and weighs less than 11 lbs.

Sylvania Promotion

Appointment of Frank J. Prime as assistant to the vice-president, radio tube division, Sylvania Electric Products Inc., has been announced by H. Ward Zimmer, vice-president and general manager. Mr. Prime joined the Sylvania Electric staff in 1932 as a cost accountant in the parts department.

Job for Portable



When Rev. Fr. Paul Curran, Memphis, Tenn., returns to missionary work in China, the Zenith Transoceanic goes along, a gift from parishioners. Olivia Browne of local station WMC presented the powerful portable.

Farnsworth Names Sales Assistant

Hector Castellucci is the new assistant manager of the sales division, Farnsworth Television & Radio Corp., according to word from E. H. McCarthy, Farnsworth sales manager. Mr. Castellucci is well known in the radio and appliance industry in which he has been a prominent sales executive for 28 years. He has held positions with Grigsby-Grunow, Universal Cooler, World Utilities and Servel, Inc.

Radio at Fair

Radio and electrical exhibits are to be prominent in the World's Industrial Fair which opens in Atlantic City in June along the resort's famous boardwalk, according to present plans. The chief exhibit building of the Fair will be the Million Dollar Pier, extending more than a third of a mile out over the Atlantic ocean.

Radio City Sales Reps

Radio City Products Co. Inc., makers of test equipment for radio, electrical and industrial use, have announced two new sales representatives, according to H. W. Brieger, Sales Manager.

Electronic Associates will cover all of New York State, except New York City, with L. D. "Chick" Allen working out of 201 E. Water St., Syracuse, N. Y., and with Marshall T. Ball operating from 75



Radio gets a War Dept. Certificate of Appreciation for outstanding contribution to war effort—William J. Halligan, center, accepts the award for the Hallicrafters Co. which he heads. On the left is Col. Frank E. Kidwell, and representing the Navy is Capt. T. S. Webb.

Niagara St., Buffalo, N. Y.

The W. H. Connors Co., 390 Ash St., Denver, Colorado, will represent RCP in Colorado, Wyoming, Utah and parts of Nebraska, South Dakota and New Mexico.

M. J. Shapp & Co., Philadelphia, has been named by RCP as its sales representatives covering Eastern Pennsylvania, Delaware, Maryland and Washington, D. C.

Rhine Named DuMont Rep

Arthur E. Rhine, 158 W. 230th St., Bronx, New York City, has been appointed installation and maintenance representative for DuMont television receivers in Manhattan and the Bronx. The Rhine organization will also handle maintenance of other lines of television receivers.



FREE

Gift - of - the - Month Club

Join Now
AND GET THIS MONTH'S GIFT!
100 CIGARETTES FREE!

The smokes are on Olson this month! Your choice of Lucky Strikes, Camels, Chesterfields. Smoke 'em or give 'em away. MAIL THE APPLICATION TODAY and you'll get the Olson Gift Coupon!

Do you want the MOST for your money? Do you insist on getting GOOD radio parts? Then the Olson Gift-of-the-Month Club is your dish!

HERE'S HOW YOU JOIN: Just fill out the Application below, mail it, and you're a member. NO DUES — WE PAY THE GIFT-BILL!

HERE'S HOW IT WORKS: (1) Each month you will get a list of Olson Radio Bargains, with a coupon good for the Gift-of-the-Month. (2) Enclose the gift coupon with your order for a low minimum or more, and we will send you the gift FREE. (3) No obligation. You can order or not, as you please, any time.

Paste This Application on a Postcard and Mail Today!

OLSON RADIO WAREHOUSE

73 E. MILL ST., DEPT. 66, AKRON, OHIO

Application: Please enroll me in Olson's Gift-of-the-Month Club. I am interested in getting more value for my money. Membership will cost me nothing.

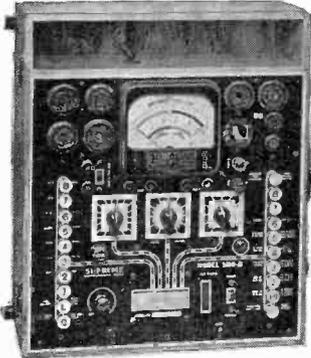
NAME _____

ADDRESS _____

CITY _____ STATE _____

THE MASTERS CHOICE!

SUPREME MODEL 504B TUBE AND SET TESTER



Any craftsman distinguishes himself by the appearance of his tools and equipment. For 19 years SUPREME equipment has identified thousands of successful radio service engineers. SUPREME equipped repair shops distinguish themselves for their professional appearance, dependability, and profitable operation.

One among the complete group of SUPREME radio testers is the Model 504B Tube and Set Tester.

- **METER**— large 4-inch square-face meter, 500 microampere.
- **SPEED**— push-button operated.
- **FLEXIBLE**— simple, yet Universal Floating Filaments feature insures against obsolescence.
- **SIMPLICITY**— roll chart carries full data for tube setting. No roaming test leads when using multi-meter—only push a button.

SPECIFICATIONS

DC VOLTS — 1000 Ohms per volt: 0-5-25-100-250-500-1000-2500.
AC VOLTS — 0-5-10-50-250-1000.
OUTPUT VOLTS, 0-5-10-50-250-1000.
OHMMETER, 0-200-2000-20,000 Ohms
0-2-20 Megohms

Condenser Check:

Electrolytics checked on English reading Scale at rated voltages of 25-50-100-200-250-300-450 volts.

Battery Test:

Check dry portable "A" and "B" batteries under load.

SUPREME

SUPREME INSTRUMENTS CORP.
GREENWOOD, MISS.
U. S. A.



