

DEC 47

RADIO & TELEVISION RETAILING

C A L D W E L L - C L E M E N T S , I N C .

DECEMBER 1947

● *Radio, FM & Television*

KNOW THE DEMAND . . . THEN BUY THE SUPPLY — WHAT'S AHEAD IN RADIO, APPLIANCES, RECORDS AND TV — NATION-WIDE PA SURVEY — WHERE TO GET SALESMEN — NEW PRODUCTS — "BIG-FOUR" DEALER

● *Electrical Appliances*

NEW TECHNIQUES IN NEW TIME-PAYMENT PICTURE — MID-WEST MERCHANT ATTRACTS CUSTOMERS — WHAT'S NEW IN ELECTRICAL HOME APPLIANCES — LATEST IN LIGHTING — SERVICE METHODS

● *Records & Phonographs*

SALES-GETTING HINTS ON UPPING DISC VOLUME — "EAR-APPEAL" SELLS MORE PHONO RECORDS — LATEST PLATTERS FOR HOLIDAY MERCHANDISING — NEW PRODUCTS — RECORD FIELD ACTIVITIES

● *Service & Sound*

REPLACEMENT TUBE POPULARITY GUIDE — PORTABLE PA FOR SCHOOLS — SERVICING SUPER-MIDGET RADIOS — HOW AUTOMATIC DOOR-OPENERS WORK — TV INSTALLATION — NEW SERVICE EQUIPMENT

You Get PREMIUM QUALITY in Mallory Approved Precision Products



...and premium quality costs no more

FIFTEEN years of performance continue to justify the Mallory slogan, "Approved Precision Products." It's the kind of performance that's the natural result of Mallory insistence on premium quality—quality achieved through topnotch engineering, the finest raw materials and the most rigid standards of manufacture and inspection in the replacement parts industry.

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includes ideas that will help your business grow.
Ask Your Distributor about it.

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

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JOHN L. STOUTENBURGH
Executive Editor

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Managing Editor

HAROLD R. ELLIS
Technical Editor

RUTH MORRIS
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M. R. LABATT-SIMON
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Circulation Director

W. W. SWIGERT
Credit Manager

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Unceasing research and development by specialized engineering ability, in a factory complete with latest production equipment, accounts for the superiorities of Merit Transformers.

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

We Serve 138,000 Readers!

EVERY PUBLISHER now and then gets a faraway look in his eye and asks himself such questions as: "Is this magazine as helpful as we think it is? Or does it land in a pile of stuff labeled 'To Be Looked at Some Time Maybe?'" We had that faraway look ourselves not so long ago.

BUT NO MORE. We now know that each month when RADIO & TELEVISION RETAILING is consigned to Uncle Sam's mail services, it is destined to be read by approximately . . . **138,000 PERSONS!**

WE KNOW THIS because we asked our subscribers to give us the lowdown on who and how many read it after the postman has delivered it. The replies have just been checked and tabulated, and disclose that RADIO & TELEVISION RETAILING averages better than six merchandising and service readers in the top radio and appliance stores of the nation which subscribe to it.

THAT'S GOOD NEWS—not just because we're publishers and generate a happy glow to think so many people like us. There are other reasons, too. This is the largest number of people who have ever read our magazine. Back in the 30's there were only three to four readers per copy as compared to this six plus of today.

THIS INCREASE is an index of prosperity in '47 and '48. It demonstrates an upsurge in employment in radio-appliance stores everywhere. It reflects the doubling of industrial production volume. It shows that in the last decade the retailer has come to realize the advisability of selling and merchandising appliances, records and service as well as radios.

MOST IMPORTANT it is indicative that since V-J Day thousands of new and old hands in the industry have been seeking the kind of practical merchandising help which RADIO & TELEVISION RETAILING supplies each issue. That so many each month read our publication would seem to be all the confirmation any publisher could possibly want that his magazine is really doing a job.

SEASON'S GREETINGS to 138,000 readers from . . .

—The Publishers

FOR 17 YEARS

Radio Dealers

(as well as the public)

Have said:

"When there's a choice —
it's a PHILCO"



IT'S happening again—now that customers can get what they want. They are choosing again the brand they have trusted *for 17 years* to give the utmost in value *plus* years of service and satisfaction. They are choosing *Philco* today by the widest margin in history.

Radio Dealers, too, are sitting in the driver's seat again—able to buy and sell as they choose—able to concentrate their efforts where they will yield the biggest results—on Philco.

Yes, on Philco, the line that is easiest to sell . . . that is in the greatest demand . . . that gives the dealer the biggest turnover in dollars invested . . . that gives the highest average unit of sale . . . that builds the greatest customer Good Will.

Now, as you plan for 1948, make sure the way is clear for you to capitalize to the fullest on the overwhelming public preference for Philco. Build with Philco, the leader, for profits today and customer Good Will tomorrow!

PHILCO *Famous for Quality the World Over*

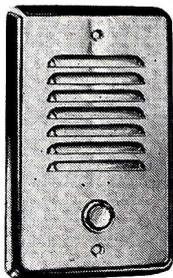
Be One of The First to Offer HOME INTERCOMMUNICATION in Your Community



Everyone Enjoys
Convenience . . .

Voice-to-Voice Intercommunication Saves Many Steps in The Home
Creates a New Market for You

Door speaker is added attraction



Brings safety to the home—no doors to open

One can courteously answer the door with a "Telehome" door speaker without opening it. This point appeals to many prospects who consider it an excellent safety feature.

It's the new items that attract attention. It's the practical items that make sales. The new "Telehome" does both—it attracts customer attention . . . it is building sales.

"Telehome" is the latest electrical home convenience. With a master station and one to three speaker units, one can communicate with any part of a home. A speaker unit in a child's room allows any noise to be heard over a master station. A workshop in a garage—or a rumpus room in the basement are in voice-to-voice contact by "Telehome". This convenience saves many steps and appeals to those customers who want the latest household conveniences.

"Telehome" is available as a packaged unit consisting of one master station, one speaker unit and one hundred feet of wire at a low reasonable price within reach of everyone.

There is no complicated installation as the average householder can make the necessary hook-up himself by following a simple instruction chart in each package.

The Saturday Evening Post is being used as an advertising medium to tell millions of consumers about this new item.

Promotion material is available for use by dealers.

From all observation of first results, "Telehome" is a coming new item. It will pay you to display one in your store.

Licensed under U. S. Patents of Western Electric Company, Incorporated, and American Telephone and Telegraph Company

WEBSTER
RACINE



Established 1909

ELECTRIC
WISCONSIN

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

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



**"WE REPAIRMEN
ARE SOLD ON
KEN-RAD LEADERSHIP
IN TUBE DESIGN."**



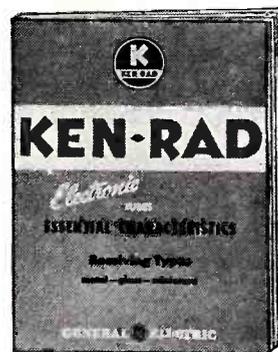
MAKE KEN-RAD **DOUBLE** ACCEPTANCE a sales-and-profit tonic for your business!

SET your course with an eye to the popularity of Ken-Rad tubes with both radio experts and owners of sets! *Install and sell what the trade endorses, what the public approves!* That's your path to success as service-man and tube dealer.

Those who repair radios, know that G-E and Ken-Rad research is creating tubes with ever-greater strength—increased rigidity to ward off the effects of vibration—improved *electrical constancy*.

Owners of radios have discovered that Ken-Rad tubes play better for a longer time. SUPERIOR PERFORMANCE to them sums up the results of what the trade recognizes as DESIGN LEADERSHIP.

You can use Ken-Rad popular acceptance as a strong stimulus toward bigger sales volume. For more business, for a more profitable business . . . in tubes, in parts, in billable repair time . . . handle Ken-Rad radio tubes!



● "Essential Characteristics"—Ken-Rad's Booklet ETR-16—is a "must" for the dealer or service-man who wants a convenient, concise, and comprehensive guide to the selection of radio tube types. Your free copy will be mailed you promptly on request. Write for it today!

178-F11-8850

**"WE RADIO OWNERS
ARE SOLD ON
KEN-RAD TUBE
PERFORMANCE."**



KEN-RAD *Radio Tubes*

PRODUCT OF GENERAL ELECTRIC COMPANY

Schenectady 5, New York

SNARLED BATTERY INVENTORY FLOORING YOU?

Simplify your stock with one complete line -
"Eveready" Radio Batteries



IF YOU'RE tired of stocking all kinds of "Johnny-come-lately" radio batteries, just think of this:

"Eveready" radio batteries fit virtually *all makes* of sets! You carry less inventory, tie up less capital, and insure *more* customer satisfaction . . . because you are giving your customers

the recognized *battery* brand! You don't have to buy anything else to get "Eveready" radio batteries—and they are *never* marketed under any other brand name, or private label!

Get out from under that complicated battery inventory. Standardize on famous "Eveready" radio batteries now!



The registered trade-marks "Eveready" and "Mini-Max" distinguish products of
NATIONAL CARBON COMPANY, INC.
 30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation



Go to a Radio Manufacturer for Radios — a Battery Manufacturer for Batteries!

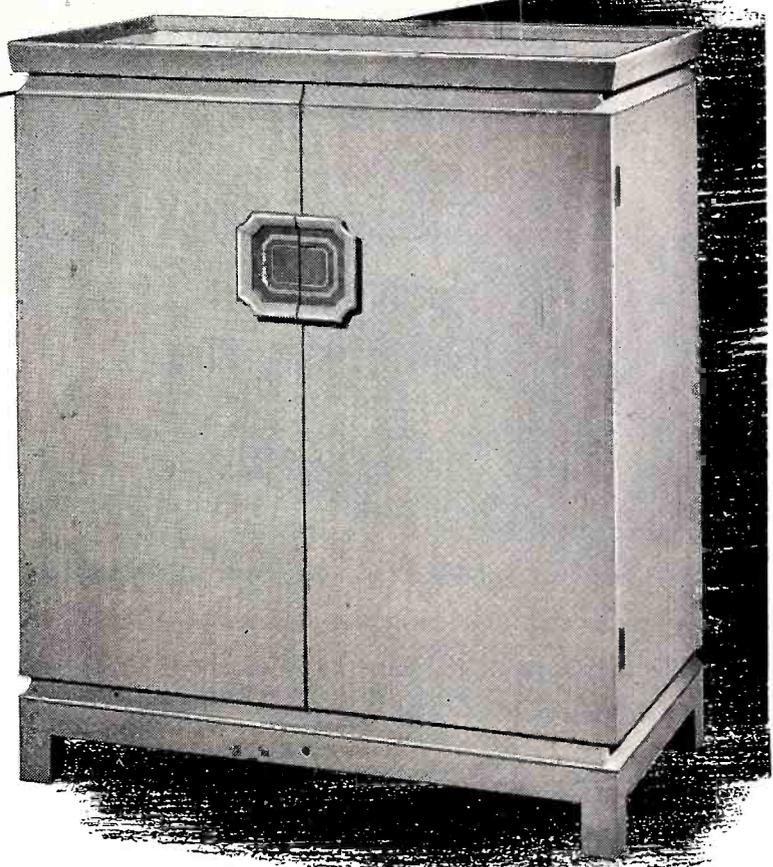
the Hallicrafters Co. announces
 that its great new series of
 high quality console combinations and
 television receivers will carry
 the distinguished name

Carnegie Hall

By special arrangement the name "Carnegie Hall" is to be given to Hallicrafters great new series of radio phonograph combinations and television receivers.

"Carnegie Hall," a proud name in the best American tradition, will through Hallicrafters continued efforts toward uncompromising quality, continue to be a symbol of perfection in the presentation of the musical arts.

Illustrated is the Model 411, latest addition to Hallicrafters Carnegie Hall Series. "Tray top" cabinet finished in glazed leather, a material that is repeated in the graceful handles. Just one model in a well rounded line that will appeal to thousands seeking something new, different and better in fine instruments. Model 411 and its companion Model 412 in black ebony with mirrored top sell for \$575.00.

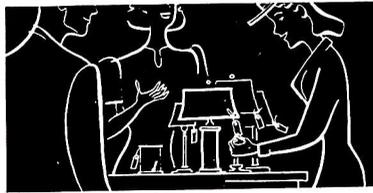


*Carnegie Hall
 Series*

by hallicrafters

SALES DEPT., THE HALLICRAFTERS CO.
 4401 W. 5TH AVE., CHICAGO, ILL.
 Please send me name and address of nearest distributor of
 Hallicrafters Carnegie Hall series.

Firm Name.....
 City.....
 State.....



**introduce
more customers
to your dealers**

with the
**Chicago Tribune's
Selective Area
Advertising Plan**

HIGHLY PRODUCTIVE ADVERTISING . . . prepared by you or your agency . . . issued at the *dealer level*. That's the kind of traffic-building campaign you and your dealers get with the Tribune's Selective Area Advertising Plan.

EACH DEALER GETS:

- 1** Selective coverage of his local market.
- 2** Prominent display of his name and location.
- 3** The low rate of just 2½¢ a line!

YOU GET:

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

The Plan gives you **five separate sections** in the Sunday Tribune in which to list your non-competing dealers. You get selective coverage with five advertisements for the price of one. Further, you share the cost with your distributors and dealers. No wasted readership; readers are directed to their nearest dealers! Result: more sales for you in the Great Chicago Market. To learn how the Plan fits your specific needs, write your nearest Tribune representative.

PLAN BOOMS RADIO, APPLIANCE SALES. The Tribune's Plan is currently sparking sales for Bendix washers, Eureka vacuum cleaners, Admiral and Bendix radios and others. The Plan steps up sales, reduces advertising unit costs. Put it to work for you. Tribune rates per line per 100,000 circulation are among America's lowest.

Chicago Tribune

The World's Greatest Newspaper

September average net paid total circulation:
Daily, over 1,025,000 • Sunday, over 1,550,000

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220 E. 42nd St., New York City 17
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155 Montgomery St., San Francisco 4
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Penobscot Building, Detroit 26

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

DEALERS SAY "IT'S WIRED FOR SALES"

You can plug this idea right into your cash register!



CLOCK-RADIO

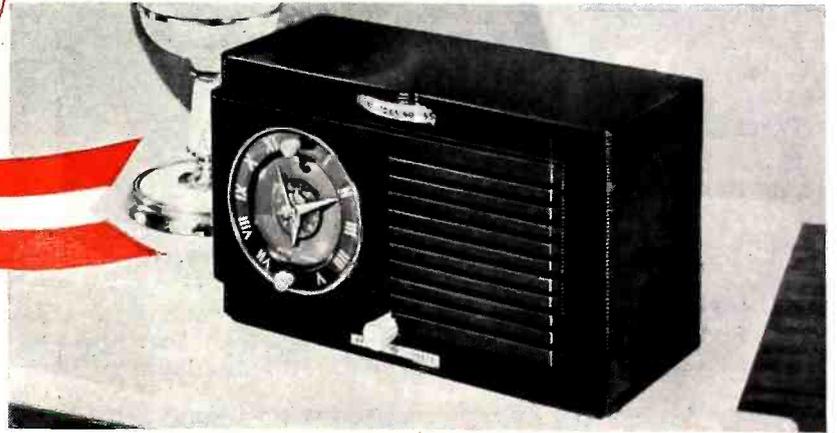
THE NEW AND GREATER MODEL 60

It's a natural! Just plug the phrase "Wake-Up-To-Music" and you hear the sweetest music in all the world... the steady ring of the cash register. What an idea! A General Electric clock, a G-E radio, an electronic reminder—all in one. It hits your customers right where they live. A full-powered radio and time-teller for bedroom, kitchen, office—anywhere!

And cash in on *this* idea for sales! Suggest the G-E Clock-Radio to your customers as a Christmas gift to start the New Year right—on time—to music. The response will amaze you. For full information on these traffic-builders write your G-E radio distributor, or Receiver Division, General Electric Company, Electronics Park, Syracuse, New York.



HOLLACE SHAW, lovely concert star, heard regularly on the "Saturday Night Serenade" over CBS.



natural color tone radios

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

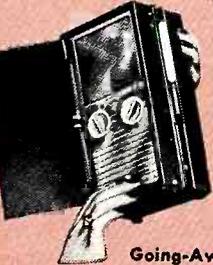
PORTABLES • TABLE MODELS • CONSOLES • FARM SETS
AUTOMATIC PHONOGRAPH COMBINATIONS • TELEVISION



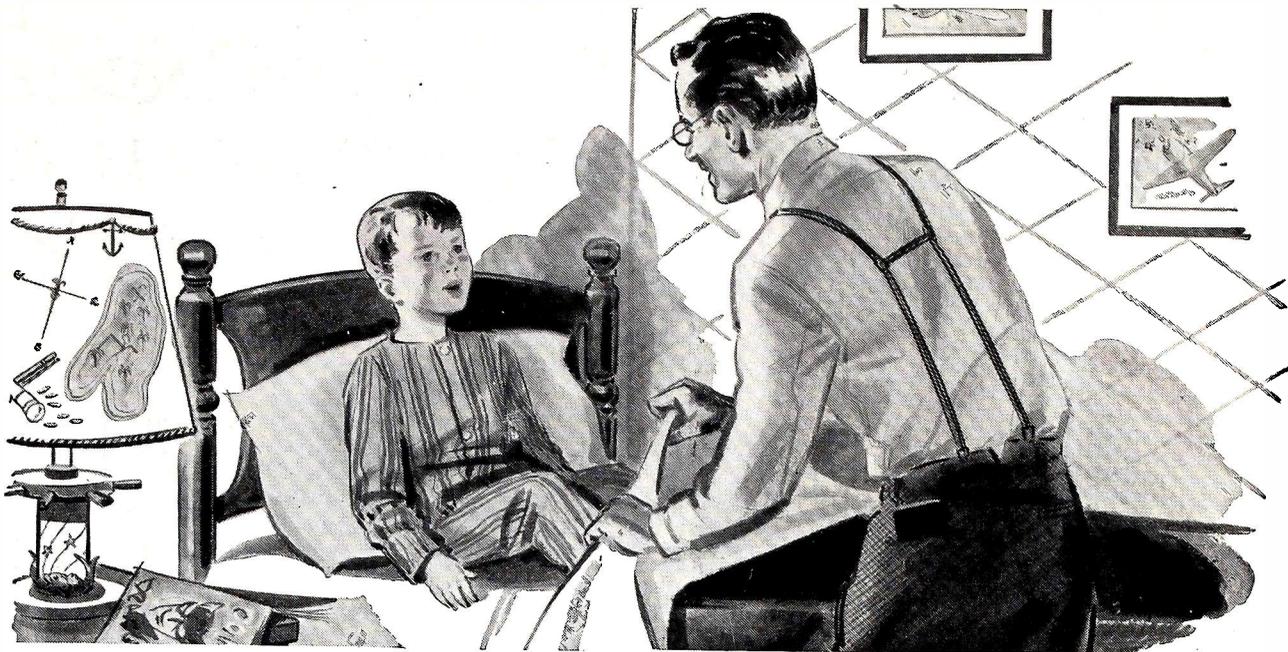
One of the World's Most-Wanted Sets—streamlined, Clock-Radio in rose wood plastic cabinet. Nudges 'em awake—turns on pet programs automatically. Model 50W.



Tomorrow's Styling Today—in this de luxe AC-DC table radio. Easy, precision tuning. Built-in Beam-a-scope antenna. Full natural color tone. See Model 202.



Going-Away Gift. Light, compact 3-way personal radio. Plugs into AC or DC or plays on its own batteries. A gift to live with. See Model 140.



"Daddy, what's a franchise?"

THE best answer is: "It all depends!"

Suppose you have a franchise to sell a brand of radios, and there's somebody else down the street with a franchise to sell the same brand . . . or even 30 or 40 others in the same community.

What's a franchise then?

It can be an invitation to grief—an invitation to become involved in price-cutting, special deals and unequal advertising support.

That's *one* extreme. On the other hand, there's the *Sparton* franchise.

The *Sparton* franchise is an *exclusive* franchise. It's backed up by the

SCMP—Sparton Co-operative Merchandising Plan, the plan that cuts the cost of radio distribution. Sparton's basic policy is *one* Sparton dealer in each community; shipments are made direct from factory to him. Sparton's sales-building national advertising and promotion works locally for him and him alone.

The Sparton franchise means the exclusive right to sell radio's most sensational line—priced to compete with even the mail-order houses *at a profit!*

Why not write today and ask us whether the Sparton franchise is still available in your community?

THE SPARKS-WITHINGTON COMPANY
JACKSON, MICHIGAN

Sparton **Radio's Richest Franchise**

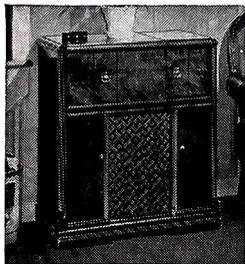
ONE *Sparton*
DEALER

in each community

Check These
Profit-Increasing Features

- One exclusive dealer in each community
- 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

A HOT, SHORT LINE AT LOW PRICES

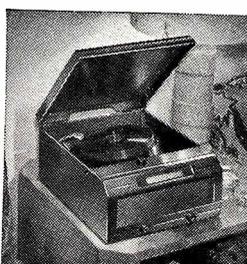


MODEL 7-BM-46-PA—Automatic radio-phonograph in walnut or mahogany veneers. With 10" speaker, "roll-out" phonograph drawer. Has three wave bands. List \$169.95.

PRICES SLIGHTLY HIGHER WEST OF ROCKIES



MODEL 10-BM-76-PA—Automatic radio-phonograph with FM. "Roll-out" phonograph drawer, 10" speaker. Finished in mahogany or walnut veneers. List \$259.95.



MODEL 201—Table automatic radio-phonograph in rich mahogany finish. Automatic record changer, vacuum-lift lid, illuminated slide-rule dial. List \$79.95.



PERIOD MODEL—No. 1007—Radio-phonograph with FM—in choicest of mahogany veneers. Also Contemporary Model in finest mahogany veneers. List \$229.95.

SMALL SET WINNERS, TOO!

See the new Sparton luggage-type portable (Model 606) for battery, AC/DC current.

See the new Sparton utilities. Model 100 in gleaming ivory finish; Model 101 in ebony black finish.

Over 90%

OF NEW MOBILE TRANSMITTER DESIGNS

USE HYTRON

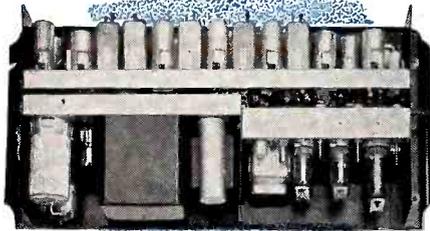
THE ORIGINAL INSTANT-HEATING TUBE



HY69 — the original instant-heating tube.

Because they fill a real need for conserving filament power, Hytron instant-heating tubes are in. Yes, the 2E25, 2E30, HY69, HY1269, and 5516 are in the new mobile transmitter designs of many famous friends—too many to thank in this small space. The 2E25 and 2E30 also appear on the Army-Navy Preferred List. Why so popular? With no standby current, battery drain can be cut to 4% of that with cathode types—attainable power output and range increase. Potentials of rugged filaments are centered for battery operation. Beam pentode versatility simplifies the spares problem—one type can power all stages. To you the distributor, the overwhelming popularity of Hytron instant-heating tubes means more profits. Make sure *you* get them by maintaining adequate replacement stocks.

BENDIX RADIO



Bendix MRT-3A, 152-162 mc f-m taxicab transmitter uses 2E30's generously.



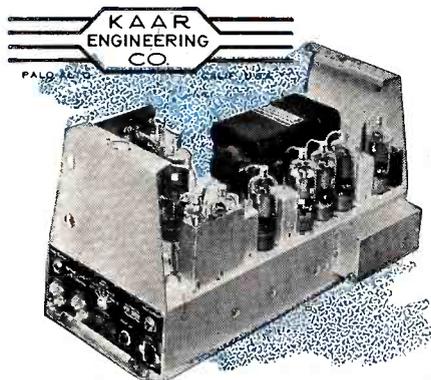
Federal's 25-watt, vhf Model FMTR-25-VC. Note emphasis on 2E30 and 5516.



Harvey Laboratories chose 2E30's, 5516's for its Model 542 f-m transmitter.



Jefferson-Travis Model 351, 35-watt marine radio-telephone employs HY69's.



Kaar FM-50X features 2E25, HY69 throughout. Hytron instant-heating tubes since 1939.



5516's power both driver-doubler and final of Motorola's Model FMTRU-30D.



WRITE FOR FREE NEW DATA SHEETS: 2E25, 2E30, HY69, HY1269, 5516.

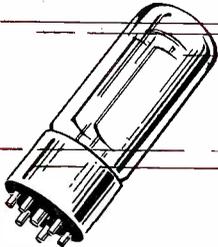
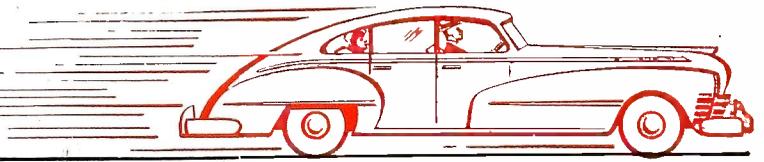
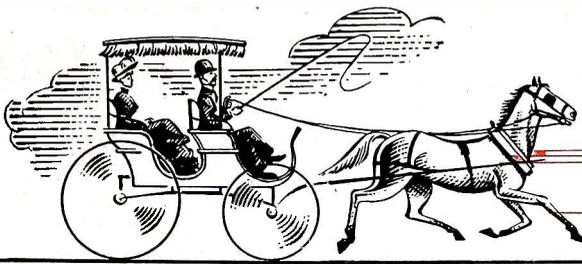
SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921

HYTRON

RADIO AND ELECTRONICS CORP.



MAIN OFFICE: SALEM, MASSACHUSETTS



STORY WITHOUT WORDS

...here's how it can boost *your* profits

AS SURELY AS the "gasoline buggy" replaced the horse-drawn carriage, the Miniature Selenium Rectifier—an original Federal development—is destined to take the place of the rectifier tube in AC-DC receivers. Already, more and more manufacturers are building it into their radio sets—and more and more maintenance shops are installing it in the sets they service.

What about *you*? Here is really a big chance for you to

make *extra money*—by *modernizing* AC-DC sets now using a rectifier tube—giving them faster starting, better all-around performance. And as new sets using the Miniature Rectifier as original equipment come to you for servicing, you'll want to be ready with replacements. It's your opportunity to be a *leader* by introducing this improvement *now*—by installing Federal's Miniature Selenium Rectifier in every AC-DC receiver you service.

Available through major jobbers from coast to coast—complete with detailed instructions.



Federal Telephone and Radio Corporation

SELENIUM and INTELIN DIVISION, 1000 Passaic Ave., East Newark, New Jersey

In Canada: — Federal Electric Manufacturing Company, Ltd., Montreal.

Export Distributors: — International Standard Electric Corp., 67 Broad St., N.Y.C.

For those who want the finest...



Illustrated: Sherwood Model—with television, AM-FM radio, automatic phonograph. Cabinets designed by Herbert Rosengren.

The DuMont dealership carries with it the privilege of demonstrating television at its finest on DuMont's Salon and Drawing Room Models. Public acceptance of DuMont leadership gives the highest prestige value to the DuMont franchise.

ALLEN B. DUMONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y. • HOME OFFICES AND PLANTS, PASSAIC, N. J.

DUMONT *First with the finest in Television*

Copyright 1947, Allen B. DuMont Laboratories, Inc.

Listen! IT'S A **Jensen** SPEAKER

Jensen *Speech Master* REPRODUCERS
NOW WITH **ALNICO 5** PM DESIGN

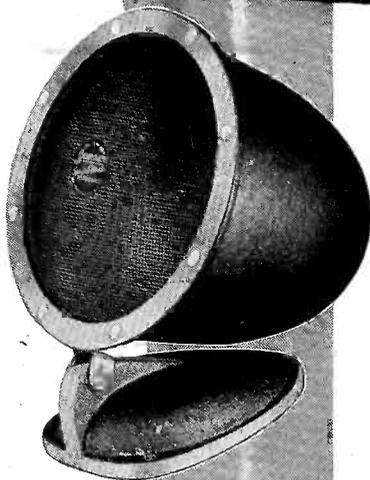
JENSEN Speech Master Reproducers have long been widely used in moderate-level intercom, paging and P.A. systems. Now, in **ALNICO 5** design, they are once more available for all applications where clear, crisp, intelligible speech and good "talk-back" performance are required. Ideal for amateur, commercial, police and aviation phone communication as separate units or integral equipment. In amateur CW they aid selectivity, help signals override QRM and QRN. The husky voice coil withstands keying transients.

JENSEN MANUFACTURING CO.
6625 S. LARAMIE AVE., CHICAGO 38, ILL.

In Canada: Copper Wire Products, Ltd.
11 King Street W., Toronto 1



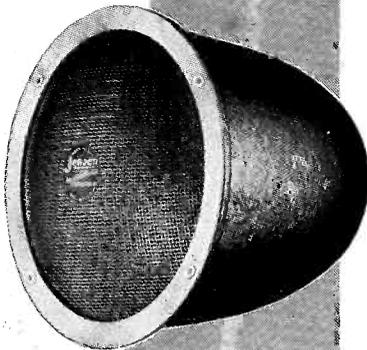
Jensen
SPEAKERS
WITH **ALNICO 5**



MODEL AP-10 SPEECH MASTER
(Desk Type)

ALNICO 5 PM design. Complete with swivel base and tilt adjustment. Double dustproofed, fully enclosed and protected. Internal mounting bracket for 1/2 x 1/2" transformer. Power rating 5 watts. Height 6 3/4", depth 5 1/8", diameter 5". Attractive hammered gray finish with satin chrome trim. 36" RC cord. Shipping weight 5 1/4 lbs.

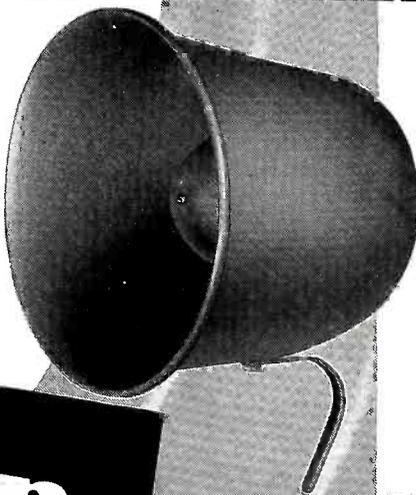
	<i>List Price</i>
AP-10 (ST-590) with 3-4 ohm voice coil	\$13.90
AP-10 (ST-591) with 45-50 ohm voice coil	14.50



MODEL AP-11 SPEECH MASTER
(Panel Type)

Similar to AP-10 but without swivel base. Clearance eyelets for mounting screws. Mounts in 4-27/64" cutout. Depth from front panel 4 1/2". Power rating 5 watts. Screws and drilling template furnished. Shipping weight 3 1/4 lbs.

	<i>List Price</i>
AP-11 (ST-592) with 3-4 ohm voice coil	\$11.30
AP-11 (ST-593) with 45-50 ohm voice coil	11.90



MODEL AR-10 REFLEX SPEECH MASTER REPRODUCER

Specially designed reflex horn increases efficiency in mid-range, giving added effectiveness and punch to speech quality when used for paging, intercom and call systems operated at moderate levels. Reflex construction prevents direct access of snow or rain to speaker diaphragm. Power rating 6 watts. Space within case provided for mounting 1/2 x 1/2" transformer. Over-all diameter 10", depth 8". Complete with bracket for wall or post mounting.

	<i>List Price</i>
AR-10 (ST-643) with 3-4 ohm voice coil	\$20.00
AR-10 (ST-644) with 45-50 ohm voice coil	20.75

*Designers and Manufacturers
of Fine Acoustic Equipment*

a portable
RADIO-CAMERA!

AIR KING'S
2 in 1 portable
Revolutionizes
 the **PORTABLE RADIO FIELD**

another AIR KING SCOOP

Right on the heels of the Wire Recorder, AIR KING follows through with another winner the AIR KING RADIO-CAMERA (2 in 1) portable. Here is an exclusive new AIR KING innovation . . . America's first Radio-Camera . . . completely new . . . and different.

The ability of AIR KING to produce the unusual in radios is well known. The country's most successful merchandisers have followed AIR KING'S leadership for the past 27 years.

The Radio-Camera is an important contribution to the radio dealer . . . today . . . when he needs it most!

AIR KING RADIO-CAMERA MODEL A410

SIZE: Height 9½"; Width 4¾"; Depth 3¾".

WEIGHT: Less than 4 lbs. complete with batteries.

RADIO: Superheterodyne with latest type miniature tubes.

BATTERIES: 2, flashlight type "A"
 1, 67½ Volt "B" Battery

CAMERA

Eveready Camera Case; 50mm. Meniscus Lens, time and instantaneous exposures. Takes black and white or color pictures; #828 Standard Film. Adjustable strap for shoulder or hand carry.



MODEL A410

★ For quick action write or wire Air King Products Co.
 170 - 53rd Street, Brooklyn, New York
 Export Address: Air King International, 75 West Street, New York 6, New York

29⁹⁵
 RETAIL
 LESS
 BATTERIES

The Royalty of Radio Since 1920 **AIR KING RADIO.**

Division of HYTRON RADIO & ELECTRONICS CORP.

FREE!

25,000,000 GALLONS OF GASOLINE



TEN TIMES MORE GASOLINE than this switchyard of tank cars could carry has been saved by Raytheon 0Z4 and 0Z4G tubes.

Raytheon 0Z4 and 0Z4G Tubes, it is safe to estimate, have already saved the American Motoring public some 25,000,000 gallons of gasoline!

Because they draw appreciably less power from the automobile battery and engine than substitute vacuum tubes, each Raytheon 0Z4 tube saves from two to three gallons of gasoline during its working life.

Raytheon 0Z4 and 0Z4G tubes are universally popular with auto radio designers and service men.

The name RAYTHEON on radio tubes stands for advanced design, precision manufacture, strong construction.



**For peak performance
buy Raytheon Radio Tubes!**

RAYTHEON MANUFACTURING COMPANY

RADIO RECEIVING TUBE DIVISION

NEWTON, MASSACHUSETTS • CHICAGO, ILLINOIS • LOS ANGELES, CALIFORNIA



Excellence in Electronics ®

RADIO RECEIVING TUBES

SPECIAL PURPOSE TUBES

TRANSMITTING TUBES

HEARING AID TUBES



IS STILL THE

HOTTEST LINE IN THE INDUSTRY



*That's Because of the
Value-Giving, Sales-Making
Features Made Possible By
Zenith's Policy of*

**RADIONICS
EXCLUSIVELY**

FIRST IN FEATURES

Watch shoppers on any radio sales floor. What set catches the interest of the crowds?—a Zenith, of course! That's because every model in the Zenith line is packed with features that actually mean something—features that reflect the design and engineering "know-how" developed during Zenith's years in the industry—features that insure value.

FIRST IN DEMONSTRABILITY

Zenith radios and radio-phonographs are easy to sell, because their features are the kind that you can actually demonstrate. The Cobra Tone Arm, for example, permits the most dramatic tone arm demonstration ever made. The Zenith "Radiorgan," the Silent-Speed Record Changer, the big, black dial, the Zenith Wavemagnet—all these are features you can show . . . features your customers will notice and want.

FIRST IN PERFORMANCE

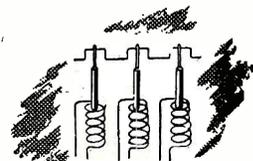
From the original engineering blueprint to the finished sets that come out of the final testing booth, every Zenith is built to work . . . built with all the skill, the knowledge, the pride of achievement that marks this organization. The final test of every radio is how it performs . . . and Zeniths are built to pass that test with flying colors. Hundreds of thousands of well-satisfied Zenith owners attest to that.

ZENITH RADIO CORPORATION
6001 W. DICKENS AVENUE • CHICAGO 39, ILL.

ONLY ZENITH OFFERS SALES FEATURES LIKE THESE



**RADIONIC
COBRA TONE ARM**



ARMSTRONG F-M



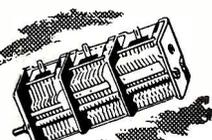
WAVEMAGNET



RADIORGAN



SILENT-SPEED RECORD CHANGER



3-GANG CONDENSERS



NEW SUPER-SIX TUBE



**80% MORE POWERFUL
PHONOGRAPH MOTOR**

now more profits
per counter inch

BRIGHT STAR

batteries



Packs a big sales wallop wherever displayed. Attractive 3-color pop-up dispenser catches the eye and ready cash. Rigid box holds 2 dozen fast selling Bright Star No. 10M metal top batteries.

flashlights



Cash in with the fastest selling metal flashlight on the market. Popular priced to sell on sight. Colorful new easel card holds 3 No. 57 2-cell Nickel Plated Flashlights. 98¢ retail, complete with cells.

NATIONALLY ADVERTISED TO OVER 51,771,633 READERS

Write your jobber now for details of Bright Star's big profit-making merchandise display deals.

BRIGHT STAR BATTERY CO.,
CLIFTON, N. J.
BRANCHES: CHICAGO • SAN FRANCISCO

HOW FARNSWORTH'S NEW

Tone Clarifier HELPS YOU SELL



You're looking at the heart of a Farnsworth phonograph-radio—the Farnsworth Automatic Record-Changer P-56MP. Years of dependable performance, of trouble-free operation—have made it one of your strongest selling points.

Now—with an amazing new feature, the Tone Clarifier—the Farnsworth changer adds a still more powerful sales clincher.

The Tone Clarifier has three easily-set switch positions to answer every record-playing need. Set it for old records—you'll hear undiminished brilliance. Set it for new records—still greater dynamic range. At wide-range position—it reproduces perfectly the highest frequency recordings available today.

Show your customers how easily it works. Let them hear for themselves how it banishes surface noise dramatically, convincingly—even while playing badly scratched records. They'll agree that the Tone Clarifier is one of the greatest improvements ever made in phonograph-radios.

With this new record-changer—incorporating:

- PRE-AMPLIFIER
- VARIABLE RELUCTANCE PICK-UP
- VIRTUAL FREEDOM FROM "NEEDLE TALK"
- STABILITY UNDER HUMIDITY, HEAT OR COLD
- GENUINE SAPPHIRE STYLUS
- HANDY NEEDLE SET-DOWN ADJUSTMENT KNOB

and the sensational new *Tone Clarifier*—Farnsworth's de luxe models are easier to sell—and they stay sold! Every sale motivates another sale. Each new Farnsworth owner becomes a "salesman" working for you—telling his friends that Farnsworth is proof of the fact that quality need not be expensive.

Farnsworth

TELEVISION

RADIO

PHONOGRAPH-RADIO

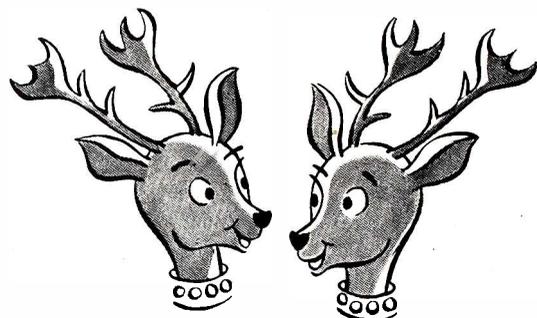
Farnsworth Radio and Television Receivers and Transmitters • Aircraft Radio Equipment • Farnsworth Television Tubes • Mobile Communications and Traffic Control Systems for Rail and Highway • The Farnsworth Phonograph-Radio • The Capehart • The Panamuse by Capehart

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

“Those three little words

STOP!—LOOK!—and LISTEN!

are piling up work for us, Blitzen!”



“Somebody said—‘How about a radio for Christmas’—and then the fun started!”

“STOP!” pleaded Dad
 That’s quite a bit of spending you’re suggesting. Money doesn’t grow on trees, even at Christmas. If we’re going to buy a radio, let’s be sure it’s the right one.
 (Sound approach! Compare values and you’ll find a lot of extra money’s worth in the advanced engineering and up-to-the-minute features of a Stromberg-Carlson radio in brilliant case television receiver.)

“LOOK!” broke in Mother
 Our furniture might not be the best in the world—but we’ve already selected every piece of it for good design and harmony. Now I don’t want some monstrosity invading my living room!
 (Stromberg-Carlson’s elegant look and their one-of-a-kind, your good beds in creating the most beautiful cabinets—worth a look to find out that they’re perfectly with your lovely furniture.)

“LISTEN!” cried Dot
 Why this is just as a thing you’re suggesting that it can’t be used as it’s coming through a window. Let’s get a radio that really puts the music in the room with you!
 (That’s it! Here’s a thing you’ve never seen. Hear the difference some few minutes of Stromberg-Carlson’s complete T-25. And when a small girl will take your favorite records and standard brands of programs really come to life in your own home.)

There’s nothing finer than a Stromberg-Carlson.
 All the beauty that a Stromberg-Carlson has will find a new place in the old world in the standard version of your telephone directory.
 (There’s nothing finer than a Stromberg-Carlson. Hear the difference some few minutes of Stromberg-Carlson’s complete T-25. And when a small girl will take your favorite records and standard brands of programs really come to life in your own home.)

STOP!—LOOK!—and LISTEN! . . . THERE IS NOTHING FINER THAN A STROMBERG-CARLSON

Radio, Television, Hi-Fi and Television • Sound Equipment, Industrial and Home Appliances, Systems • Instruments and Instruments

“The new Stromberg-Carlson T-25. For the advanced T-25 radio. Listen to the sound of the beautiful power and sound of the beautiful T-25. Please contact us today in America.”

The response to Stromberg-Carlson’s challenging advertising campaign is being measured the country over in new pre-Christmas sales records.

The “STOP—LOOK—and LISTEN!” theme builds on the confidence your customers already have in Stromberg-Carlson. It dramatizes the greatest dollar-for-dollar value in Stromberg-Carlson’s history. It sets the stage for the kind of *selling* demonstration you have dreamed about!

This will be a great Stromberg-Carlson Christmas—and the next few weeks give you a golden opportunity to make the most of it!

THERE IS NOTHING FINER THAN A

STROMBERG-CARLSON

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

RADIO *& Television* RETAILING

Including Radio and Television Today

O. H. CALDWELL, Editorial Director

★

M. CLEMENTS, Publisher

Know the DEMAND— Then BUY the SUPPLY!

Reports from many sections of the country indicate that an unusually high degree of difference in demand for radios and appliances exists. This condition has resulted in numerous instances of "buying and selling" between retail merchants.

A dealer in one section, for instance, will find that he's unable to move a certain item—the same item which another retailer, perhaps even a short distance away, would be able to sell in large numbers, if he could get a supply.

In examining this situation, several contributing factors seem to be apparent. First, of course, there is the matter of unequal distribution which has been caused by shipping difficulties, etc., resulting in overstocking of some areas—starving of others.

But, following right on the heels of the first factor, distribution difficulties, comes the thought that perhaps there is something wrong with the operation of the merchant who *cannot* sell goods that a nearby dealer *can* sell.

In one instance that we know of, the dealer who *couldn't* move a stock of merchandise, which was eventually sold to a competitor twenty miles away, admitted that he'd bought the wrong sort of products for his immediate trading area. In another case, a retailer who'd sold a stock of what he considered to be "shelf-warming" radios to another merchant, declared that the receivers had been improperly displayed in his store, and had not been advertised or otherwise "pushed" by him.

All of this sort of thing points out to the dealer the necessity for a re-examination of his community. He needs to know, for instance, whether the *new* people—and there are *many* of them in *all* towns and cities—will buy the merchandise he selects; will be able to pay for it.

Under pressure of the stiffest kind during the past few years, many a dealer has been unable to get out of his store for the purpose of checking up on changes in preferences, and in income-brackets in his territory.

But, in light of such conditions as above outlined, the time for obtaining late information on buying-preferences and buying power is at hand. The smart dealer realizes that his *buying* ability is just as important as his ability to *sell*.

What's Ahead!—in Radio,

THE NATION'S RETAILERS IN THIS FIELD are now buying in "healthy" quantities, numbers of distributors report. A few months ago a buying slump was causing considerable worry in the market. The present upward swing is probably due to the fact that most retailers have brought their inventories down to earth—will see most of their stocks depleted when December 26 arrives.

COSTLY "EXCHANGE" AND "REFUND" TRANSACTIONS worrying large store operators who see such practices on the increase. Speaking off the record, one executive said that his department store is rapidly becoming a "trading post"—claims many customers "buy and bring back" goods just "for the devil of it." Big store tycoons are probably more keenly aware of the situation now as they face a certain-to-come great deluge of profit-eating transactions after Christmas.

WHOLESALEERS HAVE GONE TO TOWN ON modernization of their show-rooms and offices all over the country. During the past two years, distributors have made more improvements in their headquarters than in any other period in merchandising history. Streamlined to be bigger and better than ever before too, are programs to help and train retail dealers, launched by radio and appliance jobbers.

NEW LOWER-PRICED GE WRINGER WASHER in production. It will sell at \$129.75. The firm's AW-332 will be equipped with a built-in timer.

GAGS BY RADIO COMICS AND CARTOONISTS continue to keep television and food freezers in the public eye and ear.

"TELEVISION IS THE FUTURE OF RADIO; it is a new tool for the alert and aggressive merchandiser," Frank M. Folsom, executive vice-president of RCA Victor Division, RCA, said in a recent address at Boston. Mr. Folsom also said that no other American industry holds such a bright economic future as television.