"SUPREME BY
COMPARISON"

See the complete SUPREME line.
Write for new SUPREME catalogue
No. 446.

Appliance Manufacturing "Covered" by Announcer



Reviewing broadcast successes here are E. R. Godfrey, right, general manager, Frigidaire Division, General Motors, and famous CBS announcer Wendell Niles, who is heard on Frigidaire's regular Saturday night "Hollywood Star Time" show. Mr. Niles recently staged a factory-floor-to-front-office tour of the manufacturer's Dayton, Ohio plants.

Broadcast Ads

(Continued from page 43)

five radio stations apiece. There is a relatively small but nevertheless appreciable number of dealers who use radio for these products in cities where there are six, seven, eight and even more radio stations per city.

There are a number of interesting conclusions that can be drawn from these facts. These conclusions are drawn directly from the facts that have been presented here.

Every type of dealer selling radios, records or appliances may use broadcast advertising successfully under the proper conditions. He may be situated anywhere in the country—North, South, East or West.

Such a dealer unless he is very large, however, probably will find broadcast advertising most rewarding if he is situated in a medium sized city. There is strong evidence that he should buy time on a smaller station whose listening area does not exceed substantially his own trading area in size. There seems to be little difference as to whether this station is a network affiliate or not.

All this helps to establish only what kind of dealers are likely to find the use of radio advertising successful in selling the products. It is no automatic guarantee that they will do so.

The extensive and intensive survey conducted on this subject by RADIO & Television RETAILING reveals many dealers who have used this medium with brilliant success. It also reveals that some dealers have used wrong methods to their own detriment.

Succeeding articles in this series

in later issues will show how dealers have used radio advertising successfully in selling these items. Some of the factors covered are the use of programs versus spot announcements and the most successful times of day and days of week.

These articles will also report dealer experience on the amount of expenditures, actual results in sales volume as well as ideas that have proved to be unusually successful in broadcast advertising of these items.

RADIO & Television RETAILING is presenting this series as a contribution to the industry so that dealers may not only "take to the air" for these products but make a happy landing with profit to themselves.

DeLuxe Sales

(Continued from page 49)

staff. The morale of personnel has always been a primary concern of George J. Winter and his son, George J., Jr., heads of the firm, but further effort was felt necessary. Consequently, at the last Christmas party, announcement was made of the formation of a Quarter Century Club. Engraved quality pen and pencil sets were given to five charter members of this club. A separate little room has been provided for meetings.

Warehouses have been rented in strategic parts of the community to expedite the handling of merchandise when it is more plentiful. Time for deliveries and trucking expenses will be cut to a minimum by this measure.

The Winter Co. does all its own financing, believes this to be more agreeable to the customer, and more profitable.

Universal's Big-Scale Sales Program for '47

In announcing Universal's record-breaking program for 1947, B. C. Neece, vice-president and general sales manager of the firm, said that "Landers, Frary & Clark is the first major producer of electrical appliances to have its newly designed postwar line ready for delivery to distributors and dealers."

Mr. Neece declared that Universal's production program for 1947 represents a complete change-over from pre-war models and "it gives consumers a completely new line of ranges, laundry equipment, vacuum cleaners, small appliances and housewares." The Universal executive said that the new major appliances are ready for the market as the new year opens, with smaller products all ready coming off the production lines, and that the firm is ready "to make 1947 one of the biggest years in merchandising history provided there are no major strikes to cripple production."

Universal dealers will be backed by a huge advertising campaign, reported W. J. Cashman, director of promotion and publicity. The drive includes 19 leading national publications to carry full-page color ads, headed by *Life*, *Good Housekeeping* and *Farm Journal*.

The company will also use space in a long list of trade magazines, with the theme, "Proof of Leadership that Builds Your Dealership". A full set of point-of-sale materials will be matched to the national ads, including window and store displays, ad mats, retail sales training material, etc.

New Line of Phonos for Youngsters

A new line of electrically operated phonographs, designed especially for children, has been announced by the Hérod Mfg. Co., Inc., 1 Romney Place, Scarsdale, N. Y. The colorfully finished units are being marketed direct to retailers under the trade name "Kiddi-Trola".

The first model, the "Playmate", is an ac job, playing any size disc, with on-off



First Kiddi-Trola model, the "Playmate".

switch, needle cup and duo-grille. It lists at \$17.95, and shipments begin in January.

Also for January delivery is the "Carousel" model at \$18.95. This is a round phonograph, with extra large tone chamber, lightweight acoustic tone arm, etc., available in several lively color combinations.

Now in Production!

The BRILLIANT New Belfone INTERCOM

Here's the smart, sales-exciting Belfone "Maestro" . . . a design masterpiece in rich crown, polished Durez plastic, with durable, marproof finish. Modern to the minute in vivid, curve-and-line styling and superb electronic performance, the "Maestro" responds instantly to fingertip control and transmits voice with natural noise-free clarity. Keep posted on this most advanced intercom ever offered. Ask your nearby BELL distributor about the complete line of BELL Sound Systems. They are all profit-boosters.

BELL SOUND SYSTEMS, INC.
1197 ESSEX AVENUE COLUMBUS 3, OHIO
Export Office: 4900 Euclid Ave., Cleveland 3, Ohio

RAYTHEON
MANUFACTURING COMPANY

Raytheon tubes give peak performance. They have been built to this high level of maintained quality through continual testing and research by a company that is recognized everywhere as one of the advanced guard leading the way into the new era of electronics.

Excellence in Electronics
RADIO RECEIVING TUBE DIVISION
NEWTON, MASS. • CHICAGO

JOBBERS-WHOLESALEERS

QUANTITY-BUYERS!

**MID-AMERICA'S
UNBEATABLE
LOW PRICES
DOUBLE Your Profits!**

WHOLESALE ONLY!

Quantity buyers! MID-AMERICA has 70,000 square feet of warehouse space jam-packed with radio parts, electronic equipment, etc. Items at UNBELIEVABLY LOW PRICES—that will save and make you money. Listed below are a few samples!



Universal Output Transformer
will match voice coil to any tube, single or push-pull. Strap mounting on 2 1/2" centers. Size: 2 1/2" high, 2" wide, 2" deep.
Minimum order—100 each **98c**

AC-DC CHOKE 15 henry, 50 MA. 120 ohms DC resistance. Size: 1 1/2" x 2" x 1 1/2"
Minimum order—50 each **59c ea.**

ACORN TUBE SOCKET Low loss ceramic socket with rugged spring contacts for 954 and 955 tubes
Minimum order—100 **\$7.50 Per 100**



SPEAKERS

5" Alnico V PM Speaker with 4 ohm voice coil, less output transformer. **\$1.37 ea.**
Minimum order—100

6" Alnico V PM Speaker with 2.15 Alnico V slug. **\$1.79 ea.**
Minimum order—100

PL-68 PLUG Jack Set with 4 ft. of 3-conductor rubber-covered cable with PL-68 plug on one end and 3-way open circuit jack, at other end. **15c each**
Minimum order—100

10 Watt RESISTORS—any ohmage—per size or assorted
Minimum order—100 **\$7.00 Per 100**

GUARANTEED

All items shown in this ad are guaranteed by MID-AMERICA as rated by nationally-advertised manufacturers and are new, unused and in perfect condition.



Milliammeters—Standard Brands

0-300 MA DC, 2 1/2" flange, 2 1/2" dia. body, 1 1/2" deep. **\$1.95**
0-20 MA DC, 2 1/2" flange, 2 1/2" dia. body, 1 1/2" deep. Both types with white scale, black markings. (Minimum order each type—10.)

RELAYS—Write for 12-page book illustrating more than 250,000 relays. 24c each, and up.

DYNAMOTORS—Write for complete listing of dynamotors. Our prices will "shock" you!

APC CONDENSERS—8c each, and up! We have large quantities of unused APC condensers—all at ridiculously low prices! Ask for special condenser listing!

FREE CATALOG

TERMS: We extend usual credit to rated accounts. Others send 25% with order, balance C.O.D. All prices shown are f.o.b. Chicago warehouse.



Mail orders and catalog requests to store address—Dept. RT

You ain't seen nothin' yet! Rush firm name and address for MID-AMERICA'S big catalog listing hundreds and hundreds of hard-to-get radio parts, transmitters, etc.—ALL AT UNBEATABLE LOW PRICES!

MID-AMERICA CO. Inc.



STORE: 2412 S. MICHIGAN AVE. CHICAGO 16, ILL.
WAREHOUSE: 2307 S. ARCHER AVE. CHICAGO 16, ILL.

Sams PhotoFacts Add New Useful Features

A comprehensive series of compilations on automatic record changers was begun in the seventh set of PhotoFact Folders published by Howard W. Sams & Co., Inc., 2924 E. Washington St., Indianapolis 6, Ind.

Enclosed with the seventh set was a special folder covering the Maguire ARC-1, giving the mechanical adjustments required for servicing clearly, concisely and understandably, in a way that will save servicers time and effort. The Utah model 550 record changer was covered in the eighth set of folders, with a total of at least fourteen such special compilations scheduled for the immediate future, and more to be added until all standard and popular makes are reported.

Like the PhotoFact Folders on receivers, these new record changer folders are prepared directly from physical samples of the manufacturer's product.

Hickok Opens Eastern Instrument Repair Shop

A new convenience for Hickok instrument users in the Eastern area is the repair shop under the management of Kenneth E. Hughes, district representative of the Hickok Electrical Instrument Company, located at 339 W. 44th St., New York City. All types of Hickok instruments will be handled, including oscillographs, tube and set testers, signal generators, volt-ohm-milliammeters and industrial analyzers.

Kings Electronics "Holds the Line"

Kings Electronics Co., 372 Classon Ave., Brooklyn 5, N. Y., manufacturers of television antennas, variable condensers, co-axial cable connectors, and microphone plugs and jacks, have stated that "we are holding the line on all prices and if it is humanly possible to get reductions on any raw materials, we fully intend to pass this savings on to distributors and manufacturers".

Easy to Operate



Indicating that simplicity is a feature of Motorola's new FM 2-way radiotelephone equipment, young Eugene Goebel, Jr., operates it successfully during a Chicago conversation. Driving the car is his father, Eugene S. Goebel, Galvin's communication division sales manager.

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.

Radio Goes Along



How the tiny Dyna-Mite radio made by Tele-tone packs away into suitcase is shown here, as part of the firm's demonstration of the radio's "packability." The set has been given big-scale promotion, including new Mutual network show.

Radio Leaders in Annual New York Benefit

The Radio, Music Refrigeration & Allied Industries division of the Federation of Jewish Philanthropies of New York held its annual dinner at the Waldorf Astoria Hotel last month as a climax to its big 1946 drive. Jules Smith of Davega Stores and Max Kassover of Vim Electric are co-chairmen of the division.

The function was the major event of the division's effort in the Federation's annual appeal, which seeks to raise \$12,000,000 to maintain 116 hospitals and welfare institutions serving 350,000 persons of all races and faiths.