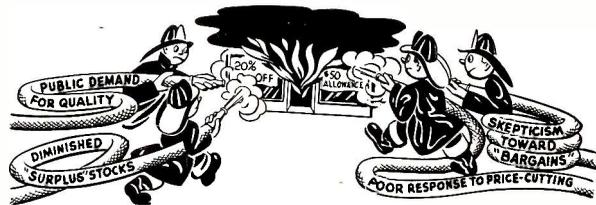
"ORIGINALLY CONSIDERED AS LIMITED IN RANGE, FM radio has during the past summer proved itself capable of static free, full fidelity reception over distances of 150 miles."—J. T. Dalton, general sales manager for radio and television, Bendix Radio Division.

EVERY TRADING AREA IN THE TERRITORY served by Utah Power & Light Co., and the Western Colorado Power Co. piled up increased sales in the first eight months of 1947 to roll up a total of \$6,105,974 as compared with \$2,444,197 for the corresponding period of 1946. This is an increase of 150 per cent.

AMERICA'S "SOUND" BUSINESS at the retail level is presented in this issue. The material resulted from a nation-wide survey made by John F. Rider Publisher, Inc., and from a PA study made by RADIO & TELEVISION RETAILING.

STILL VERY SCARCE ARE MOST small-size refrigerators which are being sought by consumers who have space problems in the home. The delivery of standard sizes continues to be spotty too, and many consumers are switching from a first brand choice to a second.

LOTS OF "FREE" ADVERTISING for television sets, radios and home appliances over the air these days. Audience participation shows which give away prizes of products in this field help to make the consumer more home improvement-minded. On one program, a man who'd won rafts of stuff, day after day, finally muffed a question; ended up winning everything but the kitchen sink which actually was the prize offered for the particular question.



PRICE-CUTTING DYING DOWN in most cities. Reasons: Fast-dwindling stocks of over-priced cats-and-dogs, poor response to many "dumping" ads, and the continued demand for quality, plus skepticism on the part of the consumer toward reduced prices in the present market.

TIP FOR GRID COACHES—"Chick" Mileham, athletic director at the University of Cincinnati, asked for a television set when W8XCT, Crosley's experimental station announced plans to televise the UC team's home games. Says Mileham: "Line coaches, watching the game from field level, are likely to miss many important plays. But, if they can watch a television set, they can see all plays as the camera sees them—from high over the field."

ALONG COMES HARRY ALTER WITH another good selling idea. The Chicago wholesaler suggests that dealers keep a loaf of sliced white bread frozen in the Crosley Frostmaster kitchen freezer, and, having placed a pop-up toaster on the linoleum top of the freezer, proceed to demonstrate as follows: Take out a frozen slice—tap it against the toaster to show how hard it is—then hand it to a lady customer, asking her to drop it in the toaster. The toast will come out perfect! A real way to dramatize the advantages of modern home equipment.

Appliances, Records and Television

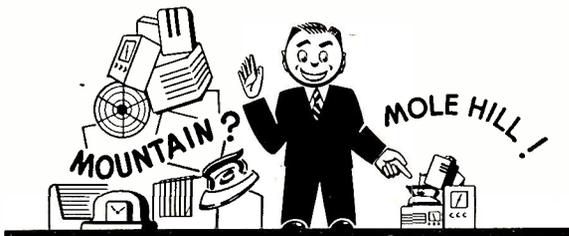
FRIGIDAIRE'S NEW AUTOMATIC WASHER expected to hit the market any day now. The new General Motors product does not require bolting to the floor.

ALL RECORDS OF THE VACUUM CLEANER industry were broken last month when more than three million units were sold during the period from Jan. 1947 to Nov. 1947.

TWENTY MILLIONTH PHILCO recently came off the company's Philadelphia production lines, an event celebrated nationwide by dealers.

REPORTS OF BOOTLEGGING OF SOME major appliances coming in. Certain Speed Queen dealers have been approached with offers of anywhere from 10 per cent over their cost to 10 per cent over retail price for washers. The operators offer to assume the guarantee, and in some cases go so far as to suggest that the serial number plate be removed. The manufacturer has issued a warning against dealing with such operators who are alleged to be buying the appliance either for export or to be sold in this country at highly inflated prices.

"THE BEST INDUSTRY INFORMATION indicates that well over 90 per cent of the new appliance retailing force will be gaining its first selling experience."—James J. Nance, president, Hotpoint, Inc.

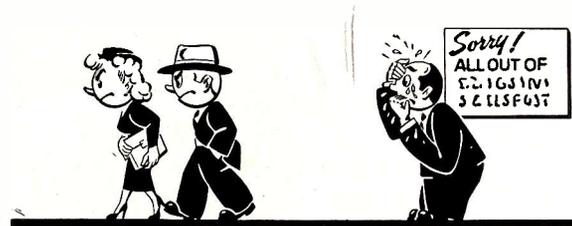


THE EXPECTED MOUNTAIN REMAINS A MOLEHILL, referring to the trade-in situation. The anticipated big flood of used merchandise hasn't materialized for most of the merchants. The situation, a welcome one indeed, is due first to the scarcity of some merchandise, and second, to the fact that very few merchants are using trade-in allowances as features in ad copy or in their present-day selling tactics.

\$30,000 RECORDING STUDIO FOR ARIZONA. Expected to open about Dec. 15, is the new headquarters of Boley's Recordings. The owner, Raymond Boley, says that his new business will serve individuals, organizations, broadcasting companies, ad agencies and radio advertisers. The \$30,000 structure is being built in the 800 block on North Seventh Avenue.

NUMBER OF LARGE MANUFACTURERS working on electric pressure cookers. Also, look for several of the big-name firms to bring out new electric blankets, clothes dryers and newly-designed coffee-makers.

HERE'S A HOT LEAD FOR SALESMEN of vacuum cleaners! Addressing the opening session of the National Farm Electrification Conference at Indianapolis, Richard T. James, lieutenant-governor of the Hoosier State, a practical farmer, and a large poultry and egg operator, wondered whether he could find vacuum cleaners that he could use in his chicken-houses.



HIGH "LOST-SALE" RATE IN SOME STORES cannot be charged entirely to poor salesmanship some of the leading dealers are discovering. Interviews with a number of merchants reveal that inability to furnish specific brands or models is responsible to a great extent for walk-outs—more so, nowadays, when customers not only hope, but expect to find what they want elsewhere.

PROCTOR GAVE ITS DEALERS AND DISTRIBUTORS A CHRISTMAS present in the shape of a bang-up holidays sales promotion package, called "Ways to Please a Lady." An unusual feature of Proctor's new ad campaign copy for retailers is the suggestion to the consumer to buy "Proctor and other nationally known appliances."

10,000 LIGHTING MEN, ARCHITECTS and others attended the Second International Lighting Exposition and Conference at Chicago's Hotel Stevens, November 3-7.

OF THE 10,883,500 RECEIVING SET LICENSES in Great Britain and Northern Ireland, 21,200 are for television.

DEALERS MUST INCLUDE HOUSE-TO-HOUSE SELLING in their merchandising plans if they wish to do a big volume of business in electrical home appliances, according to P. W. Conrad, sales manager of GE's Premier Vacuum Cleaner Division. Mr. Conrad points out that "in spite of high annual sales chalked up by dealers . . . nearly 50 per cent of the vacuum cleaners are bought 'in the home' and not in stores."

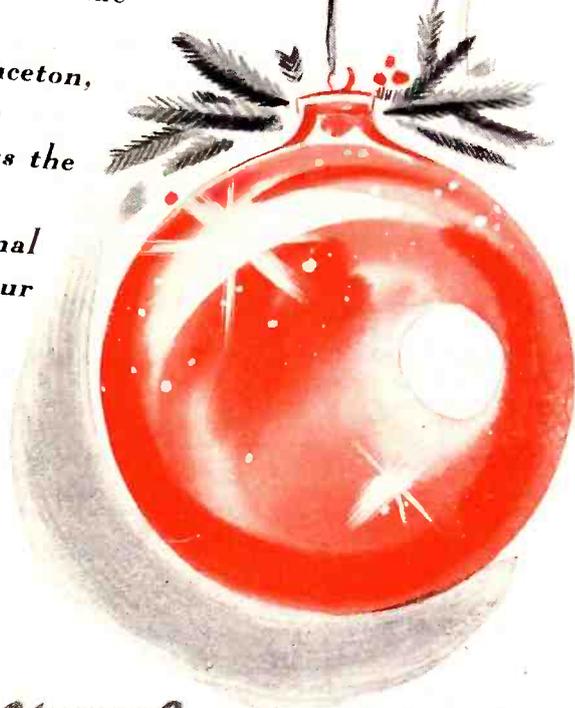


"Victrola"—T. M. Reg. U. S. Pat. Off.

THE time of peace and good will is here again.
Now is the season for warm greetings and good tidings.
To you . . . the RCA Victor dealers and distributors
of America . . . our thanks for your enthusiastic
co-operation which played such a vital part in making
1947 the most successful year in the long, successful
history of RCA Victor.

In the coming year, we of RCA Victor will continue
to supply you with the finest in radio for your
customers. The great RCA Laboratories in Princeton,
New Jersey, will continue to work to make each
succeeding radio and television instrument surpass the
last in beauty of performance and design.

As in the past, "The RCA Victor Show," national
magazine advertising, newspaper advertising and our
co-operative advertising program will be designed
with you and your needs in mind.
To you, our friends and associates, we here at
RCA Victor again wish a Merry Christmas . . .



and a
*Happy and Prosperous
New Year*

RCA VICTOR  

ONLY RCA VICTOR MAKES THE VICTROLA

DIVISION OF RADIO CORPORATION OF AMERICA

Where to Get Salesmen— How to Find, Select,

● With the necessity for intensified selling effort at hand, merchants are training their sights on setting up enlarged, more efficient sales organizations. In stepping up the pace of their merchandising activities, all are faced with three problems: 1. Where to get the right sort of salespeople. 2. How to train them. 3. How to pay them.

In the search for suitable individuals, the dealer must first decide whether he wants experienced or

for those who know their way around. Would-be salesmen can be obtained through contacting veteran's organizations, business and public schools. Another source could be from the dealer's customers, as they often have friends or relatives who'd like to break into the selling game.

Interviewing prospects for sales jobs is an important first step the dealer takes. At this stage, he sizes up the applicant and investigates his references. Then, if he is able to

in the world can't bat out a high average when it comes to screening individuals, so far as such screening applies to performance *after* the person has been employed. However, pre-employment interviews can be used as a good, general guide.

If good salesmen are born, as some people maintain, then that intangible something-or-other that makes them tick is some quality *inside* the individual. It isn't appearance, certainly, nor is it experience. More often than

WHERE TO FIND WOULD-BE AND EXPERIENCED SALES PERSONNEL

LEARNERS:

Public schools

Business colleges

Veteran's organizations

Via want ads

Through dealer's customers

"PROFESSIONAL" SALESMEN:

Via want ads

Employment agencies

Civic organizations

From merchant's customers

Through visiting wholesale salesmen, factory reps., etc.

"green" personnel. If he prefers to hire those who have had selling experience, newspaper want ads are probably his best bet. Such ads should be placed in local and nearby large city newspapers. In addition to using ads in the press, the dealer can sometimes obtain leads on experienced sales help through contacting chambers of commerce, other civic organizations, and from employment agencies. Quite frequently, salesmen for wholesale houses and manufacturers' representatives calling on retail merchants can put the dealer in touch with persons seeking sales jobs.

Since good salesmen usually have good jobs these days, it isn't easy to find capable parties. Many retailers who have found this to be true are turning toward the inexperienced ones, with a view toward training them as permanent sales staff members.

There are many more sources for inexperienced help than there are

"sell" himself thoroughly on the individual, he hires the latter upon a trial basis.

The reason for a thorough "screening" of the applicant's potentialities is obvious. If the dealer doesn't exercise his best judgment in his selection, he is depending upon luck—which is often fickle. The interview should be designed as far as possible to eliminate the likelihood of investing time and money in the wrong kind of salesperson.

Use Trial Period

Once having hired the man who seems to fill the bill, and whose references are good, and minus any long, unexplained employment lapses, the dealer should put such man on a trial basis, for a period of time long enough to give the person a fair chance. The trial period may vary in length with different individuals.

Employing every known aptitude gimmick in existence, all the experts

not, this inborn ability to sell is not apparent in the face of an interview, but manifests itself on the firing line—in the face of the customer.

Desirable Qualities

While he'll make plenty of errors in turning down good potential salespeople, whom he judges along established yardstick formulas, or who just won't happen to click right with him, there is no other course to pursue except to judge by outward appearances. Desirable, yet possibly superficial, as before-mentioned, features in a prospective salesman include such things as good appearance, personality, honesty, energy, seeming aptitude for selling, and a high degree of intelligence.

Before putting the experienced or inexperienced would-be employe to work, the dealer should have a clear understanding about these things; 1. How long a period of time the trial employment will run. 2. Just exactly

Train and Pay Them

what the duties are, including an understanding of any and all tasks extraneous to selling. 3. The compensation arrangement.

As soon as the trial period has ended, the merchant should be prepared to make a decision. Whether he has decided to put the prospective salesperson on his payroll or to let him go, the information should be made known to the prospective employe promptly.

In training thoroughly experienced prospective employes—and they do need training in a new job—the dealer should make certain that the new man understands the policies of the store, knows the products that may be new to him, and knows his duties regarding sales transaction book-keeping, sales reports, etc.

Sales Training

So far as the learners are concerned, the retailer should make certain that they know the following things: 1. The products, the features of same, and how to demonstrate them efficiently. 2. The policies of the firm; guarantees, etc. 3. How to follow up prospects. 4. How to make out time-payment contracts, cash sales slips, sales reports, etc.

In starting new salesmen, it is usually unwise to insist upon the use of "canned" sales talks, approaches and closes. It often happens that the new salesman may have such a natural flair for selling along his own original lines that canned routines would serve only to stymie his style, restricting his sales results. On the other hand, some individuals will require a certain amount of routine formulas, which they can abridge to suit themselves as time goes on.

In watching the new people—experienced and inexperienced—under actual fire, the dealer will be impressed by the fact that, broadly speaking, there are two types. One is the eager-beaver person; the other the slow, deliberate type. Regardless of what his particular reaction is to each sort of person, the dealer should be influenced only by the reaction of the customers to such salespeople.

The eager-beaver salesman

shouldn't be eliminated from the running on the basis of his rapid-fire action alone. People like enthusiasm of the bubbling-over variety. It's contagious. Only when eager-beaverishness is tinged with objectionable ultra-aggressiveness or discourtesy

over-done or under-done. However, both types should be able to "change pace" when the need for such change arises. These individuals must be smart enough to know when such change of pace is indicated, and then be capable of handling the varying

Put the Sales Trainee on Your Payroll If - - -

- . . . He displays sales-sense.
- . . . He keeps up the same pace he started with. (No "new-broom sweeps-clean" business.)
- . . . The customers appear to like him.
- . . . He seems happy in the job.
- . . . His fellow-employes get along with him.
- . . . He keeps his word—proves to be honest.
- . . . Sales results are satisfactory, or at least show promise.

Let the Sales Trainee Go If - - -

- . . . He proves to be a misanthrope (dislikes his fellow men).
- . . . He is a poor loser in sales transactions, or appears to be unhappy in the job.
- . . . He argues with customers, or appears to antagonize them.
- . . . He makes trouble within the organization.
- . . . He doesn't keep up pace he started.
- . . . He proves to be dishonest.
- . . . He refuses to operate under established policies of store.

do customers find it obnoxious.

The slow, deliberate person has a place equally as important as the rapid-fire individual has in the selling field. Provided his calm mien and deliberate speech is not unpleasantly slow or boring, he too can go places in selling by impressing customers with his particular type personality.

The dealer will notice that most of the salesmanship flowing out of these two individuals will be true to type—a "natural" with each—certainly an asset if such mannerisms are not

temperaments of the customers.

The men at the point of sale need adequate compensation if a healthy, happy and permanent sales staff is to be built up. However, salespeople of the right sort must be made to realize that they pay *their own* salaries. Of all the various compensation plans, dealers are almost unanimous in agreeing that the straight salary plus commission arrangement is the best both from the dealer's viewpoint and also from that of the salesman. Whatever plan is used, it should be

(Continued on page 38)

Rars* Retailer Nets

Retailer Points Out That Teen-Age Record Customers



Stone-style front at the Sincomb store is entirely different from other fronts nearby. Note the "washer" at top center.

● The big store in Van Nuys, Calif., which bears the name "Sincomb Bros. & Southland Music Co." has now been geared up for a volume of \$350,000 per year. Half of this sum is expected to come from service operations.

Francis Sincomb, owner of the 15-year-old firm, says that "the dealer of the future will be only as strong as the weakest point in his service department." Most of the store's operations, except possibly in the record department, are based on this belief.

The sales setup includes a complete appliance store on the left side of the building, a central housewares department, and the huge music department on the right. Warren Burtis is general manager and Harvey Smith is sales manager.

Operated as Southland Music Co., the record department has been the most valuable traffic builder the company owns, according to Mr. Burtis. "We are currently maintaining a \$10,000 inventory in phonograph records, all moving stock," Mr. Burtis said, "and plan to continue to do so, simply because the record department is paying off, not only in profits, but in traffic. We have found through research that the average record cus-

tomers comes in at least three times a week, and that the teen-age youngsters who are record customers today, will be the appliance buyers of tomorrow.

"Therefore, we stock anything customers ask for—even Victor British recordings, for example, which we carry for one or two customers alone. While we may cut down on the overall size of the record department, our Southland Music division is going to stay a permanent asset."

Wants Fewer Lines

In appliances, Sincomb Bros. might be called "over-franchised." Since January of 1947, the firm has been attempting to cut down on the number of lines carried, on the theory that larger transactions with fewer suppliers will result in better business. Samples of the many franchised appliance lines now carried are so extensive that almost every inch of display space is filled up. Tests are being run on each line to determine its acceptance with Van Nuys residents, and those which show the least preference will be discontinued.

The crowning glory of Sincomb Bros. is the highly departmentalized service shop which occupies the rear

half of the store. With the business built on repair service, Sincomb's doesn't propose to "slip." In the 50x75 foot space are five separate departments, including refrigerator overhaul, washing machine department (which completely rebuilds and refinishes laundry equipment), the radio shop, the traffic appliance repair shop, and an outside service department, which operates a truck for maintenance of appliances in customers' homes. Experienced, well-paid mechanics, many of whom have been on the Sincomb payroll for more than 10 years, staff each shop, with two in the refrigerator department, two in the washing machine department, one each in the radio and traffic appliance shops, and two more "outside men" on the service truck.

Each shop is completely separate with its own stockroom, bookkeeping, personnel and equipment. "Radio work shows the largest volume and

* A Dealer Featuring

Radio

Appliances

Records

Service

the largest gross profit," Mr. Burtis said, "and it is a toss-up between the washing machine and small appliance repair shops as to which comes next. The refrigerator department, surprisingly, shows the smallest direct revenue, despite plenty of work, good prices and apparently limitless customers. We have broken down operating costs gauged against revenue returns in the refrigerator department, and have found that the major reason for smaller profits here is simply lost motion, wasted hours, etc. Due to the fact that most of the refrigerators sent in for repair today, or traded in, are so old, the number of free callbacks which we must make cut down sharply on overall profit."

The refrigerator department, however, is expected to show its real advantages in connection with trade-ins which Sincomb Bros., like all

Bigger Sales Volume

of Today Are the Appliance Buyers of Tomorrow

Other dealers, expect to accept in the future. "We're profiting from the refrigerator repair shop in several ways," Mr. Burtis said. "For one thing, rebuilding boxes always provides us with something to sell where the customer will be satisfied with anything less than a new refrigerator. Second, the ability to completely recondition any type of refrigerator will make it possible for us to accept trade-ins in all cases. At the present, we are evading trade-ins through asking new-box customers to advertise them in the classified section of the local newspaper to sell them for more than we will allow. In the future, however, we expect to take a trade-in on almost every sale."

Trade-Ins Are "Loaners"

A highly unusual plan has been worked out in connection with these trade-ins. "We are going to use rebuilt trade-ins as rental material, or loaners against new refrigerator sales," Mr. Burtis said. "Since our city is growing rapidly, we have found that there is plenty of market for serviceable refrigerators at \$5 a month until the renter can afford to buy a new box. Therefore, we intend to rebuild the best trade-in boxes, and rent them out to newcomers in the area. Rental revenue will carry a lot of the overhead, and will permit us to accept 'junkies' as trade-ins, which we will scrap in the shop. We intend to repair only the good trade-ins, and expect rental revenue to allow us to take a flat allowance loss on the hopeless units."

Sincomb is also preparing a "safety valve" in the form of a separate trade-in store built at the front of the service department. This, kept well separated from the new-appliance section, will be used to sell limited-income customers a good, serviceable refrigerator, at prices which will permit the firm to break even.

The washing machine shop, which can handle from 35 to 40 washing machines a week, has become the largest individual section, with something like 400 sq. ft. devoted to it. New drill presses, lathes, welding equipment, appearance-reconditioning

(Continued on page 38)

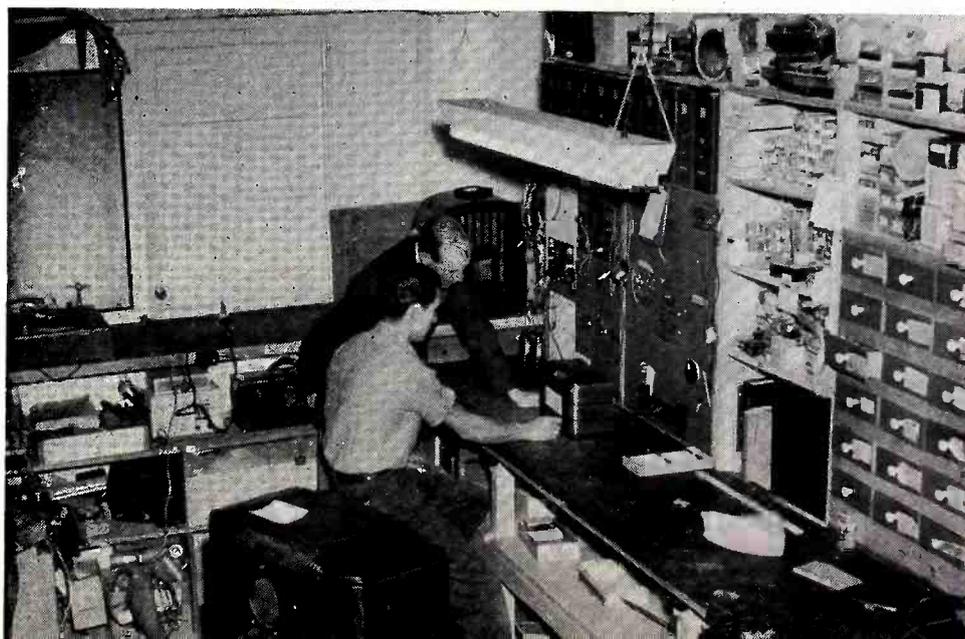
At lower right, the busy and well-equipped service section at the Sincomb store. Standing is store sales manager, Harvey Smith.



Small corner at rear of appliance salesroom is used for model kitchen. It's very compact but full of 1948 home ideas.



At right, the disc department shows 10,000 records, in the care of two employes.





"Chatham" model table television receiver, direct view, with 12" picture tube giving screen area of 75 sq. in. FM radio reception. Covers all 13 TV channels. DuMont "inputuner" for focusing, magic eye tuning, flywheel synchronization. Twenty-seven tubes including 3 rectifiers, 6" square PM dynamic speaker. Mahogany finished cabinet measures 23½" wide by 19¾" deep by 17" high. \$445 plus installation. Allen B. Du Mont Laboratories, Inc., 515 Madison Ave., New York 22, N. Y.—RADIO & Television RETAILING.

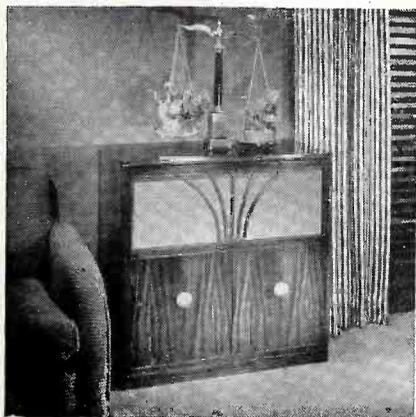
Bendix RADIO



Model 300W table superhet tuning 540 to 1620 kc. Tuned r-f amplification, ac-dc, 3-gang condenser, 4 by 6 Alnico oval speaker, improved automatic volume control. Five tubes, including multi-purpose plus rectifier. Super-signal antenna, jack for phono. Concealed handle molded into cabinet. "Brite-Lite" dial. One-piece plastic cabinet—ivory finished. Measures 12¾" wide by 8¼" high by 8¾" deep. Bendix Radio Division, Bendix Aviation Corp., Baltimore 4, Md.—RADIO & Television RETAILING

Westinghouse FM-AM COMBO

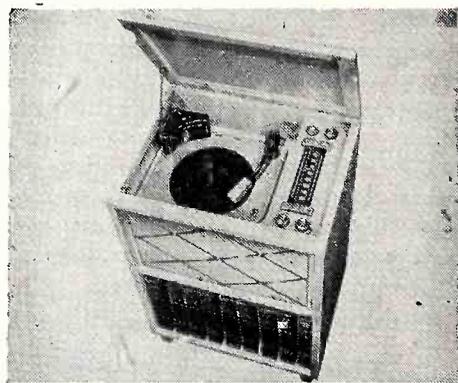
Model H-168 automatic AM-FM radio-phono ac console with two built-in antennas, 7 tubes plus rectifier, 10" electro-dynamic speaker, Plenti-Power circuit with



New Sets for

6.5 w. undistorted output. Features new arc vernier dial with indirect and edge lighting giving rainbow of color. Tunes 540 to 1600 kc for AM and 88 to 108 mc for FM. Speed record changer plays twelve 10" discs or ten 12" records, with low-pressure crystal pickup and permanent needle. Storage space for 52 albums or 350 single records. Cabinet in mahogany or blonde avodire. \$249.95. Home Radio Division, Westinghouse Electric Corp., Sunbury, Pa.—RADIO & Television RETAILING

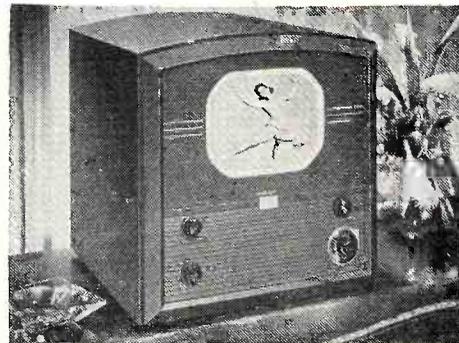
Admiral COMBO



Model 7C60W-6B1 console radio-phonograph, superhet with beam power output, tuning 540 to 1630 kc. Bass compensation, built-in Aeroscope, vertical slide rule dial, 6½" round PM dynamic Alnico 5 speaker. Six tubes, continuously variable tone control. New Admiral automatic disc changer with Miracle tone arm and Snap-In cartridge. Compact, modern-styled cabinet in choice walnut veneers; storage space for 9 albums or 108 discs. Measures 22" wide by 32¾" high by 16¾" deep. \$99.95 eastern list (Models 7C60B-6B1 is blonde, illustrated, and 7C60M-6B1 is mahogany, both slightly higher). Admiral Corp., Chicago 47, Ill.—RADIO & Television RETAILING



RCA-Victor TV SET



Model 721-TS straight television table receiver giving direct view picture of 52 sq. in. Nineteen tubes including 10" kinescope and two rectifiers. Compact contemporary style cabinet in walnut or mahogany finish. Base measures about 19½" square. Suggested list is \$325 plus \$55 owner's policy fee. RCA-Victor Division, Radio Corp. of America, Camden, N. J.—RADIO & Television RETAILING

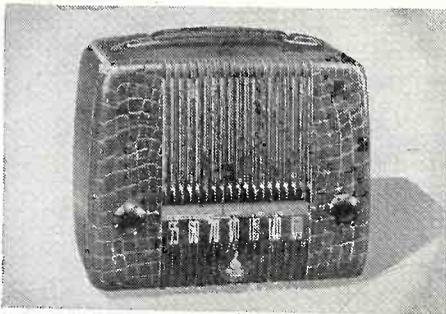
Philco PORTABLE RADIO

Model 300 portable 3-way superhet with automatic switching from ac or dc to battery and vice versa. Beam power pentode audio system, oval speaker, built-in antenna. Four miniature tubes plus rectifier. Hardwood cabinet with novel decorative "splatter" lacquer finish, contrasting ivory grille with brown plastic controls. Weighs 12½ lbs. including batteries. Measures



9½" high by 11¾" wide by 5¼" deep. \$39.95 less batteries. Philco Corp., Tioga and C Streets, Philadelphia 34, Pa.—RADIO & Television RETAILING

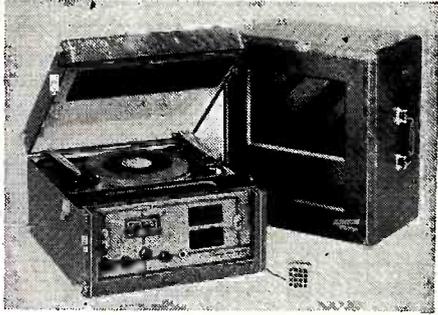
Emerson PORTABLE RADIO



Model 559 three-way portable receiver. Cabinet of maroon simulated alligator plastic. \$29.95 less batteries. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York 11, N. Y.—RADIO & Television RETAILING

Gift Market

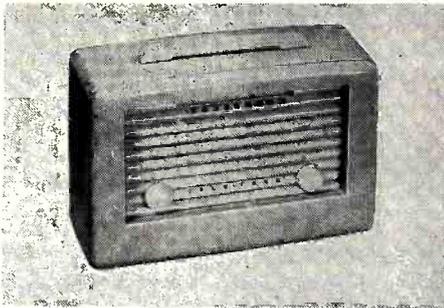
Ultratone RADIO-RECORDER-PHONO



Model PR-7 portable radio-recorder-phonograph with 6-tube ac radio chassis. Companion extension speaker for public address use. Dual speed recorder cuts discs at 33 $\frac{1}{2}$ or 78 RPM. Midget microphone specially designed for this unit. Fully enclosed plywood case is covered with DuPont fabricoid. Lists at \$129.95. Speaker is \$39.95. Audio Industries, Michigan City, Ind.—RADIO & Television RETAILING

Tele-tone PORTABLE RADIO

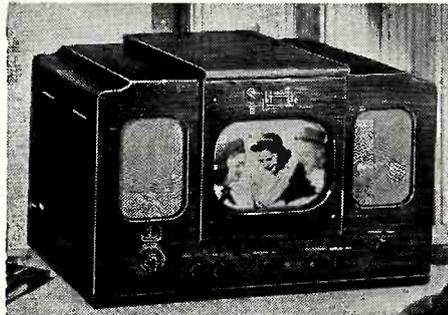
Model 156 self-powered straight battery portable receiver. Weighs 5 $\frac{1}{2}$ lbs. including batteries. Cabinet of unbreakable polystyrene plastic, with recessed grille. Available in sand or maroon colors. Measures



9" wide by 7" high by 4" deep. \$17.95. Tele-tone Radio Corp., 609 W. 51st St., New York, N. Y.—RADIO & Television RETAILING



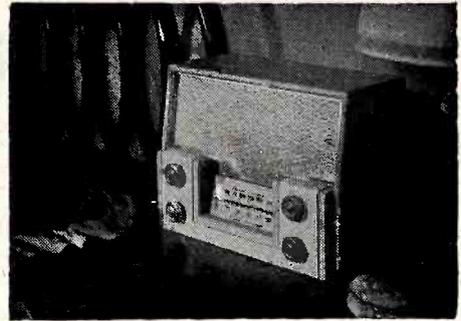
Sightmaster TELE RECEIVER



Model 10-S-1 table television receiver, direct view, with 10" picture tube. (One of six new models.) Covers all TV channels, includes FM radio. Seven controls, double grille design. Cabinet of hand-rubbed walnut, mahogany or blonde finish. Installation fee covers one-year warranty policy by Authorized Sightmaster Service Agency. \$375. plus installation (Blonde is \$390), Sightmaster Corp., 220 Fifth Ave., New York 1, N. Y.—RADIO Television & RETAILING

Stromberg-Carlson RADIO

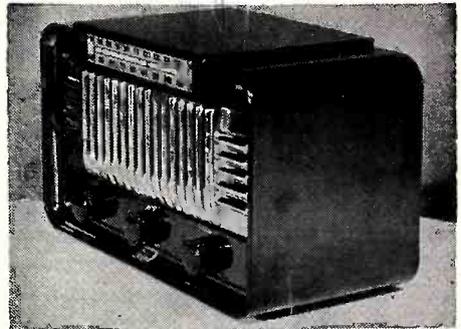
Model 1204-HME table AM-FM receiver—the "Pioneer Special" with extra attention to styling, gold-finish dial. Satin finish solid natural maple, with simulated doeskin trim.



(Model 1204-HMG is solid hand-rubbed mahogany with antiqued red leatherette trim.) Measures 10 $\frac{1}{4}$ " high by 14 $\frac{1}{2}$ " wide by 7 $\frac{1}{2}$ " deep. Stromberg-Carlson Co., 100 Carlson Road, Rochester 3, N. Y.—RADIO & Television RETAILING

Signal AM-FM RADIO

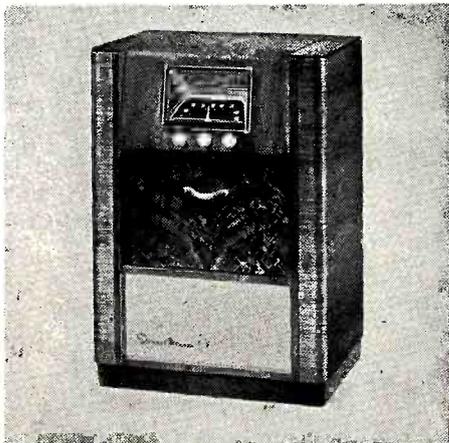
"Rhapsody" model FM-AM receiver with built-in loop antenna, 6 tubes including rectifier. Alnico 5 oval 6 $\frac{1}{2}$ " speaker. Streamlined walnut brown plastic cabinet with polished metal grill, measures 13" by 8"



by 6 $\frac{3}{4}$ ". Fair-traded list at \$39.95. (Ivory plastic is \$41.95). Signal Sales Corp., 114 E. 16th St., New York 3, N. Y.—RADIO & Television RETAILING

Stewart-Warner COMBO

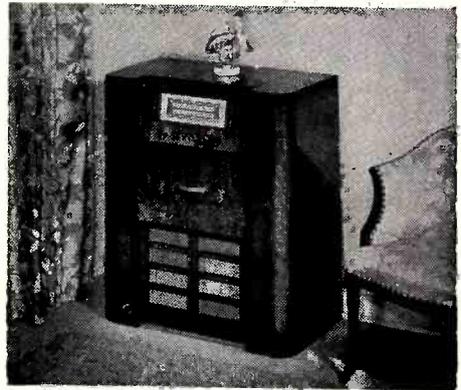
Model A61CR3 superhet "New Minstrel" automatic radio-phonograph, with new "Shadow-Box" dial and "Electro-Hush" reproducer. Ac circuit, 5 tubes plus rectifier, PM dynamic speaker with maximum power output of 6 watts, special inverse feedback system, 4-position tone control. Tunes 540 to 1740 kc. Center panel slide-out record changer plays ten 12" records or twelve 10" discs with Dura-point needle on lightweight tone arm. Contemporary design in



walnut. Measures 34" high by 23 $\frac{3}{4}$ " wide by 16" deep. Stewart-Warner Corp., 1826 Diversey Parkway, Chicago 14, Ill.—RADIO & Television RETAILING

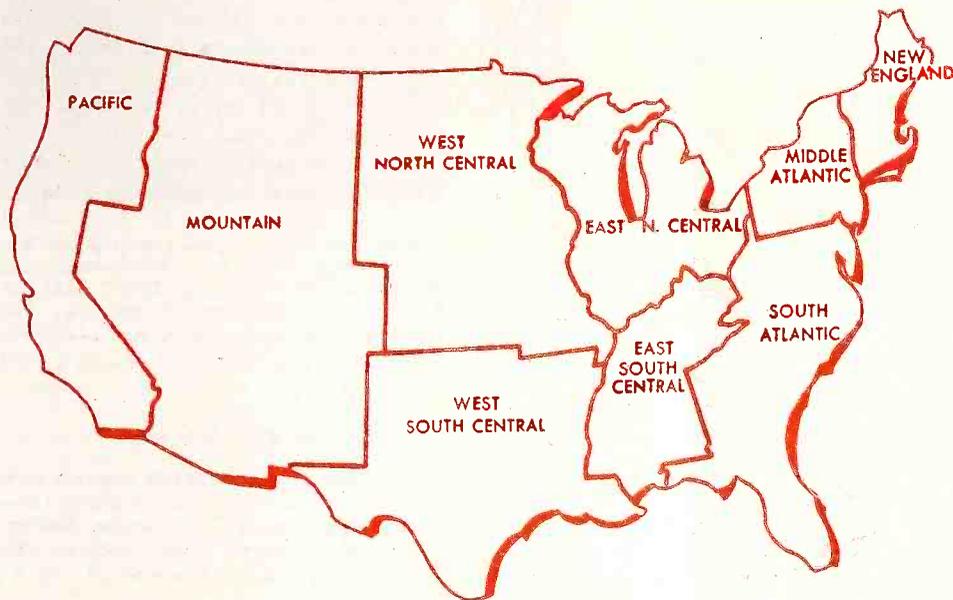
Clarion COMBO

Model 12310 "Fleetwood" console radio-phonograph with AM and shortwave, tuning 540 to 160 kc on standard and 6 to 18 mc. on shortwave. Ac superhet with 10" electrodynamic speaker, built-in antenna, 6 tubes including multi-purpose and one rectifier. Slide-out record platform with automatic record changer. Record storage space below player. Finished throughout



in genuine walnut—measures 37 $\frac{1}{2}$ " by 31 $\frac{1}{2}$ " by 17" deep. Warwick Mfg. Corp., 4640 W. Harrison St., Chicago 44, Ill.—RADIO & Television RETAILING
(New Phonos on page 48)

Rider Survey on PA,



Map of the United States by Section or Locality. Figures of chart on opposite page apply here.

Nationwide Cross-Section

mailed to 25,000 servicers, part-time men as well as full-fledged, were shown in part in the November issue of RADIO & Television RETAILING. Those portions having to do with the sound field are shown here.

Of greatest interest, perhaps, are the figures on percentage of dealers, in groups separated by years in business, who install, sell, rent and service PA equipment. Appropriately headlined "What the dealer learns through experience", it is apparent that while 35.8% of even the relatively new dealer sells and installs PA, it is the man who has been in business longest, who finds it profitable to go out and do a big job on sound. Of the latter group, 58.6% install amplifying equipment.

● It has long been an axiom of the public address equipment field that vital statistics on nationwide sales, service and installation simply do not exist. All the authorities available on the technique of designing and installing sound apparatus notwithstanding, nobody has ever made serious claim to speak as a full-fledged authority on the selling side of the industry.

It is with especial pride, therefore, that RADIO & Television RETAILING presents here three pages of basic statistical information on the PA and sound business, exclusively for the first time in any publication.

This material will undoubtedly be used over and over again for many years to come, and will be of great importance to any dealer concerned with PA work.

These Facts are Yours

The charts shown on the first two pages of this article were compiled from summaries of the answers made by 2,944 recipients of the survey made by John F. Rider, Publisher, Inc., publishers of the Rider Perpetual Troubleshooter's Manuals.

The tabulated and averaged answers to the 43-part questionnaire,

Balancing Sales Vs Service

Over-the-counter PA selling is not as popular as installing complete equipment, as seen from the second row figures. From the third row, it is observed that relatively few new servicers (12.6%) put aside capital for rental-type sound equipment, while almost three times that figure (32.8%) of the 20-year-and-over servicer group have a rental service.

The lower extent of the new servicer's interest in sound is reflected in the fact that a smaller percentage

WHAT THE DEALER LEARNS THROUGH EXPERIENCE

QUESTION:*	Years in Business	Under 5 Years	5-10 Years	10-20 Years	20 Years & Over
Install PA Systems?		35.8%	48.7%	57.0%	58.6%
Sell PA Equipment?		22.1%	33.1%	43.4%	47.6%
Have a Rental Service of PA Equipment?		12.6%	20.7%	28.4%	32.8%
Of the Following Items, Check Those You Service:					
Home Receivers		99.4%	99.8%	99.4%	99.2%
Home Elec. Appliances		63.0%	65.0%	66.2%	66.5%
PA Equipment		49.7%	64.4%	74.0%	75.2%
Marine Equipment		4.0%	5.8%	7.2%	10.4%
Combination Receivers		82.6%	89.9%	92.0%	95.2%
Industrial Elec. Appl.		11.4%	15.9%	25.6%	29.8%
Police Radio		3.8%	10.4%	12.2%	15.9%
"Ham" Equipment		12.7%	20.9%	26.4%	28.2%
Record Changers		81.6%	88.4%	92.6%	91.8%
Automobile Radio		87.1%	89.6%	89.0%	86.5%
Aircraft Radio Equipment		5.6%	9.9%	13.4%	15.4%
All Other3%	.4%	1.1%	1.6%

* Percentages shown in this chart indicate proportion of answers indicating YES from total number of replies.

Sales and Service

Analysis of Dealer Activity in Sound and Maintenance

(49.7%) attempt the servicing of PA equipment, while much larger percentages are shown for the older groups (going up to 75.2%).

A breakdown of these and other facts by geographic region are likewise revelatory. Of particular interest are the responses to the question concerning the top power output of the systems installed by the servicers. However, a word of caution is in order, for the manner in which the question was asked may catch the unwary napping.

A Precautionary Note

On the surface it might appear that the 50-74W system is by far the most popular throughout virtually every part of the country. It should be carefully noted that the question reads "Up to what power output?". Thus even the dealer who sells five times as many 8W systems as compared to 50W systems, might answer

yes under the 50-74W category. Looking at the chart this way, the figures more closely correspond with the impressions gained by many sound men through experience.

A cross-analysis of the activities of dealers by service field vs. locality provides much material for speculation. One might, for example, note that in the Pacific region, more dealers checked PA as an item they serviced, and more sell PA equipment, and more install units only up to 25W, than in any other region of the country. This may very well indicate more small-town activity in sound. It might also point up what some of last month's charts indicated: a generally higher degree of merchandising-mindedness. Such conclusions, however, are speculative.

No doubt the statistics on the types of items serviced will be of great interest to all servicers. The very listing of eleven different sources of service income will serve to awaken

many repairmen who have been allowing good business to slip by them into the laps of competitors.

Most of the items, such as record changers, auto radios, and home appliances, are always included in the plans of almost all servicers. Others are very much worth investigating, as shown by such examples as the fact that nationally speaking, an average of 10.4% of radiomen are to some extent concerned with servicing police radio, and 6.8% are likewise in amateur work. In this connection, of course, it may be remarked that possibly some respondents to the question misinterpreted it as meaning "ability to service," rather than "have serviced."

The Lesson to Draw

Entering the matter more deeply, one discovers that according to the chart entitled "What the dealer learns through experience," the long-established servicer does by far the greater amount of this work, showing between 2.5 and 5 times the interest in fields such as marine, aircraft, police, ham and industrial electrical appliances, as that shown by the "under five years" dealer. This latter group especially, might well ask itself "why can't I get some of that business?"

HOW SERVICE AND SOUND BUSINESS VARIES BY LOCALITY

QUESTIONS:*	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	U. S. Average
Install PA Systems?	48.4%	49.3%	44.1%	50.9%	57.6%	53.9%	52.6%	56.6%	55.8%	50.4%
Up to What Power Output?										
Under 25 watts:	5.7%	5.2%	7.0%	5.5%	4.5%	6.7%	5.2%	7.9%	5.7%
25-49 watts:	29.5%	24.9%	21.1%	29.1%	20.4%	24.5%	22.7%	22.2%	23.2%	23.9%
50-74 watts:	36.5%	28.5%	31.1%	39.1%	28.3%	20.0%	31.9%	38.8%	23.2%	30.2%
75-99 watts:	2.3%	8.2%	3.1%	2.7%	9.1%	11.1%	4.1%	2.8%	7.3%	5.8%
100-124 watts:	13.6%	16.3%	26.3%	14.5%	19.7%	20.0%	22.7%	11.1%	17.1%	18.8%
125 watts and over:	7.9%	9.7%	7.9%	2.7%	12.3%	11.0%	3.1%	16.8%	8.7%	8.5%
Sell PA Equipment?	35.8%	33.5%	31.3%	40.8%	42.5%	38.7%	42.3%	39.8%	43.5%	36.9%
Have a Rental PA Service? ...	29.8%	24.4%	20.8%	25.3%	18.8%	23.1%	24.8%	27.8%	27.1%	24.0%
Of the Following Items Check Those You Service										
Home Receivers	100.0%	98.9%	99.7%	99.3%	99.6%	100.0%	99.1%	98.8%	99.4%	99.4%
Home Elec. Appliances	64.2%	71.1%	61.0%	68.4%	67.3%	73.0%	54.1%	69.9%	58.3%	65.2%
PA Equipment	62.8%	61.0%	62.1%	71.4%	70.4%	74.8%	68.9%	71.1%	75.2%	66.3%
Marine Equipment	6.6%	7.1%	4.7%	2.3%	10.9%	4.5%	5.0%	1.2%	15.0%	6.8%
Combination Receivers	89.8%	89.6%	89.2%	88.8%	94.7%	94.6%	87.4%	91.6%	87.9%	89.8%
Industrial Elec. Appl.	23.0%	21.5%	18.4%	23.7%	23.9%	24.3%	16.2%	25.3%	23.9%	21.5%
Police Radio	10.2%	7.4%	7.4%	14.1%	10.0%	10.8%	18.0%	14.5%	13.1%	10.4%
"Ham" Equipment	27.4%	19.4%	19.6%	22.7%	24.6%	18.9%	23.9%	21.7%	30.6%	22.5%
Record Changers	88.5%	88.5%	88.5%	90.1%	92.6%	89.2%	87.4%	92.8%	86.0%	88.8%
Automobile Radio	88.1%	82.8%	87.9%	92.1%	87.7%	92.8%	92.3%	96.4%	88.9%	87.8%
Aircraft Radio Equipment	6.6%	6.6%	11.0%	14.5%	15.5%	10.8%	14.0%	16.9%	17.2%	11.3%
All other	1.3%	.8%	1.0%	1.4%	2.4%	.6%	.9%

* Percentages shown on this chart indicate proportion of answers indicating YES from total number of replies.