Members of the division campaign committee included the following:

Dan Bittan, Bittan-Neveins Co.; Abe Blumenkrantz, General Instrument Co.; William Brand, William Brand & Co.; William Carduner, Garrard Sales Co.; Michael Cohen, Davega Stores Corp.; Hugo Cohen, Radio Receptor Co.; Maurice Despres, Dale Radio Co.; Lewis E. Dorfman, Lewis E. Dorfman Co.; A. W. Franklin, A. W. Franklin Mfg. Co.; Arthur Freed, Freed Radio Corp.; Isidor Goldberg, Pilot Radio Corp.; Benjamin Gross, Gross-Sales, Inc.; Sol W. Gross, Tele-tone Radio; and Murray Gruhn, Colen-Gruhn Co.; Henry Halperin, Paramount Industries; Alexander P. Hirsch, Micamold Radio Corp.; A. A. Juvillier, Hamilton Radio Co.; Benjamin Kosowitz, Liberty Music Shops; Samuel W. Lerer, Lerer & Lerer; Louis A. LeWinter, LeWinter's Radio Stores, Inc.; Alex Lewyt, Lewyt Corp.; Mac Markowitz, Air King Radio Co.; Jack M. Marks, Fada Radio; Nat Marks, Fada Radio; Philip Masters, Masters Mart; D. W. May, D. W. May Co.; William Naumberg, Jr., William Brand & Co.; Nathan Pinsley, Espey Mfg. Co.; Oscar W. Ray, Times Appliance Co.; Perry Saftler, Perry Saftler Co.; Irving Sarnoff, Bruno-New York, Inc.; George J. Seedman, Times Square Stores Corp.; Harold Shevers; Lou Silver, Garod Radio Corp.; David Sonkin; Herman M. Stein, Davega Stores Corp.; Louis Titetsky, Tifford Radio Co.; David Wald, DeWald Radio Co.; M. W. Weintraub, Garod Radio Corp.; Alex Wellington, Fada Radio; and E. W. Wildermuth.

Hayes for Garod

James H. Hayes has been named New England district factory representative for Garod Electronic Corp.'s line of radio, combinations, and tele products. Mr. Hayes will service distributors in Connecticut, Maine, Vermont, Massachusetts, New Hampshire and Rhode Island and maintain his headquarters at 50 Waverly Ave., Newton, Mass. He's had 20 years in radio.

Install an aerial the new way—

the **VERTROD** way

EASIER!
FASTER!
BETTER!



As MODERN as 4 wheel hydraulic brakes—compared to the old mechanical brakes.

VERTROD'S—20 model's cover all wave reception...
FM—AM and Television.

VERTROD—vertical models beautify buildings—eliminate poles—insulators—filters—lightning arrester—climbing.

VERTROD—the most scientific antenna yet evolved.

The VERTROD way (with patented features) is the MODERN way. At most radio shops. Write for folder 420

VERTROD CORPORATION

60 EAST 42nd STREET • NEW YORK 17, N. Y.

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 ticket" 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

New Labels... New Carton!!



A NEW, COMPACT INTRODUCTORY ASSORTMENT OF POPULAR BURGESS "A" & "B" HEARING AID BATTERIES that fit most instruments in use today! This handy counter merchandiser makes it possible for *all* dealers to put an initial, low-cost stock of these popular batteries in their store's best traffic-spot. Only 5" x 8" in size.

Contains these batteries:

- 2 No. XX30E 1 No. XX22E
- 6 No. 1ES 4 No. 2ES
- 8 No. TE



It's a sure-fire profit-maker! Bright new labels instantly say "genuine Burgess Batteries" to hearing aid users. Only 4 customers give you 30-day turnover—you get constant, repeat business from this small assortment.

Remember... this new assortment means new profits *and* steady store traffic... Stock these batteries with confidence... thousands of hearing aid users rely on them.

ASK YOUR BURGESS DISTRIBUTOR FOR No. HA-21 ASSORTMENT. ORDER IT TODAY

BURGESS BATTERIES

RECOGNIZED BY THEIR STRIPES
REMEMBERED BY THEIR SERVICE

U. S. Plays Half the World's Sets

The United States has half of the world's radios, according to statistics of nations abroad as compiled for this issue by Dr. Arno Huth, European consultant on international radio. Dr. Huth was formerly stationed at Berne, and is author of several books on world radio. He is now in U. S. advising American manufacturers on exports.

Salescrest Firm Expands Services

The Salescrest Co., Chicago, has announced that Russell G. Akin will now head its division of distribution and sales. Mr. Akin recently resigned as director of sales and advertising for Littelfuse, Inc.

Continuing as head of the firm's product design and development division will be Manfred J. Pollack who, with Mr. Akin, will direct the activities of the company, which is expanding its product designing operations into the appliance and housewares fields.

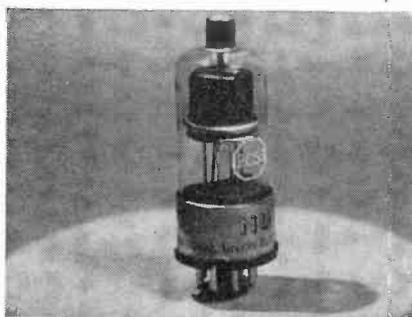
Salescrest has organized its own selling and research area in the North Central States of Wisconsin, Illinois, Indiana, Ohio and Michigan. It is now negotiating with affiliate sales organizations in other markets, both domestic and foreign. New and larger offices are being completed at 222 W. Adams St., Chicago.