Statistics on this and preceding page copyright 1947 by John F. Rider Publisher, Inc., 404 Fourth Ave., N. Y., N. Y.

Sources of Sound Profits

Facts and Figures on the Nation's Top Twelve Markets for Custom-Assembled PA

● As a help in guiding immediate selling activities RADIO & Television RETAILING presents here its own "pork chop facts" on the top markets for custom-assembled sound today.

To get the facts on this page, the editors made contact with leading authorities in each of the 12 fields shown. These contacts included trade association heads, Government officials, and editors of the important publications in each field. In addition, all available census figures, market research surveys, and the findings of sound equipment manufacturers were incorporated. Finally independent spot-check surveys were made in limited areas.

While unquestionably there is room for error in the compilation, it is believed that the figures shown are a fairly reliable guide as far as they go. It should be noted that phys-

By Harold R. Ellis, Technical Editor

ically, the chart is drawn on a scale somewhat like a logarithmic ratio. Otherwise, it would have been impossible to reproduce on one page. The figures, of course, are not affected by the method of drawing the scale.

Examining the chart row by row, it will be found that all figures appear to be on the conservative side. For example, there are 238,000 schools in the U. S., including 110,000 with only one room. The remaining 128,000 schools, including elementary, intermediate, private, parochial, colleges and universities, average 7 rooms each.

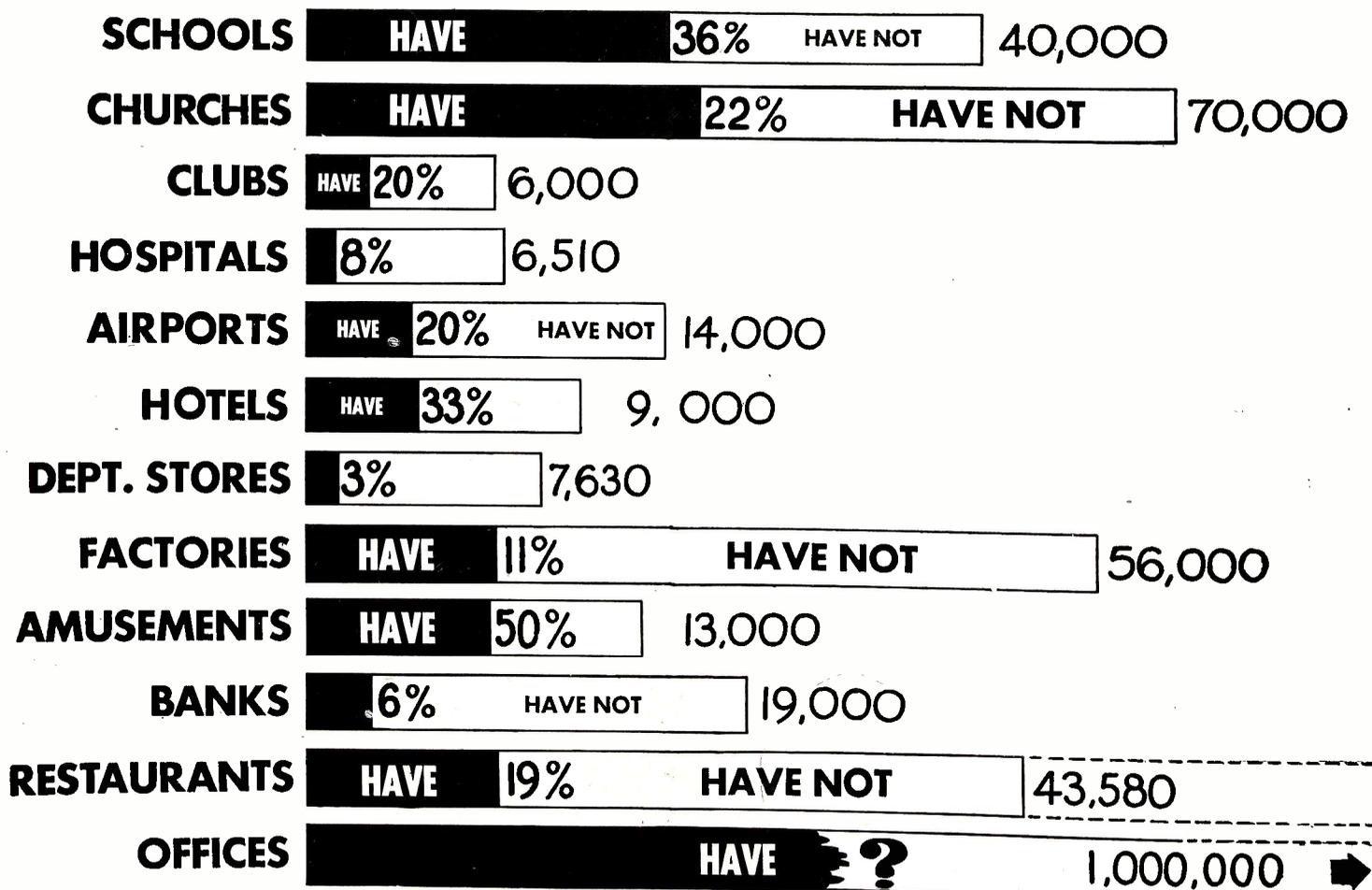
Believing that only schools with at least 12 rooms are prospects for PA, the "total schools" figure arrived at was 40,000, as shown. These are mainly concentrated in cities of

2500 population or over. Of this category, according to U. S. Government sources, 36% have PA equipment, leaving an immediate potential market of 64% of 40,000.

To realize just how conservative this figure is, it must be remembered that schools need PA for cafeterias, auditoriums, gymnasiums and other places in addition to centralized systems for all classrooms. Nor does this figure consider sports and athletic fields, which are grouped under the figures for "amusements."

The 36% estimate, however, covers schools which may have purchased even one small system for use in only one of the above services. Besides, some large but unknown part of this 36% represent obsolete equipment which is ready for replacement, in part or whole. In general, the figures for the other top markets in sound are similarly conservative.

Where PA is needed in 1948

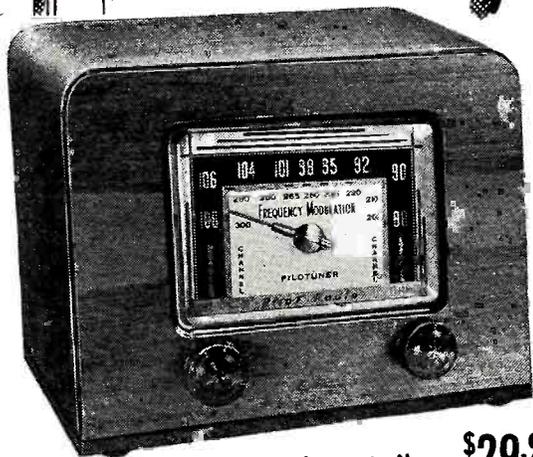
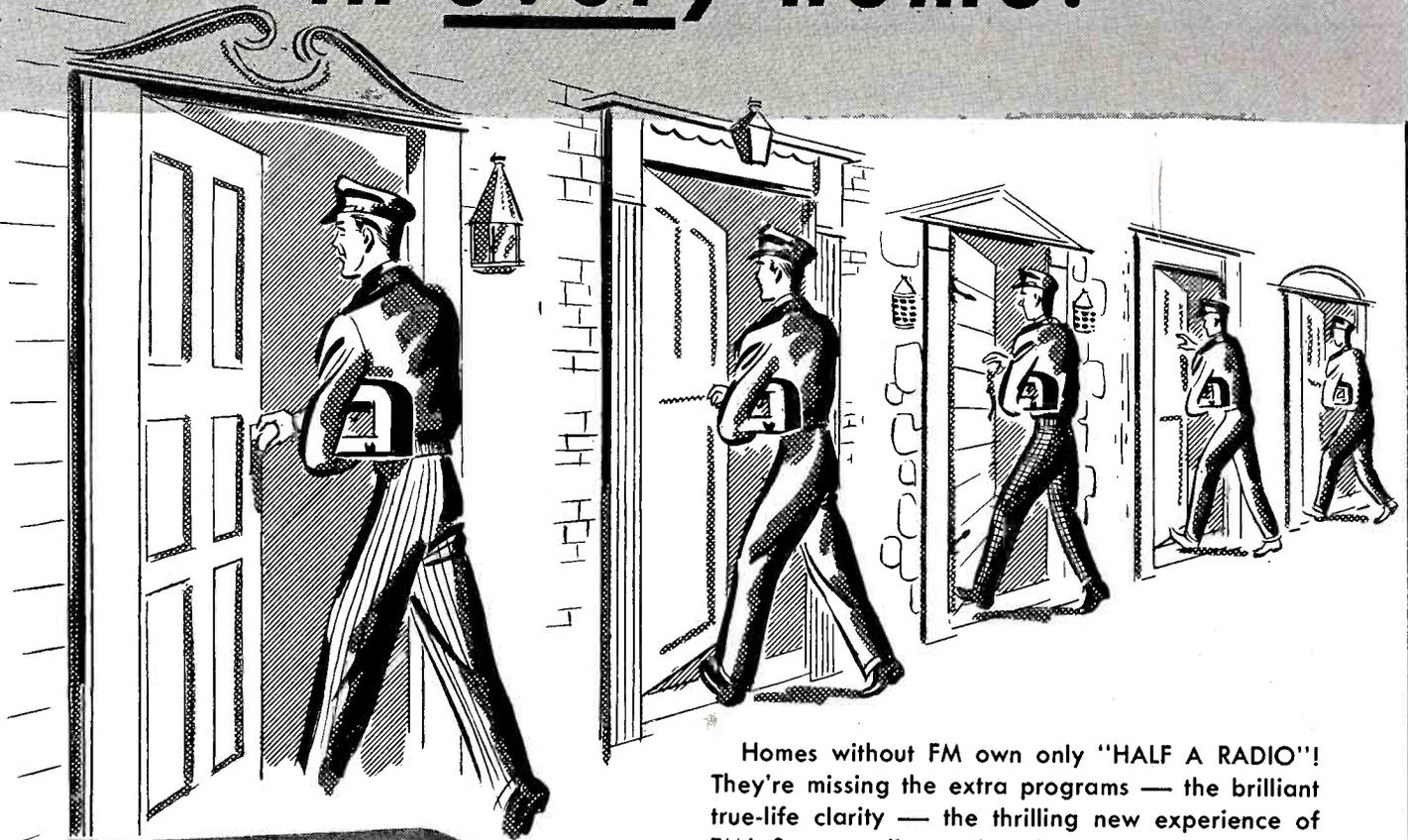


Mr. Radio Service Dealer

Put an FM

Pilotuner

in every home!



to retail at \$29.95

- 3-gang copper condenser
- 5 tubes plus selenium rectifier
- Built-in FM antenna • Handsome wood cabinet
- Approved by Underwriters' Laboratories.

Homes without FM own only "HALF A RADIO"! They're missing the extra programs — the brilliant true-life clarity — the thrilling new experience of FM! Smart radio service dealers are turning this hot waiting FM market into cold cash, — with the amazing FM Pilotuner . . . which brings in glorious FM from ANY radio, yet retails at only \$29.95.

"Live Wires" are taking PILOTUNERS along on EVERY call . . . sending them out "on approval" . . . letting customers "hear for themselves" — in their OWN homes. Sales results are *astounding* . . . actually almost 100%. Get your share of this ready, waiting PROFIT! Write for details.

THE PERFECT XMAS GIFT!

A Yuletide "best seller" . . . unusual—wanted—priced right! Give PILOTUNER a real Xmas display!

PILOT RADIO CORPORATION, 37-06 36th ST., LONG ISLAND CITY, N. Y.
Makers of PILOTONE VINYLITE RECORDS • PIONEERS IN SHORT WAVE • FM • TELEVISION

"Rars" Dealer

(Continued from Page 31)

paint sprays, etc., have been installed to prepare for used-appliance retail operations in the future. There is one large stockroom in the right front corner, and a huge loft over the entire service department for "general" parts inventories.

All work is billed out on a time-and-materials basis. This, incidentally, has given rise to something new in repair-service bookkeeping, which Mr. Burtis thinks will do away with the "lost hours" which inevitably cropped up in the past. "We make

certain that each man charges off as many hours as he actually puts in in customer service," he pointed out, "through requiring each man to write his own work orders, entering on the first sheet of a triplicate form the amount of actual labor hours he has put in. Each work-order ticket is written up in triplicate, the first copy accompanying the job, the second going to the customer, and the third permanently filed. Each mechanic in each shop must figure how many hours he has put in on each repair job, and write this on the back of the first copy of the work-order, turning in the job ticket himself.

"At the end of the week, he adds up the number of work-hours he has put on all of his job tickets and contrasts this with the number charged out for the shop. In this way, every mechanic can see for himself the difference between his work-hours and the number of hours billed to customers. Since we instituted this system, we are deriving much better profits from each section with each man more correctly matching up the hours for which he is paid with the hours charged to customers."

The sales department, headed by Mr. Smith, will utilize both "floor men" and outside salesmen, aiming at "three appliances in every home" as a sales goal. "A small suburban community of our type demands outside selling," Mr. Smith indicated. "We're going to take our time, train good men, and compensate them on both a direct commission, and a profit-sharing system. Under this plan, salesmen will earn individual commission on each sale, but will also share in gross yearly profits which we think will keep everybody happy."

Sincomb has made an early start on promotion. One to three newspaper advertisements are being run every week in the Van Nuys newspaper, concentrated on "immediate delivery" merchandise. Feeling that it's never too early to get started on the future market, the company has also contracted for "hostess service." Under this plan, the "hostess service" looks up all newcomers moving into the San Fernando Valley and furnishes them with a book of gift certificates from one merchant in each retail line.

Getting Salesmen

(Continued from page 29)

one that will release the salesman from extreme worry during slumps, and one that does not force him to resort to customer-antagonizing tactics in his frenzy to get business.

If the dealer can secure the services of the right kind of salesman, he doesn't have to worry about temporary lulls in sales. The right sort of salesman is conscious of the probability of such slumps, and tries to do something about them—provided, of course, he doesn't expect the axe to fall on him the minute the going gets tough.

At the point of sale the salesman stands guard over the life-blood of the business. That's why it's so important to select the salesman carefully, train him thoroughly and keep him happy and prosperous.



Bendix Radio

Announces the Appointment of WARREN-CONNOLLY CO., INC.

521 West 57th Street

As Metropolitan New York
DISTRIBUTOR FOR

Bendix Radios, Radio-Phonographs and Television

Bendix proudly announces this union of two great names—Bendix Radio Division of Bendix Aviation Corporation, one of the world's great creative engineering and manufacturing organizations . . . and Warren-Connolly Co., Inc., one of America's finest radio and appliance sales organizations. All Bendix Radio dealers in metropolitan New York will recognize the wisdom of this move for the reputation of the Warren-Connolly Co., Inc. and its principles for sound merchandising and fair dealing are known wherever appliances are sold.

The important New York market deserves the manufacturers' best and now the best distributing organization is combined with the best line of radios and radio-phonographs ever offered to the trade or public. The Bendix Radio line for 1948 combines more sales-promoting "Firsts" than that of any other manufacturer—and the unique research and engineering facilities that made this fine line possible assure a continuance of leadership. Bendix Radio builds for profits today and progress tomorrow.

Bendix Radio and Warren-Connolly Co., Inc. cordially invite New York dealers to visit the beautiful showrooms at 521 West 57th Street and see the extensive and distinguished line of Bendix Radios and Radio-Phonographs for 1948.

BENDIX RADIO DIVISION of
Bendix Aviation Corporation
Baltimore 4, Maryland



AMAZING

Hush-O-Matic

does for
phonograph performance
what FM did for radio!

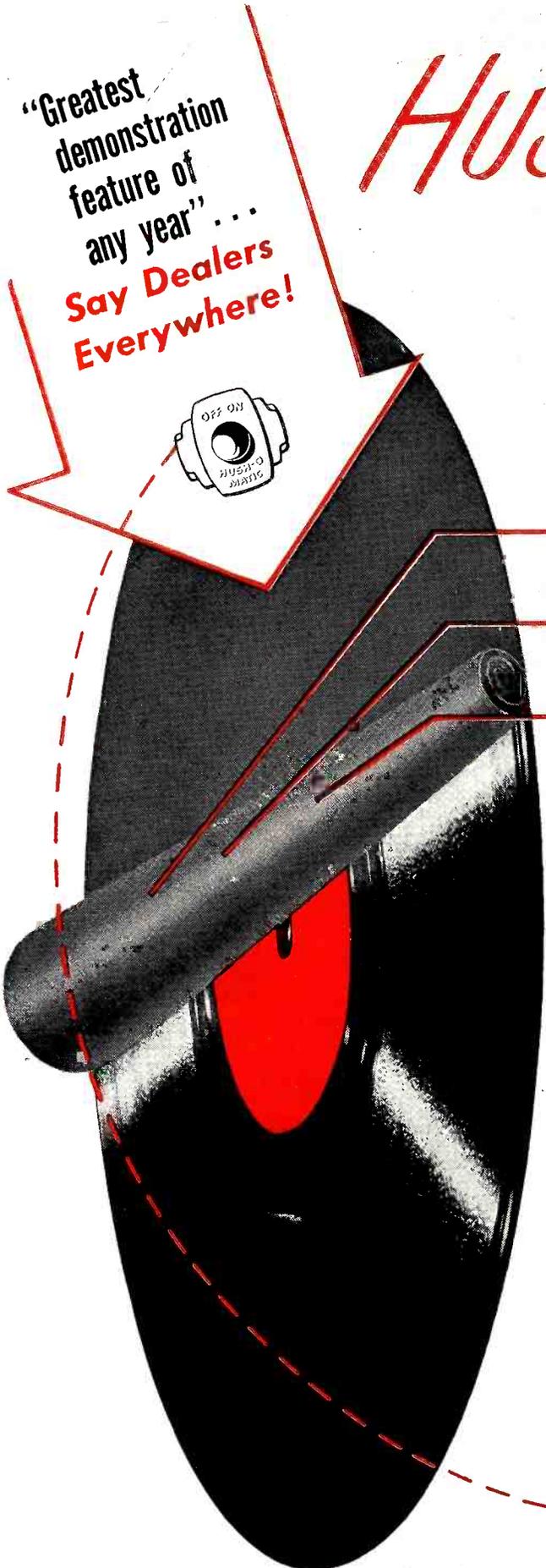
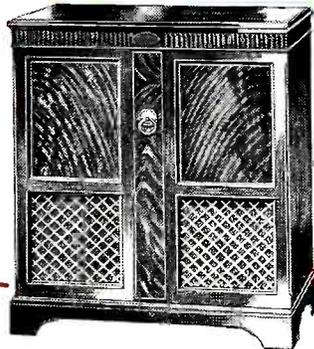
Really removes scratch and surface noise.

Really restores original beauty to old records.

Really increases pleasure from new records.

This exclusive new Bendix Radio advancement makes Bendix Radio-phonographs by far the easiest to sell for this very good reason! It *really* does what is claimed for it *and you can prove it to any ear* by a side-by-side comparison with any other set. Yet this truly great sales feature is only one of many "firsts" that put Bendix Radio in a class by itself in demonstration, sales and profits!

AND ONLY
Bendix Radio
HAS IT!



Only Bendix Radio-phonographs combine all these advancements

Hush-O-Matic... Swing-A-Door automatic record player
... Phantom Dial... New Phantom grille... Bendix
Ratio Detector FM circuit... crystal-controlled FM...
true furniture styling... Aviation quality.

BENDIX RADIO

DIVISION OF



TALK ABOUT
ACCEPTANCE!

Even distributors' salesmen

want to own these great

new radio-phonographs!

NEW STEWART-WARNER

"TERRIFIC" is the only word to describe the dealer reception given these completely new Stewart-Warner sets for 1948 . . . the line that's *red hot right now!*

Performance sells—and what performance these new combinations deliver! In style, tone, features they have *plenty* of what people want . . . at prices you'll never believe!

Only Stewart-Warner gives

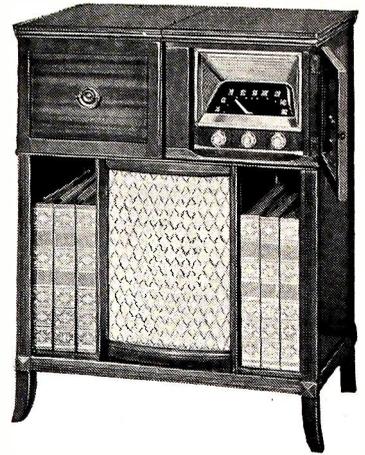
you all these great features:

new Shadow-Box Dial, new

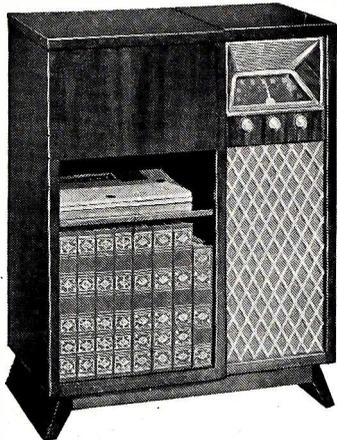
Electro-Hush Reproducer,

new retractable Dura-Point

. . . and the great Strobe-Sonic Tone System.



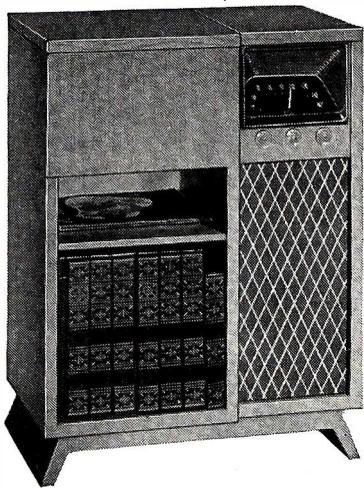
THE ALLEGRO
(dark mahogany)



THE INTERPRETER (dark mahogany)



THE NEW MINSTREL (walnut)

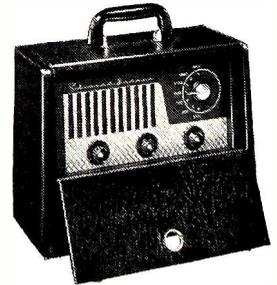


THE INTERPRETER
(blond mahogany)

Have YOU heard this "sell" record?

Available now—special new demonstration record! Play it for prospects—it sells and entertains all at once!

It's one more great Stewart-Warner exclusive! Ask your distributor for it—today!



THE GAD-ABOUT (portable)

The Really Lucky Dealer Has

Stewart-Warner for 1948

AM RADIOS FM • RADIO-PHONOGRAPHS • TELEVISION

CHICAGO 14, ILLINOIS

RECORDS

Section of **RADIO & Television RETAILING**

Platter Profit-Pointers

\$ **INVENTORY TIME** is coming. Retailers should remember that a good bookkeeping system, and inventory control are the basis for a successful record operation. Mistakes of the past year show up each January. Although in the midst of the holiday flurry, disc dealers should be mentally preparing themselves, and their staffs, for inventory taking.

\$ **TRY TO "ANSWER ALL QUESTIONS** in the affirmative," is good advice for store personnel. The eternal customer-question in record merchandising is "Do you have-such-and-such in stock?" Too many good sales have been lost when a clerk responds with a blunt "No." If the album is not in stock, a tag-line should always be added to the end of each negative statement. For example: "But we do have 'Album X' which was made by the same group, and has just come in"—or "But we'll be glad to order it for you," or "Have you heard this? I'd like to know what you think of it." These are suggestions which keep the customer interested, and give the salesperson a chance to talk.

\$ **CHRISTMAS MERCHANDISE** displayed in windows should be kept intact until the very last minute. If stock of a particular album, storage case, etc. runs out, the item should be removed immediately from display, and replaced by something else of which there is a quantity. A sloppy window will not impress passers-by, and can only serve to lower the prestige of the store.

\$ **PETRILLO BAN** on recordings was one of those things everyone "expected" to happen, but that few thought actually would. However, the industry was not caught short-handed. The record makers have been pressing at a hectic pace since Mr. Petrillo announced the Dec. 31 deadline. Some executives stated that there is enough of a back-log of discs to keep business going for two years. In the event that the "worst" happens, dealers can expect "repeat" big sales of standards and specialties that were past favorites.



\$ **CHANGES IN THE MUSICAL** tastes and temperament of the record buying public clearly indicated by the "suggested Xmas lists" sent out by various record manufacturers. Most outstanding development of the past year is the emergence of a popular demand for "complete" presentations of operas, chorale works and chamber music series. Each of these works can provide a full evening's listening, and were formerly only to be heard at occasional concerts or performances. The growing appreciation of the musical arts developed by large segments of the population during recent years has widened the audience for these works—and records are doing a great job in bringing music to "all the people."

\$ **IMPRESSIVE NEEDLE SALES** chalked up by retailers who concentrated on these items as gifts. Dealers cite vigorous ad campaigns conducted in the nation's press by the needle manufacturers as one of the principal reasons for growing consumer awareness to importance of this disc accessory.

\$ **WITH THE TREND** in dance bands getting away from the jitterbug gymnastics of awhile back, to a sweet n' simple style of dancing, fewer cases of teen-age capers are reported by dealers. The new novelty-comedy discs are up-and-coming favorites with this age group.

\$ **CHILDREN'S DISCS** reach a new high this year in abundance, variety, entertainment and educational value. Old story book favorites have been streamlined for the modern youngsters, and the record makers have also turned up with a host of new friends and characters. Sales of kiddie albums this Christmas are expected to account for a good portion of the holiday's profits.

\$ **TIPS** for the weeks preceding Xmas: Keep store looking neat, cleaning up after those customers who have a tendency to mess things; maintain a cordial demeanor no matter how harried, and point out to sales force necessity for doing the same. Send purchasers home with a lasting impression of cordiality by wishing them a "Merry Christmas" at conclusion of sale.



EARLY SALES show that children's albums this Christmas will be even bigger than expected . . . a chance for bigger profits than you planned for when you originally ordered your Christmas stock.

Another look at your stocks now may prevent a lot of lost sales just before Christmas . . . and just after, when the kids bring in their Christmas money and gift certificates.

It's a whale of an opportunity not to be missed . . . and you've got a selection of RCA Victor children's merchandise to choose from that's really tops!

Check now against your current orders, to be well covered on these important items:

- Pan, the Piper.** Paul Wing. Y-331, \$4.50.
- Rudolph the Red-Nosed Reindeer.** Y-353, \$3.00.
- Cinderella.** Jeanette MacDonald. Y-327, \$3.00.
- Spike Jones Plays His Kind of Nonsense Music for Children.** Y-359, \$2.25.
- Hello, I'm Adeline.** Y-22, \$3.00.
- How to Play Baseball.** Joe E. Brown. Y-351, \$4.50.
- Little Black Sambo's Jungle Band.** Y-316, \$1.45.
- Pee-Wee the Piccolo.** Paul Wing. Y-344, \$3.00.
- Pinocchio.** From the Disney movie. Y-349, \$4.00.
- Snow White and the Seven Dwarfs.** With dialogue and sound effects. Y-17, \$4.00.
- Three Little Pigs** from Disney's movie, and **The Orphans' Benefit** from "Mickey Mouse." Y-14, \$1.25.
- Dumbo.** From the Disney movie. Y-350, \$4.00.
- Robin Hood.** Junior Programs Opera Co. Y-609, \$4.
- Singing Games.** The Children Next Door. Album Y-335, \$1.25.
- The Pied Piper of Hamelin.** Alec Templeton. Album Y-360, \$2.25.
- Uncle Mac's Nursery Rhymes.** Derek McCulloch of the B.B.C. Album Y-15, \$1.25.
- Why the Chimes Rang.** As told by Ted Malone with Dick Leibert at the Organ. Y-357, \$2.25.
- Rock-A-Bye Parade.** Y-16, \$1.25.
- Songs of the Zoo.** Sung by John and Lucy Allison. Y-337, \$1.25.
- The Night Before Christmas.** Recitation with musical background. Y-9, 85¢.
- Let's Play.** Helen Meyers. Y-12, \$1.45.

- The Unsuccessful Elf.** Paul Wing. Y-320, \$1.45.
- Hansel and Gretel.** Junior Programs Opera Company. Y-610, \$5.00.
- Perry Como Sings Merry Christmas Music.** Album P-161, \$3.40.
- Christmas Hymns and Carols.** Robert Shaw directing the RCA Victor Chorale. MO-1077, \$5.00.



The next 4 weeks mean money, money, money, in RCA Victor Children's Albums!

All during '47, small-fry music has been booming to a Christmas climax.

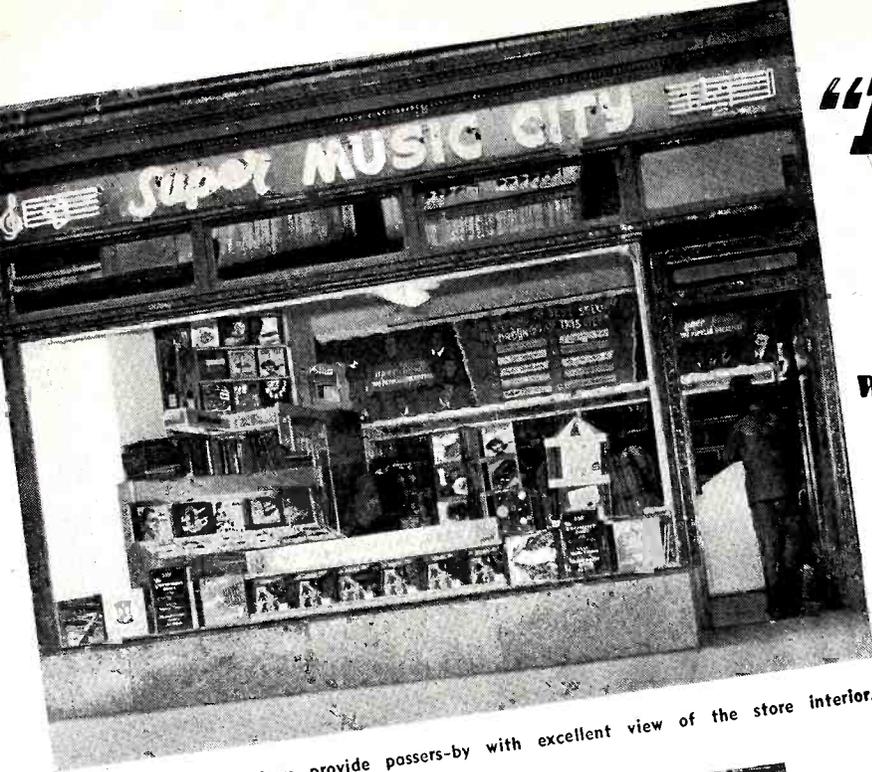
No matter how big a demand you had last year, this year will be bigger!



RCA VICTOR CHILDREN'S RECORDS

"Ear-Appeal" Sells Discs

**Washington, D. C. Merchants Capitalize
on Listening Equipment for Sales**



"Looking glass" windows provide passers-by with excellent view of the store interior. Displays are changed weekly.



▲ Self-service display racks are combined with the listening equipment to form a space-saving unit. ▼ Below, record clerks dispense discs requested from a storage wall, while customers hear their choices conveniently, and quickly.



● Irvin and Israel Feld, proprietors of Super Music City, on F St. in Washington, D. C., have stressed "easy listening" as a novel method for pushing record sales.

The brothers have installed self-service record bars and batteries of earphone turntables throughout the store. The equipment was built into specially designed modern fixtures. By use of these earphones, fifteen to twenty-five listeners can stand side by side, hear their selected records, and still not disturb the person who is standing a few inches away. The earphone set-up is used primarily by popular disc customers. The more conventional listening booths are maintained for classical music listening.

Super Music City is the third of a group of Washington record stores operated by the Feld Brothers. In planning for this operation, the owners were primarily interested in obtaining a location in the heart of downtown Washington. Once they had procured the proper site, the merchandising-minded Felds equipped the store with the most efficient storage and display fixtures available, large "looking glass" windows, self-service record bars, and the special earphone listening system.

Displays Kept Current

Window displays feature a variety of record merchandise; continuous effort is made to push the hit songs and albums of the week. The displays are planned with an eye to affording passers-by a good view of the store interior.

In addition to being noted as an establishment where popular and "hard-to-get" records can be obtained, Super Music City, has built up a steady classical clientele. A large stock of these albums is carried, and serious music sales account for a good proportion of the firm's business.

(Continued on page 52)

Merry Xmas



The popular "Gaité Parisienne" is given a spirited rendition by Arthur Fiedler in a new RCA Victor album.

VOCAL ARTISTS

BACH: "Cantata No. 140," Robert Shaw conducting the RCA Victor Chorale and orchestra, Susanne Friel, soprano; Paul Matthen, bass; Roy Russell, tenor; Joseph Fuchs, violin obbligato; Robert Bloom, oboe. RCA Victor M or DM 1162

Four 10-inch records included in this album, making reasonable list price an inducement to music lovers who might shy away from Bach in a larger collection. "Mass in B Minor" customers will be interested in this, and vice versa.

CANTERBURY CHOIR: "Christmas Hymns and Carols," Macklin Marrow conducting, Ernest White, organist. MGM 15

Famous and traditional songs of the Yuletide season, "Silent Night," "The First Noel," "O Come All Ye Faithful," and five others are sung by the choir for a perfect "Xmas Spirit" package.

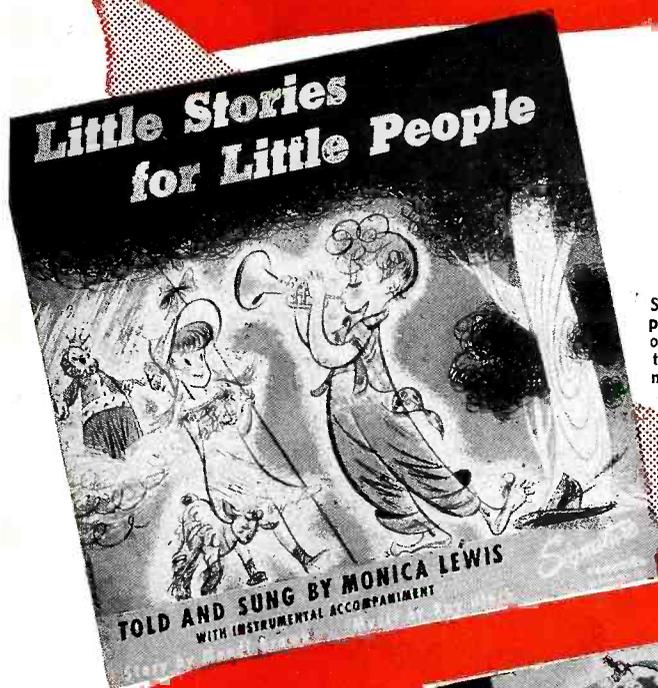
MENDELSSOHN: "Elijah, Op. 70," Isobel Baillie, soprano; Gladys Ripley, contralto; James Johnston, tenor; Harold Williams, bass-baritone, with the Huddersfield Choral Society and the Liverpool Philharmonic Orchestra conducted by Sir Malcolm Sargent. Columbia MM-715

This 16-record album was issued in commemoration of the one hundredth anniversary of the death of Felix Mendelssohn. (Good window display tie-in.) The work is done by the same orchestra and chorus who did the recent Handel "Messiah," and sales possibilities are particularly ripe at this season for the two sets.

PONS, LILY: "Repeat Performance." Columbia MM-720

Popular favorites like "The Blue Danube" and "The Last Rose of Summer" included in this Pons collection. "Chansons" album, sung in French, a good companion item.

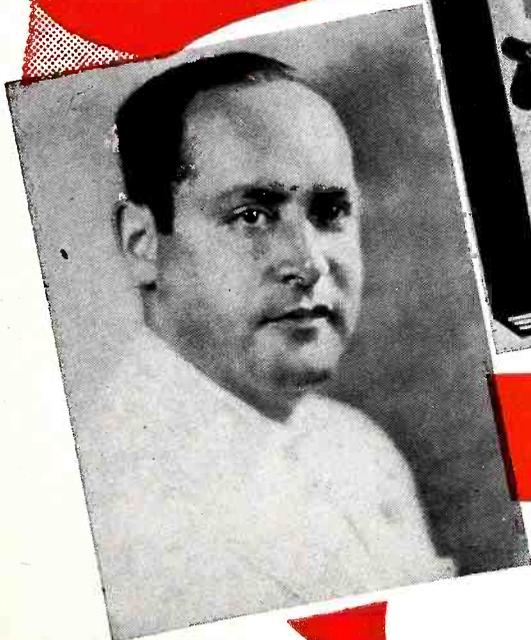
TRAUBEL, HELEN; RALF, TORSTEN: "Tristan und Isolde—Love Duet (Act II, Scene 2)." Columbia MX-286



Signature's special present for children of pre-school age is this collection of familiar favorites.

Below: Capitol Records does "Bozo at the Circus", a story with "big top" flavor.

Below, left: Harry Horlick offers a group of exciting "Strauss Waltzes" in an MGM album designed to please all the members of the family.



with Discs

Metropolitan Opera singers Helen Traubel and Torsten Ralf sing the passionate Wagner love music, accompanied by the Metropolitan Opera Orchestra, directed by Fritz Busch.

CLASSICAL WORKS

BACH: "Chaconne, in D Minor," Andres Segovia, guitar. *Musicraft M-85*

Famous guitarist interprets this Bach work in a new medium, for a fascinating album.

BERLIOZ: "Romeo et Juliette, Op. 17," Arturo Toscanini and the NBC Symphony Orchestra. *RCA Victor DV-7, also in V-7*

Quality of tone, technique and performance of this Berlioz symphony, coupled with fact that album is available on non-breakable vinylite, puts this album in the "must" class for all collectors. Toscanini's selling power will pull even those customers who are not familiar with the Berlioz score.

HAYDN: "Symphony No. 94, in G," Boston Symphony Orchestra, Serge Koussevitzky, conductor. *RCA Victor DM-1155, also in M-1155*

Popular "Surprise" Symphony was an old favorite in the Victor catalog, as originally recorded by Koussevitzky. This new performance will find many eager purchasers.

HEIFETZ: Godowsky: "Alt-Wient"; Drigot: "Valse Blurette." Jascha Heifetz, Emanuel Bay at the piano. *RCA Victor 10-1345*

The sides presented in this single have been in great demand by music lovers. Their coupling assures disc's becoming a best-seller.

HEIFETZ: "Heifetz Encores," Jascha Heifetz, Emanuel Bay at the piano. *RCA Victor DM-1159, also M-1159*

This album is a follow-up to recent "Modern Violin Transcriptions," and, as the title implies, are popular Heifetz encores. Many of the selections were transcribed by the virtuoso especially for his concerts.

(Continued on page 46)

Bruno Walter's interpretation of Mahler's Fifth Symphony is a noteworthy Columbia release.



Bing Crosby assumes the new role of children's story teller in this delightful Decca album.



Below, left: Milton Cross narrates the familiar Aladdin story for Musicraft.

Below, right: Dick Tracy and a collection of the comic strip characters are captured on wax by Mercury.



Merry Xmas with Discs

(Continued from page 45)

HOROWITZ, VLADIMIR: "Piano Music of Chopin and Liszt," Vladimir Horowitz, pianist. RCA Victor

Included in this collection are Liszt's "Au bord d'une Source," and the popular "Hungarian Rhapsody No. 6." Chopin's "Ballade No. 1, in G Minor," and "Nocturne in F Sharp, Op. 15, No. 2" also among selections.

LEVANT, OSCAR: "Levant Plays Debussy." Columbia MM-710

Ten selections, including "Reflète dans l'eau," "Serenade for the Doll," and "La Cathédrale Engloutie," included in album.

MOZART: "Quintet in D Major for Strings," Budapest String Quartet, Milton Katims, viola. Columbia MM-708

Another worthy addition to the chamber music catalog on the dealer's shelves. Mozart collectors will love it.

MOZART: "Eine Kleine Nachtmusik," Sir Thomas Beecham, Bart., and the London Philharmonic Orchestra. RCA Victor M or DM 1147

Appealing cover illustration shows a typical group of Mozart's time playing the "Serenade" for an evening's entertainment. Sir Thomas handles the recording with loving care.

OFFENBACH: "Gaité Parisienne," Boston "Pops" Orchestra, Arthur Fiedler, conductor. RCA Victor M or DM 1147

This version of the popular Offenbach work is the complete score as it is performed by the Ballet Russe de Monte Carlo. The spirited rendition will appeal to ballet lovers,

as well as to those who are just familiar with the music.

SCHUBERT: "Symphony No. 8 in B Minor," Bruno Walter conducting The Philadelphia Orchestra. Columbia MM-699

The popular "Unfinished" symphony is given the usual capable interpretation of Bruno Walter. This symphony is one that children learn to listen to and love in the elementary schools across the country.

TCHAIKOVSKY: "Nutcracker Suite," Andre Kostelanetz and his Orchestra. Columbia MM-714

Dealers report tremendous sales of this popular Tchaikovsky work every Christmas. The melodic Kostelanetz interpretation is just in time to cash in on the demand.

TCHAIKOVSKY: "Concerto No. 1 in B Flat Minor, Op. 23," Artur Rubinstein, pianist, Minneapolis Symphony Orchestra, Dimitri Mitropoulos, conductor. RCA Victor DM-1159, also M-1159

Tchaikovsky work as recorded by Rubinstein is familiar to his concert fans. Dealers will find this new album an excellent "suggestion" item with other recently released Rubinstein wax performances.

TCHAIKOVSKY: "The Nutcracker Suite, No. 2," Boston "Pops" Orchestra, Arthur Fiedler, conductor. RCA Victor M or DM 1164

Excerpts from the ballet included in this collection are "Winter Scene," "Waltz of the Snowflakes," "Pas de Deux," "Divertissement de Chocolat," and "Valse Finale." Children, as well as grown-ups, can enjoy this collection.

VIVALDI: "Concerto Grosso in D Minor," Alexander Schneider, Dumbarton Oaks Chamber Orchestra. Keynote K 2003

This recording, on unbreakable material, has already created quite a

commotion in retail stores. Its appeal to music lovers is not only its excellent tone fidelity, but in the presentation which is in the style originally intended by the composer.

CHILDRENS

"ALADDIN AND HIS WONDERFUL LAMP," Milton Cross, narrator, with supporting cast. Musicraft M-87

Use of the Scheherazade music of Rimsky-Korsakoff as background music for this album adds extra excitement to the familiar Aladdin story.

"ALICE IN WONDERLAND," sung by Jane Powell, featuring original music by Carmen Dragon. Columbia MM-713

Columbia calls this presentation of the Lewis Carroll favorite, "A children's music drama for soprano and orchestra." As such, it is a novel, entertaining, and educational album, for "children of all ages."

"THE ADVENTURES OF OLIVER TWIST AND FAGIN," Basil Rathbone with supporting cast. Columbia MM-700

Rathbone, of course, is Fagin—and a character Dickens himself would have cringed before. This great classic is also narrated by the movie star.

"BONGO," Dinah Shore with supporting cast, orchestra under direction of Sonny Burke. Columbia MJ-41

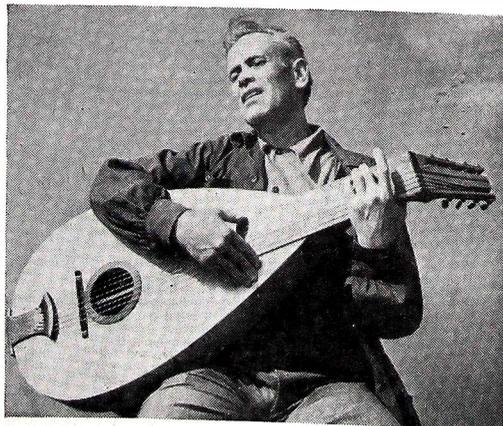
Album is about one of the incidents from Disney's "Fun and Fancy Free." Story of the trials and tribulations of a bear, contains the songs, "Lazy Countryside," "Too Good to Be True," and "Say It With a Slap."

"BOOMER THE BASS DRUM,"
(Continued on page 54)

John Jacob Niles accompanies himself on the dulcimer on his second Disc album.

Lennie Tristano's "new jazz" waxed by Keynote.

Charlie Barnet's Apollo discings Butch Stone's orchestra signed by Majestic.



THEY CALL BOSTON "CONSERVATIVE," ... BUT LISTEN TO THIS!

"Sensational," "terrific," "remarkable"—such are the terms these "silent" New Englanders use to describe the astounding success of the new Columbia Sapphire Needle, retailing at only \$1.50, and playing up to 10,000 sides!

READ THE STORY IN THEIR OWN WORDS!

"Every one of . . . our initial order has been sold. The best needle in its price class . . . would still be a good buy at \$2.50 instead of \$1.50." *Symphony Music Shop, 54 Gainsboro Street, Boston 15, Mass.*

* * *

"By far the fastest selling needle. The \$1.50 price is sensational. Consumer demand and sales are terrific." *City Radio Company, 163 Washington Street, Boston 8, Mass.*

* * *

"Before the Columbia "Tailored-Tip," who ever heard of a sapphire needle selling as low as \$1.50? Who ever heard of a \$1.50 needle being guaranteed for 10,000 plays? Columbia always comes through!" *McLaughlin & Reilly, 45 Franklin Street, Boston 10, Mass.*

* * *

"The greatest of permanent needles . . . customer reaction excellent . . . congratulations pouring in." *Hall & Hall, 126 Mt. Vernon Street, Boston 8, Mass.*

* * *

"Most satisfactory . . . customers come back to tell how happy they are with the results." *Carl Fischer, Inc., 252 Tremont Street, Boston 16, Mass.*

* * *

"Sales have been remarkable." *Krey Music Company, 623 Washington Street, Boston, Mass.*



The "Tailored-Tip"† Sapphire is microscopically shaped and designed for amazing clarity, brilliance, fidelity and long life. "Tailored" to fit the groove by master recording engineers—then shadowgraphed for uniform perfection.

Backed by advertising in *Life*, *Saturday Evening Post*, *Time*, *American Record Guide*, and *Saturday Review of Literature's* supplement, "Recordings" . . . 800 radio stations!

†Trade-mark

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Columbia Records

DISTRIBUTOR

FOR STOCK

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

New Phono Lines

Latest Disc-Playing Accessories and Equipment

Sonata PHONOGRAPH



Model EP-500 "Little Maestro" record player, billed as "world's smallest portable amplified phonograph"—measures 9" by 10" by 5½" and weighs 7¼ lbs. Patented glide-out turntable track, giving finger-tip shift of turntable and motor. Alnico 5 speaker, plays any 10" or 12" disc, feather-weight balanced tone arm, crystal pickup, Alliance motor. Cabinet covered with alligator leatherette, blending interior and matching hardware. Sonata Electronics Corp., 624 S. Michigan Ave., Chicago 5, Ill.—RADIO & Television RETAILING

Garrard PACKAGED CHANGERS

Garrard automatic record changer now offered in packaged unit. Available in three styles—(1) mounted on wood base. (2) mounted in a carrying case (illustrated) or (3) the changer in a de luxe table model cabinet. Carrying case unit has compact cabinet of wood, covered with light brown parchment style leatherette, trimmed in dark brown leather—measures 16" by 10" by 14". Changer plays 10" and 12" discs in any sequence without adjustment, non-slip spindle, governor-controlled speed-regulates motor. Fair-traded retail prices for ac units are \$69.50 for changer alone, \$89.50 for changer in carrying case, and \$99.50 for

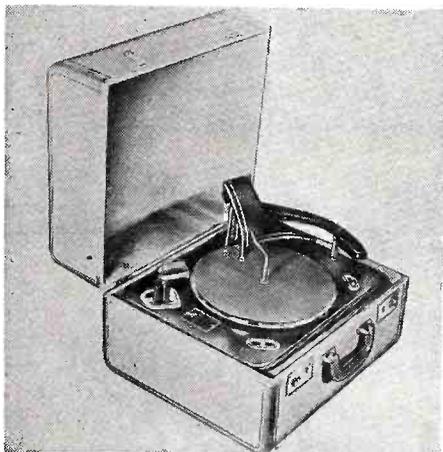
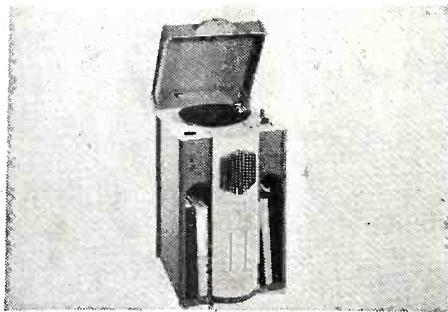


table model. Ac-dc models slightly higher. Garrard Sales Corp., 315 Broadway, New York 7, N. Y.—RADIO & Television RETAILING

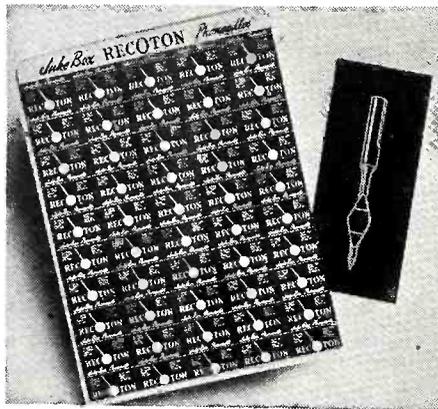
Fon-O-Pal Phonograph

Model AB27 children's console phonograph with two-tube amplifier, crystal pickup, 5" Alnico 5 speaker. Ac motor and turntable playing 10" or 12" discs with lid closed. Record storage space provided. Cabinet of pressed tempered masonite and kiln dried white pine. Front grille buff color—sides and top red (AB28 is blue). Colors are washable. Cabinet on rubber feet.



Measures 13" by 24" by 12". \$29.95. Universal Mart Associates Corp., 15 Moore St., New York 4, N. Y.—RADIO & Television RETAILING

Recoton JUKE BOX NEEDLE

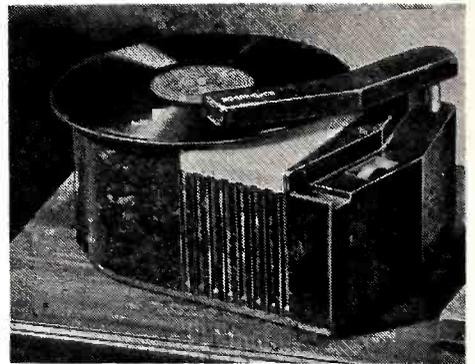


No. 2050 phonograph needle for juke box use, rated at 7,500 service-free plays. Made of osmium alloys. Comes in individual sealed packet, with space on back for noting installation date and other performance data. Fifty packets are mounted on specially designed service card designed so that operators can remove as many at a time as required. Recoton Corp., 251 Fourth Ave., New York, N. Y.—RADIO & Television RETAILING

Brock RECORD PLAYER

Model 7X-26 electric portable record player for youngsters. Two-tube amplifier, crystal pickup, 3" dynamic Alnico 5 speaker. Featherlight pickup. Leatherette covering decorated for children. Measures 5¾" by 12½" by 10¼". Davidson Mfg. Co., 133 Carnegie Way, N.W., Atlanta, Ga.—RADIO & Television RETAILING

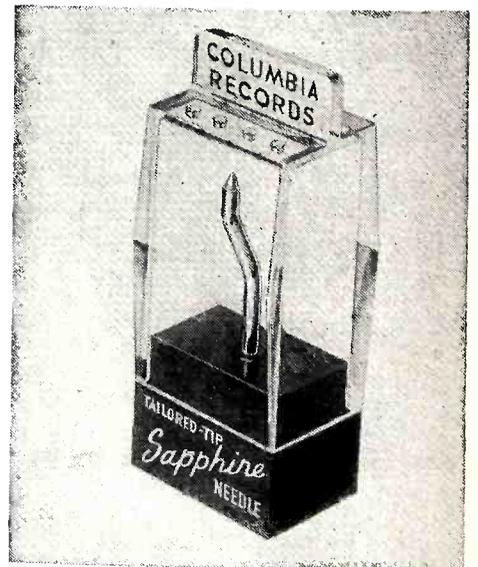
RCA-Victor PHONOGRAPH



Model 63E electric record player in knobless cabinet—motor starts automatically when tone arm is placed in playing position. "Silent Sapphire" pickup. Tone arm fits neatly into recess at right, when not in use, concealing recessed volume control. Plays both 10" and 12" discs. Simple, functional styling on cabinet of molded walnut plastic and trimmed with gold lacquer. Measures 5½" high by 12" wide by 9" deep. Suggested list is \$29.95. RCA-Victor Division, Radio Corp. of America, Camden, N. J.—RADIO & Television RETAILING

Columbia PHONO NEEDLE

"Tailored-Tip" sapphire phonograph needle which plays up to 10,000 sides. Point is "tailored" to fit record groove and to ride on side-walls only. Specially designed for fidelity and longer life. Shadowgraphed for uniform quality. Offered in sales-styled



individual plastic packages. \$1.50 retail. Columbia Records, Inc., 1473 Barnum Ave., Bridgeport, Conn.—RADIO & Television RETAILING

NEW RADIO LINES,

Pages 32 and 33

WEBSTER  CHICAGO

Wire Recorder



...recording volume sales for dealers everywhere!



\$149.50

West of the
Rockies
\$153.00

WIRE RECORDERS
RECORD CHANGERS
PHONOGRAPHS
PHONOGRAPH NEEDLES

Portable . . . efficient . . . handsome . . . the Webster-Chicago Wire Recorder has many markets — in homes, schools, offices — and hundreds of uses in every field. This outstanding unit has been a smashing success for other dealers—let it build profitable sales for you. Completely backed by powerful national advertising and a valuable cooperative advertising plan.

Contact your distributor for complete information.

The Choice of Music Lovers

WEBSTER  CHICAGO

CHICAGO 39,

RCA Victor Albums

RCA Victor Records has signed contracts for exclusive, original-cast recordings of "High Button Shoes," and "Allegro," two of Broadway's newest musical productions, James W. Murray, vice-president in charge of RCA Victor record activities, has announced

News from Keynote

John Hammond, president of Keynote Records, New York City, has announced a new price line at \$1.25 for 12" high-percentage shellac records. This new price policy will also cover the entire classical catalogue of European recordings to be issued on the Keynote label under its exclusive U. S. rights arrange-

ment consummated with the Gramophone Industries of Czechoslovakia.

Four new Keynote distributors are: Motor Radio Co., Inc., Kansas City; Record Merchandising Co., Los Angeles; Triangle Distributing Corp., Pittsburgh; and Circle Record Co., San Francisco.

Continental Expands

Continental Record Co., New York City, has completed a deal with the Elite Record Co. of Switzerland in which the firm will be represented in the United States and Canada by Continental, and Continental Records will be represented abroad by the Elite firm. The waxes of a large portion of the Elite catalog will be released in this country under the name of Continental-Elite Records.

New Columbia Artists

Christopher Lynch, the Irish tenor, has signed an exclusive recording contract with Columbia Records, Inc., according to an announcement by Goddard Lieber-son, vice-president in charge of Master-works and repertoire of that company.

Josef Zimanich, head of Columbia's foreign department, has also announced the signing of several interesting new artists, including: Rudy Castell, a Cuban singer; Tadeusz Sztuka, a Polish favorite, and the polka band of Babe Wagner.

New Musicraft Artists

Jack Myerson, president Musicraft Records, New York City, has announced the signing of many top-flight names to round out the label's roster of popular artists. Shep Fields and his Rippling Rhythm Orchestra has signed a term contract to record exclusively for Musicraft. Mindy Carson, singer, has also been pacted by the label. Other artists include: Buddy Greco and the Three Sharps; novelty singer Esmerelda and the Four Muses, a newly formed all-girl vocal group.

Vox Releases

Bill Simon, director of the Vox spotlight series, reports excellent sales of the label's "Marlene Dietrich Sings" album. Singles released by the label are "Assez" and "Je M'Ennuie," two Dietrich successes. An album of songs by Edith Piaf, French cabaret singer, entitled "La Rue Pigalle" is another Vox-Polydor repressing.

Mayfair Jobbers

Mayfair Records, New York City, announces the following distributors for its line of children's records: Majestic Brands, Inc., New York City; Igoe Bros., Inc., Newark, N. J.; Scott-Crosse Co., Philadelphia; Massachusetts Music Distributors, Boston; Barnett Distributing Co., Baltimore; Dixie Record Suppliers, Richmond, Va.; Pan-American Record Distributors, Detroit; Pan-American Distributors, Cleveland; K. O. Asher, Chicago; Frederick Lee, Minneapolis; ARA Distributing Co., St. Louis. Dealers in other territories may order records direct from the manufacturers.

Heads Phono Needle Sales

John W. Walt is the new supervisor of phonograph needle sales for Webster-Chicago, 5610 Bloomingdale Ave., Chicago. Mr. Walt will head sales promotion on the recently announced Webster-Chicago Black Nylon needle, and the Ivory Nylon point. Mr. Walt comes to Webster-Chicago from Westinghouse Electric Supply Co. (Chicago branch), where he was appliance sales promotion manager.

Lissen Jobber

Henry Brown, president of Lissen Records, New York City, has announced the appointment of Mangold Distributing Co., Baltimore, Md., as distributor for his firm in that area.

For Immediate Delivery

"MR. BITZEL"

NEW! SENSATIONAL!

HERE'S WHAT YOUR TRADE GETS



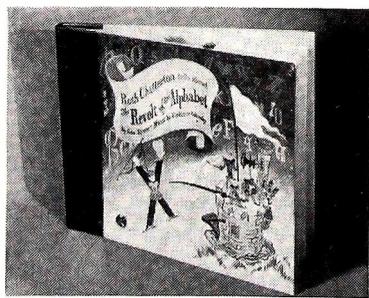
Three 10-inch **UNBREAKABLE** Vinylite records in handsome art album

Song Sheets

Jig Scene Puzzle

AN ALBUM
TO KEEP THE TOTS
AMUSED FOR HOURS

Order Now
List . . . \$4.41 Tax Incl.



List . . . \$2.98 Tax Incl.

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ORDER NOW

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OR OUR NEAREST DISTRIBUTOR

More than 12 million radio
listeners have heard

"THE REVOLT OF THE ALPHABET"

starring

RUTH CHATTERTON

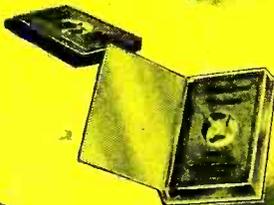
TWO 10-INCH **UNBREAKABLE**
VINYLITE RECORDS IN ALBUM

Make this a **CLASSIC** Christmas



Each Fidelitone Classic is a volume of best wishes for your customers' Christmas giving. Feature it for handsome Christmas profits . . . The Fidelitone Classic . . . Five Dollars.

The needle is mounted in a useful record brush, and fitted into a beautiful Lucite utility package (cigarette case size)



**OUTPERFORMS
ANY NEEDLE YOU
HAVE EVER HEARD**

*The
Fidelitone
Classic*

**PERMO, INCORPORATED
CHICAGO 26**

**ATTENTION
DEALERS**

Ask your Fidelitone distributor about the Fidelitone Classic Introductory Offer — with 150% dealer profit. Act now — offer is available for a limited time only.

More Permo Needles Sold Than All Other Longlife Needles Combined

RCA Victor Reps

The appointment of four new field sales representatives is announced by D. J. Finn, general sales manager of the RCA Victor record department. The sales representatives are: Robert Baggs, whose headquarters is in Des Moines, Iowa; Richard Madded, headquartered in Memphis; Joseph Mowbray, who is stationed in Cleveland; and Robert Yorke, who works out of Seattle.

NAMM Execs Meet

The executive committee of the National Association of Music Merchants, headed by Louis G. La Mair, president, is considering the Hotel New Yorker and the adjoining Manhattan Center, New York City, as tentative sites for the 1949

Music Industry Convention and Trade Show. The committee decided to hold the annual mid-term meeting of the board of directors at the Waldorf-Astoria Hotel in New York on January 12 and 13.

The executive committee also appointed William R. Gard, as assistant to William A. Mills, executive secretary of NAMM.

Recoton Sales Campaign

In conjunction with their current promotion of Supertone phonedeads, Recoton Corp., New York City, is offering a special promotion to dealers. Retailers who order 10 cards or cartons of Supertone phonedeads receive an extra card or carton of 50 packages free. In addition, the deal includes free imprint of dealer name and address on individual needle packages.

New Permo Needle Display Unit Offered

Permo, Inc., Chicago 26, makers of Fidelity long-life phonograph needles are offering distributors and dealers a striking display-demonstrator made of clear Lucite. Chief feature of this unit



Permo lucite demonstrator

is the Lucite lever mounted below an oversize Fidelity supreme needle. Pressing the lever compresses the floating point of the needle—illustrating the compliance of the needle's spring action. The movement of the lever simulates (on a large scale) the up-and-down motion of a record as it passes the needle.

The display is one foot high. The giant Supreme needle is of golden metal, while the circular plaque is in gold and deep blue. It is excellent for use both on counter and in the show-window.

Ear Appeal Sells Discs

(Continued from page 43)

A separate warehouse for storing records is maintained. The Felds run a truck from the stores to the warehouse three times daily. In this way stock control is simplified, and the merchandise is kept moving.

The three Super stores have an extensive advertising schedule. Local radio time calling for three sponsored shows daily, has been booked for a complete year. Weekly ads are inserted in the Washington newspapers, and complete pages are frequently used to get selling messages across.

In addition, the Feld brothers started their own disc company, Super Discs, with offices in New York City. This enterprising duo went after record customers, and kept them as steady patrons, by giving them what they want.

HITCH YOUR CHRISTMAS PROMOTION TO THIS "STAR" and watch your sales skyrocket!

NO FINER CHRISTMAS GIFT FOR \$5.00
Famous DUOTONE "Star" Sapphire Phonograph Needle in Gay Holiday Wrapper

PLAYS LONGER! * SOUNDS BETTER! * SAVES RECORDS!

↑ COLORFUL, EYE-CATCHING WINDOW STREAMER DRAWS 'EM IN!

Display this smart merchandiser early and cash in fast! Order from your Duotone distributor now!

GAYLY DECORATED HOLIDAY PACKAGE CLINCHES THE SALE!

Dressy red, green and white slip-on wrappers make ideal Xmas packages. Show them on your counter and in your window. Keep 'em UP FRONT! See your Duotone distributor or inquire direct.

THE FAMOUS DUOTONE \$5.00 "STAR" SAPPHIRE

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

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

Announcing...

Coin-Recordio

by WILCOX-GAY

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

the Completely Automatic
RECORDER

a
**NEW MEMBER OF THE
WILCOX-GAY FAMILY ...**
*of High Fidelity
Recording Instruments*

CREATES WIDESPREAD RECORDING INTEREST

COIN-RECORDIO is the latest development in the never-ending Wilcox-Gay program of recording "firsts." Located wherever people congregate, COIN-RECORDIO will create widespread new interest in recording for home, office or amusement.

COIN-RECORDIO is entirely automatic in operation. It commences at the insertion of a quarter, goes through the complete recording-playing cycle and delivers the finished recording to the customer. No operator is needed.

Installed in the following locations, COIN-RECORDIO will be used by millions of people who want to send "voice letters" or "voice greetings" to their family, office, sweetheart, children or friends. Such stimulated interest and actual usage creates millions of home recording prospects for RECORDIO dealers all over the country.



COIN-RECORDIO WILL BE LOCATED IN . . .

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|----------------|------------------------|-----------|--------------------|
| • THEATERS | • RESTAURANTS | • STORES | • ARMY PX'S |
| • HOSPITALS | • TOURIST CAMPS | • DEPOTS | • COIN ARCADES |
| • NIGHT CLUBS | • CIGAR COUNTERS | • HOTELS | • SERVICE CLUBS |
| • DANCE HALLS | • FILLING STATIONS | • RESORTS | • VETERANS' CLUBS |
| • ROLLER RINKS | • COLLEGES AND SCHOOLS | • TAVERNS | • BUILDING LOBBIES |

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A HAPPY FAMILY OF DISTRIBUTORS

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Cadet Distributing Co.

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Dixie Record Suppliers

CHICAGO, ILLINOIS

James H. Martin Co.

ST. LOUIS, MISSOURI

Millner Record Sales

BOSTON (Roxbury), MASS.

Music Suppliers of New England

BUFFALO, NEW YORK

Niagara Midland Co.

MIAMI, FLORIDA

Seminole Record Dist.

MONTREAL, QUEBEC, CANADA

Sni-Dor Radioelectric Ltd.

ATLANTA, GEORGIA

Southland Dist. Co.

PHILADELPHIA, PENNSYLVANIA

Marnel Distributing Co.

PITTSBURGH, PENNSYLVANIA

Standard Distributing Co.

EL PASO, TEXAS

Sunland Supply Co.

Additional Distributors
Desired

DEALERS! If there's no distributor in your territory, write to us for information about where to obtain

BANNER RECORDS

1674 Broadway, New York 19, N.Y.

Foremost Distributors of
Jewish and Italian Records

Discs for Xmas

(Continued from page 46)

"Two Ton" Baker. Mercury

Story of a bass drum who finds a friend in a young boy. They are separated, and then reunited Xmas morn. For youngsters up to eight years old.

"DICK TRACY," with Jim Ameche. Mercury

This album on non-breakable plastic is the first of a series of cartoon albums to be issued by the label. Included are original drawings by the comic strip creator which can be colored in by the youngsters, as they listen to the stories of Flattop, Vitamin Flintheart, and the rest.

"HERE COMES COLONNA'S TROLLEY," Jerry Colonna and cast, music by Billy May. Capitol DAS-60

Sound effects, music, and Jerry Colonna as the conductor of a trolley used by animals, offered in this collection for children.

"KANKIE AND THE CONCERTINA," David Allen, narrator, with orchestra. Columbia MJ-39

Story of a kangaroo, who gets into and out of trouble, is engagingly accompanied by delightful background music.

"MUSIC BOX," narrated by The Lady in Blue. Mayfair K-111

Songs, games and dances of the "very young" are included in this set which features a specially written score and a capable musical background.

Tie-In Display of MGM Album and Movie



Joseph Strauss Co., MGM Records distributor for the Buffalo, N. Y. area, set-up twenty window displays promoting the MGM album, "The Unfinished Dance," in various stores around town concurrent with the film's opening. Shown is the Levis Music Store's display window.

"SPARKY AND THE TALKING TRAIN." Capitol BC-66

New record character called "Sparky," has some interesting conversations with train, and proves himself to be a hero. Children who are intrigued by train noises will love this.

"THE LITTLE FIR TREE," narrated by David Kurlan. Mayfair K-102

Ten-inch unbreakable record comes in attractive folder, ready to mail. Particularly timely for Christmas giving.

"WHO'S WHO AT THE ZOO," Merry-Go-Sound players. Merry-Go-Sound album

Album, of unbreakable material, takes listeners on a tour of the zoo, providing them with an educational, as well as entertaining time. Original music is lilting, and designed to catch a child's fancy.



ARMSTRONG, LOUIS: "Some Day"—"Fifty-Fifty Blues." RCA Victor 20-2530

"Some Day" is an Armstrong original; backing is divided "fifty-fifty" between Jack Teagarden on the trombone and Satchmo' on the trumpet.

ARNAZ, DESI: "Un Poquito de Amor"—"I Love to Dance." RCA Victor 20-2499

Both tunes are from the film, "This (Continued on page 55)

Columbia Exec Writes Book; Feted by Firm

Goddard Lieberson, vice-president of Columbia Records, has edited "The Columbia Book of Musical Masterworks." The book is aimed to appeal to concertgoers, radio listeners, and record buyers. Dealers can obtain copies through their distributors.

Edward Wallerstein, president of Co-

lumbia, has written the introduction. All types of recordings from the old masters to those by contemporary composers, with biographies of 100 selected composers plus a description of their musical styles are included. Of particular interest to dealers is the fact that many of the works are specifically referred to by number.



Columbia artists and officials at the party given in honor of the recently published "Columbia Book of Musical Masterworks," are, L. to R.: Mefford Runyon, Columbia executive vice-president; team of Mr. Gearhart and Miss Morley, recording artists; Paul Southard, Columbia sales manager; and conductor Fritz Reiner.

(Continued from page 54)

Time for Keeps," and Arnaz gives them a rhythmic Latin treatment.

BARNET, CHARLIE: "East Side, West Side"—"My Old Flame." *Apollo 1084*

Swing version of old "Sidewalks of New York" tune; smooth job of "Old Flame."

BRITO: "Ave Maria" — "White Christmas." *Musicraft 15118*

The romantic Brito voice performs these two Christmas favorites with feeling and warmth. The performance of "Ave Maria" in Italian is bound to have extra sales pull.

CARLE, FRANKIE: "Peggy O'Neil" — "I'll Hate Myself in the Morning." *Columbia 37930*

Frankie Carle's piano backs Gregg Lawrence in his version of "Peggy O'Neil." Marjorie Hughes and Lawrence do a duet on the reverse side.

COMO, PERRY: "Two Loves Have I"—"I Never Loved Anyone." *RCA Victor 20-2545*

Two old tunes that are familiar favorites.

DALE, ALLAN: "Oh, Marie"—"So Far." *Signature 15160*

"Marie" is done with English and Italian lyrics for a novel presentation; flip is from "Allegro."

DAMONE, VIC: "Ave Maria"—"Silent Night." *Mercury 15001*

Popular radio crooner records two seasonal favorites.

DORSEY, TOMMY: "Let's Pick Up Where We Left Off"—"Like a Leaf in the Wind." *RCA Victor 20-2546*

Two ballads feature Dorsey's sentimental stylings with a trombone.

ELLINGTON, DUKE: "The Wildest Gal in Town"—"Put Yourself in My Place, Baby." *Columbia 37957*

Debut disc for this label, features the Duke in two lively pops.

FARNEY, DICK: "I Still Get Jealous"—"The Wildest Gal in Town." *Majestic 7271*

First side from musical, "High Button Shoes"; Farney tells the story of Sally Brown on the reverse.

GOODMAN, BENNY: "Nagasaki"—"Gonna Get a Girl." *Capitol 15008*

Goodman's clarinet sparks old hit, "Nagasaki." Reverse is another oldie.

HARRIS, PHIL: "Ding Dong Daddy From Dumas"—"Some Little Bug Is Going to Find You." *RCA Victor 20-2534*

First side is an oldie revived by Harris; flip features an oft-requested novelty by the singer-maestro.

HOWARD, EDDY: "A Tune for Humming"—"My Blue Heaven." *Majestic 1177*

(Continued on page 56)

**IT'S NIFTY...
IT'S THRIFTY**

IT'S THE

WOW

ONE-FIFTY

**SAPPHIRE
NEEDLE**

Only \$1.50

Join the hundreds of better dealers from coast to coast who are putting this nifty seller up on TOP!

Sells Itself... thousands of pleasing plays appeal to your thrifty customers.

Silent Salesman display card... eye-catching... carries self-selling sales shorts.

Guaranteed by the country's leading precision jewel manufacturer.

UNPRECEDENTED PROFIT FOR YOU!!

List price per card of 12	\$18.00
Your regular cost	9.00
Your usual profit	\$ 9.00
Your introductory bonus of two (2)	
ONE-FIFTYS ABSOLUTELY FREE!	3.00
YOUR PROFIT	\$12.00

ORDER A CARD NOW!

INDUSTRIAL SAPPHIRE MFG. CO. INC.
131-35 AVERY AVENUE FLUSHING, N. Y.

Send () cards of ONE-FIFTYS.
PLUS my introductory bonus. Plus ()
color brochures describing the entire
NORRIS line.

Name _____
Address _____

MAIL TO YOUR DISTRIBUTOR OR DIRECT TO INDUSTRIAL

THE IDEAL PAIR FOR HOME RECORDING!

For cutting —

Brilliantone
RECORDING NEEDLE

For cutting direct on all coated aluminum, paper or glass base discs. Machine-lapped to insure a mirror-like finish... a clean, quiet-cut groove.

For playback —

Actone
TRANSCRIPTION NEEDLE
100% Shadowgraphed

Made to fit the groove cut by the Brilliantone Recording Needle. Used by top radio stations and transcription companies.

Products of
Bagshaw

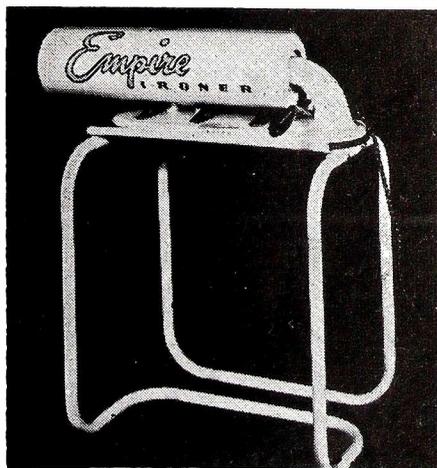
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EMPIRE APPLIANCE COMPANY
480 Lexington Avenue New York 17, N. Y.
(Factory: Cincinnati 2, Ohio)

Discs for Xmas

(Continued from page 55)

"Humming" is a new tune with novel appeal; flip is an oldie revived in the smooth Howard manner.

JAMES, HARRY: "White Christmas"—"All the World Is Mine." Columbia 37955

First side is familiar favorite from film, "Holiday Inn." Instrumental on the other side based on a theme from pic, "Carnegie Hall."

JOLSON, AL: "The Cantor" — "Hebrew Chant." Columbia 3

This is another single issued in the company's "Archives" series, and presents Jolson at a time when he was making recording history.

KAYE, SAMMY: "I'll Hate Myself in the Morning" — "Dream Again." RCA Victor 20-2524

"Dream" side is a song popular in England, with the Three Kaydets on the vocals. Don Cornell and Laura Leslie take it for the bouncy "Hate Myself in the Morning" side.

KAYE, DANNY-ANDREWS SISTERS: "Civilization" — "Bread and Butter Woman." Decca 23940

Catchy "Civilization" done by the sisters and the comedian sets toes tapping; flip is a tune with a Calypso beat.

KENTON, STAN: "Curiosity" — "Theme to the West." Capitol 15005

First side waxed by the reorganized Kenton crew has June Christy on first side vocals, and features Kenton's piano on an original theme.

LAWRENCE, ELLIOT: "My, How the Time Goes By" — "Baby Boogie." Columbia 37954

"Time Goes By" is from film, "If You Knew Susie." "Baby Boogie" has some Lawrence boogie passages, with Rosalind Patton on the vocals.

LEWIS, MONICA: "The Gentleman Is a Dope" — "It's the Bluest Kind of Blues." Decca 24253

Miss Lewis' initial disc for this label offers tune from "Allegro" and a top British favorite, "Blues."

MARTIN, TONY: "I'll Dance at Your Wedding" — "Carolina in the Morning." RCA Victor 20-2512

"Wedding" tune heading for best-seller lists; "Carolina" ditty receives a new treatment in the inimitable Martin manner.

MERCER, JOHNNY: "Jingle Bells" — "Santa Claus Is Comin' to Town." Capitol 15004

Two old Xmas favorites done in Mercer's own style.

MONROE, VAUGHN: "Love for Love"—"Baby, Be Good." RCA Victor 20-2514

First side is from film, "Escape Me Never." Reverse is a jump, styled for dancing.

MURPHY SISTERS: "Girls, If You Ever Get Married"—"The Bread Song, Don't Eat Me." Apollo 1080

"Girls" number is an old vaude song, done with sound effects to complete comical effect; flip is in behalf of current conservation drive.

PRIMA, LOUIS: "With a Hey and a Hi and a Ho Ho Ho!" — "My Flame Went Out Last Night." RCA Victor 20-2515

Prima antics on the first side a natural for New Year's Eve sales.

RHODES, BETTY: "Why Should I Cry Over You" — "Those Things Money Can't Buy." RCA Victor 20-2547

"Cry Over You," an oldie, warmly delivered by the smooth vocalist.

SHAW, ARTIE: "When You're Around" — "The Glider." Musicraft 512

A new Shaw interpretation of a current tune is backed by re-issue of an old favorite.

SHORE, DINAH: "How Soon"—"Fool That I Am." Columbia 37952

Sentimental love song, teamed with a sad blues tune.

SINATRA, FRANK: "The Dum Dot Song"—"It All Came True." Columbia

First side is a novelty in baby talk about a coin machine and features the "Pied Pipers." Flip is recorded with a new group, Alvy West and the Little Band.

SPIVAK, CHARLIE: "How Lucky You Are"—"At Dawning." RCA Victor 20-2500

"Lucky" is another English ballad making the rounds over here; classic "At Dawning" interpretation is sparked by Spivak's trumpet.

THE RAVENS: "Summertime" — "Write Me a Letter." National

An original rhythm interpretation of the Gershwin favorite is backed with a fast blues number.

TORME, MEL: "Ballerina"—"What Are You Doing New Year's Eve?" Musicraft 15116

Hit tune, "Ballerina," is given top Torme treatment; flip is a timely question, that will make the crooner's fans and other interested parties buy the disc.

ELECTRICAL APPLIANCES

Section of **RADIO & Television RETAILING**

Get Set for Time-Buying Increase

Lifting of Controls, High Living Costs and Growing Competition Will Cause Financing Upswing—Here's What to Do About It

● Now that the controls have been lifted from installment selling, dealers are faced with the necessity for gearing up their businesses to cope with the many new angles to time-selling which are bound to crop up.

For instance, now that Regulation W is no longer in effect, "competitive" easy terms will be stressed by many a sales organization. Such "easy" credit terms will be publicized in advertising copy, via direct-mail pieces, on the radio and on signs in show-windows.

It goes without saying that the alert retailer should know all about

While most dealers are already set up with a satisfactory lending

cause of the fact that they have been doing what amounted to almost an out-and-out cash business during the shortage period, have put off arranging for active installment business.

In anticipation of greatly increased time-buying, due to factors such as the lifting of Regulation W, growing



A private place to transact installment business is appreciated by buyers.

institution — be it an independent finance company, a bank or a manufacturer's credit outfit—many, be-

competition, the high-cost of living and others, lending organizations
(Continued on page 68)



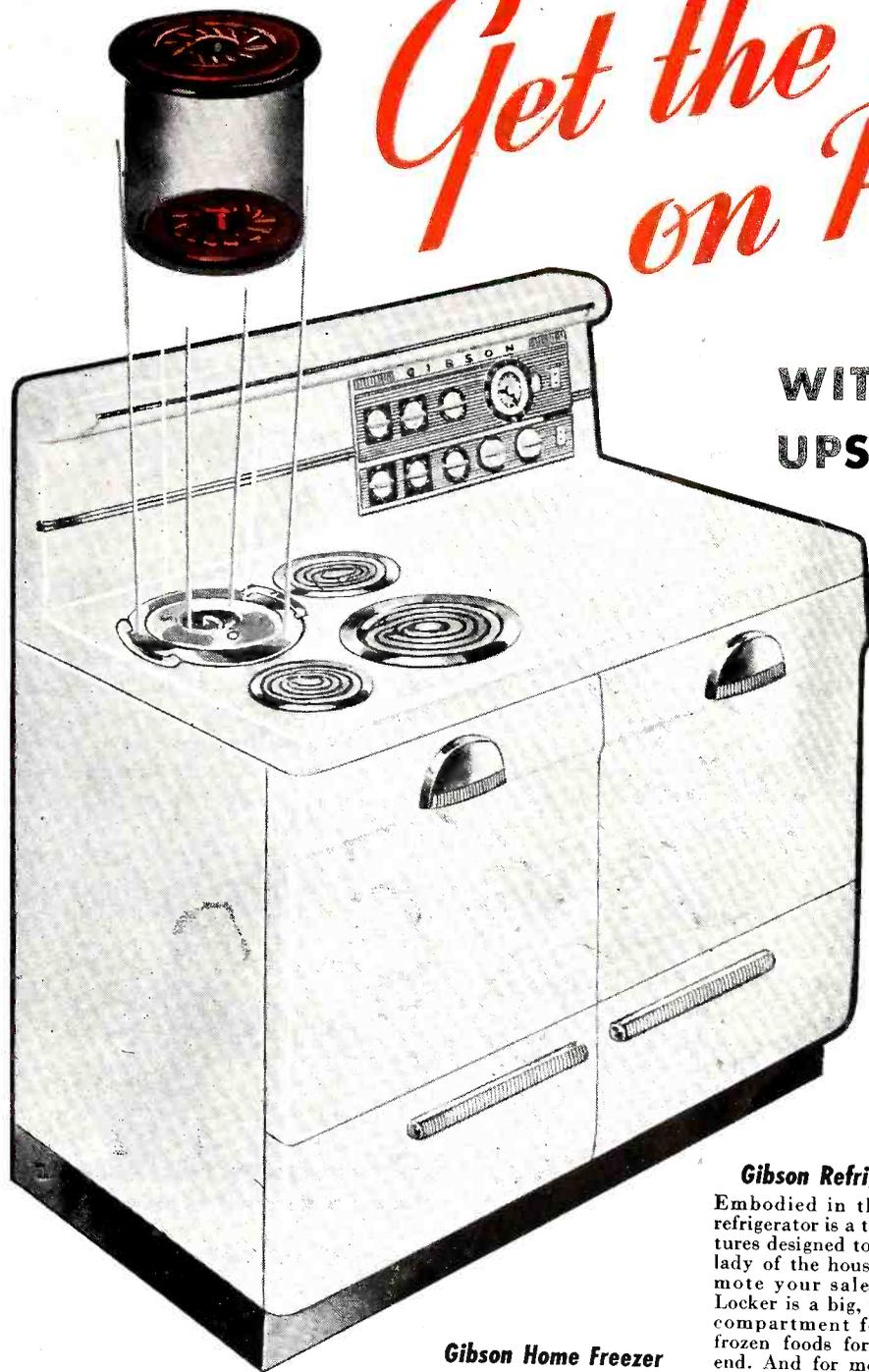
If they can pay cash, don't sell 'em terms.

the present credit features available to him and to his customers. He should hook up with the lending agency which, in his opinion, offers him the best deal in stocking and displaying his merchandise, and, which also provides competitive customer-purchasing terms and attractive, dignified customer-relations.

Ten Customer-Satisfying Installment-Selling Points

1. Be sure salespeople are familiar with the contract form.
2. Provide privacy for customers.
3. Get all credit information the first time.
4. Don't "edit" credit information.
5. Make certain buyer knows terms of contract—interest rate, his liability, etc.
6. Explain benefits of time-buying to purchaser.
7. Learn to "sell" the "first-time" credit purchaser.
8. Don't let can-pay-cash people buy on time because they think they won't otherwise get good service.
9. Use time contracts as sales clinchers.
10. Be sure your lending agency gives competitive terms; attractive, considerate service to your customer.

Get the Range on Profits...



WITH THE GIBSON UPS-A-DAISY RANGE!

Ups-A-Daisy is the cooking advantage that gives you the sales advantage. And only the Gibson Kookall Automatic Electric Range has it! A range innovation designed and pioneered by Gibson, Ups-A-Daisy provides four surface units or three surface units and a Deepwell Kookall. Also featured in the popular Gibson range is a waist-high broiler, two complete ovens, concealed oven vent and efficient automatic operation. Promote these Gibson features vigorously, and you'll get the range on profits.

Gibson Refrigerator

Embodied in the Gibson refrigerator is a team of features designed to please the lady of the house and promote your sales. Freezer Locker is a big, family-size compartment for storing frozen foods for weeks on end. And for meats, fruits and vegetables, Gibson builds into its refrigerator the Fresh'ner Locker.



Gibson Home Freezer

No more diving and stooping for frozen food packages with the improved Gibson Home Freezer. Its upright construction assures downright convenience. Five roomy, wall-to-wall shelves provide ample storage space for even the largest family.



See the Gibsons at the
January Market in Chicago
Space 537-538-B

Gibson

REFRIGERATOR COMPANY
Greenville, Michigan

COPYRIGHT 1947, GIBSON REFRIGERATOR CO.

Appliance Displays Should Be "Alive"



Mr. Merlyn is shown here with three of the Chicago fashion models who guided guests through the store during opening events. He's briefing them on the dishwasher part of his "all-alive" appliance display.

Showmanship Makes All the Difference in Getting Appliance Customers Interested.

● Showmanship is the heart of merchandising, says John S. Merlyn, operator of one of the most talked-about appliance stores in Blue Island, Ill.—a bustling industrial suburb on the fringe of Chicago's smoky Calumet steel mill area.

"If it is automatic, requires a motor or flame, and if it is shown on our floor, it is 'alive' for demonstration purposes or it can be made alive," says Mr. Merlyn, who brings to the appliance business a special flair for showmanship and a sound background in the building and contracting business.

His re-decorated store is located on the main business street of the thriving little town which attracts shoppers from all parts of the nearby industrial section. The long windows on the 80 ft. frontage make it easy to see the complete display room of the first floor, lighted, as is the whole building, with indirect fluorescent lighting.

The "grand opening" staged by Mr. Merlyn was a notable example of his showmanship in merchandising. Advertisements were run in 12 local newspapers, and personal letters of invitation were sent out. The event itself was complete with prizes given out by fashion models, Mother's Day specials, a cash-and-carry discount of 5% on small appliances, and a lot of publicity. Thousands of people came to see the electric kitchens and laundries, new items among small appliances, ventilating fans, hot water

heaters, etc., *all in actual operation on the floor* and demonstrated by the glamorous models.

Mr. Merlyn believes that successful appliance selling requires a thorough knowledge of building, and that it is as necessary to prepare a building for receiving modern equipment as it is to install the equipment itself.

"It's showmanship that makes people buy," Merlyn says, however. That is why he has equipped his store as a complete all-alive electric, gas and oil display. Hundreds of feet of Bull Dog trolley duct is used throughout the building. The electrical service is three-phase on all three floors and the building is wired for both 110 and 220 volts.

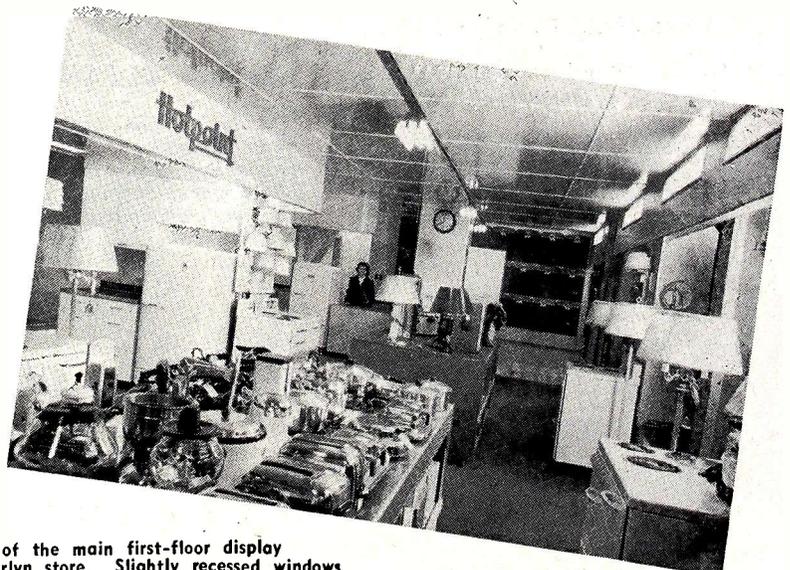
The Hotpoint electric kitchen is a complete unit in itself, from metal cabinets to electric dishwasher, garbage disposal and smaller equipment such as toasters and coffeemakers. The electric laundry is similarly equipped. Heating, ventilating and air conditioning units are also complete. Clients not only see the units, they may press the buttons and operate them.

An enormous amount of plumbing work, pipe work and electric wiring was necessary in order to make this possible, but it has paid big dividends in sales. It was even necessary to extend the stacks on the chimneys 20 feet in order to give proper stack pull for heating and ventilating demonstration and efficient operation.

The firm occupies both floors of the building and two basements. The second floor contains the general offices, service department, engineering department, and assembly rooms for conducting of cooking schools. This room will seat 250 persons.

The first floor consists of a large main display room 60x80 feet with

(Continued on page 68)



Here is a part of the main first-floor display room of the Merlyn store. Slightly recessed windows of 80-ft. front are at right; three-sided display rooms at left.