Paul B. Rofield in Garod Sales

Paul B. Rofield has joined the sales department of Garod Radio Corp., Brooklyn, N. Y., according to news from Lou Silver, sales manager. In addition to assisting Mr. Silver, Mr. Rofield will serve in a sales promotional capacity.

Prior to his war service as a navigator in the 15th Air Force, Mr. Rofield was associated with several leading radio manufacturers.

National Union Special



The NU-2C53 is a new triode special purpose tube, with a μ running as high as 500 and a transconductance of 950 micromhos. A maximum plate voltage of 8000 and a peak plate current of 100 ma point up its usefulness in regulated power supplies, test equipment and video amplifiers.

—LAKE— Amplifying Systems



Excellent designed, compact amplifiers, ideal for students, professional entertainers, homes, factories, schools, etc. Perfect for voice, musical instruments, pickups and contact microphones; clear, rich tone; heavy plywood in luxurious leatherette covered, streamlined portable cabinets.

AS LISTED BELOW:

No.	Watts	Inputs	List	Your Cost
A16	16	4	\$110.00	\$64.68
A15	15	3	97.50	52.86
A12	12	2	87.50	51.45
A8	8	3	87.50	51.45
A6	6	2	75.00	44.10
A5	5	2	60.00	35.28
ACDC	8	3	75.00	44.10

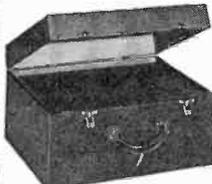
Model

HAWAIIAN ELECTRIC GUITAR
Beautiful black plastic, trimmed with chrome
23" scale, 4 1/2 octaves of playing range
List—\$50.00—Your Cost....\$29.40



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.

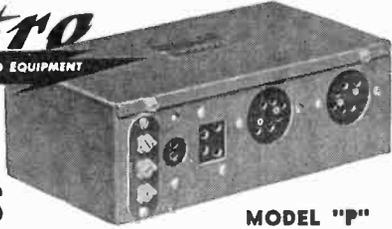
SERVICEMEN—RETAILERS
Write for our new, illustrated 16 page catalog NR-116. It's free. Get on our mailing list! Write for our special catalog on microphones, amplifiers and sound equipment.

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You'll make no mistake!

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ELECTRICAL AND RADIO EQUIPMENT



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ELIMINATORS**

MODEL "P"

Sell Them Now for Winter Use With Portable Radios

A Complete Line for Every Requirement!

Models to convert dry battery radios to efficient AC receivers. Other models to convert dry battery radio for use only with 6 volt storage battery.

Cost but a few cents per hundred hours of operation. Completely filtered—hum free—silent and efficient. Sturdily constructed—no liquids or moving parts—operate in any position.

MODEL "Q"—Operates any 1.4 volt 4, 5 or 6 tube radio from 6 volt storage or dry battery, or Wincharger. Ideal for farms, camps, autos, boats, etc.

MODEL "R"—Operates 2 volt 4, 5, 6 or 7 tube radio from 6 volt storage or dry battery, or Wincharger. (0.5 Amp. filament max.)

MODEL "P"—Operates any 1.4 volt 4, 5 or 6 tube radio from 110 volt 60 cy. source. Cuts down current use and saves batteries for portable use.

MODEL "F"—Operates any 2 volt 4, 5, 6 or 7 tube radio from 110 volt, 60 cy. source. (0.5 Amp. filament max.)

Canadian representative, **ATLAS RADIO CORP.**, Toronto, Canada

ELECTRO PRODUCTS LABORATORIES

Pioneer Manufacturers of Battery Eliminators

549 WEST RANDOLPH STREET CHICAGO 6, ILL.

**Vacuum Cleaner Replacement
CORD SET**

Consists of 21 feet of round rubber jacketed cord with molded rubber plug. Open ends of cord stripped and tinned ready for attaching. Underwriters approved. each \$0.82



**Heavy Duty Extension
CORD SET**

Ideal for extending power to Motors, Washing Machines, Portable Tools, etc. Ten feet of constant service round rubber jacketed cord with non-breakable rubber plug on one end. Other end has female connector. Underwriters approved. each \$0.75



We carry in stock for immediate delivery many types of wire and cable in gauges of from 23 to 2, in addition to various types of multi conductor cable for many uses. We also manufacture cord sets and cables to specifications. Send us your inquiries for prompt attention.

Our new catalog will be ready for distribution shortly. Write for your copy today.

COLUMBIA WIRE & SUPPLY CO.

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Radio Books For Radio Servicemen

"INSIDE THE VACUUM TUBE"

A goldmine of information for the student, amateur, serviceman or engineer.

425 PAGES PRICE \$4.50

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MICROWAVES"**

Provides a foundation from which the reader can proceed to understanding of various microwave developments of the past five years.

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"RADAR"

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| The Cathode Ray Tube at Work . . . \$4.00 | An-Hour-a-Day-With-Rider Series - |
| Frequency Modulation . . . \$2.00 | on "Alternating Currents in Radio |
| Servicing by Signal Tracing . . . \$4.00 | Receivers," on "Resonance & Align- |
| The Meter at Work . . . \$2.00 | ment," on "Automatic Volume Con- |
| The Oscillator at Work . . . \$2.50 | trol," on "D-C Voltage Distribu- |
| Vacuum Tube Voltmeters . . . \$2.50 | tion." Hard bindings . . . \$1.25 each |
| Automatic Frequency Control \$1.75 | |

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Specializing in books for advancement of the radio servicing industry.

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... tiny tip or giant
size... You'll
find it
in
the
VACO
screw driver line*

There are 173 types... a size, a style, a blade or a tip to fill any industrial, farm, radio, or home need that can possibly arise. Vaco screw drivers have gleaming Ambery plastic handles ... shock-proof and break-proof. Write for catalog.

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PRODUCTS CO. CHICAGO 11, ILL.
CANADIAN WAREHOUSE:
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SEE and HEAR the signal
with the new **CA-12**
Signal Tracer



Price **34.85**

FEATURING
Simple Operation...
only one connecting
cable... No tuning Con-
trols. A new Superior
Instrument Product.
Complete with Probe,
Test Leads, Batteries
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planations of all parts and operating
principles of radio will help you sell
and service the new radios and radio
equipment.

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approval of Atherton's **PRINCIPLES OF
RADIO FOR OPERATORS** (\$3.75)

Please fill my order at dealer's discount
for..... copies of Atherton **PRIN-
CIPLES OF RADIO FOR OPERATORS.**

Signed.....

Address.....

20 Years Ago

From the January, 1927, Issue
of *Radio Retailing*

STATISTICAL SURVEY shows 1,750,-
000 sets sold in 1926; 6,500,000 re-
ceivers in use; 1,350,000 sets in use on
farms; radio saturation is 24 per cent.

REAL SELLING JOB required on the
part of dealers to help radio prosper,
say industry leaders David Sarnoff, W.
Roy McCanne, Powel Crosley, Jr., E. N.
Rauland, Hugh H. Eby, and M. H.
Aylesworth.

SALES QUOTA and expense budget for
the coming year, carefully set up by
retailers for their own guidance, will
have marked advantages—an example
of a "quota" plan used by Danville,
Ill., dealer.

INTERFERENCE BLANKS giving radio
"noise data" used by dealers of the
Pacific Trade Association to increase
customer confidence and friendliness.

STORE LOCATION—the site with the
most advantages is on the fringe of
a business section, on a main road lead-
ing to residential areas, says merchan-
dising authority A. J. White.

RADIO RELIEF NEEDED by the trade
and the listening public—relief from
"chaos" of wavelength confusion and
crowding of stations on the air; Con-
gressional emergency measure suggested
by editors.

YEAR'S TREND in set design shows the
average model to be a 5-tube set listing
at \$202; the average table model cost-
ing \$101.

National Union Officers Elected

The Board of Directors of National
Union Radio Corp., 57 State St., Newark,
N. J., has announced the election of C.
Russell Feldmann as chairman of the
N.U. board. Kenneth C. Meinken, for-
merly assistant to the president and asso-
ciated with the firm since 1941, suc-
ceeds to the office of president of the company
and continues a member of the board.

Other corporation officers elected are
Winfield H. Carey, formerly chief ac-
countant, to the office of treasurer, and
Jerome V. Deevy, formerly assistant sec-
retary, to the office of secretary.

Retiring Manager Feted

D. J. MacKillop, Atlanta, Ga., has re-
tired as general southern sales manager
for Philco Corp., after 33 years of serv-
ice. A dinner in his honor was held at
the Capital City Club and was attended
by leading Philco executives who came
to Atlanta from the company's main
offices in Philadelphia for the event.

RADIOMAN'S HARDWARE TREASURE. Over
1000 asstd. nuts, screws, washers, lugs, etc.
PLUS handy 36 compartment cardboard kit box .59
16" N.B.C. RECORDINGS. Each contains 2
complete 15 min. "Voice of the Army" dramatic
programs with music. Over 50 different titles,
such as: "On the Beam", "Day for History",
"Time Runs Out", etc. 33 1/3 RPM. 5 asstd. 1.49
records (10 programs).....
Victor Power Transformer for models R-32, 45,
52, or 75. Unshielded 5.95
POWER RHEOSTATS. heavy duty. All new,
standard brands. 25 watt—5, 10, 20, 50, 75,
100, 200, 350, 500, 1000, 1800, or 5000 ohms .89
50 watt—2, 4, 50, 75, 250, 300, 500, 3000,
7500, or 10,000 ohms 1.29
SPECIAL!!—50 watt—15 ohm rheostat98
TUBES: Perfect condition, but not in sealed
cartons. Guaranteed for 90 days. #26, 27, 46,
56, or 6F6 29; #24, 42, 75 77, 78, 80,
89, 6A7, 6D6, 6HG, 6K6, 6KT, or 5Y339
#50, 6A3, or 6F559

SERVICEMEN'S KITS

#1—R.F., Antenna & Osc. colls. 10 asstd.98
#2—Speaker Cones; 12 asstd. 4" to 12" moulded
and free-edge (magnetic incl) Less voice coil. 2.00
#3—BAKELITE MICA CONDENSERS; 50
asstd. .00005 to .2mfd, 200-600WV. Clearly
marked 2.95
#4—Tubular By-pass Condensers; 50 asstd.
.0005 to .25mfd, 200 to 600 WV, Standard brands 2.49
#5—Electrolytics; 10 asstd. including multi-
section, paper and can types 1.25
#6—Dial Scales; 25 asstd. airplane and slide
rule (acetate and glass included) 2.98
#7—Escutcheon Plates; 25 airplane, slide-rule
and full-vision types 2.95
#8—Knobs; 25 asstd. wood and bakelite, in-
cluding set screws and push-on types 1.00
#9—Wafer Sockets; 12 asstd. 4 to 7 prong. .25
#10—Voltage Dividers; 10 asstd. standard
multi-tapped, high wattages included 1.98
#11—Shield Cans; 15 asstd. for colls, tubes,
transformers, etc. 1.00
#12—Mica Padders and Trimmers; 15 asstd.
incl. multiple and ceramic base types69
#14—Potentiometers and Controls; 10 asstd.
wire-wound and composition. Less switches 1.49
#15—Wire-Wound Resistors. 15 asstd. ohmages.
5 to 20 watts98