Refrigerators ★

★ Washers

★ Ironers

★ Ranges

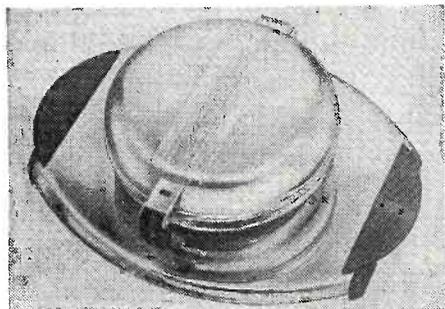
★ Vacuum Cleaners

★ Food Freezers

New Electrical

Universal WAFFLE MAKER

Gleaming chromium finish waffle maker, with Coronet design. Handles and trim of heat resistant mahogany. Heat indicator; die-cast mirror finished aluminum



grids 7½ inches in diameter. 6 ft. detachable cord. Companion piece to Universal Coffeematic. Landers, Frary & Clark, New Britain, Conn.—RADIO & Television RETAILING

Norge WATER COOLER

Portable, automatic water cooling device, may be moved from room to room and "plugged in" to convenient electrical outlet. Unit cools 50 cups of water an hour. Size: 22 inches wide, 14 inches high, 12½ inches deep. Norge Div., Borg-Warner Corp., Detroit, Mich.—RADIO & Television RETAILING

Royal Rochester COFFEE MAKER

Electric coffee maker, retails at \$16.95 plus tax. Attractively decorated. Robeson-



Rochester Corp., 46 Sager Drive, Rochester, N. Y.—RADIO & Television RETAILING

Westinghouse ELECTRIC SHEET

Electric sheet, designed for use with conventional bed coverings, this product is made of neutral-colored muslin and is 70 inches wide by 84 inches long and has a heated area 54 inches by 70 inches. It is operated by the automatic watchman con-



trol that maintains a pre-selected warmth regardless of changing room temperatures. Expected to sell for under \$30. Westinghouse Electric Corp., Electric Appliance Div., Mansfield, O.—RADIO & Television RETAILING

Brownie-Lite FLASHLIGHT

Flashlight is 2 inches long, ½ inch diameter. Styled in gleaming sterling silver or jewelers metal, and with attractive engraving. Models may be had with chains, key rings, name tags, etc. Attractively gift-boxed. Brownie Mfg. Co., 195 William St., New York, N. Y.—RADIO & Television RETAILING

Telechron CLOCK

"Airlux" model, housed in hand-rubbed brown mahogany case; bell-alarm. Dimensions: 5 inches high, 6½ inches wide, 3 5/16 inches deep. Its 3½-inch dial is of metal with brown grained mahogany background and gold alarm dots. Sells for \$15.00 plus tax. Telechron Corp., Ashland, Mass.—RADIO & Television RETAILING

Gem AUTOMATIC WAFFLER

New automatic waffle iron has built-in temperature control unit which permits selection of crisp waffles to suit any taste. Finger-tip control. Lists at \$10.95. Newark Appliance Corp., Inc., 92 So. 6th St., Newark 7, N. J.—RADIO & Television RETAILING

Electro Master RANGE

"Banquet Superb" model features new pyrex aircell "oveneye" which enables



checking of baking and roasting without opening oven door. Switch turns on interior oven light for added convenience. Size: 40 inches wide, 26 inches deep, 42 inches high. 3-way selector switch on control panel, for use in conjunction with timing clock. Warming oven, deep well cooker, and additional lighting are other features. Switches mounted on back panels for added safety. Electromaster, Inc., Mount Clemens, Mich.—RADIO & Television RETAILING

Rittenhouse DOOR CHIME

"Lyric" model, three-tube chime. Sounds two vibrant notes for the front door, one for the rear. Three long-lacquered-brass tubes suspended from an ivory plastic housing. A polished brass cleft ornament decorates chime. Dimensions: 8¾ inches wide, 46½ inches long, 2½ inches deep. Retails at \$12.50. Rittenhouse Co., Honeoye Falls, N. Y.—RADIO & Television RETAILING

X-Pelzit AIR EXPELLER

Air expeller for window mounting, designed for removal of fumes, etc. Air expulsion motor and blades mounted on an all-aluminum frame with aluminum sliding side panels adjustable to permit mounting in windows from 22 to 33 inches in width. Retails for \$13.95. Thomson & Bishop, Takoma Park, Md.—RADIO & Television RETAILING

Home Appliances

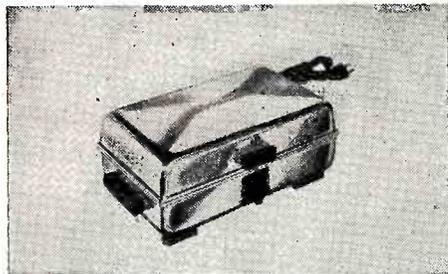
★ Toasters
★ Toasters
★ Hand Irons
★ Mixers
★ Clocks
★ Coffee Makers

Knapp-Monarch SPEED IRON

Iron features "MagiKurve", shaped to fit around neckbands, armholes, and ruffles. Edge is "button-bevelled" all around. 3 air-grooves keep entire top of iron cool; lighted dial gives 3 heats for every fabric; cord swings out of way during ironing process; iron rests on side-bumpers. Knapp-Monarch Co., St. Louis 16, Mo.—RADIO & Television RETAILING

Hollywood WAFFLER

Family-sized electric waffle maker, constructed of highly polished solid cast aluminum. Features a controlled heating unit



which stabilizes the baking temperature. Makes eight portions on its 11½ inch by 8½ inch baking surface. Overall dimensions: 13 inches x 8 inches x 4¾ inches. Finders Mfg. Co., Chicago, Ill.—RADIO & Television RETAILING

Monroe SEWING MACHINE

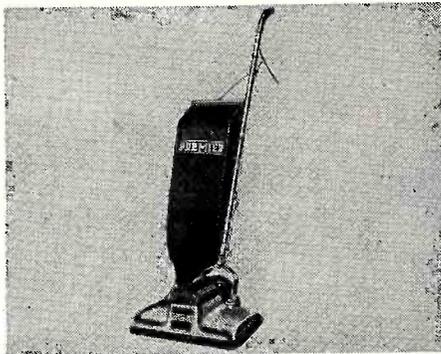
Electric sewing machine, operates without bobbin or shuttle. General purpose machine for all types of sewing, and also sews a distinctive stitch. Two threads of different texture may be combined in matching or contrasting colors. Two-color stitches with threads of identical texture, as well as one-color single-thread stitches are also sewed. Blending of thread-color and thread-texture is by simple finger-controls without extra attachments. Portable model with 8-inch head, weighs 16 lbs. Lion Mfg. Corp., Chicago, Ill.—RADIO & Television RETAILING

Merit-Master TOASTER

Two-slice automatic pop-up toaster. Black plastic trim; removable crumb tray for quick cleaning. Streamlined, oval design. Merit Made, Inc., 33-37 Franklin St., Buffalo 2, N. Y.—RADIO & Television RETAILING

Premier VACUUM CLEANER

Model 23 floor cleaner features motor-driven brush; single-speed motor; dirt-finding search lite; full opening; poro-nap dust bag; trigger-type switch; 22 ft. rub-



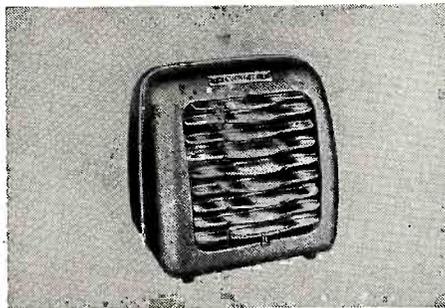
ber-covered cord with molded rubber plug; durable maroon and gray crinkle finish. Built to retail at \$59.75. Premier Vacuum Cleaner Div., General Electric Co., 1900 Superior Ave., Cleveland 14, O.—RADIO & Television RETAILING

Durabilt TRAVEL IRON

New ac-dc folding travel iron, equipped with fabric heat indicator. Handle features plastic molded around the steel base. Iron weighs less than 2 lbs., folds down to 1½ inches. Retail at \$6.95. Winsted Hardware Mfg. Co., Winsted, Conn.—RADIO & Television RETAILING

Everhot FAN-HEATER

Model No. 915, fan-and-heater, styled with graceful louvres. Heater features: circulates 80.7 cu. ft. of heated air per



minute. As a fan, motor steps up to its full speed for maximum air circulation. Finished in blue, with a hammered effect. The Swartzbaugh Mfg. Co., Toledo 6, O.—RADIO & Television RETAILING

Fresh'nd-Aire HUMIDIFIER

Humidifier is designed to add correct amount of moisture necessary to properly humidify air. Automatically adds filtered and washed moisture to the air. Made of crackle-brown finished sheet steel, unit is 16½ inches high, 12 inches diameter, and weighs 15 lbs. Water reservoir capacity is three gallons. Fresh'nd-Aire Co., Div. Cory Corp., Chicago, Ill.—RADIO & Television RETAILING

Burnham ELECTRIC STEAM RADIATOR

Electric steam radiator available in six models, (three portable, three stationary, with six different heating output ratings.) All models may be had for ac or dc. Attractive appearance, cast iron construction, safety and fully automatic thermostat controls are features which the manufacturer points out. Burnham Corp., Irvington, N. Y.—RADIO & Television RETAILING

Sentinel KITCHEN CLOCK

Model SK-135. Electric self-starting kitchen clock. Easy to keep clean, 5-inch white dial, convex glass, convenient bottom set. Exclusive of taxes, \$4.50. E. Ingraham Co., Bristol, Conn.—RADIO & Television RETAILING.

Northwyck BAR

"Genial Host" streamlined bar, with built-in refrigerating unit for making ice cubes and chilling mixtures. Unit is 44 inches high, 43 inches long, and 23 inches deep.



Fiber glass insulation encases cabinet. One compartment is a liquor cabinet, the other a refrigerating cabinet. Equipped with a lock. Northwyck House, 18 E. 33 St., New York, N. Y.—RADIO & Television RETAILING

Back on the Air December 1st

The General Electric



House Party

You remember the General Electric House Party—the biggest and best radio show in the appliance and radio industry.

It's an anything-goes fun-fest of games, quizzes, and valuable information—and it's the *sellingest* show on the air.

Surveys prove that twice as many listeners to House Party have bought G-E Appliances and Radios as non-listeners. House Party has the *highest sponsor identification* of any day-time show. Because G-E products are part of the program.

It's your program

What House Party will mean to you in actual sales depends on how closely you tie in with it.

Take advantage of all the promotional material we have prepared for you—envelope stuffers, ad mats for your local newspapers, post cards—and *talk* to your customers about G-E House Party. You can help make it one of the top salesmen of the air—for you!



One part of a huge program

House Party is going to sell the full line of General Electric Radios and Appliances in your community.

But it is just one very important part of a huge co-ordinated program of national advertising which includes all the important consumer magazines in the country.



G-E advertising sells appliances and radios for you

- five days a week

House Party

ART LINKLETTER makes House Party an exciting show—and G-E products a part of the excitement. His tremendous popularity in radio and movies are going to make him *your* best salesman.



More stations — more listeners

HERE ARE THE STATIONS AND THE TIME IN YOUR AREA:

2:30 - 2:55 P. M.
Pacific Standard Time

Bakersfield
KERN
Fresno
KARM
Los Angeles
KNX
Palm Springs
KCMJ
Portland, Ore.
KOIN
Reno
KOLO
Sacramento
KROY
San Diego
KSDJ
San Francisco
KQW
Seattle
KIRO
Spokane
KXLY
Stockton
KGDM
Yakima
KIMA

Cedar City
KSUB
Colorado Springs
KVOR
Denver
KLZ
El Paso
KROD
Great Falls
KFBB
Missoula
KGVO
Phoenix
KOY
Rapid City
KOTA
Salt Lake City
KSL
Santa Fe
KVSF
Scottsbluff
KOLT
Silver City
KSIL
Tucson
KTUC

2:30 - 2:55 P. M.
Central Standard Time

Austin
KTBC
Birmingham
WAPI
Cedar Rapids
WMT
Champaign
WDWS
Chattanooga
WDOD
Chicago
WBBM
Cookeville
WHUB

Corpus Christi
KEYS
Dallas
KRLD
Danville
WDAN
Decatur
WSOY
Des Moines
KSO
Duluth
KDAL
Evansville
WEOA
Grand Forks
KILO
Green Bay
WTAQ
Harlingen
KGBS
Hopkinsville
WHOP
Houston
KTRH
Indianapolis
WFBN
Jackson
WJQS
Jamestown
KSJB
Joplin
KSWM
Kansas City
KMBC
Knoxville
WNOX
Kokomo
WKMO
Little Rock
KLRA
Louisville
WHAS

Mason City
KGLD
Memphis
WREC
Meridian
WCOC
Milwaukee
WISN
Minneapolis,
St. Paul
WCCO
Montgomery
WCOV
Muncie
WLBC
Nashville
WLAC
New Orleans
WWL
Odessa
KOSA
Oklahoma City
KOMA
Omaha
KFAB
Paducah
WPAD
Peoria
WMBD
Quincy
WTAD
St. Louis
KMOX
San Antonio
KTSA
Selma
WGWC
Shreveport
KWKH
Sioux City
KSCJ
South Bend
WSBT

Springfield, Ill.
WTAX
Springfield, Mo.
KTTS
Topeka
WIBW
Tulsa
KTUL
Wausau
WSAU
Wichita
KFH
Wichita Falls
KWFT

3:30 - 3:55 P. M.
Eastern Standard Time

Akron
WADC
Albany, Ga.
WGPC
Albany-Troy
WTRY
Anderson
WAIM
Asheville
WVNC
Ashland
WCMI
Athens
WGAU
Atlanta
WGST
Atlantic City
WBAB
Augusta
WRDW
Baltimore
WCAO
Bangor
WABI
Beckley
WJLS

Binghamton
WBNF
Boston
WEEI
Buffalo
WGR
Burlington
WCAX
Charleston, S. C.
WCSC
Charleston, W. Va.
WCHS
Charlotte
WBT
Cincinnati
WKRC
Cleveland
WGAR
Columbia
WKIX
Columbus, Ga.
WRBL
Columbus, O.
WBNS
Dayton
WHIO
Durham
WDNC
Fairmont
WMMN
Fort Myers
WINK
Frederick
WFMD
Groversville
WENT
Grand Rapids
WJEF
Greensboro
WBIG

Harrisburg
WHP
Hartford
WDRD
Indiana, Pa.
WDAD
Ithaca
WHCU
Jacksonville
WMBR
Johnstown
WARD
Kalamazoo
WKZO
Keene
WKNE
Macon
WMAZ
Manchester
WFEA
Miami
WGBS
New York
WCBS
Orlando
WDBO
Parkersburg
WPAK
Philadelphia
WCAU
Pittsburgh
WJAS
Portland, Me.
WGAN
Portsmouth
WPAY
Providence
WPRO
Richmond
WRVA
Roanoke
WDBJ

Rochester
WHEC
St. Augustine
WFOY
Sarasota
WSPB
Savannah
WTOC
Scranton
WGBI
Spartanburg
WSPA
Springfield, Mass.
WMAS
Syracuse
WFBL
Tampa
WDAE
Uniontown
WMBS
Utica
WIBX
Washington
WTOP
Waterbury
WBRY
Watertown
WVNY
West Palm Beach
WJNO
Wheeling
WVVA
Worcester
WTAG
Youngstown
WKBN

9:30 - 9:55 P. M.
Hawaiian Standard Time

Hilo, Hawaii
KHBC
Honolulu
KGMB

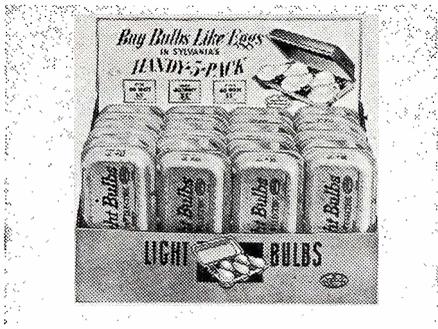
GENERAL ELECTRIC

What's New in Lighting

Sylvania Introduces New Way to Sell Bulbs

A new way to merchandise light bulbs and help dealers boost sales has been announced by Sylvania Electric Products, Inc., who have introduced a "3-in-1" carton merchandiser containing an assortment of 120 of the most popular size bulbs packaged in the company's Handy-5-Packs. Each carton, when set up by the dealer according to simple directions, is a complete display and sales unit and encourages the sale of five bulbs at a time instead of the one or two bulbs usually purchased.

Timed for the peak lighting sea-



son, between now and next Spring, the "3-in-1" deal consists of four Handy-5-Packs (each containing five bulbs) of 25-watt bulbs, eight packs of 40-watt bulbs, and twelve packs of 60-watt bulbs, the sizes known to be most in demand, with the shipping carton itself serving as a counter display merchandiser. All the necessary advertising and pricing information is supplied in the carton, thus further simplifying the dealer's selling job.

Packed complete with the bulbs in the factory to permit the sale of three fast-moving types of bulbs in one case, the unit eliminates the need for repacking and assorting the bulbs by the dealer.

Retail price of the bulbs contained in the unit totals \$13.20 plus tax and costs the dealer \$9.24, thus allowing him a net profit of \$3.96 per carton. There is no extra cost to the dealer for the special type display unit.

Guth Co. Booklet

The "Rainy Night" booklet, released by The Edwin F. Guth Co., St. Louis, Mo., which emphasizes the importance and value of good lighting by pointing up the effects of bad lighting, is available free, upon request.

GE Offers Streamlined Fixtures to Merchants

Merchants who sell General Electric lamps in their stores who desire to modernize interiors with smart, streamlined display fixtures now have the chance to do so by taking advantage of an offer the Lamp Department of the General Electric Company is making to its agents.

Called "G-E Irwinner Line of Fixtures," the patented store merchandising displays were developed at the Lamp Department's Nela Park headquarters so that the six basic units can be combined into counter displays, wall, corner, platform and window displays in more than one hundred combinations. They are made of sturdy five ply fir plywood, 3/4" thick and finished with one-coat flat gray paint. The units are shipped knocked-down with all holes pre-drilled and small hardware required for assembly included with each unit. Only a screwdriver and pliers are needed to assemble the units.

Sold Without Profit

So that its dealers may have the counter units at the lowest possible cost, General Electric has absorbed development costs, patent costs and all promotional costs, and the units are being sold without profit by the company. At present GE lamp agents may have the De Luxe Lamp Counter for \$55.40 less 30%, or \$38.78 f.o.b. Winston-Salem, North Carolina. The shipping weight is approximately 185 pounds, packed. Other units range in price from \$3.33 to \$28.10 f.o.b. Winston-Salem. Orders for these units may be placed through GE lamp distributors.

Combination Fixture



New shielded Circline combination ceiling fixture and wall bracket with 32-watt Circline lamp. Made by Moe-Bridges Corp., Sheboygan, Wis.

Westinghouse in Drive For Increased Sales

Westinghouse lamp distributors across the nation are going after increased sales in their territories in a campaign backed up by a localized plan of attack and an overall Company lamp promotional push.

The plan to increase distributor sales of Westinghouse lamps, developed by the Advertising & Sales Promotion Department of the Lamp Division, was timed to coincide with one of the largest consumer and trade paper advertising schedules in the history of the Division.

Salesmen working out of the various Lamp Division District offices have been outlining the plan to principal distributors in their area. The presentation includes a master set of charts, pictures and promotional suggestions for the salesmen to use in their discussions before the more than 300 Westinghouse distributors, their key salesmen, and Westinghouse Electric Supply Company salesmen. The lamp market in each

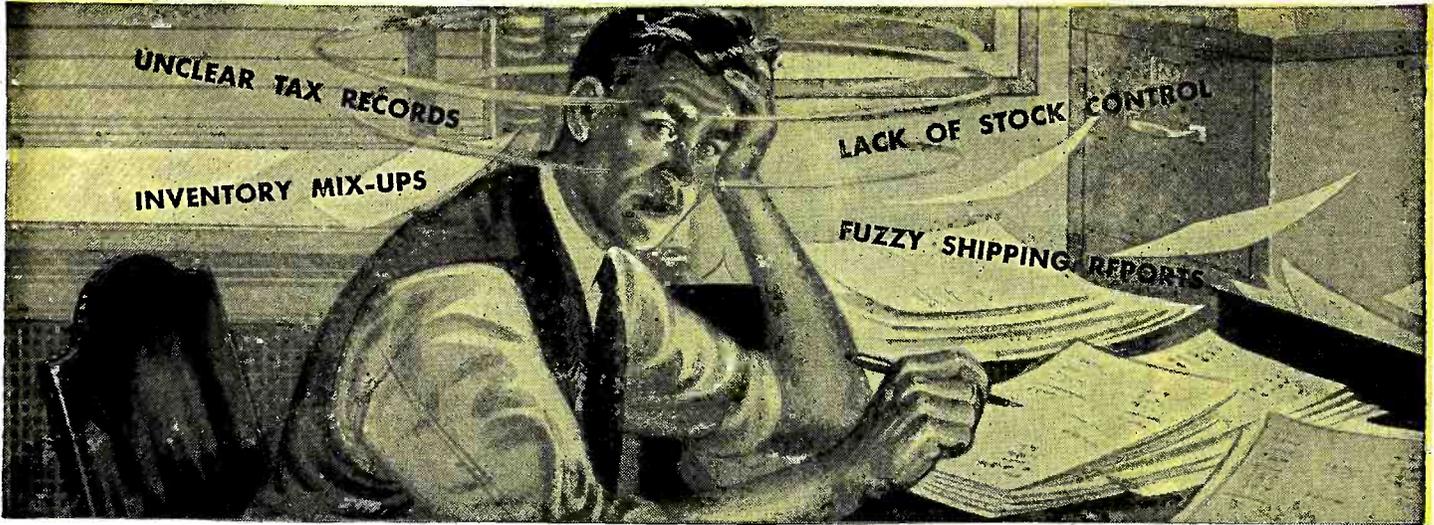


New Westinghouse tear-apart package.

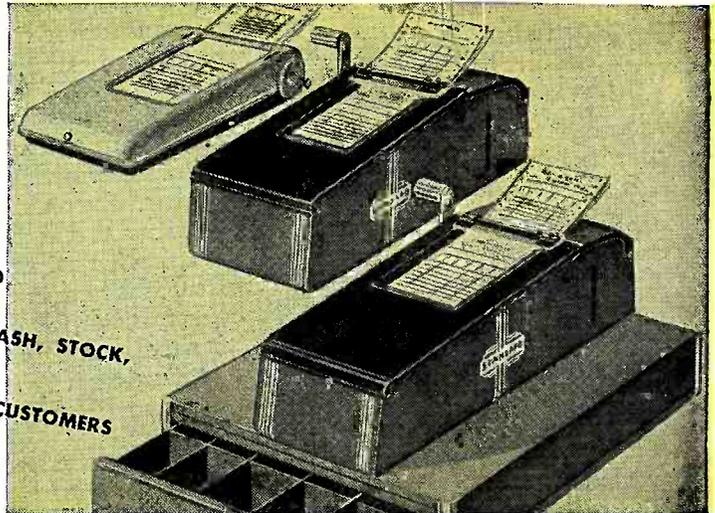
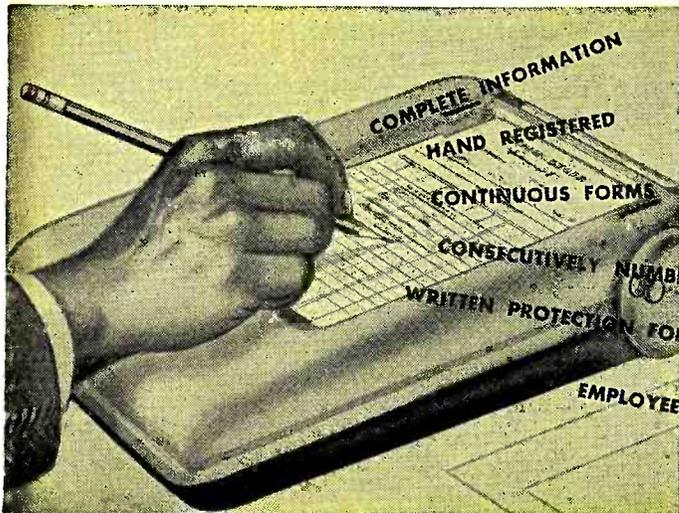
distributor's territory is analyzed and inscribed on the chart in personalized form. Each distributor's goal is then set, and methods of accomplishing the objective are specified.

These methods include: a knowledge of the lamp business and its potentialities for profitable, steady business; analyzing inactive accounts and obtaining new prospects; taking full advantage of the Company's promotional efforts and following through on them.

Simplify your BOOKKEEPING Job



REGISTER every transaction by hand...



the modern STANDARD REGISTER way!

DISCOVER how much easier, *faster*, you can make the records you need—with the Standard Form-Flow Register. Learn how it simplifies bookkeeping, tax and financial reports. See how it checks carelessness, misunderstandings, dishonesty ...protects your cash, merchandise, *people* involved in every transaction. And see how it helps give you the fast, accurate picture of inventory you need, today. Mail the coupon, *now*, learn *all* the ways a Standard Register can help you operate more profitably.

FREE! WRITE FOR FOLDER which tells how Standard Form-Flow Registers and pre-tested Standard Register systems can give you more complete records with less writing, less work—in your particular business.

THE STANDARD REGISTER COMPANY

Manufacturers of Registers and Forms
for ALL Business and Industry
DAYTON 1, OHIO

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

Appliance
Dealers

GET THESE SPECIAL BENEFITS

- All records clear, legible at one writing.
- Copies for customer, office, delivery and locked-in audit records.
- 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

Dept. 1312 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.....

A Winner Among Washer Window Displays



This display at Halle Bros. Co., Cleveland, was winner of first prize in its group, in the window contest sponsored nationally by Bendix Home Appliances. Total of 393 retailers in all groups built their entries around replicas of the gold and silver-trimmed 1,000,000th Bendix washer.

Credit Business

(Continued from page 57)

have greatly expanded their facilities. In line with this trend, retail merchants need to set themselves up to do an ever-increasing credit business in order to keep volume at high levels, and to meet competition.

Since many of today's retail salesmen have had little, if any, time-selling experience, the dealer should not overlook the importance of properly training them so that they will become familiar with all of the techniques in installment merchandising to the customer. In addition to its importance as a sales-clincher, the time-payment contract, if properly administered can also be a goodwill builder. Also, if properly "sold," the buying-on-time contract can become a powerful volume-increaser in cases where "first-time" installment purchasers buy goods they otherwise might have gone without on the assumption that such method of buying is either too involved or is "undignified"—or any one of a dozen more misconceptions.

Actually, for the conscientious person, the time-buying transaction is a decided asset since it establishes credit, valuable for future purchases or for various sorts of references. In order to make a success of installment selling, the sales organization must be properly schooled in all phases. Salespeople should know *all* of the terms of the contract, interest rates, etc., and should be able to answer any question the customer asks. There should be no withholding of facts. If the prospective purchaser requests information

concerning his liability, he should be told all about it. The total amount of interest the customer is to pay should be definitely understood by such purchaser.

A clear understanding of the entire transaction on the part of the customer at the time the contract is signed is of prime importance in maintaining goodwill, and in keeping merchandise "sold." Salesmen should not be permitted to "edit" credit information, or to leave some information out because the customer objects to it. The salesman who has to "go back" to the buyer for more information may find the order cancelled in his face.

Customers who are well able to

pay cash, but want to pay on time to "insure service" should be discouraged in this belief, since no reputable dealer makes any distinction between a cash or time buyer when it comes to service.

The panel accompanying this article stresses ten important points which will help any dealer to step into the ever-growing time-payment picture with both feet—on the ground!

Appliance Displays

(Continued from page 59)

an auxiliary display room of five soundproof booths and ladies' powder room arranged around a good sized open space which is to be used for television demonstrations. In the rear is a cashier's office and storage space for records, occupying about 16x20 feet, and additional storage space for large appliances of approximately 30x60 feet. Behind this storage space a door opens into the material yard, an enclosed court behind the building.

One of the basements is devoted to the most modern service and shop facilities available. This is used for fabrication work as well as assembly repair work and other jobs performed in connection with heating. The John S. Merlyn Industries firm operates a complete fuel conservation and building comfort service, combined with building maintenance and repairs. The electrical service shop is also located in these workrooms.

The other basement is used for storing merchandise sold and displayed in the main showroom.

"Ways to Please a Lady" at Christmas Time



The 4-color ad which launched Proctor's "Ways to Please a Lady" holiday promotion is being shown by New Jersey district manager Carl McLaughlin (right) to his jobber representatives, Samuel Blum, (left) appliance sales manager, and A. K. Spears, (center) vice-president, T. A. O'Loughlin & Co., Inc., Newark, N. J. The promotion features other products besides Proctor. Proctor has also issued a complete promotional package for its iron—window and counter displays, mats, ad copy, etc.

A REPORT TO OUR RETAILERS

Today, we stand upon the threshold of a new year.

Looking forward, we can see spread out before us a multitude of opportunities—opportunities for prosperity, happiness, security, and service to our fellow men.

Norge plans to set a lot of new records next year.

First, we intend to build better products than ever before.

Next, we intend to build more products in 1948 than in any preceding year in our history.

Furthermore, we intend to sell more appliances than in any past 12-month period.

We can make these statements with confidence, because they have their foundations upon the solid bedrock of hard fact.

Where one factory existed before the war, we now have five. The existence of five, as compared with the one, alone represents a vast expansion of manufacturing facilities, but we did not stop there. In the last year we expanded three of these plants—in Effingham, Ill., to build more ranges; in Herrin, Ill., to build more laundry equipment; in Chattanooga, Tenn., to build the "Water Boy" portable water cooler.

Each one of our plants is more efficient today than it was a year ago. Factory engineers have worked and are working unceasingly to improve production methods and techniques so that we can produce more efficiently and rapidly than ever before.

In 1947, as in preceding years, Norge has proved itself a style leader, a pace setter in modern, functional design. Just as Norge, in years past, set a pattern for the industry in refrigerators, for example, so also did it take the lead in 1947 in design of electric and gas ranges. No other manufacturer pioneers so consistently in building acceptable features into his products. In 1948, Norge will maintain this position of leadership and, in this connection, will unveil new product surprises at the January furniture show in Chicago.

Even discounting the large-demand backlog which still exists, Norge will sell everything it can produce in 1948. This statement we make because our distributors—seasoned observers—tell us that Norge is growing in popularity every day. Public acceptance is greater than ever, public desire for Norge appliances is at a record peak and still rising.

That we find ourselves in this enviable position, is no accident. It is the result of long-range planning that started in prewar years; of the American investor's willingness to invest money so that the facilities could be acquired and expanded; of the designer's craftsmanship; of the workman's effort; of the salesman's skill. No one person can take particular credit, for in the long run, it is the result of teamwork.

So, again we say, tomorrow holds the prospect of many good things. Let us seize the opportunity, and all of us will benefit.

Howard E. Broad

President

Products of
BORG-WARNER



Refrigerators



Electric Ranges



Washers



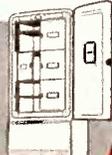
Electric
Water Heaters



Home Heaters



Gas Ranges



Home & Farm
Freezers

SEE
NORGE
BEFORE YOU BUY

Appliance Servicing

How to Sell and Re-Sell Appliance Repair Jobs

One of the best ways to please and hold appliance service customers is to *re-sell* the repair job *after* it has been finished. First, be sure that the repaired product has been put in first-class operating condition; second, be sure that you've made its appearance as attractive as possible. Then, *sell* the job by telling the customer what has been done. For instance, point out that the old automatic toaster which was brought in because it "wouldn't heat" has been thoroughly overhauled, as follows: 1. Has been rewired. 2. The clock mechanism has been taken apart, thoroughly cleaned and oiled. 3. New switch contacts have been installed, and 4. The chromium-plated shell has been buffed so that it looks like new.

The results of such after-service sales talk, plus a good job done: A satisfied customer, and a *profitable* job for the dealer who might, after all, have charged the customer fifty cents for installing a male plug on the service cord, and returned the appliance full of old crumbs, drab in appearance, sluggish in operation, and a likely "come-back" item.

The Ideal Appliance Service Department

(From the Norge Refrigerator Service Manual)

The real function of a Service Department is to render to its customers, skilled, prompt and courteous service. Customers are not hard to satisfy when this is done. While a customer may not always be right, it is the Service Department's duty to always satisfy him.

There are two parties to a sale, to whom fair treatment is due; the dealer who made the sale and the purchaser. The service man's job is to see that both get fair treatment.

After making an adjustment, your work is not completed until the user's confidence is restored. Restore this confidence by making adjustments promptly and efficiently, and avoid unnecessary conversation. Never magnify difficulties. The user thinks the trouble is as great as you make it. The confidence of the customer is won or lost by the man-

ner in which the service man conducts himself in the presence of the customer.

Complaints about service costs are usually not caused by the charges but by the inadequacy of the service to which these charges apply. We can justify proper charges, but we cannot justify poor service. If service is inadequate, the customer has a legitimate grievance and a right to complain about the price charged.

We therefore urge that every service man make an intensive study of this Service Manual to obtain a complete knowledge of Norge. You gain the confidence of the user through your gentlemanly and tactful contacts and thorough knowledge of the product.

Holding Your Good-Will

Some dealers overlook the importance of the outside servicer's appearance and personality. In addition to being a *good mechanic*, the serviceman should impress the customer favorably . . . just as much so as the salesman should. Both represent



Don't Hire Temperamental Servicers.

the merchant. A mechanic who looks like a chimney sweep just doesn't click with the careful home-maker. The grouchy, sullen individual who growls at the customer tears down the good-will structure the sales-force is striving to maintain.

Checking Silex Iron

On complaints that Silex Duolectric steam iron spits or foams, check for 1. Excess water. (8 ounces is maximum.) 2. Impurities (soap, oil, etc.) in tank.

Preliminary Tests on Arvin Electric Iron

Before beginning any repairs to the Arvin Iron, it is recommended that the following preliminary tests be made with Arvin No. IT-10 Test Stand.* A complete analysis can thus be obtained in advance and no defect or faulty adjustment is likely to escape detection. The regulator knob should be at its highest setting ("HIGH") during these tests.

1. Check for: **GROUNDS AND SHORTS**—Plug cord into bakelite socket at left on test stand. If iron is in good operating condition, the red bulb will burn dim. If there is an open circuit in the iron, the red bulb will burn at full brilliance. Check for defective cord, burned out element, or inoperative thermostat. If the red lamp goes out, a short circuit or ground is indicated and must be corrected before proceeding further.

Second Step

2. Check for: **PROPER HEAT ADJUSTMENT**—Plug cord into right-hand socket on test stand. Keep regulator knob at highest setting. Make sure that iron is placed on stand so that toe rests flat on button. Otherwise, a true reading will not be obtained. If the iron is properly connected, the small white bulb at the right of the test stand will light each time the thermostat cuts in and remain lighted until it cuts out. After the light goes out, wait until temperature gauge needle stops climbing before taking a reading. *Always disregard the first reading* because it will show the thermostat overshoot. Leave the iron on the stand through a second heat cycle. The second reading will be correct. Top temperature, with the iron completely assembled, should be 500°F. to 550°F.

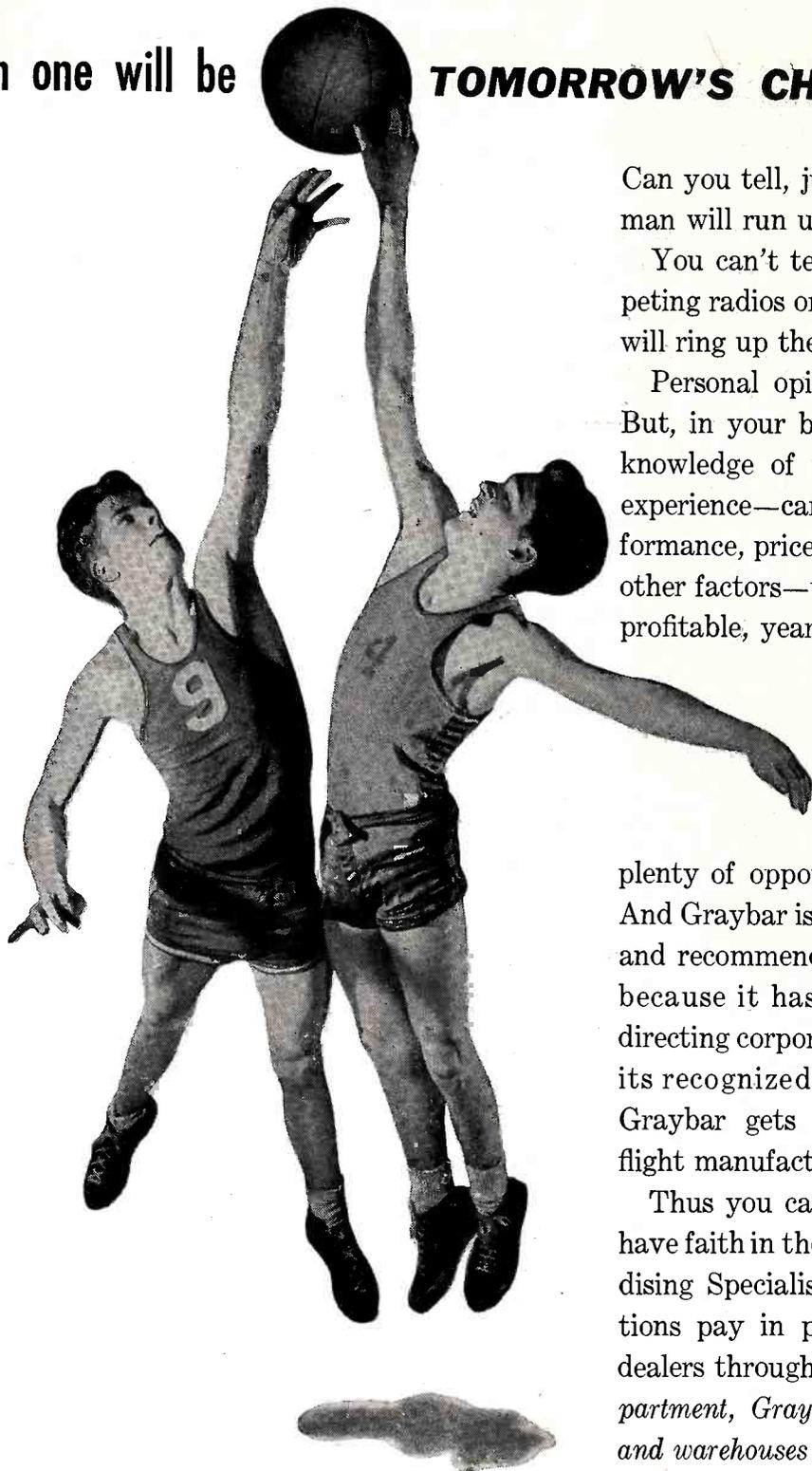
(*Description of Arvin tester appeared in August, 1947, issue.)

Overloaded Circuits Cause of Some Come-Back

On "won't-get-hot-enough" come-back service calls on appliances pulling considerable current, such as hand-irons, waffle-makers, sandwich grills, roasters, which check out all right in the shop, examine customer's circuits for possible overloading.

Which one will be

TOMORROW'S CHAMP?



Can you tell, just by looking at them now, which man will run up the highest score for the season?

You can't tell, either—just by looking at competing radios or irons or ranges today—which ones will ring up the most sales over the long pull.

Personal opinion has a place in any business. But, in your business and ours, it takes a broad knowledge of the field—years of merchandising experience—careful consideration of product performance, price, manufacturer's advertising, many other factors—to select the lines that will be most profitable, year in, year out. With such qualifications, personal opinion becomes astute *judgment*.

As a national distributor of leading radios and appliances for many years, Graybar has had plenty of opportunity to acquire such judgment. And Graybar is free to use this judgment—to select and recommend lines on the basis of salability—because it has remained an independent, self-directing corporation. At the same time, because of its recognized ability to “move merchandise,” Graybar gets energetic co-operation from top-flight manufacturers.

Thus you can readily see why Graybar dealers have faith in the recommendations of our Merchandising Specialists. Proof that these recommendations pay in practice is the success of Graybar dealers throughout the nation. *Merchandising Department, Graybar Electric Company, Inc. Offices and warehouses in over 90 principal cities.*

4796

When a product is recommended by Graybar, you can be sure it is (1) easy to sell, (2) honestly advertised, (3) backed by a warranty which protects both dealer and consumer.

recommended by
Graybar

RADIOS

• MAJOR APPLIANCES

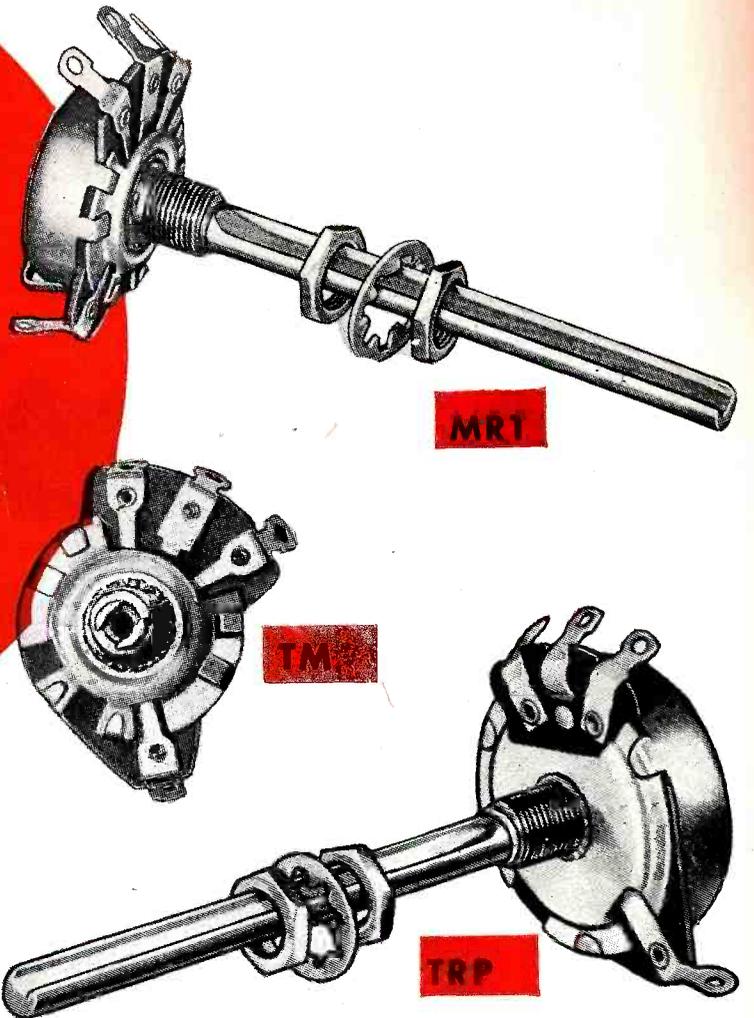
• TRAFFIC APPLIANCES

More Tapped Control Values For Your "Every Need"

MALLORY provides every needed resistance value in its single tapped replacement controls—31 combinations of overall and tap resistances in all.

Mallory MRT Controls are available in most of the popular values, and feature an easy-to-cut channel shaft that fits all types of knobs. Mallory TMs are made in an even wider range of resistance values than the MRTs, and are used in conjunction with 30 non-wobbling, non-loosening Plug-In Shafts. They have practically universal application because they provide "special" shafts of nearly every required type.

Where shaft lengths of 3 inches or less are required, Mallory TRPs (fixed shafts)



replace large originals using set screw or spring type knobs. See your Mallory distributor.

Insist on MALLORY—the Complete Control Line

Mallory offers 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 ... and 92 Popular Special Controls.

**The MALLORY "Good Service for Good Business" Plan
includes ideas that will help your business grow.
Ask Your Distributor about it.**

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

Promote Tube Sales for Service Profits

Popularity Guide Helps to Plan Replacement Parts Merchandising

● It is, of course, a truism that in the servicing business, one sells service. To sell more service, the dealer can do two things: increase his own efficiency in doing the work, and hire bench technicians, using part or all of his own time in supervision. In both cases, the inherent limitations are so severe that only a handful of "exclusive servicers" dealing with the public have ever built really large service organizations.

Because of these facts, RADIO & Television RETAILING has always stressed the combining of service and sales. However, even those men who confine their activity to servicing, as well as managers of service departments of larger firms, should pay attention to the merchandising of products associated with service, such as antennas, interference filters, batteries, phono needles, cords, extra speakers, amplifiers and tubes.

To Sell More Tubes

Of all these, tubes have the greatest potential of dollar volume and attract the greatest amount of store traffic. In the data issued by every tube manufacturer will be found valuable tips on selling and promoting replacement tubes. Some excellent material, however, prepared especially for the distributor, may not get down to the dealer level, such as the chart shown. Published by the Raytheon Mfg. Co. for its distributors, the chart is a useful popularity guide to replacement tubes of any make.

Especially valuable in the inventory-control of many small-volume tubes where the dealer may have had little experience, the popularity guide gives averaged figures for a jobber selling 100,000 tubes annually, show-

ing how many tubes of a given type are sold in each 90-day period. To use it, the dealer adds up his own total 1947 sales, checks it against his estimated 1948 total volume, and prorates all figures accordingly.

Several points to remember: (a) adjust the given estimates, which are national, to suit local conditions. For example, in rural areas go heavier

on battery-type tubes; in urban area, order more cathode-types; (b) on types not recently available, add an extra quantity to take up the potential backlog of demand; (c) on slow-moving types, set up the inventory on a longer period than 90 days; (d) temper the chart figures with the facts of your own stock on hand and tubes on order.