PROMPT SERVICE ON ALL SPEAKERS AND
PHONO PICK-UP REPAIRS

Min. Order \$2.00—20% deposit required on all Orders.
Please add sufficient postage. Write Dept. RT-1

LEOTONE RADIO COMPANY
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- Dealers —
- Service Dealers —
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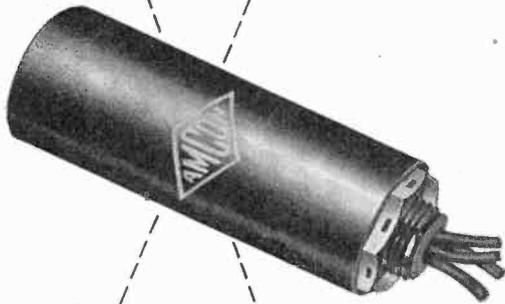
Frequency

Modulation

offers new opportunities
for sales and service. See
**RADIO & Television RE-
TAILING's** March FM is-
sue to learn more about
what it is, how you can sell
and service it. See ad on
page 127, this issue.

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AMERICAN CAPACITORS



All standard types.
Write for the new
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Amcon precision engineering
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MANUFACTURERS
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Large Stock • Complete Line • Standard Brands Only

20 - 50% off on all tubes including

50Y6—1LE3—25A7—32L7—1LA6—2A7—7A8—2A5—
50A5—50L6—43, etc.

\$3.75 5 TUBE KITS
(50L6—35Z5—12SA7—12SQ7—12SK7)

\$4.00 5 TUBE KITS
(50A5—35Y4—14A7—14Q7—14B6)

Manufacturers write for special prices on large orders

\$2.75 MINIATURE KITS
(50B5—35W4—12AT6—12BA6—12BE6)

Above price only on orders of 100 or more minia-
ture kits

CONDENSERS

20-20 Mfd and 50-30
(150 volts) —.50 each

SPEAKERS

5", 6" and 8" PM
Alnico heavy slug as
low as \$1.60

RECORD CHANGERS
Famous makes includ-
ing 2 post automatic
\$15.95 and up

CRYSTAL PICKUPS
Complete with hard-
ware — \$1.98 each

All items listed are standard brands. 20% deposit
with all orders

Write for free catalogue

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PILOT LIGHT

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PLANETARY
TUNING 5 to 1
RATIO Hairline
accuracy

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SPEAKER AND
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THE CABINET
Improved
tone

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

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

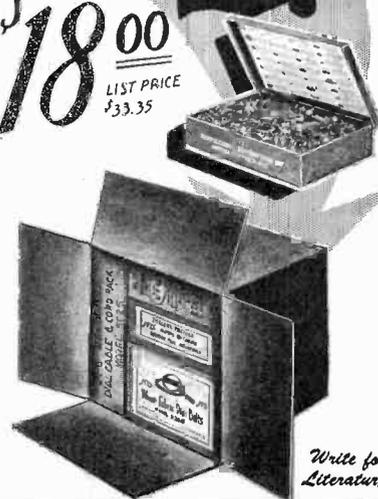
For Radio Servicemen Starting a Repair
Business . . .

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 & Card Rack.** Contains 5 Metal Spools of fast-moving dial cables and cards.
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-WC 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



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Literature

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DATES AHEAD

Future Events of Interest to Readers

- Jan. 5-10: Housewares Show, Atlantic City Auditorium, Atlantic City, New Jersey
- Jan. 6-11: Lamp Show, Palmer House, Chicago
- Jan. 6-18: Furniture Show, Winter Market, Furniture Mart, Chicago
- Jan. 14-17: Materials Handling Exposition, Public Auditorium, Cleveland
- Jan. 22-23: National Association of Music Merchants (NAMM), Regional Trade Conference, Ambassador Hotel, Los Angeles
- Jan. 24-25: Agricultural Development Clinic, Hotel Fairmont, Fairmont, W. Va.
- Jan. 27-31: Seventh International Heating and Ventilating Exposition, Lakeside Hall, Cleveland
- Feb. 3-8: Home Furnishings Winter Market, Western States, Western Merchandise Mart, San Francisco

- Feb. 9-12: Housewares and Appliance Show, Municipal Auditorium, San Antonio
- Feb. 9-13: Western Gift, Toy, Housewares Spring Show, Civic Auditorium, San Francisco (Feb. 23-27: New Washington & Olympic Hotels, Seattle)
- Feb. 10: Fourteenth Annual New England Housewares Show, Parker House, Boston
- Mar. 3-6: The Institute of Radio Engineers, Annual Radio Engineering Show, Grand Central Palace, New York City, N. Y.
- Apr. 5-12: Electric Home Show, Municipal Auditorium, Birmingham, Ala.
- May 5-11: National Plastics Exposition, Coliseum, Chicago
- June 1-5: National Association of Music Merchants (NAMM), Trade Show, Palmer House, Chicago
- June 12-22: Second Annual Construction Industries Exposition & Home Show, Pacific Auditorium, Los Angeles

Buying Trends Shown in ECA Survey Returns

Samuel J. Novick, chairman of the board of Electronic Corp. of America, has announced early results of a nation-wide survey of recent buyers of table model radios.

Returns from 3000 recent purchasers of

this type of set revealed that the radios were not regarded by their buyers as "their ultimate radio buy"—thus indicating an interest in larger, more expensive and more complex sets.

The survey indicated, however, that there will be a continuing interest in small sets. It was stated by 900 consumers that they intended to buy another

small radio within a year. Slightly over 60 per cent said that they did not consider their table model purchase their final radio "buy" for the next two years.

According to Mr. Novick, ECA is thus led to believe that a majority of small-set buyers have, up to now, made rather hasty purchases to fill gaps left by worn-out prewar sets.

A considerable interest in television was shown by consumers, but less than 100 of them stated an intention of buying a video unit now. FM, however, according to Mr. Novick's study of the survey, has wide popular support—with 32 per cent saying that they'd like FM in their large living room set.

Belt Prices Down

The JFD Co., Brooklyn, N. Y., has announced the reduction of prices of all JFD radio dial belts and belt kits. The new prices "represent a saving of approximately 10% for radio jobbers and servicemen. . . . It is made possible by JFD's expanded facilities and its increased production of 'Superior' radio dial belts," a company statement asserts.

Amperex Reps

Kahn & Co., 3324 Main St., Hartford, Conn., manufacturer's representatives, have been appointed as representatives in New England for the Amperex Electronic Corp., manufacturers of communication and industrial electronic tubes.



Servicemen...

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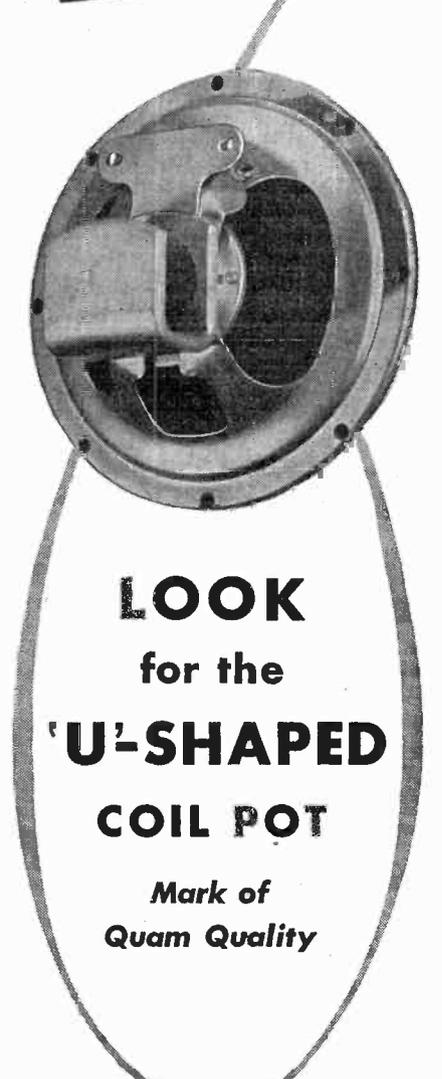
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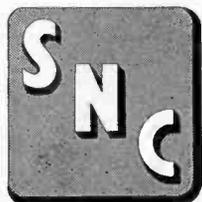


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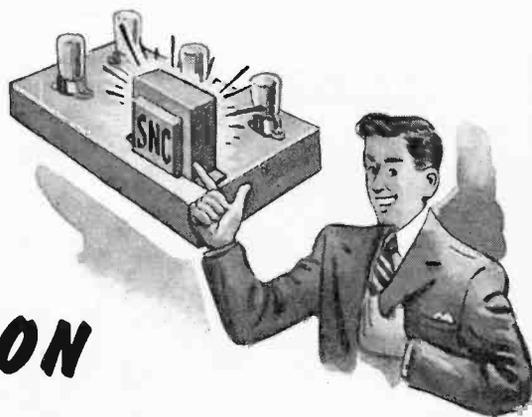
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Type Number	Pri. Volts	R. M. S.		D.C. Ma.	R. M. S. Rect. Fil. Volts	R. M. S. Heater Volts	Wt.	Mtg.	Dimensions				
		Rect.	Plate Sec.						A	B	C	D	E
*8P186	120	325-0-325		60	5V. @ 2A.	6.3V. CT @ 3 A.	3 1/2	F	3 3/8	2 3/8	3 1/4	2 1/8	2 1/4
8P287	120	350-0-350		70	5V. @ 3A.	2.5V. CT @ 6 A.	4	F	3 3/8	3 3/8	3 3/8	3 3/8	2 1/2
*8P487	120	350-0-350		70	5V. @ 3A.	2.5V. CT @ 8 A.	4 1/2	F	3 3/8	3 3/8	3 7/8	3 3/8	2 1/2
						2.5V. CT @ 3.5A.							
8P388	120	350-0-350		70	5V. @ 3A.	6.3V. CT @ 2.5A.	4	E	3 3/8	3 3/8	4	3 1/8	2 1/2
*8P189	120	350-0-350		70	5V. @ 3A.	6.3V. CT @ 3.5A.	4	F	3 3/8	3 3/8	3 3/8	3 3/8	2 1/2
8P293	120	350-0-350		90	5V @ 3A.	2.5V. CT @ 8 A.	4 1/2	F	3 3/8	3 3/8	3 7/8	3 3/8	2 1/2
*8P192	120	350-0-350		90	5V. @ 3A.	6.3V. CT @ 4 A.	4 1/2	F	3 3/8	3 3/8	3 7/8	3 3/8	2 1/2
*8P194	120	375-0-375		110	5V. @ 3A.	6.3V. CT @ 4 A.	5 1/4	F	3 3/8	3 3/8	4	3 3/8	2 1/2
*8P494	120	375-0-375		110	5V. @ 3A.	2.5V. CT @ 10 A.	5 1/4	F	3 3/8	3 3/8	4	3 3/8	2 1/2
						2.5V. CT @ 3.5A.							



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