The *90-DAY TURN-OVER* is an estimate of normal 90-day sales of each type for a jobber selling 100,000 receiving tubes per year to a 100% replacement market in which the distributor and dealer "pipelines" are already filled. Tube types not appearing on this guide have a volume below the minimum quantity listed. TO USE THIS GUIDE ADJUST THE FIGURES TO FIT YOUR ESTIMATED TUBE SALES

90-DAY		90-DAY		90-DAY		90-DAY		90-DAY		90-DAY	
TYPE	TURN-OVER	TYPE	TURN-OVER	TYPE	TURN-OVER	TYPE	TURN-OVER	TYPE	TURN-OVER	TYPE	TURN-OVER
0A4G..... 5		3A8GT..... 5		6F3..... #		6SF3..... #		12A7E..... 125		35L6GT..... 425	
02A..... 325		304..... 45		6F3GT..... 175		6SF3FT..... 55		12BA6..... 125		35W4..... 125	
024G..... 100		305GT..... 150		6F6..... #		6SQ7..... 25		12BD6..... 60		35Y4..... 100	
1A5GT..... 80		354..... 45		6F6G..... #		6SH7..... #		12BE6..... 125		35Z3..... 100	
1A7GT..... 225		3V4..... 5		6F6GT..... 275		6SH7GT..... 5		12B6GT..... 25		35Z4GT..... 25	
1B5/25S..... 10		5T4..... 5		6F7..... 30		6SJ7..... 30		12C8..... 5		35Z6GT..... 1250	
1B7G..... 10		5U4G..... 45		6F8C..... 20		6SJ7GT..... 30		12F5GT..... 5		36..... 45	
1C5GT..... 30		5V4G..... 5		6C6G..... 10		6SK7..... #		12J5GT..... 20		37..... 60	
1C6..... 45		5W4GT..... 10		6H6..... #		6SK7GT..... 650		12J7G..... #		38..... 20	
1C7G..... 35		5X4G..... 20		6H6GT..... 100		6SN7GT..... 5		12J7GT..... 20		39/44..... 65	
1D5GP..... 30		5Y3GT..... 375		6J5..... #		6SQ7..... #		12K7G..... #		41..... 250	
1D7G..... 5		5Y4GT..... 75		6J5GT..... 275		6SQ7GT..... 450		12K7GT..... 175		42..... 175	
1D8GT..... 25		5Z3..... 45		6J6..... 5		6SR7..... #		12K8..... #		43..... 150	
1E4G..... 5		5Z4..... 25		6J7..... #		6SR7GT..... 30		12K8GT..... 5		45..... 400	
1E5G..... 10		6A3..... 10		6J7G..... #		6SS7..... #		12Q7GT..... 95		46..... 60	
1F4..... 10		6A4/LA..... 5		6J7GT..... 125		6SS7GT..... 10		12SA7..... #		47..... 125	
1F5G..... 5		6A6..... 25		6J8G..... 30		6T7G/6Q6G..... 5		12SA7GT..... 1000		50A5..... 100	
1F6..... 5		6A7..... 450		6K5GT..... 25		6U5/6G5..... 90		12SC7..... 5		50B5..... 125	
1F7G..... 10		6A8..... #		6K6GT..... 225		6U6GT..... 45		12SG7..... 5		50L6GT..... 950	
1G4GT..... 10		6A8G..... #		6K7..... #		6U7G..... 125		12SJ7..... #		50Y6GT..... 20	
1G5G..... 10		6A8GT..... 400		6K7G..... #		6V6..... #		12SJ7GT..... 35		50Z7G..... 5	
1G6GT..... 20		6AB5/6N5..... 5		6K7GT..... 900		6V6GT..... 200		12SK7..... #		53..... 10	
1H4G..... 40		6AB7/1853..... 5		6K8..... #		6X3GT..... 200		12SK7GT..... 1000		55..... 10	
1H5GT..... 275		6ACS7GT..... 20		6K8C..... #		6Y6G..... 10		12SQ7..... #		56..... 50	
1H6G..... 20		6AC7/1852..... 20		6K8GT..... 60		6Z15G..... 5		12SQ7GT..... 1000		57..... 45	
1J6G..... 35		6AD7G..... 10		6L5G..... 5		7A4..... 50		12T3..... 25		58..... 75	
1LA4..... 25		6AF6G..... 5		6L6..... #		7A5..... 5		14A7/12B7..... 45		59..... 10	
1LA6..... 55		6AG5..... 5		6L6G..... #		7A6..... 10		14B6..... 10		70L7GT..... 100	
1LB4..... 20		6AH6..... 5		6L6GA..... 90		7A7..... 225		14C7..... 10		71A..... 75	
1LC5..... 25		6AL5..... 5		6L7..... #		7A8..... 90		14H7..... 5		75..... 375	
1LC6..... 80		6AT6..... 25		6L7G..... #		7B5..... 30		14Q7..... 10		76..... 125	
1LE3..... 35		6A8G..... 5		6L7GT..... 55		7B6..... 100		14R7..... 20		77..... 75	
1LH4..... 55		6B4G..... 5		6N6G..... 20		7B7..... 200		15..... 5		78..... 275	
1LNS..... 100		6B5..... 10		6N7..... #		7B8..... 100		19..... 45		80..... 625	
1NSGT..... 325		6B6G..... 20		6N7G..... #		7C5..... 175		24A..... 420		81..... 5	
1P5GT..... 35		6B7..... 35		6N7GT..... 40		7C6..... 125		25A6GT..... 5		82..... 10	
1Q5GT..... 35		6B8..... #		6P5GT..... 10		7C7..... 30		25A7GT..... 20		83..... 20	
1R5..... 90		6B8G..... #		6Q7..... #		7E6..... 10		25B6GT..... 5		84/6Z4..... 125	
1S4..... 20		6B8GT..... 25		6Q7G..... 350		7E7..... 10		25L6GT..... 220		85..... 20	
1SS..... 90		6BA6..... 30		6R7..... #		7F7..... 20		25Z5..... 325		89..... 8	
1T4..... 80		6BD6..... 10		6R7G..... #		7F8..... 20		25Z6GT..... 175		117L/W7GT..... 35	
1T5GT..... 30		6BE6..... 30		6R7C..... #		7G7/1232..... 20		26..... 175		117MGT..... 5	
1U4..... 30		6C4..... 25		6R7GT..... 60		7H7..... 45		27..... 375		117P7GT..... 25	
1-V..... 35		6C5..... #		6S7..... #		7J7..... 10		30..... 125		117T4GT..... 10	
2A3..... 20		6C5GT..... 150		6S7G..... 35		7N7..... 5		32..... 25		117Z6GT..... 95	
2A4G..... 5		6C6..... 150		6SA7..... #		7Q7..... 25		32L7GT..... 45		XXD..... 10	
2A5..... 60		6C8G..... 5		6SA7GT..... 375		7Y7..... 35		33..... 50		XXFM..... 10	
2A6..... 20		6D6..... 275		6SC7..... #		7Y4..... 95		34..... 45		XXL..... 70	
2A7..... 30		6DBG..... 10		6SC7GT..... 35		12A7..... 10		35/5..... 100			
2B7..... 5		6E5..... 25		6SD7GT..... 30		12A8GT..... 125		35A5..... 35			

* RECOMMENDED TYPE. This type will meet nearly all replacement requirements.
Stock requirements included under recommended type.

OVERWHELMING ACCEPTANCE!



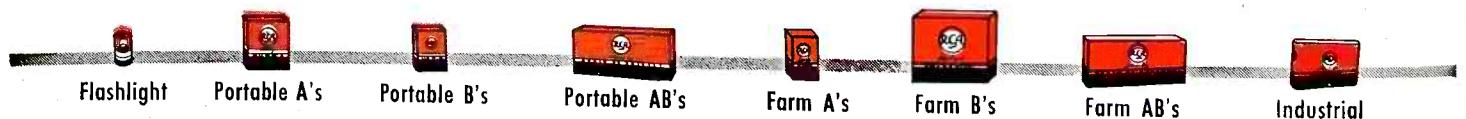
- Month after month, RCA Batteries continue to smash all previous sales records.

The reasons for this unprecedented acceptance are conclusive—

RCA Batteries are designed for *radiomen* . . . to sell through *radio* outlets. And they're backed by the greatest name in radio—RCA.

RCA Batteries are your assurance of immediate customer acceptance and greater profits.

RCA BATTERIES—THE COMPLETE LINE FOR THE ELECTRONIC DISTRIBUTOR



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

School Uses Portable PA

• The installations of sound systems in schools have generally impressed PA men as jobs requiring high engineering experience, great capital, and strong connections other than electrical. However, the completion recently of a portable system for a small-town high school has aroused a great deal of interest among smaller PA dealers, who see it as opening up a relatively new field.

Approached by the Spring Valley, N. Y., High School, sound and radio engineer Harvey H. Mellion of that community designed an installation to meet the following requirements:

- 1.—The system must be movable.
- 2.—It must be capable of handling a capacity crowd in a gymnasium approximately 80' x 120' x 25' high.

a.—The echo must be reduced to a minimum.

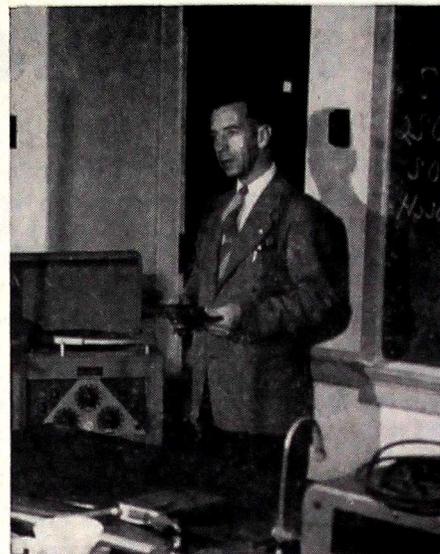
b.—The system must be designed for quick installation.

3.—It must be capable of producing enough audio power to cover an athletic field 500' x 1200' handling a capacity crowd.

4.—It must have a dual speed turntable for classroom instructions.

Novel Idea for All Sound Dealers Offers Easy Entry Into the Educational Field.

To fill requirement (1) an Operadio Soundcaster Model 541 was chosen. It had a dual speed self-



Teacher Carl Newell uses the portable PA system during chemistry lectures at Spring Valley H. S.

contained turntable, and the power output was 60 watts. This was mounted on a rubber tired pushcart. Two 12" speakers were mounted on the front and face of the cart with the voice coils in parallel. This arrangement resulted in an impedance of 4 ohms and when being wheeled into the classroom, these two speakers serve the purpose of requirement (4). The short line feeding these two speakers terminates in a plug that plugs into the amplifier.

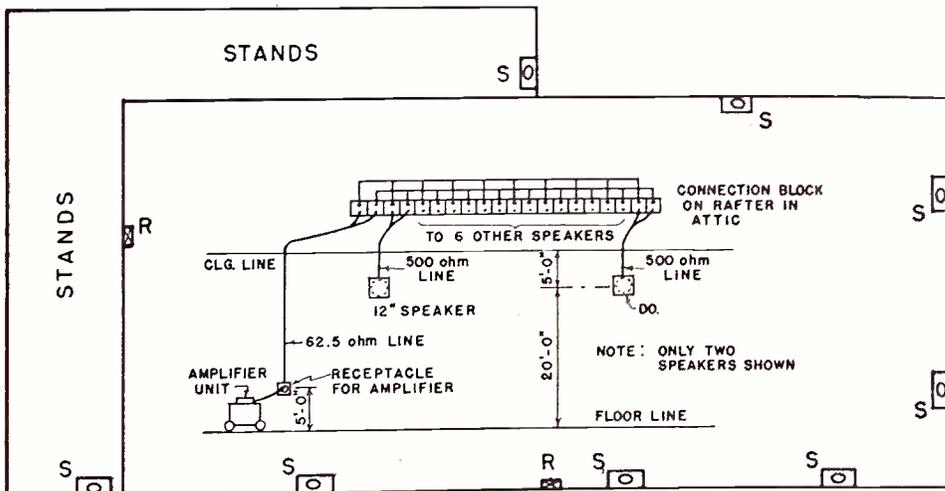
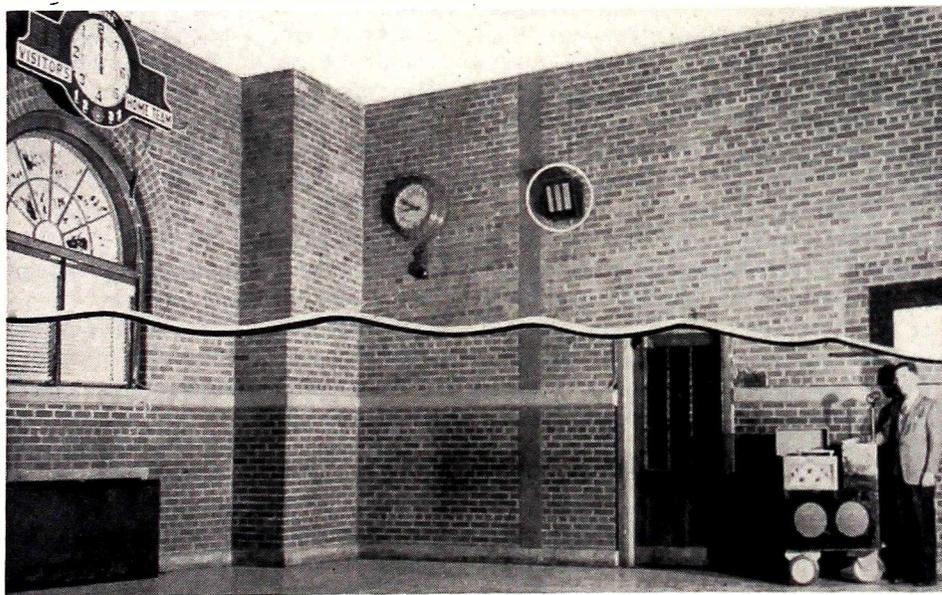
Coming to requirement (2), the gymnasium was found to have a hard floor, hard brick walls and a cement ceiling. The echo problem had to be faced. To do this eight 12-inch RCA speakers were mounted in wall baffles along three of the walls. The fourth wall behind the stands was left empty so as to prevent the distraction of sound coming from behind the audience, an undesirable feature.

Wiring the Gymnasium

Each speaker was equipped with a 500 Ω line to 8 Ω voice coil transformer. The speakers were mounted 20' above the floor. Above the ceiling in the attic a 20-terminal parallel block was provided. Since 8 parallel speakers were used the resulting impedance of this block is 62½ ohms. From the block a #16 rubber insulated 2-conductor cable was run to a receptacle located on the wall about 5' above the floor. Next to this receptacle is an AC outlet.

(Continued on page 84)

At upper left, circled, one of the eight speakers ringing the gymnasium is fed through the portable plug-in sound system on wheels. Below, at left, is a plan view of the gym with speaker layout indicated, while inset shows the method of wiring and construction. The wavy line running across the picture indicates a portion cut out, to permit showing both cart and speaker in one illustration.



S = 12" SPEAKER
R = SPEAKER RECEPTACLE GYMNASIUM 120' X 80' X 25' H.

TV Installation Problems

● With the advent of multiple television transmitter facilities in the cities of Washington, New York, Los Angeles and others to follow shortly, the problems of television installations are multiplied in direct ratio. Much has been written about normal television installation. In this article, the solution to the problems of multi-station reception will be set forth.

One of the problems encountered in metropolitan area installations is caused by the television station locations. If they were grouped together in one general location or direction, this problem would be eliminated. With the television stations relatively widely separated as they are now, it is generally impossible to obtain optimum orientation for all stations in a service area with a single dipole, if the television receiver is nearby. Hence it may be necessary to erect several antennas to obtain satisfactory reception.

An additional problem to be over-

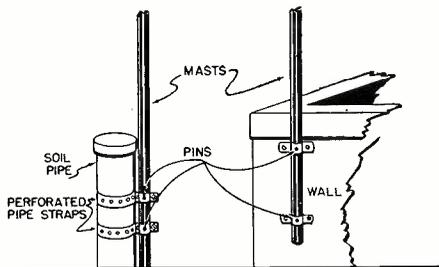


Fig. 2. Securing the mast to rooftop structures of office and apartment buildings, with pins to prevent rotation of dipole arrays.

come is the difference in the level of the signal received from various television stations. This is caused by the distance from the transmitter, variations in intervening terrain or buildings and also the fact that in general the individual transmitters do not have the same power output. For this reason a wide range of signal levels must be expected at the receiver and some means of controlling these variations must be provided.

The third problem encountered in metropolitan areas is that of multipath reflections, or as they are popularly called, "ghosts." Ghosts may be caused by a reflected signal arriving a few microseconds later than the original video signal, because of the longer path they travel.

However, in areas of high signal level improper transmission line termination (i.e., impedance mismatch between the transmission line and the

Part I Presents Latest Proven Methods for Quick

By M. J. Morris

receiver input) may cause standing waves on the transmission line which will appear on the television screen as a series of closely spaced ghosts.

The case history of a difficult television installation in a metropolitan midtown area will serve as an example of all three problems to be encountered and the practical solutions evolved for each will be furnished.

Handling a Common Problem

In the sample installation the receiver was to be installed on the ground floor of a 14 story building, situated in the center of a triangle, at the corners of which were three television stations (Fig. 1). A visual inspection at the roof of the location showed a direct line-of-sight to two of the stations. However, the third station was blocked by several large buildings in the signal path.

In such a case where line-of-sight to a station is possible, a single dipole with reflector, when located at the optimum position on the roof, should normally suffice. Due to the obstructed signal path from the third station it was anticipated that even at that station's optimum position on the roof a single dipole and reflector would have to be supplemented by a director for greater horizontal directivity. Both of these generalities proved to be correct.

The use of shielded coaxial transmission line was indicated because of the extremely high electrical noise level. Due to the characteristic input impedance of the receiver, RG 22/U was used, which by virtue of being a balanced transmission line, gives further noise reduction. However, other coaxial cables can be used if the receiver input impedance is carefully matched.

Were the installation to be made in a marginal area, where the signal level is low, the use of any of the varieties of polyethylene tape transmission line would be preferred, because of their lower attenuation constant. In high signal strength areas where there is low electrical noise, tape transmission line may be used very successfully.

After deciding upon the type of antenna and transmission line that the particular location will require,

the actual installation work can begin. Under the conditions previously described, a single dipole and reflector should be assembled. Care should be taken at this point to assemble the antenna in accordance with the manufacturer's instructions.

Cases have been found where, due to carelessness, the antenna had been assembled with the reflector elements in place of the antenna elements and vice versa. This resulted in very poor performance of the antenna system and very poor directional characteristics. After assembling the antenna, the coaxial line should be connected to the antenna and run to the receiver.

Precaution should be taken to observe local building codes and ordinances, such as minimum roof clearances and blocking of fire escapes, fire exits, etc. The coaxial cable line should be run in as direct a path as is possible, with sufficient support to relieve strain due to mechanical load, such as cable weight, ice load, wind swaying, and contraction due to temperature.

Time-Saving Method

At the completion of this work a temporary telephone line should be installed from the roof site to the receiver. The use of sound powered telephone sets is highly recommended, as they eliminate the difficulty due to run down batteries and eliminate the necessity of carrying an additional battery box.

An important point to note is that at this time the assembled antenna is not fastened in any way to the



Fig. 3. Three common types of transmission lines. At A, RG-8/U coax; at B, RG-22/U coax; at C, 300 ohm twinlead. Text explains use.

and Procedures

Setups. Practical Advice on Antenna Location

and T. W. Buchter

building or its structure. This is done so that one of the installation technicians may "walk" the antenna around in accordance with instructions, over the telephone line, from his partner at the receiver.

Much has been written about the orientation of a television antenna but little has been said as to what to observe on the television receiver screen while orienting the antenna. There are four major phenomena to be closely observed while orientation is in progress:

1. Ghosts—change in number and amplitude;
2. Signal strength — increase or decrease;
3. Interference patterns — diathermy, X-ray, FM and RF carriers;
4. Ambient noise—ignition, rotating machinery.

Making a Choice

It will often be necessary to strike a compromise between any two or more of the above factors. For instance, it might be more desirable to orient for fewer ghosts even though the signal strength might decrease, providing, of course, that the ambient noise appearing in the picture is within tolerable limits.

To begin, a random point on the roof is chosen and an orientation is made through 360° in steps of 30°, using a single dipole with reflector. While this is done, the technician at the receiver carefully observes reception results on one channel until optimum reception is obtained. When this occurs, the position of the antenna in azimuth and roof location should be carefully noted in writing for further reference. Should the random point chosen prove unsatisfactory, the technician working on the roof should change his location and again orient through 360° until satisfactory reception is attained.

It has been found on numerous occasions that moving the antenna location ten feet in any direction will change the picture acceptability one hundred per cent. During the orientation process the major point to be observed is the minimization of ghosts, as in locations of this type there is generally an excess of signal and hence strength is secondary.

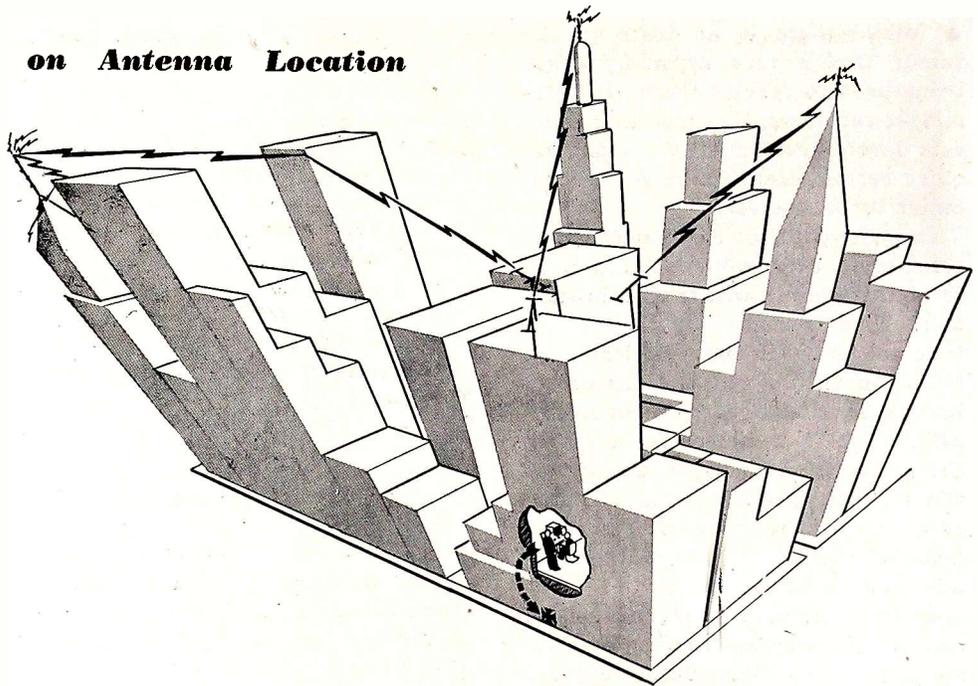


Fig. 1. A typical, if not ideal, case where three dipoles are needed for three stations. See text.

After the optimum position for the antenna for one channel has been determined, the receiver should be tuned to the next channel and the foregoing procedure repeated. The results of each test should be carefully noted for each channel. If one or more locations coincide, this will indicate that one antenna will suffice for two channels and the need for an additional antenna may thus be eliminated.

Solution to This Case

In the example installation, however, this was not found to be true. For the two line-of-sight channels, two single dipole antennas with reflectors were necessary and their locations were widely separated on the roof. For the third, or obstructed channel, it was found that the ghosts picked up by a single dipole, even at its optimum roof positions, were too prominent compared to the desired signal and hence, the test was repeated by "walking" a three element antenna (i.e., director, dipole antenna and reflector):

By virtue of its increased horizontal directivity (i.e., decrease of pickup angle) it was possible to concentrate on the direct path signal and to eliminate partially the reflected path signals. It is of interest to note that in extremely adverse ghost conditions a six element Yagi array can be used in most cases to eliminate ghost signals.

After the position and orientation for all antennas has been located it is necessary to make a secure me-

chanical mounting for the antennas. After this has been done, some form of locking device must be used to prevent rotation by the wind. This can best be done by putting a pin, bolt and nut or wood screw through the mast and the bracket holding the mast. (See Fig. 2.)

Additional transmission lines should be connected and routed in accordance with the precautions previously mentioned, for each antenna on the roof. The question may be raised as to the economics of installing three transmission lines when it may be electrically feasible via matching and phasing stubs to connect all three to a common transmission line. However, it should be obvious that if this were done, the unwanted multipath signals would be picked up and introduced into the line from either or both of the other antennas.

Outlining Next Steps

We now have the three suitably identified transmission lines terminating at the receiver. Each has a relatively ghost free picture on its own particular channel. Further, two of the stations have a relatively high signal strength in comparison to the third. In the two cases the value of signal strength is sufficiently great to cause sync overdrive resulting in torn and distorted pictures when the gain control of the receiver is near normal setting. In some cases this may result in tone reversal of the received image. Such a condition will be discussed in our next issue.

Characteristic Troubles

Watch for These Faults in Personal Sets.

● While there is no truth to the rumor that a race of midgets are being bred to service the new, ultra-midget receivers, it is true that these sets develop certain troubles, and require certain methods of service peculiar to themselves.

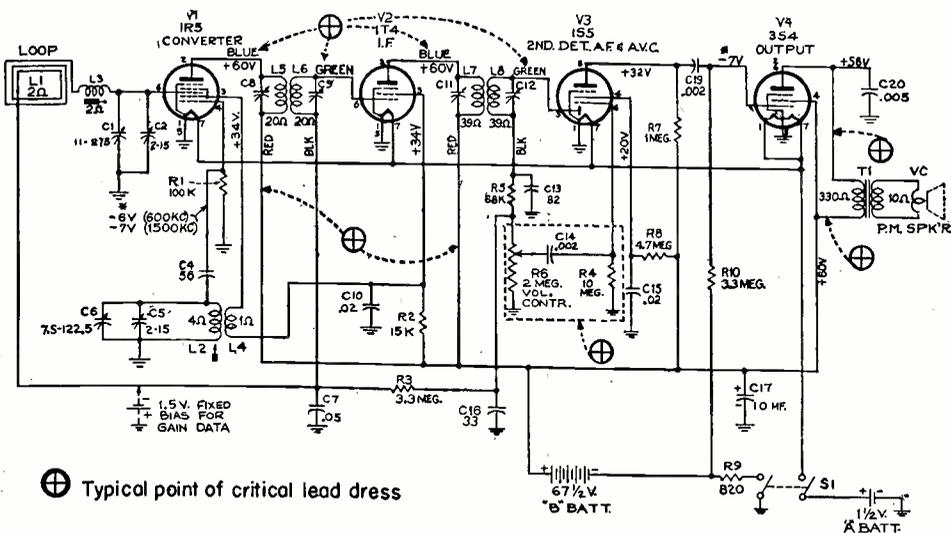
In many parts of the country, personal-style sets are found to need servicing more in winter than in summer. This is caused by the winter-time tendency of users to leave the set at home, plugged into the power line, rather than to carry them around as they do in summer. As a result, the batteries are unused, and generally forgotten, and in the hot, cramped quarters of the tiny receivers will gum up critical parts with their exuded chemical contents.

In summer, their smallness of size means that they are *in* the sand, instead of *on* the sand when they are taken to the beach, and as a result suffer from sand abrasion of cabinet and dial window, and pick up a great deal of sand in their interiors. Many general troubles find their start here, especially spread switch wiper blades.

Because of their smallness they are jammed into suitcases instead of being carried about as individual pieces of luggage, as are their larger brothers. The jamming may exert a constant pressure that slowly warps the cabinets until they look peculiar, and the door and sections "freeze" tight.

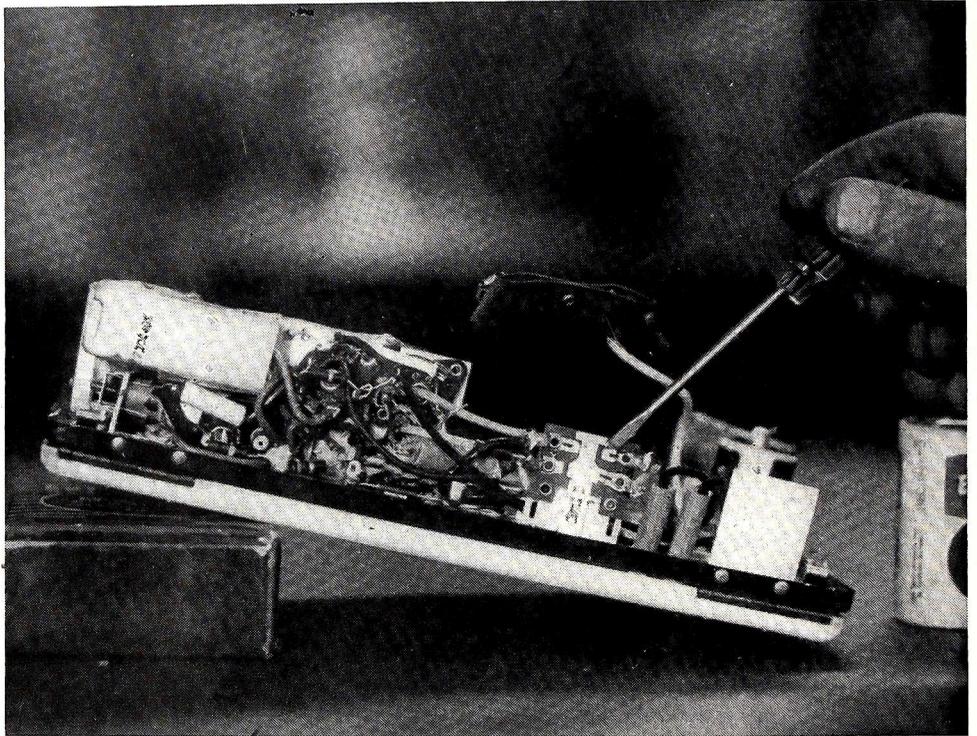
Their batteries, being smaller, give far less playing hours, while the closeness of the rectifier tube to the battery tends to shorten its life still further. This is a point that should be explained to the customer, when necessary.

Because of small-size components, cramped layout and wiring, the super-midget shows small tolerance for misplaced wires. Leads marked are especially critical of dress, in the typical receiver.



⊕ Typical point of critical lead dress

The tiny speakers are too often asked to compete with the larger sets, and since a strong local station may over-drive the three incher, and tolerances are usually closer, personal set speakers are shorter lived than larger speakers. Another point to be explained to the set owner.



Switch wiper blades need a careful check for "spread" when the radio is used at the beach in summer.

Because it is generally a waste of time to attempt a major repair on a three inch speaker, the service man contemplating this type of work would do well to stock a supply of replacements.

The closeness of parts and leads

necessitates the use of a soldering gun or iron with a very small tip. Care should be exercised in making certain that none of the leads are moved as their position is often critical.

Sets will sometimes go into r-f and audio oscillation because a lead has

been moved a fraction of an inch. Generally the audio input and output are the greatest offenders in this capacity. Twisting the audio output leads, and making certain that the speaker is well grounded to the chassis sometimes helps. Manufacturers usually list critical lead dress with their set diagrams.

Another trouble caused by the closeness of the various parts is the affection of an occasional output tube's space charge by the nearness of the speaker magnet. This may cause a loss of volume and distortion. Tilting the tube out of the magnetic field will cure the condition. Distortion can be caused by the reversal of the "A" battery in its holder. This is still another point of which the customer should be informed.

Poor socket-to-tube contact is another source of trouble; it is caused in some instances by original looseness of the socket springs, and in others by corrosion due to salt air and moisture, which a little sanding will clear up. Occasionally the cus-

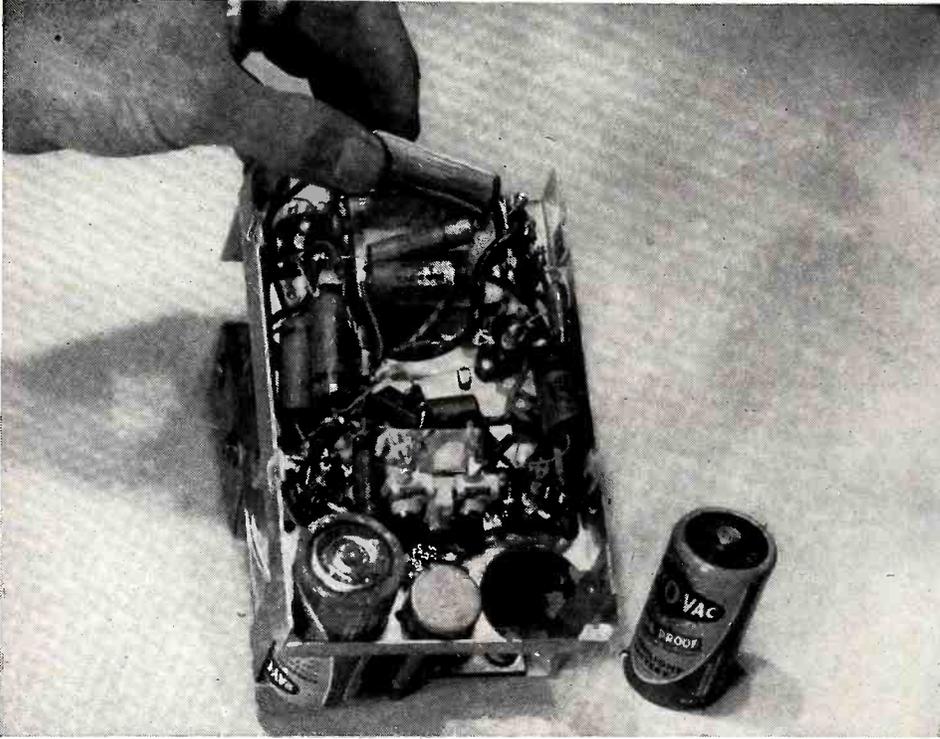
in Super-Midget Radios

Each Hint Can Save Time and Effort

tomers fumbles with the batteries as he replaces them, bending the tube pins. A tube pin straightener will fix the latter case.

Sets coming in with complaints of short lived "B" batteries should be checked for filter condenser leakage and intermittent tube shortages.

layers of scotch tape, or several turns of rubber bands may also help. In exceptional circumstances, you might remove the rivets that fasten the socket to the chassis, and permit the socket to dangle on its leads so as to mechanically insulate the tube from the speaker's vibrations.



When unsoldering a component, carefully note the original location, positioning the replacement exactly.

Short lived "A" batteries are usually due to a mechanical short. Sometimes the switch touches the metal case, grounding the battery, and sometimes the battery is inserted without its paper jacket.

And speaking of customers, reports have it that customers seem very prone to fiddle with the "little screws," probably because they are so immediately available when the back of the set is removed. It will save a lot of time to check the set's alignment right after you check the tubes and batteries.

Curing that Howl

Microphonic tubes are another problem. Tubes that howl in one set will sometimes operate satisfactorily in another. This is because they are in different juxtaposition to the speaker. It pays to retain a microphonic tube which is too old for replacement and which normally would be discarded.

Wrapping the tube with several

water and then polishing it with a commercial plexiglass finishing compound.

This compound and the cements use to glue plexiglass and lucite can be purchased from a plexiglass supply house. Model plane shops usually carry this material. Tooth powder, used by some, is fine enough for polishing the cabinet, but too coarse to clean up the window.

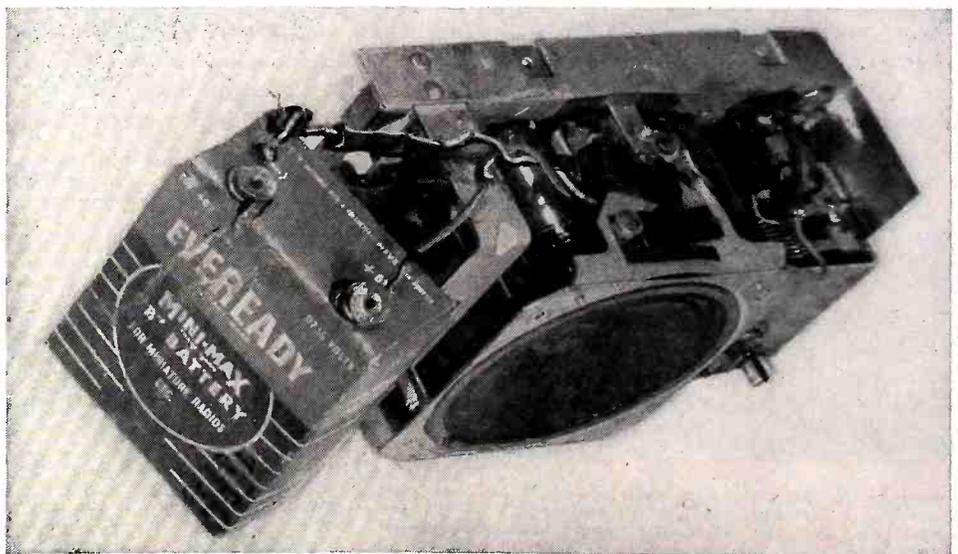
Bent and warped plastic cabinets can be straightened out by the application of heat and pressure. Do not try to use a soldering iron as it is usually too hot. Use an infra-red heat lamp and do not bring the temperature any higher than you can "take" with your hand.

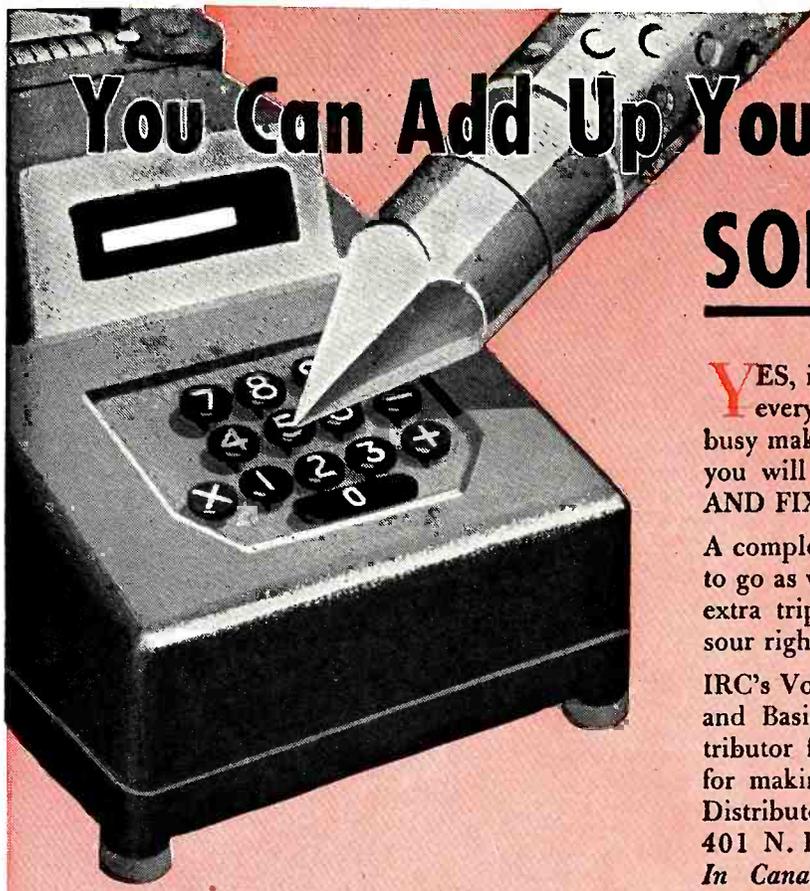
Bringing the lamp too close will cause the surface of the cabinet to wrinkle. Nor should you try to do more than one portion of the cabinet at a time, unless you have a mould to support the entire unit. Also take care that one end of the cabinet is not drooping out of shape while the other end is being corrected.

Many servicemen avoid working on the super-midgets because of remembrances of some very strange circuits and freak troubles they used to encounter some time back. For the most part, smaller tubes and other components have made such devices unnecessary, and the manufacturers are putting straightforward wiring into the new receivers.

Because of this, the only remaining difficulty with personal radio servicing is the smallness of the parts and space in which to work. However, so long as the technician is careful, the work is fairly easy, and pays as well as any other set of comparable price range.

Check battery clip leads for frayed insulation and bared wires on every super-midget in the shop.



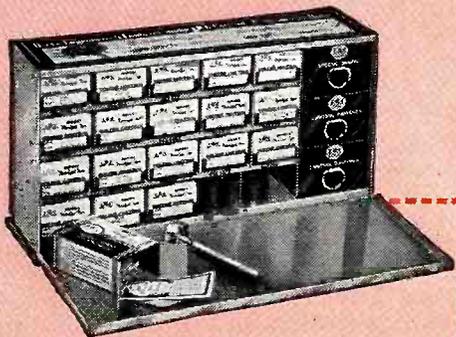


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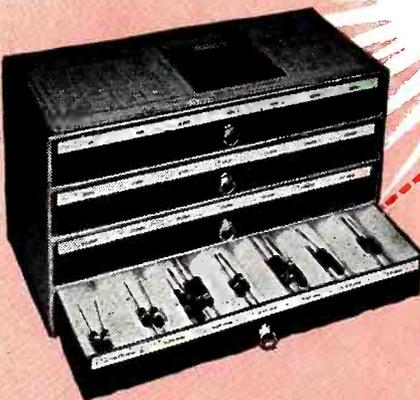
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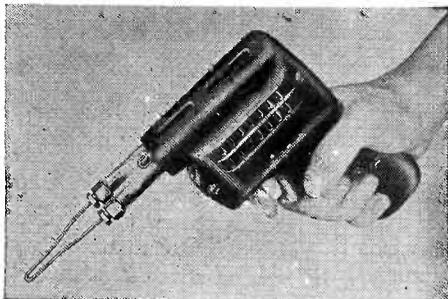
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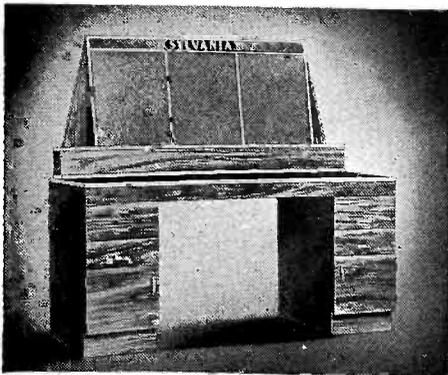
A small spotlight placed between the terminals of the loop tip goes on when the heating trigger of the new Weller gun is pressed, lighting the work for clear soldering visibility. Two models are available: single heat of 100W, and dual heat control type with 100W normal and 35% heat reserve. Weller Mfg. Co., 805 Packer St., Easton, Pa.—RADIO & Television RETAILING

JFD CHEMICALS

Four new additions to the line of radio chemicals are: Poli-Wax, for cabinets and other wooden furniture; Contact & Crystal Cleaner; Bakelite Cement, for securing plastic to plastic or to any material; and Liquid Non-Slip Compound for dial belts and cables. JFD Manufacturing Co., Inc., 4117 Ft. Hamilton Pkwy, Bklyn 19, N. Y.—RADIO & Television RETAILING

Sylvania TEST BENCH

The prefabricated console-type test bench includes a sloping panel for permanent mounting of meters, test prod outlets, tube testers and other tools. Handy drawers for dust proof storage of oscilloscopes, VTVM and other equipment is provided, under the 7-foot linoleum-covered bench top. Sylvania Electric Products, Inc., Emporium, Pa. —RADIO & Television RETAILING

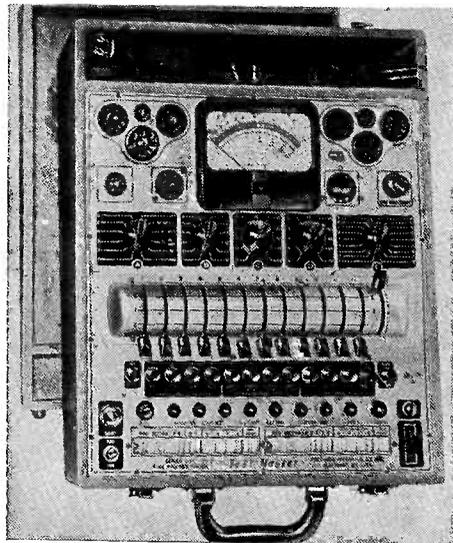


GE Calrod IRON

The new Calrod line of irons range from 75 to 300 W capacity, with tips from 3/8" to 1 1/4" diameter. Calorized (aluminum alloy) copper and stainless steel are used in all heated parts, while the tip may be had in either calorized or iron-clad copper types. General Electric Corp., Schenectady, N. Y.—RADIO & Television RETAILING

Precision TEST MASTER

Series 10-20 Electronic Test Master includes a complete tube testing circuit plus a complete push-button operated AC-DC set tester. Available in portable, rack or counter models, the tube tester circuit applies phased individual element potentials which are swept over a complete path of operation on a sinusoidal time base, encompassing a wide range of plate family characteristic curves. The indicating meter integrates the result in direct terms of Replace-Weak-Good. All tubes are tested, in-



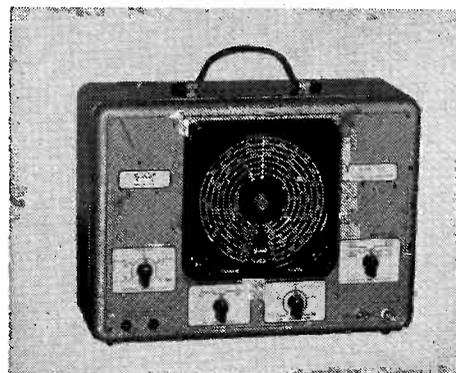
cluding Noval 9-pin, dual capped h-f amplifiers, etc. Ranges include 12 a-c and d-c voltages to 3000V, 6 currents from 600 microamps to 12 amps, 6 db scales from -20 to +64, and 4 resistances from 1000 ohms to 10 megs. Precision Apparatus Co., Inc., 92-27 Horace Harding Blvd., Elmhurst, L. I.—RADIO & Television RETAILING

D & M PHONO OSCILLATOR

A compact one-tube phono oscillator can be used to link a record player with any standard broadcast receiver. Weighing 12 oz., the unit uses a 12SL7 with a slug-tuned coil preset to 600 kc. The frequency may be easily reset anywhere from 550 kc to 1550 kc. A 2-10 foot antenna is used within 50 feet of the receiver. D & M Mfg. Co., 51 Lincoln Ave., Midland Park, N. J.—RADIO & Television RETAILING

Triplett SIGNAL GENERATOR

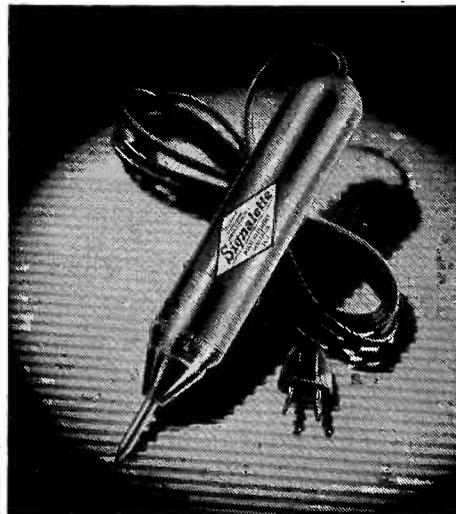
Model 3432 is a wide range generator covering five fundamental ranges from 165 kc to 40 mc, and two harmonic ranges directly calibrated from 36 mc to 120 mc. An illuminated dial, high-low r-f output selector, output attenuator with coax output



cables and variable a-f signal output are featured. Triplett Electrical Instrument Co., Bluffton, Ohio.—RADIO & Television RETAILING

Clippard SIGNALLETTE

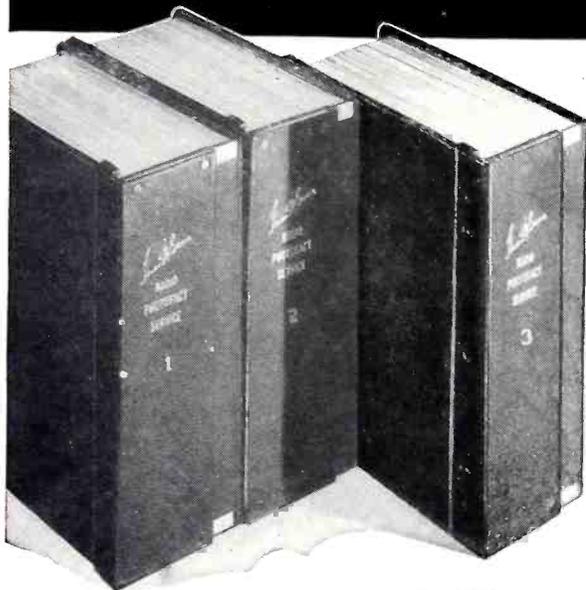
The Signalette is a pocket-sized signal generator producing r-f, i-f and a-f frequencies simultaneously from about 2500 cycles through 20 mc. Working on 110V, either a-c or d-c, it is completely isolated from the power source. A 60 cycle modulation appears on the 2500 cycle fundamental when used on a-c, and an adjustable output attenuator is provided. Clippard Instrument Laboratory, Inc., 1125-33 Bank St., Cincinnati 14, Ohio—RADIO & Television RETAILING



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- Send Volume 2. Send Volume 1 (each in DeLuxe Binder, at \$18.39 per volume).
- Send . . . SAMS' 1947 AUTOMATIC RECORD CHANGER MANUAL(S) at \$4.95 each.
- Send . . . SAMS' DIAL CORD STRINGING GUIDE(S) at \$0.75 per copy.
- Send FREE PHOTOFACT Cumulative Index.
- Send details of your Special Trade-in Offer. I own PHOTOFACT Sets Nos.

Name

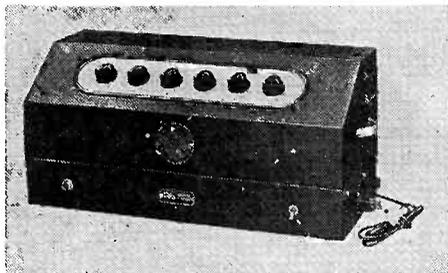
Address

City State

New PA Lines to Help Sell Sound

Bardwell & McAlister COMMERCIAL AMPLIFIERS

At present manufacturers of photographic lighting equipment for the motion picture industry, Bardwell & McAlister have announced a new line of PA systems and audio equipment. With all parts operated



well below ratings, the model shown has 4 input controls, and separate bass and treble equalization. Portable and fixed recording and reproducing units will soon be available. A 1947 catalog is sent on request. Bardwell & McAlister, Inc., P. O. Box 1310, Hollywood 28, Cal.—RADIO & Television RETAILING

Mercury ULTRA-MIKE

The Ultra-Mike is a microphone using no connecting cords, and is powered by self-contained batteries. Used with PA systems having a broadcast tuner, it has a radio range of 75', and its frequency can be shifted to a quiet spot on the dial. Mercury Electronic Labs., Chi., Ill.—RADIO & Television RETAILING

Utah AUTO SPEAKERS



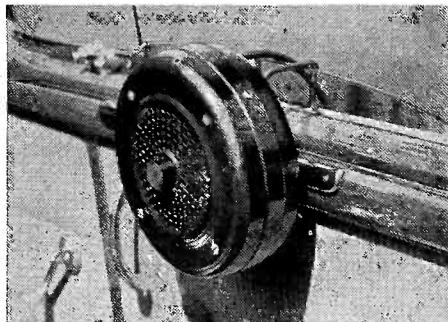
Model SE7Y6 is one of three new auto radio replacement speakers which can be used for low-level mobile PA installations. Known as models SE5S6, SE6S6 and SE7Y6, the electrodynamic speakers are available in sizes of 5", 6" and 7", each with a 3-ohm voice coil and 4-ohm field coil. Earlier announcements covered Utah's Alnico PM speakers, including oval and auto replacements in all sizes. Utah Radio Products, Huntington, Indiana.—RADIO & Television RETAILING

Radio-Music EQUALIZER

Type EL-3 Equalizer has a switch for transferring between vertical and horizontal recording equalization, simultaneously switching the pickup connections as well. An RMC Universal pickup head is available for replacing vertical-only and horizontal-only reproducers. Bulletin EL3-40 upon request. Radio-Music Corp., Port Chester, N. Y.—RADIO & Television RETAILING

Jensen IN-CAR REPRODUCER

An "in-car" speaker for drive-in open air theatres, Model RK-51 is a weather-proofed 5" speaker with Alnico 5 magnet. The rubber-covered hanger fits over car door sill or partly-opened window, and on



it is wound the 6' two-conductor cable between shows. Input impedance 3-4 ohms, requiring .02 watts for average listening conditions. An L-pad in the center of the double-protected grill provides constant input impedance volume control. Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago, Ill.—RADIO & Television RETAILING

Instrument Electronics LOGARITHMIC AC VOLTMETER

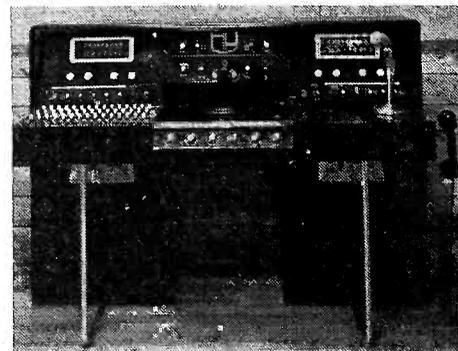
A wide band amplifier covering from 5 cps to 1.6 mc is incorporated in this Model 45 voltmeter with logarithmic indicator. An accuracy within $\pm 3\%$ with an input of 2 megohms and 15 mmf measures all levels from -65 to $+57$ VU (.0005 to 500 volts). Instrument Electronics, 42-17 Douglaston Pkwy., Douglaston, N. Y.—RADIO & Television RETAILING

Dualog SLIDE RULE

A scientifically designed instrument which removes from the technician the problem of laboriously solving mathematical equations, the Dualog slide rule is a $9\frac{1}{2}$ " diameter white vinylite disc, with 12 scales on the face side. Tavella Sales Co., 25 W. Broadway, New York, N. Y.—RADIO & Television RETAILING.

Operadio PROGRAM MASTER

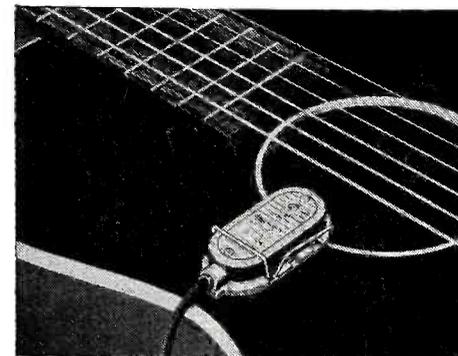
A central sound control for distributing two programs simultaneously to any combinations of rooms or areas in every type of institution or industrial plant, the Program Master incorporates an AM-FM radio, dual speed transcription player, individual

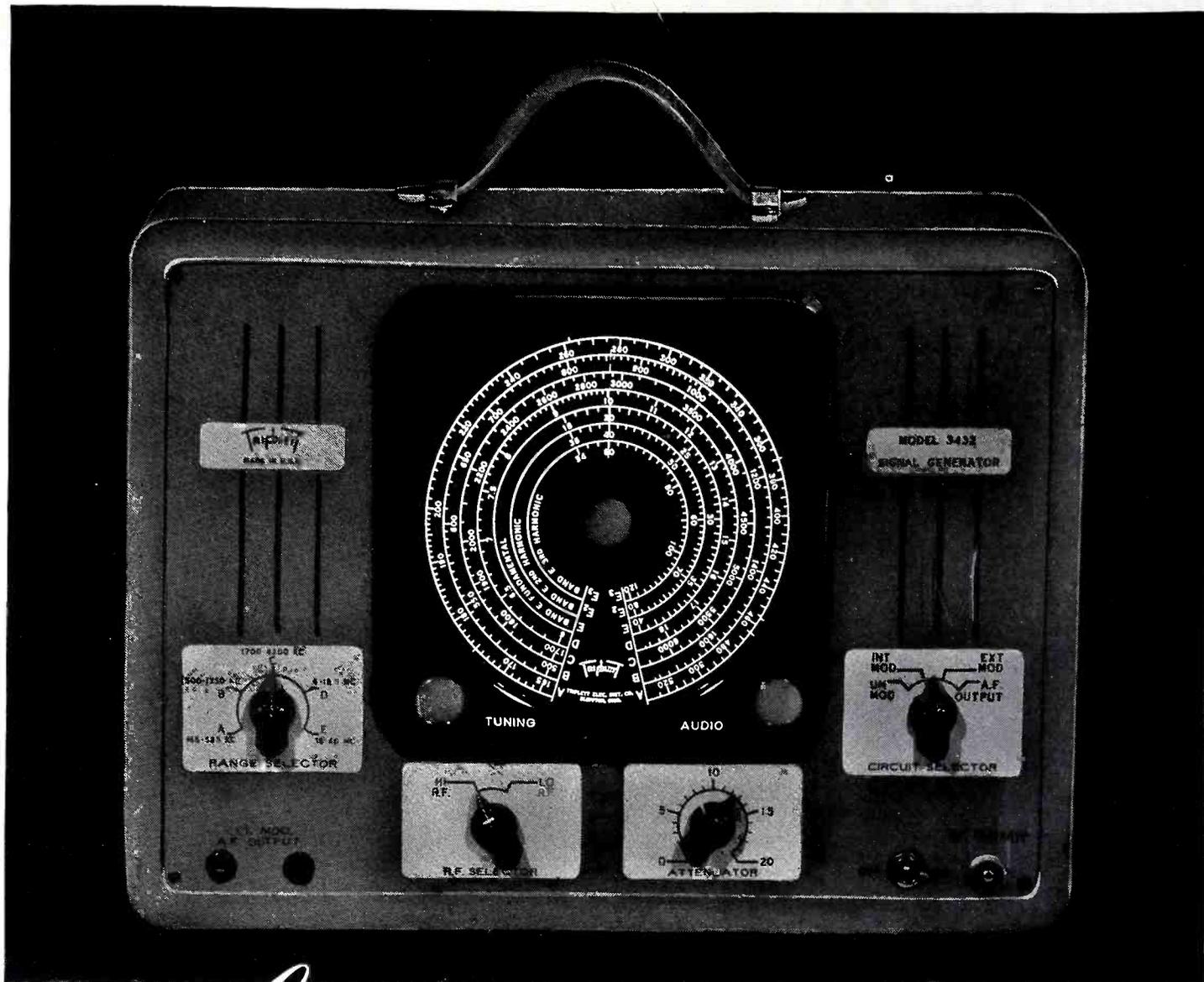


room-selection switches, two 50W amplifiers, two "program selector" panels, a control panel, a microphone and six inputs. An "emergency" switch connects all speakers instantaneously, regardless of program in operation. With an optional intercom panel, 2-way conversation may be carried on with selected rooms without interfering with the program channels. From 45 to 90 loudspeaker outlets may be handled. Operadio Mfg. Co., St. Charles, Ill.—RADIO & Television RETAILING

Electro-Voice CONTACT MICROPHONE

E-V model 805 is a contact pick-up microphone for musical instruments. Using a high-impedance inertia-type crystal, sealed against moisture and acoustic feedback, it has a frequency response from 40 to 8000 cycles, and an output between .1V and 1V, depending upon the type of instrument. Snap-on clip allows quick installation, holding unit securely without marring polished wood surfaces. Comes with 15' shielded, flexible cloth-jacketed cable. Electro-Voice, Inc., Buchanan, Mich.—RADIO & Television RETAILING

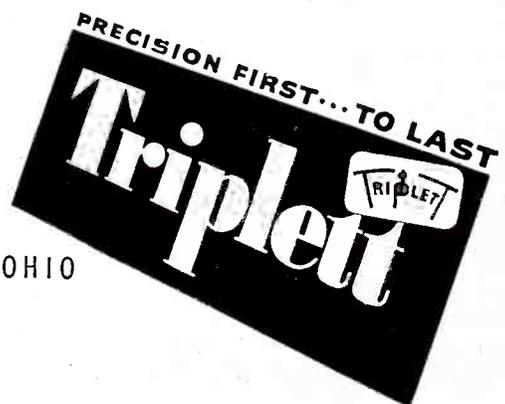




Look at that dial!

It's Triplet's new method of dial lighting—one of the features of Model 3432 Signal Generator. The dial is BIG (330°) and correctly illuminated . . . accurately calibrated . . . quickly readable at a glance . . . with 10 to 1 Ratio Vernier Tuning for ease of adjustment. The seven long scales on the dial of Model 3432 have five fundamental ranges 165 KC to 40 MC and two harmonic ranges directly calibrated 36 MC to 120 MC. Variable 400 cycle modulation 0 to 100%; special copper plated internal shielding, R.F. attenuation—and many other features that have to be seen—and used—to be fully appreciated. Model 3432 is a Triplet top value that's priced right. See it now and buy it from your distributor.

Model 3432
Illuminated Dial
Signal Generator



TRIPLET ELECTRICAL INSTRUMENT COMPANY, BLUFFTON, OHIO

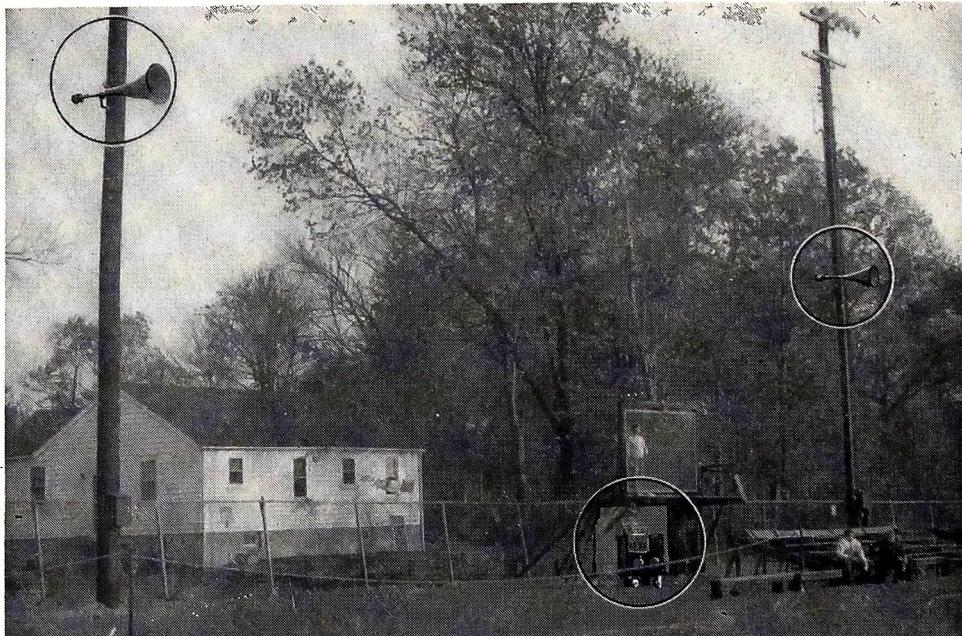
Portable School PA

(Continued from page 73)

To use these gymnasium speakers, the plug on the two speakers in the cart is removed and the cord and plug for the gymnasium speaker is plugged into the receptacle on the wall and the receptacle on the amplifier. Another speaker receptacle was provided on the other side of the gym plus a 65' extension cord.

The net result of the installation is that it requires about 18 watts maximum to flood the gym with sound. Dividing this into 8 speakers gives about $2\frac{1}{4}$ watts per speaker. At this power the echo is not very great. This satisfies condition (2a). The amplifier is wheeled into the gym, the speakers are plugged in and the AC is plugged in all in a matter of seconds, thus satisfying condition (2b), regarding quick installation.

To satisfy condition (3), two 6' stormproof trumpets were installed 25' in the air on two lighting poles. A 30 watt line to voice coil transformer was attached to the rear of each driver unit, and the entire assembly covered with a weatherproof housing. A 6' weatherproof cord



On the field, two trumpets are fed from cart plugged in at pole on calisthenics instructor's left. During games music, announcements and scores are broadcast across the grid to the stands.

for using the amplifier across the field for graduation day exercises.

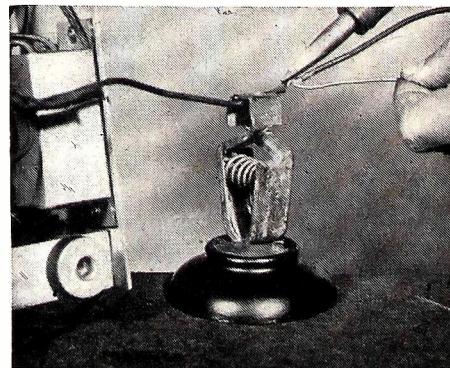
Throughout this resume, mention has been made of various connecting cords with different impedances, i. e., the line used in the gym has an impedance of $62\frac{1}{2}$ ohms, the line used on the athletic field has an impedance of 250 ohms and the speakers in the cart are connected for an impedance

fit a 4-prong receptacle with the speaker feedline connected to pins 1 and 2. Outside, the 4-prong receptacle is connected to pin 1 and 4 and the speakers in the cart have a male plug connected to pins 1 and 3. Thus the operator merely plugs one end of the cable into the amplifier, and the other end into the speaker receptacle and the impedances are matched with no further effort or thought on his part.

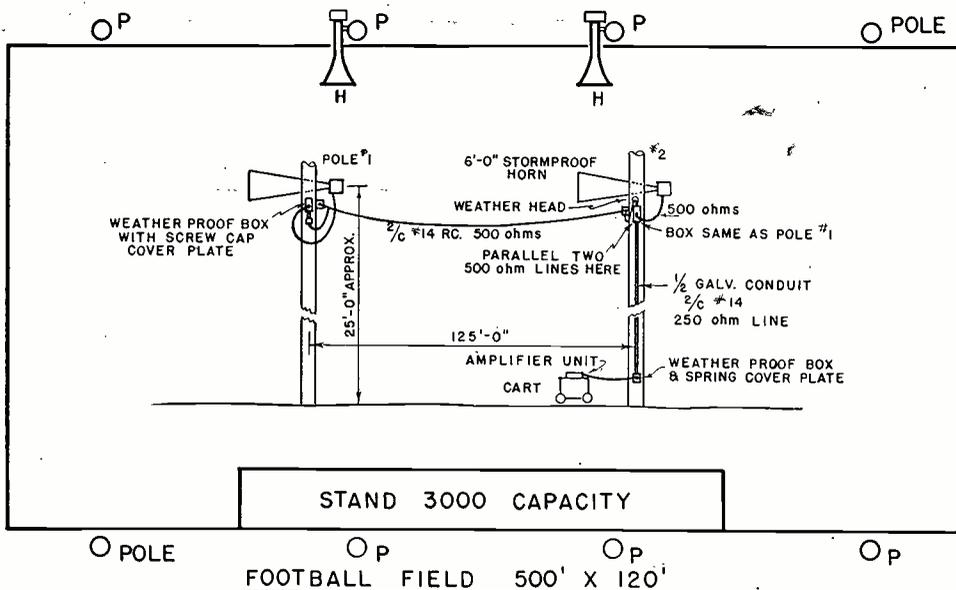
School installations of this type fall very nicely into the capabilities of virtually any sound dealer. Admittedly, such PA systems have very limited functions. In view of the relatively low cost, however, they may often well be a starting point from which an alert dealer may proceed to sell a complete classroom-servicing system.

Radioman's Third Hand

File the teeth off a large battery clip, says M. Quisenberry, of Bucks Radio & Appliance Co., Lexington, Va., making the lips like a small vise.



Then mount the battery clip on a heavy base, and use it to hold wires and battery plugs while soldering connections. Takes the place of those scarce third hands.



Layout diagram of field, with inset showing connections and construction of outdoor system.

with a male plug was attached to each horn unit, and inserted into a weatherproof receptacle mounted on the pole.

An overhead 2-conductor #14 weatherproof wire was run from one pole to the other. On the other pole the same arrangement was provided plus a conduit run to the base of the pole, where another weatherproof receptacle was provided for plugging in the amplifier. An AC outlet was also provided. A 350' weatherproof extension on a reel was also added

of 4 ohms. The question arises, how can a person with no audio engineering knowledge use the right impedance for the horns or speakers?

The solution to this problem was simple. A four-prong socket was placed in the amplifier itself. Pin #1 is common, pin #2 is connected to $62\frac{1}{2}$ ohms, pin #3 is connected to 4 ohms and pin #4 is connected to the 250 ohm terminal.

On the wall receptacle in the gym, a 3" box is used as the receptacle. This box has the cover drilled out to



This New IRC JUNIOR Control Cabinet Belongs on Your Bench



Here's one selection of 9 "hot-number" controls, switches and shafts you'll use every day! The new IRC Junior Control Cabinet contains 9 of the most-used 1/2, 1 and 2 meg. type D controls with the added adaptability of the tap-in shaft feature—plus 4 switches and 4 special shafts.

This inexpensive assortment of popular controls will save you time and money, and reduce your need for exact replacements. Factory-packed in a handsome four drawer cabinet of sturdy cardboard. Cabinet attractively finished in blue, yellow and silver with twelve individually identified compartments. Order the new inexpensive JUNIOR Control Cabinet from your IRC Distributor today. International Resistance Company, 401 N. Broad Street, Philadelphia 8, Pennsylvania. In Canada: International Resistance Company, Ltd., Toronto, Licensee.

HERE'S WHAT YOU GET

IRC Control Type No.	Resistance	Purpose
5 D13-133	500,000 ohms	A
1 D13-133X	500,000 ohms	B
1 D13-137	1.0 meg.	A
1 D13-137X	1.0 meg.	B
1 D13-139	2.0 meg.	A

Purpose: A-Tone or Audio Circuit control; B-Tapped for tone compensation.

SWITCHES

3 #41	S.P.S.T.
1 #42	D.P.S.T.

SHAFTS

1 Type "A" double-flatted tap-in shaft is included with each control—plus:

3 Type "E" with universal knurl for special type push on knobs.

1 Type "H" with universal groove for many Delco, RCA, Sears-Roebuck and Westinghouse models.

Cabinet furnished at no extra charge.

INTERNATIONAL RESISTANCE COMPANY



TV Hikes Popular Interest in Boxing

Vigorous disagreement with New York fight promoters who have been claiming that the televising of boxing bouts is to blame for decreased gate receipts is seen in the stand taken by Industrial Television, Inc., of 36 Franklin Ave., Nutley, N. J.

Horace Atwood, Jr., president of the company which manufactures large direct-view type receivers, has released results of a survey made during the past month among people in taverns and clubs using the ITI remote-control teleceivers.

Of those contacted, Mr. Atwood said, nearly 63% at some time or other have seen a bout. Less than 23% said they would go to the fights if they were not being televised regularly. However, as a result of seeing the televised bouts more than 70% said they are planning to go see one.

Radio Retailers Are Drawing Crowds



This photo was taken by General Electric, showing how a typical dealer attracts crowds by displaying a tuned-in video set in windows during a major sports event.

Television Topics

"TV Is the Future of Radio," Says Folsom

"Television is a new tool for the alert and aggressive merchandiser—it is the future of radio," declared Frank M. Folsom, executive vice-president, RCA Victor Division, Radio Corp. of America, in an address on "the brightest of new industries" for the Marketing Club at Harvard University.

A total of 69 television stations has been authorized by the Federal Communications Commission, and there are 26 applications pending, Mr. Folsom said. Already there are 14 stations on the air with regular television programs, he added, and by the end of 1947, it is expected that there will be about 26 stations. He predicted that this number will show a substantial increase in 1948 as transmitters become available.

"By the end of 1947," he continued, "it is estimated that there will be between 150,000 and 175,000 television receivers in the United States; by the end of 1948, about 750,000, and from there on the number will increase rapidly as mass production gets under way at an accelerated pace.

"Television also will become a coast-to-coast service, and possibly by 1950, there will be a nation-wide network in which stations will be linked by coaxial cable and automatic

radio relay stations."

Mr. Folsom said that applications of television are unlimited, and he pointed out a number of its possibilities in medicine, education, industry and merchandising.

RMA Offers Antenna Plan for Apartment Video

An answer to the question as to how apartment house owners and their tenants may have good TV reception without damaging the ap-

pearance of the roof is provided in a new booklet released by the engineering dept., Radio Manufacturers Association, 1317 F St., N. W., Washington 4, D. C.

The proffered solution, the booklet explains, "has been found in a distribution system which uses an antenna or combination of antennas, an amplifier, cables, and an outlet box for each apartment.

"The antennas are mounted on the rooftop and are oriented or sited at the time of installation."

"Personal" TV Set



A new television kit, shown here in specially designed cabinet, is offered by Espey Mfg. Co., Inc., 528 E. 72nd St., New York 21, as particularly suitable for servicemen, experimenters, students, etc. Espey plans to market only the basic kit; buyers get remaining parts themselves. It has a 3" picture tube, miniature tubes, simplified superhet circuit.

Sightmaster Sets Hit the Market

A new line of television receivers has been announced by Sightmaster Corp., 220 Fifth Ave., New York 1, N. Y., including four table models and two consoles. The firm says that it is now offering exclusive protected sales-and-service franchises to qualified retailers of the units.

Two of the Sightmaster table models offer TV and FM radio reception, and the others have AM in addition. All of the units have either 10" or 12" picture tubes and are available in hand-rubbed mahogany, walnut or (at slight additional cost) blonde finishes. The table models are priced at \$375, \$475, \$420 and \$495, respectively, and the consoles, which include record changers, are tagged at \$695 and \$895.



(Above photo taken at servicing bench of the Heppe Co., Phila.)

ALL 16 RIDER MANUALS!

Ever stop to think how many successful servicing shops, with which you are personally acquainted, have complete sets of Rider Manuals? Ever notice how many photographs of servicing benches, illustrating success stories in magazines, show all Rider Manuals? This is more than coincidence. It is irrefutable evidence of how Rider Manuals profitably meet the day-in-day-out data needs of busy shops.

Now, consistent with "Seventeen years of Continuing Service to the Servicing Industry," Rider has further ANTICIPATED your needs by

establishing the "24 Hour Data Service" explained below.

Here is further justification for the faith of the many thousands of servicemen who have depended upon and benefited by the time-saving, authoritative*, money-making data supplied by Rider Manuals.

It is such informed publishing which has resulted in Rider Manuals pouring out profits for servicemen year after year after year. It is such progressive services which suggest you be sure your shop has the sign of successful servicing—all sixteen Rider Manuals.

VOL. XVI SHOULD BE OVER YOUR SERVICE BENCH, NOW!

Volume XVI is the first to be issued under our new three-volumes-a-year publishing schedule which brings you systematically-bound, authoritative servicing data at the earliest practical date.

It contains data from 94 manufacturers—a greatly increased percentage of "clarified-schematics"—a generous number of photographs on small table models and a separate "How It Works" book, in addition to the usual authoritative information you have come to depend upon in previous Rider Manuals—and this is made available to you in Volume XVI at the greatest possible economy; less than a penny a page. Your jobber has Volume XVI in stock now—Enjoy the benefits of its use—get it today!

768 Pages
Plus
"How It Works" Book
\$6.60



A NEW 24 HOUR DATA SERVICE

On November 30, 1947, we instituted our new photostat service to supply you with information on any newly issued, or old, receivers. For 10c (stamps are OK) we will send you the schematic, voltage data and parts list and everything else which will fit on the two pages. Additional manufacturers' data is 5c a page with a maximum charge of 35c for everything up to seven pages. If the manufacturers' data requires more than seven pages, each additional page is 3c. Here is a way to get whatever service data you need between Rider Manual publication dates.

ADDING FURTHER WEIGHT TO THE VALUE OF OUR "SEVENTEEN YEARS OF CONTINUING SERVICE TO THE SERVICING INDUSTRY"

* Rider Manual data is the OFFICIAL AUTHORIZED servicing data right from the service departments of the companies that made the sets. No one knows better than the manufacturer what servicing procedures are best for his product. This is the basis for the authority and the success of Rider Manuals.

OTHER RIDER CLASSICS

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- Volume XVI.....\$ 6.60
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- Servicing by Signal Tracing..... 4.00
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- Radar—What It Is..... 1.00
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- A-C Calculation Charts..... 7.50

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For the radio serviceman—for the "ham"—the student or engineer. Over 300 pages—paper cover **\$1.80**

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2 NEW RIDER 99's
PA INSTALLATION AND SERVICING
UNDERSTANDING VECTORS AND PHASE

Each over 130 pages.....each **99¢**

OUT IN JANUARY
Broadcast Operator's Handbook

COLUMBUS, OHIO—*Sackett Electric Corp.*, here has been named distributor for Majestic radios and records. Sackett has been in continuous business for 45 years here. Gordon A. Brawley is president, Charles Bailey is sales manager for radio, and Lou Johnson is sales manager for records.

SALT LAKE CITY, UTAH—*The S. R. Ross Co.* has been appointed distributor of Sonora radios. Syd Ross is head of the firm, which covers Utah and parts of Nevada and Idaho.

DENVER, COLO.—Farnsworth Television & Radio Corp. has appointed the *Graybar Electric Co.* here as distributor of Farnsworth radios, phonograph-radios and television receivers in Colorado, southern Wyoming and northern New Mexico. Officials of the Graybar firm are S. B. (Sam) Hardin, manager; C. M. (Mel) Pearson, merchandise manager, and H. W. Shaw, products service manager.

Iowa Distributor Delivers by Plane



This Console radio is being delivered by plane by the Westinghouse jobber, J. E. Craft, Waterloo, Iowa, to a dealer in Mason City, Iowa. The retailer, J. M. Mansfield, right, of Alden's store was thus the first in the area to get the H-171 unit, rushed by Westinghouse Supply in time for showing at the local fair.

Jobbers in Action

Distributor News Across the U. S.

NEW YORK, N. Y.—*Emerson-New York, Inc.*, 111 8th Ave., here, distributors of Emerson radios, and jobbers of many nationally-known radio parts, tubes and accessories, have completely modernized and streamlined their parts sales rooms.

BOSTON, MASS.—*United Distributors, Inc.*, have reported that Frank Mahoney has taken over the sales manager's responsibilities for the kitchen planning division of the company. United also reported that one of its dealers, Sam's Auto Appliance Co., has opened its new store at 94 Cottage St., Norwood, Mass.

SAN FRANCISCO—Rolph D. Stoddard has resigned as assistant advertising and promotion manager of KGO-ABC, here, and has been appointed advertising and sales promotion manager for *California Electric Supply Co.*—Northern and central California distributors of Crosley radios and appliances, lighting fixtures and electrical supplies. Ed McDonnell is general manager for California electric.

JAMAICA, L. I., N. Y.—*Chamrose Distributors* at 170-16 Jamaica Ave., here have been named distributors for Air King.

PHILADELPHIA, PA.—Appointment of Charles F. Boice as manager of the city salesmen for RCA Victor television and radio products has been announced by Thomas F. Joyce, general manager of *Raymond Rosen & Co.*

NASHVILLE, TENN.—*Wholesale Supply Co.* is now a distributor for Bendix Radio, according to J. T. Dalton, general sales manager for radio and television. John H. Tidman is general manager of the organization, and P. A. Fitts is director of sales in charge of Bendix radio distribution.

BUFFALO, N. Y.—RCA Victor dealers of western New York and northern Pennsylvania were recent guests of *Bickford Brothers Co.*, RCA Victor distributors for this territory at meetings held in Buffalo and Rochester. Attendance at the Buffalo meeting was over 500 while 300 attended the Rochester gathering. Quiz programs were staged, in which winning dealers were awarded everything from live turkeys to fifty silver dollars. Speakers included Paul Wolk, president of the distributing firm, Charles Corcoran and Irving Nadritch, sales managers for Buffalo and Rochester, respectively.

PITTSBURGH, PA.—*I. and M. Sufrin*, distributors of Stewart-Warner radios and electrical appliances in the western Pennsylvania, Ohio and West Virginia Tri-state area, have announced the appointment of Frank R. Morrison as sales manager. At the same time, Paul M. Fink was named assistant sales manager. Mr. Sufrin made the appointments as another step in the rapidly expanding radio and appliance program of the firm.

Signing Up for Local Broadcasts



Southern Appliances, Inc., Charlotte, N. C. distributors, are signing a contract with local Station WBT for a thrice-weekly Bendix washer show featuring singer Betty Johnson. L. to r., R. N. York, J. C. Crates and L. L. Miller of Southern; Keith Byerly of WBT; George Knight of Southern; Miss Johnson; Larry Walker of WBT; Clarence Etters, organist; and seated is C. D. Mitchell, Southern president.

NOW!

For the First Time In History

TRADE IN

YOUR OBSOLETE, DEFECTIVE

Test Equipment

ON NEW, POST-WAR DESIGN

SUPREME

Testers

**SUPREME
TEST EQUIPMENT**

Available on Trade-In

- Tube Testers
- Set Testers
- AF Oscillators
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- Oscilloscopes
- Multi-Meters
- Signal Tracers
- Signal Generators

SUPREME'S

20TH ANNIVERSARY

CELEBRATION

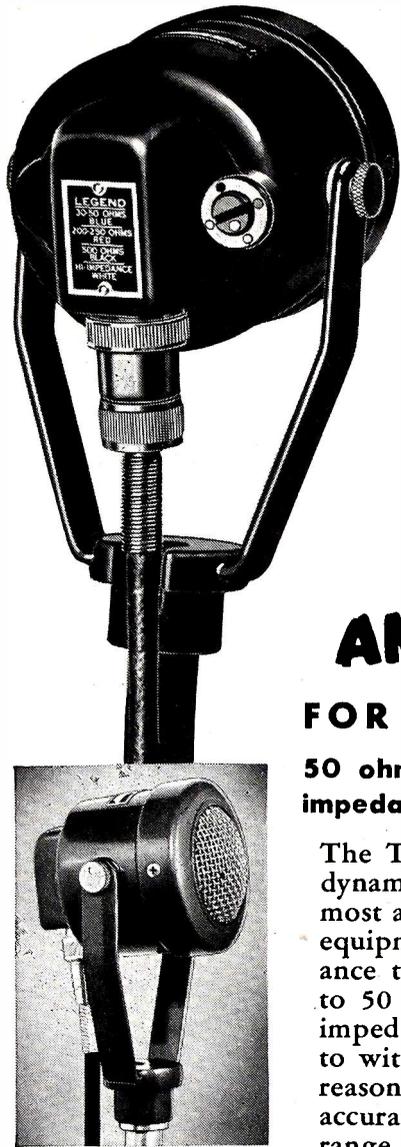
FOR A LIMITED TIME ONLY!

Liberal Trade-In Allowances on your old test equipment regardless of type, make, age, or condition.

See Your Supreme Parts Jobber Now!

SUPREME INSTRUMENTS CORPORATION, GREENWOOD, MISS., U.S.A.

THE TURNER MODEL U9S DYNAMIC



ROUGH AND READY

FOR A VARIETY OF JOBS

50 ohms, 200 ohms, 500 ohms, or high impedance at the TWIST OF A SWITCH

The Turner Model U9S is a professional dynamic adapted for all-around use with most any communications or sound system equipment. Built-in tapped multi-impedance transformer permits quick matching to 50 ohm, 200 ohm, 500 ohm, or high impedance inputs. The Model U9S is built to withstand heat, cold and humidity, and reasonably rough handling. Dependable and accurate at all impedances, its smooth, wide-range response make it highly desirable for both voice and music pickups. See and try the Turner Model U9S at your dealer.

SPECIFICATIONS

EFFECTIVE OUTPUT LEVEL: 52 db below 1 volt/dyne/sq. cm. at high impedance.

FREQUENCY RESPONSE: ± 5 db from 40 to 9000 c. p. s.

OUTPUT IMPEDANCE: 50, 200, 500 ohms, high.

DIRECTIONAL CHARACTERISTICS: Semi- or non-directional when tilted back 90°.

DIAPHRAGM: Large, specially designed of aluminum. Special voice coil assembly to give high output.

MAGNETIC CIRCUIT: Heavy magnets, rugged construction.

CASE: Die-cast alloy.

FINISH: Baked gun-metal.

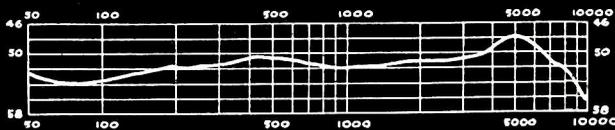
MOUNTING: 5/8" -27 standard coupler.

CABLE: 20 ft. removable balanced line cable set.

DIMENSIONS: 3 1/2" long x 5 1/2" high (with saddle) x 3" wide.

WEIGHT: 26 ounces.

TYPICAL
FREQUENCY
RESPONSE
(HIGH IMPEDANCE)



Microphones by **TURNER**
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

Twenty Million Sets



When the twenty millionth Philco rolled off production lines in Philadelphia, James H. Carmine (left) vice-president in charge of merchandising, had congratulations ready for production head Joseph H. Giles. The event started off Philco Week for dealers; the firm also celebrated two millionth set made in '47.

NERA Chicago Meeting Set for Jan. 18-21

Members of the National Electrical Retailers Assn. will gather to discuss 1948 plans at a meeting scheduled for Jan. 18-21, to be held in Chicago's Sheraton Hotel.

NERA President Herb Names, prominent Denver merchant, has issued the following statement:

"It has been said many times that the Lord helps those who help themselves. Certainly the things we would like to see happen for the betterment of the electrical retail industry are not going to come about by wishful thinking. But there is a way we *can* help ourselves, and that is by helping our own national trade association advance its aims and objectives. The nation-wide meeting of retailers to be held at the Sheraton Hotel, Chicago, in January offers us all this opportunity."

Prices for Sonora AM-FM Set

While set prices were changing, the older quotations for the Sonora AM-FM table Model WEU-240 receiver inadvertently went to press in RADIO and Television RETAILING for October. The correct price for the new 8-tube superhet is \$59.95 for white and \$62.95 for walnut. The receiver, in plastic-molded cabinets of contemporary style, was recently introduced by Sonora Radio & Television Corp., 325 N. Hoyne Ave., Chicago, Ill.

Hickok Has 9-Pin Socket

Conversion of Hickok tube testers to use on the new nine-pin FM and television tubes may be made simply with the nine-pin sockets now available from Hickok Electrical Instrument Co., 10514 Dupont Ave., Cleveland 8, Ohio.

NEW OWNERSHIP NEW MANAGEMENT

Guaranteed Performance!



Actual size: 13" long,
7" high, 6½" deep.

To retail at the amazing low price

\$29.95

(less batteries)

Standard distributor and jobber discounts

MINERVA Porta Pal

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

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

MINERVA Honeycomb

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

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

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



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\$19.95

*Since 1919
Aristocrat of Radios*

Write today for further details on complete Minerva Line

MINERVA

Subsidiary of the
GENERAL PHOENIX CORPORATION
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Reeves-Ely Buys the Waring Firm

It has been announced by Reeves-Ely Laboratories, Inc., a subsidiary of Claude Neon, Inc., that it has acquired all the outstanding stock of Waring Products Corp., formerly 50% owned. Waring's chief product is the Waring Blendor, a food and beverage mixer.

Production of this popular unit has been increased; and the company has resumed manufacture of the Waring Aluron steam-electric iron, which soon will reappear on the market. National distribution of these products will continue through the D. E. Sanford companies.

Reeves-Ely manufactures such products as ship-to-shore radio telephones, radar

gunfire equipment, electronic mathematical computers, quartz crystal oscillators, radio and television transformers, radio specialties and consumer appliances.

Five Executives Named by Wilcox-Gay Corp.

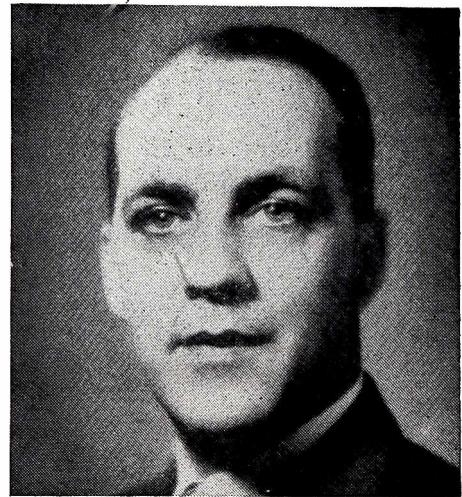
A series of sales executive changes have been announced by Warren L. Hasemeier, vice-president in charge of sales of Wilcox-Gay products.

G. E. Murphy, formerly the sales supervisor, has taken over the management of the sale of Recordio and accessories designed for the home and professional markets.

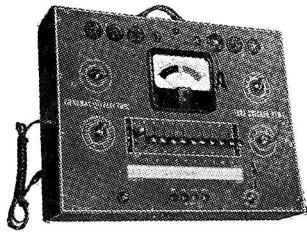
W. C. Hynes has been appointed to head sales promotions replacing C. S.



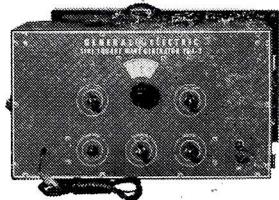
Below, G. E. Murphy; above, W. C. Hynes.



SERVICE TEST EQUIPMENT FOR FAST, EFFICIENT, ECONOMICAL SERVICING



Tube Checker—type YTW-1.
Quick, accurate results.

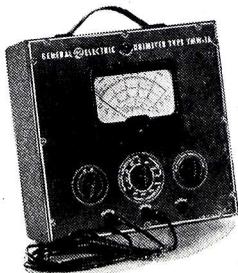
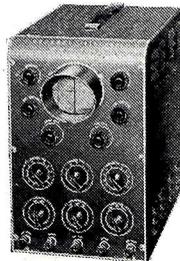


Sine Square Wave Generator—
type YGA-2. Sine or square wave
at the flick of a switch.



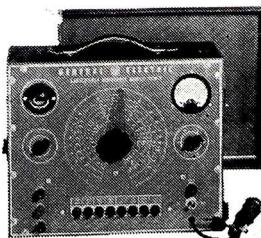
Signal
Generator—
type YGS-3.
For FM
and AM
Servicing.

Oscilloscope—
type CRO-3A.
Extra
Sensitivity
in this unit.



Unimeter—
type YMW-1A.
A versatile,
easy-to-operate
instrument.

Capacitance
Resistance
Bridge—
type YCW-1.
Wein Bridge
principle
—assures
accuracy.



For additional information write: General Electric Company,
Electronics Park, Syracuse, New York.

GENERAL ELECTRIC

164-PB

Blakslee who has retired to run his own advertising agency.

F. T. Lange has joined Wilcox-Gay as manager of the new coin Recordio division. Mr. Lang will direct sales policies and the plans for a distributor organization to merchandise the new coin-Recordio.

W. R. Gram is the newly appointed manager of the Recordio disc sales division. He has been with Wilcox-Gay for many years.

W. J. Sullivan has been appointed to head up the Wilcox-Gay export division.

Armstrong Sales Head for Bendix Appliances

Joseph L. Armstrong has been named national merchandising manager for Bendix Home Appliances, Inc., according to W. F. Linville, general sales manager. His background includes 19 year's experience in key sales and sales promotion positions in Minneapolis, Minn.

Mr. Armstrong was previously general sales manager of Schaefer, Inc., and he has also held top positions with Maico and Standard Oil.

Crosley Regional Managers

Appointment of Joseph A. McLaughlin an east central regional manager for Crosley Division, Avco Mfg. Corp., Cincinnati, has been announced by C. W. Kirby, domestic sales manager.

Mr. Kirby has also announced the appointment of Ralph Nordquest as eastern regional manager for Crosley.

COMPARE Before You Buy Your Service Data

The speed with which you can complete radio repairs usually depends on the quality of your technical information service. That's why you owe it to yourself to choose the best. But don't guess. Don't take anyone's word for it. Be your own judge and jury.

Ask yourself: "Does the technical information service I use provide these features:

1. Is it *complete*—does it give me all the data I need to do the job?
2. Is the information *concise*, or is it padded with useless sales talk that makes needed data harder to find?
3. Is the data *uniform*—the same for all makes and models—or do I have to "dope out" a different layout for each model?

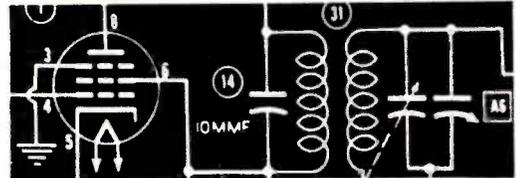
4. Does the data service give me *accurate* replacement listings—or do I have to guess what I should order from my parts distributor's stock?"

Don't guess about these important points. Compare PHOTOFACT Folders with any other service—point by point, set by set. Check specific models. See what PHOTOFACTS offer you—from complete disassembly instructions to exclusive Standard Notation schematics; from completely detailed drawings to exclusive exploded views. Then see what you find in others.

Be critical. Analyze carefully. Judge for yourself. Then you will know that *only* PHOTOFACT Folders will meet your actual needs.

Howard W. Sams

Don't Miss PHOTOFACT Sets Nos. 23-30 with exclusive "Standard Notation" Schematics



Howard W. Sams 1947 Automatic Record Changer Manual

Nothing like it! COVERS MORE THAN 40 DIFFERENT POST-WAR MODELS. Absolutely *accurate, complete, authoritative*—based on actual study of the equipment. Shows exclusive "exploded" views, photos from all angles. Gives full change cycle data, information on adjustments, service hints and kinks, complete parts lists. Shows you how to overcome any kind of changer trouble. PLUS—for the first time—complete, accurate data on leading WIRE, RIBBON, TAPE, and PAPER DISC RECORDERS! 400 pages; hard cover; opens flat. Don't be without this manual. ONLY **\$4.95**



Howard W. Sams Dial Cord Stringing Guide

There's only one *right* way to string a dial cord. And there's only *one* book that shows you how. It's the Howard W. Sams DIAL CORD STRINGING GUIDE. Here, for the first time, in *one* handy pocket-sized book, are all available dial cord diagrams and data covering 1938 through 1946 receivers. Licks the knottiest dial cord problem in a matter of minutes. This low-cost book is a "must" for servicing. You'll want one for your tool kit and one for your shop bench. Order today. ONLY **75c**

PHOTOFACT Sets now feature the exclusive new uniform "Standard Notation" schematics—the greatest service data development in 20 years! Every diagram is drawn to the same basic set of clear, uniform, easy-to-understand standards. Here's what the new "Standard Notation" Schematics mean to you: Makes circuit analysis simpler, quicker, fool-proof, more accurate! No more time wasted puzzling over odd-looking diagrams! No more trouble with varying symbols and confusing styles! Just ONE CLEAR STANDARDIZED STYLE FOR ALL CIRCUITS—SAVES YOU TIME—HELPS YOU EARN MORE. Subscribe to PHOTOFACT at your parts jobber now. At only \$1.50 per Set, it's the easy pay-as-you-earn way to build the world's finest service data library.

BOOST YOUR EARNING POWER!



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My (check) (money order) for \$..... enclosed.

Send PHOTOFACT Sets No. 23. No. 24.
 No. 25. No. 26. No. 27. No. 28.
 No. 29. No. 30 (at \$1.50 per Set).

Send . . . SAMS' 1947 AUTOMATIC RECORD CHANGER MANUAL(S) at \$4.95 each.
 Send . . . SAMS' DIAL CORD STRINGING GUIDE(S) at \$0.75 per copy.
 Send PHOTOFACT Volume 1 (including Sets Nos. 1 through 10) in Deluxe Binder, \$18.39.
 Send PHOTOFACT Volume 2 (including Sets Nos. 11 through 20) in Deluxe Binder, \$18.39.
 Send FREE PHOTOFACT Cumulative Index.

Name.....

Address.....

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

Servicer's Federation Statewide Convention

All associations affiliated with the Federation of Radio Servicemen's Association of Pennsylvania are presenting their "codes of ethics" to the statewide organization, in preparation for the adoption of a uniform code to be publicized and adhered to by all members, according to an announcement from C. F. Bogdan, publicity director for the Federation.

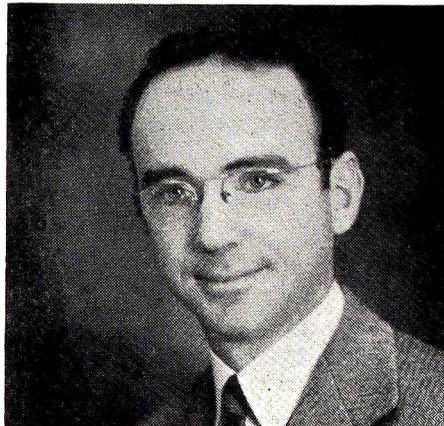
According to Mr. Bogdan, formation of local servicers' organization has a direct relation to the falling off of complaints from service customers concerning radiomen. To interest servicers in associations, preparations are being com-

pleted for the first state-wide convention to be held at the Bellevue-Stratford Hotel in Philadelphia, on January 11, 12 and 13, made possible through the close cooperation of the Federation with the NEDA and the RMA. Manufacturers' displays, movies and lectures will be of a technical nature, and servicers and association representatives from all over the country are invited.

Precision Names Sarkis

Precision Parts Co., Ann Arbor, Mich., has named Henry D. Sarkis as director of sales and engineering of its electrical and Carter parts divisions. Mr. Sarkis has established his office at the Precision plant in Chicago, at 213 Institute Place.

Farnsworth Sales Manager



J. H. (Jim) Kelly, formerly the southeastern district manager for Farnsworth, has been boosted to the post of manager of Farnsworth's sales division. G. E. Worden succeeds him in the district position.

Hartman Named Head of Belmont Radio Sales

G. L. Hartman is the new general sales manager of Belmont Radio Corp., Chicago, subsidiary of Raytheon Manufacturing Co., according to an announcement by Harold L. Mattes, executive vice-president. Mr. Hartman has had many years of radio sales and merchandising experience.

He was formerly retail sales manager of the radio division of Sears, Roebuck & Co., and spent eight years with Montgomery Ward in a similar capacity. During the past five years he was a merchandise manager of Firestone Tire & Rubber Co., at Akron, Ohio.

Mr. Hartman has commented on "the strong position which Belmont has in the industry at this time on the development of television, mobile radio equipment and home receivers." He mentioned that in the television field, "several new developments will enable Belmont to put its distributors and dealers in a very strong competitive position."

Dealers and Jobbers in Radio Week Contests

Radio retailers in cities and towns throughout the U. S. participated in National Radio Week, Oct. 26-Nov. 1, by donating radios to schools and high school students who participated in the "Voice of Democracy" contests under joint sponsorship of the U. S. Junior Chamber of Commerce, radio dealers and broadcasters of America.

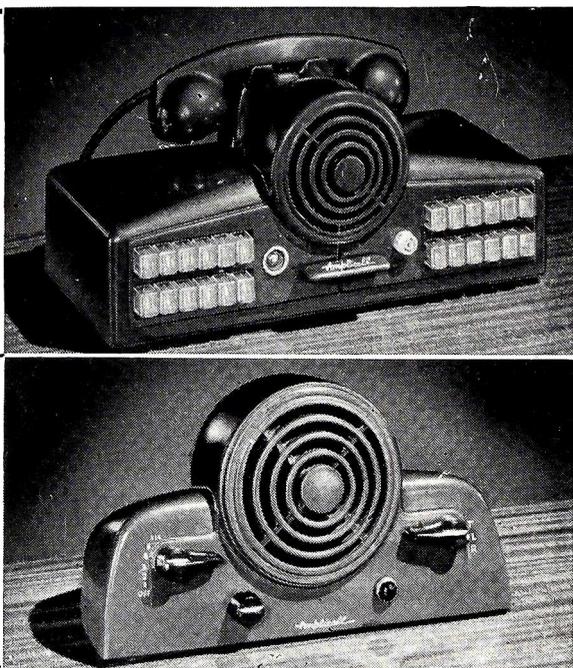
College or university scholarships of \$500 each are being awarded the national winners by the Radio Manufacturers Association and the National Association of Broadcasters, co-sponsors of National Radio Week.

Radio dealers and distributors also took part with radio manufacturers, in the awards of 18 radio-phonograph consoles to district and national winners of the letter contest for radio listeners conducted by the NAB Association of Women Broadcasters in cooperation with RMA.

BIG SYSTEM

OR

Little System



Sell them ALL with

ELECTRONIC
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INTERCOMMUNICATION

...The Complete Intercommunication Line

You'll sell the *entire* market—everything from big commercial and industrial installations to two-station systems in the fast-growing "little job" field—with the *complete* AMPLICALL Electronic Intercommunication Line. AMPLICALL'S wide selection of superbly engineered systems covers every communication need in plants, offices, stores, institutions, service businesses and homes. Add to this complete coverage the exclusive efficiency features and sparkling "eye-appeal" of the new AMPLICALL, and you've got a tremendous selling edge over all competition. Take the top selling spot in the intercommunication field with AMPLICALL—The Complete Line!

Get your share of this big market, including the popular 5-Station and 2-Station installations. Ask your Amplicall Distributor today for full details on the fast-selling Model 2105 and Model 2102 Economy Systems. Stock the complete, profitable AMPLICALL line—and sell intercommunication as you've never sold before!

Electroneering is our business

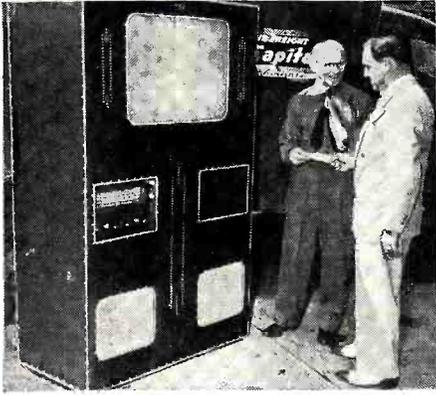
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Rauland

INTER-
COMMUNICATION

THE RAULAND CORP. • 4247 N. KNOX AVE. • CHICAGO 41, ILL.

Large Screen for Cleveland



As television Station WEWS, Cleveland, got ready to go on the air, United States Television Mfg. Co. air-shipped this large-screen TV projection set to the city. Dealer J. W. Dittman accepts delivery on the UST "first"—the unit with the 19" by 25" screen.

Balcom Names Millions Who Need Home Radios

"Greater today than it was before the war," is the way to describe today's potential radio market, according to Max F. Balcom, president of the Radio Manufacturers Association, who described the industry's new concept of "saturation" in an address at the Radio Executives Club in New York.

In terms of a new RMA goal of "A Radio for Every Room," or an average of four radios for every family, the radio set market is only 37.5 per cent "saturated," the RMA president said. This new concept of the radio market for home receivers, not counting replacements, increases the potential to nearly 100 million sets.

Mr. Balcom predicted that all industry radio and television set production this year will exceed 17 million units and establish a new record for the radio industry.

Rider Offers Low-Cost Schematic Photostats

Beginning this month, John F. Rider Publisher, Inc., 404 Fourth Ave., New York 16, N. Y., will supply copies of schematics and service data which have not yet appeared in his "Perpetual Troubleshooter's" Manuals, now being published three times a year, beginning with Volume XVI, instead of once a year as previously.

Two 8½" x 11" pages of schematics, alignment and voltage data, parts list (if available) and whatever else can be included in these two pages can be ordered for 10c, with an additional charge of 5c per page up to seven pages, and 3c for any additional pages above seven.

Servicers desiring this service, which also applies to schematics and data which have already appeared in Rider Manuals, should send 20c with each order, in stamps, coins or postal note. The difference in cost, if less, will be returned with the photostats. If the cost is higher—depending upon the number of pages

necessary—this information will be given in the letter bearing the photostats. Photostats will be mailed the day the order is received, and by postpaid first-class mail.

Vic Meyer's New Jobber Organization

Victor H. Meyer, who has been in radio and appliances for twenty-five years and operated under the name of the Guardian Sales and Service Co., has now incorporated under the name of Victor H. Meyer & Co., Inc., 312 Fifth Ave., N. Y. The latter firm is distributor in the metropolitan area for Apex, Gibson, and Grand Home Appliance Co.

These products will be distributed by Victor H. Meyer & Co., Inc., and service

will be rendered by Guardian Sales and Service, Inc., 604 W. 37th St., New York City. Mr. Meyer is president of the new corporation, his son, Victor J., is vice-president, and Samuel A. Sader is treasurer. Recent additions to the staff are Gordon James as sales promotion manager and George Connor as dealer products educator.

Mr. Meyer continues to represent Sparks-Withington (Sparton) as district merchandiser. Herbert Scholtz will be sales supervisor in New Jersey.

Mr. Meyer also announced his appointment as the distributor for the metropolitan New York and northern New Jersey territories of the Dishmatic automatic dish washer manufactured by Lake State Products, Inc., of Jackson, Mich.



Wishing you a
Merry Christmas
and a
Prosperous New Year

**MEISSNER
RADIART
THORDARSON**

MAGUIRE INDUSTRIES, INCORPORATED

Missouri Reps Stage Second Annual Conference

The Missouri Valley Chapter of "The Representatives" sponsored its second annual conference for radio and electronic jobbers, manufacturers and reps on Nov. 13-15 at the President Hotel in Kansas City, Mo. Radio men from Iowa, Kansas, Missouri, Nebraska, Oklahoma, Arkansas and southern Illinois attended the event.

The program included only individual conferences arranged by the guests themselves; no group meetings or lectures. However, the Missouri reps were hosts at a luncheon on Nov. 13th, and a dinner dance on the 14th.

General purpose of the conference is to develop more personalized relations be-

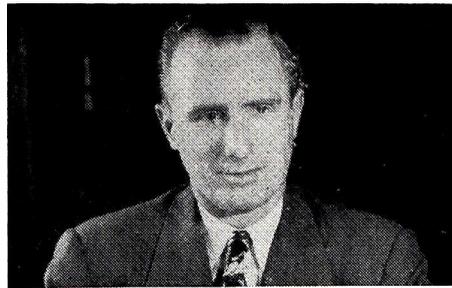
tween jobbers and manufacturers, to circulate industry trends and new products, to exchange merchandising ideas, etc.

Braun In Charge of Maguire Jobber Sales

E. M. Braun has been named jobber sales manager for Maguire Industries, Chicago, as announced recently by Russell Maguire, president of the company. Mr. Braun heads all jobber sales for Meissner, Radiart and Thordarson Divisions of Maguire.

Mr. Braun had been sales coordination manager of the electronic distributor and industrial sales department of Maguire Industries for two years, and was with Meissner for ten years in the jobber sales and purchasing departments.

As jobber sales manager, Mr. Braun



E. M. Braun, jobber sales manager for Maguire.

announced two new reps for Maguire. Neal Bear Corp., Peninsula, Ohio, will represent the lines in Ohio, Indiana, Michigan, Kentucky, West Virginia and western Pennsylvania. M. J. Shapp & Co., 121 N. Broad St., Philadelphia, Pa., will handle the territory of eastern Pennsylvania, Delaware, District of Columbia, Maryland, Virginia and southern New Jersey.

Hoffman Surveys California Retailers

A survey of 113 radio dealers in southern California has been completed by the sales staff of the Hoffman Radio Corp., Los Angeles. The study was made by hour interviews with franchised Hoffman dealers in 44 cities and represents slightly more than one-quarter of the Hoffman dealers in that area, according to H. Leslie Hoffman, president.

Hoffman reported that the results of the study indicated (1) Widespread public acceptance of Hoffman radio products despite its newness on the market. (2) A concise dealer acceptance for the Hoffman policy and program and (3) The buyer of today is more critical than ever before.

New Oak Ridge Antennas

Oak Ridge Antenna Co., 717 Second Ave., New York 16, N. Y., has announced its new line of "Rig-fast" television and FM antennas. Howard S. Levy, sales manager, said that the new Model 4 line has "all the finer points of the original 'Rig-fast' line with various modifications and improvements that bring the price down."

The "Rig-fast" antennas are of all aluminum construction, 1/2" O.D. elements with pressure sealed ends. They use standardized components.

Oak Ridge also plans to produce an all-wave antenna. Some territories are still open for representation.

Emerson TV Service Manager

An announcement by Dorman D. Israel, vice-president in charge of engineering and production at Emerson Radio and Phonograph Corp., revealed the appointment of Floyd Makstein as service manager for Emerson Television Service Corp. Mr. Makstein was formerly assistant manager of the radio service department. Prior to joining Emerson, he was connected with the Signal Corps Radar Laboratories at Camp Evans, N. J.

NEW BIG VALUE INTERCOM. MODEL JMR MASTER AND REMOTE U. L. APPROVED!

Opens Up New Markets

OFFICES

HOMES

DOCTORS
Stores, dentists, lawyers, merchants, farms all potential sales.

Complete, Ready-to-Use

Model JMR consists of a packaged Master and Remote, including tubes and 50 feet of cable. Latest design! Top quality! Low priced! Simple to install. Easy to operate.

List Price..... **\$39.95**
Add 5% West of Rockies

Contact your local Masco distributor for immediate delivery.

Features of Model JMR

- 117 Volt AC or DC operation.
- 2.5 watts of power.
- 4 in. PM Alnico V Speaker.
- Volume control with on-off switch.
- Separate press-to-talk switch.
- Remote station has press-to-talk switch.
- Attractive cast aluminum housing, Hammertone finish.

ALSO AVAILABLE ... A complete line of U. L. Approved Intercommunication Equipment.
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SOUND SYSTEMS and Accessories

RAvenswood 8-5810-1-2-3-4

New Books

FM Simplified

By Milton S. Kiver, published by D. Van Nostrand Co., Inc., 250 Fourth Ave., New York City, 347 pages—price \$6.00.

A self-study manual for mastering the fundamentals of FM radio and their actual applications, *FM Simplified* starts from basic principles, develops the operating processes, and then breaks them down into individual units that compose the complete set.

After the working principles of each unit are explained, they are assembled into complete installations, with alignment and troubleshooting procedure given in good detail. Both transmitters and receivers are covered.

Dial Cord Stringing Guide

Published by Howard W. Sams & Co., Inc., 2924 East Washington St., Indianapolis 6, Indiana—price \$75.

The right way to string any dial cord, with diagrams and data covering receivers from 1938 through 1946, is in this stringing guide. In the introduction are explanations on the types and properties of dial cords, causes of slipping drive systems, requirements for proper operation, selection of proper size cords, and general notes on re-stringing dial drive systems. This is followed with a complete index of all manufacturers and models, and 552 diagrams.

Introduction to Practical Radio

By D. J. Tucker, E.E., Chief Radio Engineer, WRR, KVP, KVPA, published by The Macmillan Co., N. Y., 322 pages—price \$3.00.

The physics and mathematics of fundamental radio has rarely been explained as simply as in Mr. Tucker's book. Written in textbook style, with problems and answers, the text covers elementary electricity, Ohm's law, resistance circuits, d-c power, wiring, Kirchhoff's laws, magnetism, electromagnetism, a-c, electrical instruments, inductance, capacitance and impedance, devoted a long chapter to each.

FM Transmission & Reception

Published by John F. Rider, Publisher, Inc., 404 Fourth Ave., New York 16, N. Y., over 300 pages—price \$1.80 paper-bound, \$2.70 cloth-bound.

Covering the latest products of all manufacturers of FM transmitters and receivers, including wide-band, medium-band and narrow-band equipment for commercial broadcasting, "ham" and police use, this new book presents the fundamental theory as well as detailed analyses, of frequency and phase modulation systems. The pictorial representations cover also the transmitting and receiving antenna systems, and the latest developments in FM detectors. Special emphasis

is given to servicing problems, and several chapters discuss alignment and troubleshooting.

Mathematics for Radio Engineers

By Leonard Mautner, published by Pitman Publishing Corp., 2 W. 45th St., New York 19, N. Y., 327 pages—price \$5.00.

Mautner, research engineer for Allen B. DuMont Laboratories, and head of their Television Transmitter Department,

has written a fine book for the technician who has taken mathematics in school, but has found difficulty in applying it to radio. The book reviews simple algebra and covers in a thoroughly understandable manner the subjects of logarithms, trigonometry, complex algebra, hyperbolic functions, determinants, differential equations, and Fourier Series. There is a full set of graded problems for each chapter together with answers at the end of the book.

Applications presented to illustrate the subject include mathematical analysis of frequency, amplitude and phase modulation; spectrum analysis of television sawtooth and synchronizing pulses; Wien bridge circuit analysis, and differentiation, integration and sawtooth generation circuits for television.

TESTED 1,000 HOURS

Constant Operation

NEW ESSEX TELECEIVER

Another Advance by Industrial Television, Inc.
Guarantees Dependable Performance with
Industrial's exclusive Remote-Control and
Multiple Viewers.

- 10" x 13" Screen
- 13 Channels & FM
- Microphone input
- Tamper-proof



Sensational Low Price \$1145⁰⁰ *Including*
Standard Installation!

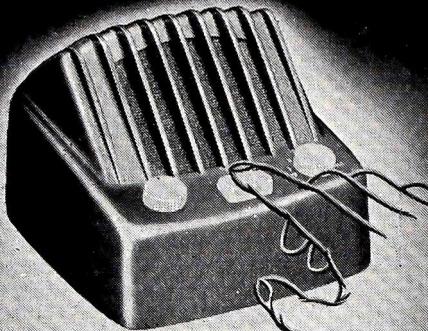
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Most Outstanding of All

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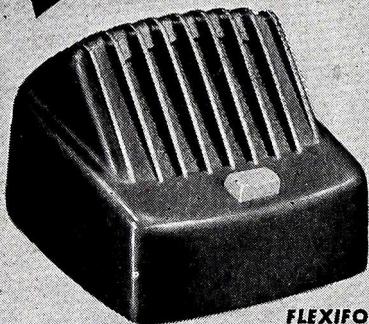
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FLEXIFONE
6-STATION MASTER

*"Official" and
"Supervisor"
Models*

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SALES LEADERSHIP TODAY!



FLEXIFONE
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**FLEXIFONE Models Are
Available Now!**

FLEXIFONE offers you two profit lines, Official and Supervisor Models for small, low-cost systems and Executive Models for large installations. FLEXIFONE's smart new styling, quality construction, and free sales helps mean new business for you! ... Investigate FLEXIFONE today!

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Please send us the profit story on
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intercommunication systems.

Name _____
Address _____ State _____
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FLEXIFONE

INTERCOMMUNICATION SYSTEMS

News in the Parts Field

Seven New RCA Tubes

The Tube Department, RCA, Harrison, N. J., has announced the new 6AV6 and 12AV6 miniatures, each containing 2 diodes and a high-mu triode with twice the transconductance of previous similar types, for detector-AVC-1st audio use, in receivers. The 12AX7 is a new companion to the miniature series, being a small button monel 9-pin type, high-mu twin-triode amplifier similar to the 6SL7 and 12SL7, with a mu of 100 instead of 70, for phase inverters, multivibrators and control devices.

Another multi-unit tube, the 6S8GT combines 3 diodes and a high-mu a-f triode, for detection and amplification of either AM or FM signals without the necessity for switching detector circuits. The fifth tube, type 5618, is a transmitting miniature pentode, while types 5652 and 5653 are vacuum phototubes.

Ferree Named by IRC

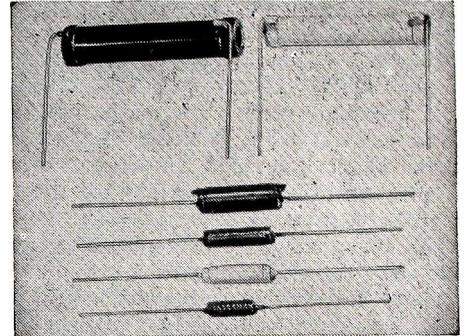
International Resistance Co., Philadelphia, has announced the appointment of Robert D. Ferree as sales manager of its merchandise division. Mr. Ferree succeeds Bob Baggs, who leaves IRC to become general manager of a local advertising agency.

Mr. Ferree has been in IRC's jobber and industrial sales for 7 years. Previously, he had managed the parts department for a mid-west distributor. He is a ham, holding the W3JGB call.

Burlingame Appointed

It has been announced by Telicor Corp., manufacturers of Telicor large screen television receivers, and Intra-Video Corp. of America, sole manufacturers and distributors of the Intra-Video master antenna system, that W. K. Burlingame has been named as operations manager of both companies.

New Chokes for HF, VHF



Six new r-f chokes covering from 7 mc to 520 mc, supplement the 3-20 mc choke manufactured by Ohmite Mfg. Co., 4954 Flournoy St., Chicago

Solar Shipments Speeded

Solar Capacitor Sales Corp. has started shipping capacitors, radio noise filters and capacitor test instruments from its Chicago plant at 4501 South Western Blvd.

The new shipping point will help speed service to western and Pacific Coast parts distributors.

Allied Supplement Ready

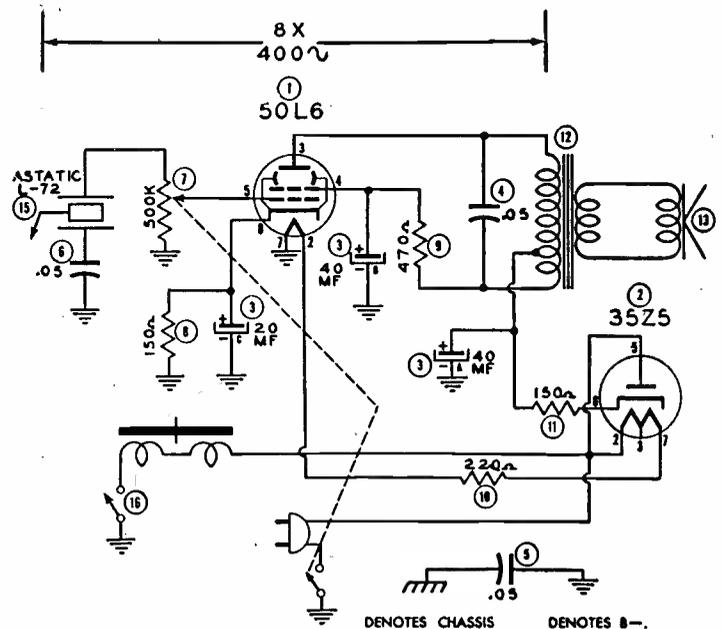
A 48-page supplement, No. 114, to their regular 164-page master catalog No. 112, has been announced by Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill. Recent developments in radio, recording and television are reflected in numerous new lines, products and prices, in this free supplement.

Radio Receptor Expands

Radio Receptor Co., Inc., 251 W. 19th St., New York City, manufacturer of Seletron selenium rectifiers, has purchased the manufacturing equipment of a former rectifier manufacturer, and plans to double present production.

Tube Base Symbols Chosen in Sams Pool

With the final results of the nationwide tube-basing symbols poll compiled, Howard W. Sams & Co., Inc., Indianapolis, Ind., publisher of the PHOTOFACT Folders have announced the "winner". Identified as Method No. 3 in the questionnaire distributed with PHOTOFACT Set No. 18, the clear, simple method maintained a majority of almost 50% over other methods, announced Sams to the radio servicing industry. Sams indicated that the warm response by servicers "has helped us to help you by providing the kind of service data you want." Illustration is a sample application of the new symbol method, showing Sonora Model RWFU-238 a-c operated phonograph with two-tube amplifier and speaker.



DENOTES CHASSIS DENOTES GND.

Long Beach RTA Hears About Gains in FM



Jack Meyers of the GE Electronics Dept. of So. California and Arizona talks on FM to the Radio Technicians' Association of Long Beach, Cal. The meeting, chaired by Harry Ward, public relations director of the RTA, also heard talks by Harvey Stephens and Wayne Williams, both of General Electric.

RMA Takes Action Against TV Power Rate Boost

The board of directors of the Radio Manufacturers Association has gone on record as vigorously opposed to any discrimination in electric rates against television receivers. Discriminatory rates for electric current for TV use have already been secured by two Connecticut power companies from the state Public Utilities Commission, authorizing rate increases. President Max F. Balcom will soon appoint a special committee to take action against these charges in Connecticut. RMA engineering department data presented to the board of directors, which unanimously ordered the opposition, shows that there are very low current and power factors for such TV sets, much lower than many domestic electric appliances, and "destroys any sound basis for distinctive rates for television receivers."

The RMA board also adopted a resolution opposing a proposed New York

City ordinance to license radio technicians. General counsel John W. Van Allen and Service Committee chairman W. L. Parkinson were representing the RMA in New York hearings on the subject.

Electronic Technicians to Meet Jan. 11-13

With a toast to "One-Eleven, One-Twelve, One-Thirteen", which are the dates (Jan. 11-13) of the radio service industry's first Town Meeting of Electronic Technicians to be held at the Bellevue-Stratford Hotel, Philadelphia, Harry A. Ehle, chairman of the preparations subcommittee of the Radio Parts Industry Coordinating Committee introduced to the radio trade press this month the suggested calendar of activities.

Highspots of the sessions, covering three days of activity, will include several nationally-known speakers, four outstanding service speakers delivering papers on television servicing, four more papers on FM servicing, six papers on service business and merchandising topics, two on citizen's band radio, and twenty demonstrations of the application of new test equipment to service problems.

Moran Heads Philco Accessory Sales

John J. Moran, an executive with 24 years' experience in radio and appliances, has been appointed sales manager of the accessory division, according to James M. Skinner, Jr., general manager of that division. Mr. Moran has been with Philco for 11 years.

Dreifke Promoted by Stewart-Warner

E. H. Dreifke, a past president of the Northwest Associated Manufacturers of Chicago, has been promoted to assistant manager of the radio division of Stewart-Warner Corp., Frank A. Hiter, senior vice-president, has announced.

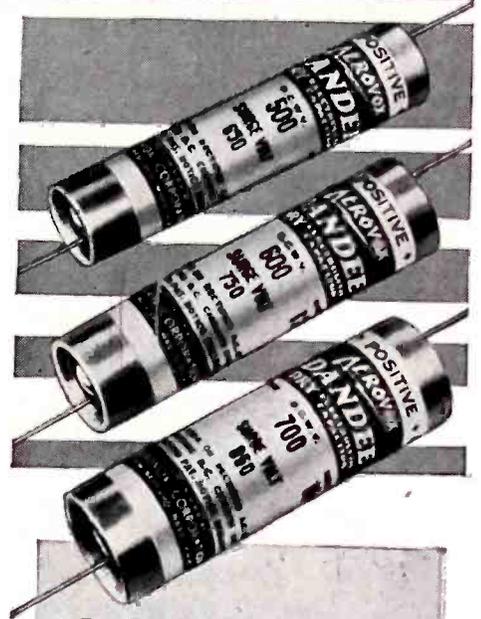
Utah Sales Manager



The new sales manager of the jobber and industrial divisions of Utah Radio Products, Inc., is Hugo Sundberg. He will head up sales of Utah permanent and electro magnetic speakers in the big new plant at Huntington, Ind., where Utah (division of International Detrola Corp.) consolidated its sales and manufacturing.

HIGHER VOLTAGE

ELECTROLYTICS



• For those higher working voltages—particularly television receivers, oscillographs and other latter-day electronic circuits—with high capacitance values for filtering or by-passing—Aerovox has the answer:

Popular Aerovox Type PRS Dandees are now available in extended D. C. working voltages of 500, 600 and 700 D. C. W., or 650, 750 and 850 surge. Capacitance values are 8, 10, 12 and 16 mfd.

And of course the tried-tested-proven Dandee construction: hermetically-sealed aluminum can; waxed paper jacket; spun-over ends eliminating "shorts"; bare pigtail leads that won't work loose.

• See Our Jobber...

These extended-voltage Dandees are being stocked. Our jobber can supply them. Order your requirements NOW.



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.

**No More
Guesswork**



with
OHMITE
Little Devil

COMPOSITION RESISTORS

You never have to guess about the resistance and wattage of any Little Devil resistor. Every unit is not only color-coded but individually marked for quick, positive identification. Millions used in critical war equipment. Standard RMA values from 10 ohms to 22 megohms, in 1/2, 1, and 2-watt sizes. Tol. ± 10%. Also ± 5% in 1/2 and 1-watt sizes.

Available Only Through OHMITE Distributors

Ohmite Manufacturing Co.
4873 Flournoy St., Chicago 44, Ill.



OHMITE

**Committee to Work
on AFM Record Problem**

Action taken by the radio broadcasting and associated industries, to prepare for the new ban on recording by the American Federation of Musicians, has been announced by the National Association of Broadcasters.

A special industry music committee, comprising representatives of broadcasting and related activities which employ musicians, has been established.

In addition to members and executives of the NAB, the thirty-three names of committee members include representatives of the Television Broadcasters Association, recording and transcription producing companies, and the Frequency Modulation Association.

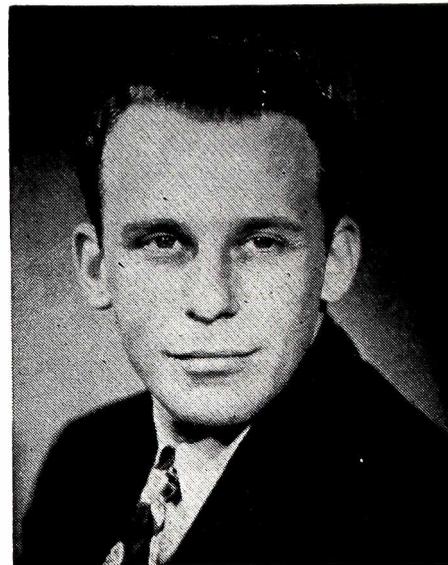
The formation of such a committee was directed by the NAB membership at its recent convention in Atlantic City, N. J. A resolution unanimously adopted there stated that "American broadcasters are convinced that a constructive and amicable solution to the problem created by the American Federation of Musicians would be a major contribution to the welfare of the American public."

**Philco Service Offers
Television Opportunity**

Members of Philco Service are currently being invited by Philco distributors to attend a 20-hour 4-hour-a-day, morning or afternoon practical test bench course on the Philco method of troubleshooting and aligning television receivers.

Conducted at the distributors' headquarters, the service courses will be organized with help from the factory, including textbooks, instructors and test equipment. The courses will be outlined on the basis of Philco's experience in training 40,000 servicemen before and during the war.

Air King Executive



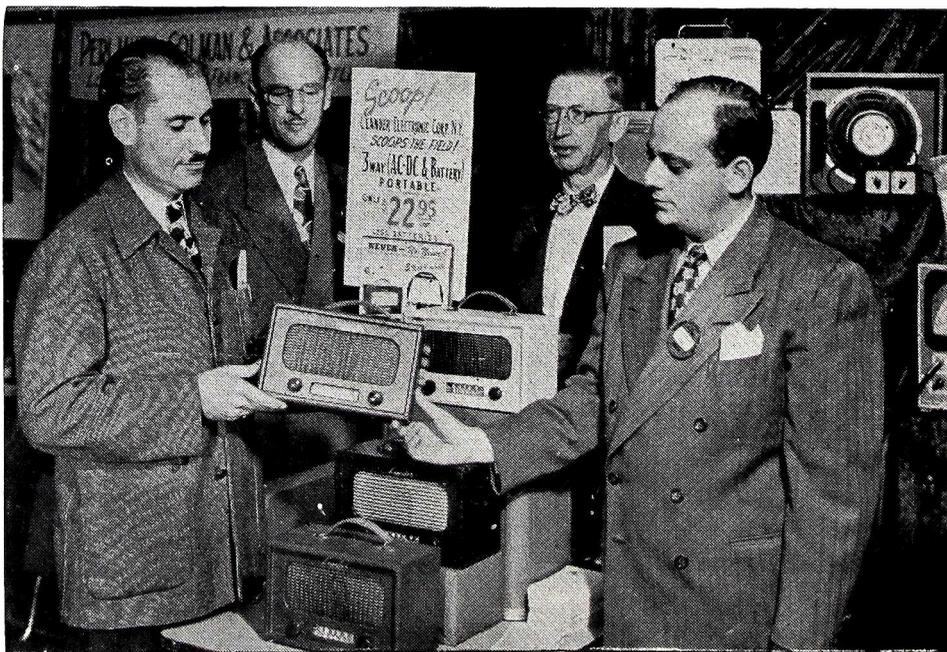
The new advertising manager for Air King Products Co. is A. D. Adams. He was formerly account executive for Hickey-Murphy-St. George advertising agency, and prior to 5 years' war service in the southwest Pacific, was an advertising and promotion executive for radio and theatre interests in Philadelphia.

**Vacuum Cleaners in
Southwest Market**

To open up the market in the south and southwest, Alex M. Lewyt, president of Lewyt Corp., led a group of executives of the vacuum cleaner division on a plane trip to New Orleans for the second 4-day regional conference held by the firm.

Distributors came from Oklahoma, Arizona, Colorado, Missouri, Louisiana, Tennessee, Kansas, Alabama, and Texas. On the program in addition to Mr. Lewyt, were Walter J. Daily, cleaner division manager; J. Nugent Lopes, director of public relations and advertising; and E. Harold Greist of Hicks & Greist New York agency.

Portables in Pacific Coast Showing



At West Coast exhibit, the 3-way portable set made by Leander Industries, Inc., 130-43 91st Ave., Richmond Hill 18, L. I., N. Y., attracts trade attention. Leander president R. R. Blumstein is shown with Henry Krueger, San Francisco rep; a jobber; and Claude Erlanger, Los Angeles rep. Orders for the \$21.95 unit are now over 10,000, says Mr. Blumstein, but new factory is keeping up.

Zenith Has New 3-Way Personal Portable

A new "Zenette", the portable radio "smaller than most women's purses" with Underwriter-approved operation on AC/DC or self-contained battery, has been introduced by Zenith Radio Corp., Chicago.

The compact Zenette has a superhet circuit engineered for full tone whether operating from battery or line current. It tunes 535 to 1620 kc., has an Alnico PM speaker, and automatic power switching. The receiver comes in modern design, molded in maroon, ivory, or black plastic, with a swing-top lid.

Front plate, latch knob, and flexo-grip handle end pieces have Roman gold trim. Over all size is 5½" high, 7⅞" wide and 4" deep; weight, 3½ lbs.

Handy Tube Tapper Offered by Hytron

Included in the series of sales aids being offered by Hytron Radio & Electronics Corp., 76 Lafayette St., Salem, Mass., is a "Handy Tube Tapper" in the form of a pencil. The firm reports that this handy combination pencil, eraser, and tube tapper (for discovering intermittent "shorts" and "opens") is already very popular. The tube tapper is ruggedly constructed and its compactness permits using it on tubes either in a tube tester or in the set chassis. The tapper can be ordered in lots of 25 for \$1.25.

Swank New Mfrs. Rep.

Wally B. Swank, who was formerly sales manager of E. F. Johnson Co., Waseca, Minn., has announced the formation of his own organization in

Syracuse, N. Y., where he will represent the manufacturers of several lines of electrical and electronic equipment for all of New York state except New York City. Mr. Swank has been a parts rep specialist almost since he got his degree. He is now at 400 Cherry Road, Syracuse 9, N. Y.

Seaman Honored By Webster-Chicago

S. T. Seaman is the new advertising manager for Webster-Chicago, 5610 W. Bloomingdale Ave., Chicago, manufacturers of wire recorders, phonographs, phonograph needles, and record changers. Mr. Seaman, previously with the 33-year-old firm, is now directing its big 1947 advertising campaign.

Webster-Chicago ads are currently appearing in *Life*, *Look*, *Saturday Evening Post*, *Collier's*, *Time*, *Fortune*, *Business Week* and *Rotarian*. Also, recently announced, is a cooperative advertising campaign for dealers and distributors of the company.

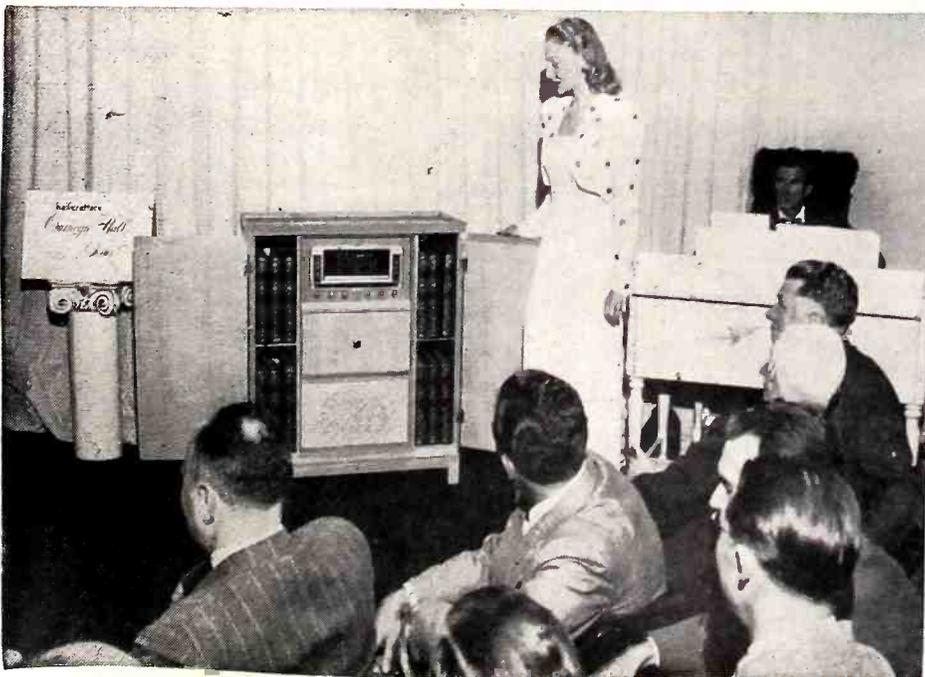
Gibson Executives Named

Walter D. Krauter, formerly the national service manager for Gibson Refrigerator Co., Greenville, Mich., has been appointed to headquarters sales staff, and E. W. Ellingen, former assistant service manager, has been named to succeed Mr. Krauter as service manager.

Graybar Appointment

At the Youngstown, Ohio, branch of Graybar Electric Co., the new merchandising manager for Hotpoint appliances and leading lines of traffic appliances is Walter A. Summers. His appointment was made public by Graybar vice-president C. S. Powell.

Blonde Models and the Carnegie Hall Line



Here's how distributors at Hallicrafters convention in Chicago were introduced to the firm's new Carnegie Hall series. Model Annette Trendler shows Model 411, one of 8 phono-radios with FM-AM, shortwave, AFC, and intermix disc changer (and one with TV). Prices range from \$445 to \$825 list.

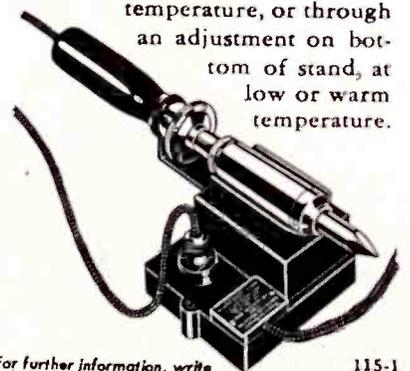
ELECTRIC SOLDERING IRONS

that are sturdily built for the hard service of industrial usage. Have plug type tips and are constructed on the unit system, with each vital part, such as heating element, easily removable and replaceable. In 5 sizes, and from 50 watts to 550 watts.

American Beauty

TEMPERATURE REGULATING STAND

This is a thermostatically controlled device for the regulation of the temperature of an electric soldering iron. When placed on and connected to this stand, iron may be maintained at working temperature, or through an adjustment on bottom of stand, at low or warm temperature.



For further information, write

115-1

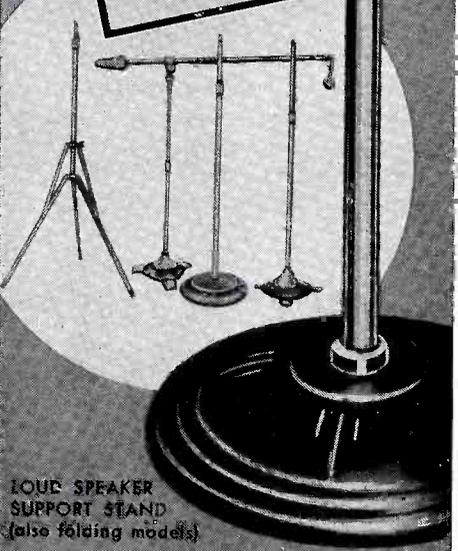
AMERICAN ELECTRICAL HEATER COMPANY
DETROIT 2, MICHIGAN
 established 1894

**YOUR GUARANTEE
OF ACOUSTIC QUALITY**



**IF IT'S GOOD
SOUND
EQUIPMENT
YOU WANT**

... You'll select Atlas .
Supplementing our
famous line of Speak-
ers . . . Atlas Micro-
phone Stands for
every application . . .
are precision built
with all quality fea-
tures. All brass tub-
ing, super chrome
plating, shock mount-
ing, anti-tip base.
Quality made is well
repaired.



LOUD SPEAKER
SUPPORT STAND
(also folding models)

BOOSTER UNITS • RADIAL PROJECTORS
SPEAKER ENCLOSURES • BAFFLES

Write for illustrated catalog
ATLAS SOUND
CORPORATION

1451—39th Street, Brooklyn 18, N. Y.

New Rep Division for Antenna Line

Ben Snyder, of the Snyder Mfg. Co., Philadelphia, and Dick Morris, sales manager, have announced the formation of a separate sales division, composed of factory representatives who will promote the sales of Snyder microphone stands, house antennas, auto antennas and other allied equipment. Tentative plans call for operations to begin January 1st.

Appointments of factory representatives will be made in the next several weeks on an exclusive basis in protected territories, according to preliminary plans. The Snyder executives have taken Chicago headquarters where they will make final arrangements with factory representatives who qualify under this new policy.

Snyder advertising and sales promotion plans also call for a stepped-up budget. Intensive point-of-sale and direct mail campaign will be geared to supplement the new plan.

Air King Jobber Meetings Held Throughout U. S.

A series of coast-to-coast distributors' meetings are being held by Air King Products Co., Inc., 170 53rd St., Brooklyn 32, N. Y., featuring the new lines of the company.

The first such meeting was held in Philadelphia with Air King as host to the local jobber, Radio Electric Service Co. of Penna., Inc. Twenty-five members of the jobber staff, headed by president John Stern and Messrs. Al Kass and Al Steinberg, were on hand. The meeting was conducted by Messrs. D. H. Cogan, president of Air King; J. J. Clume, merchandise manager, and Sid H. Gatty, regional representative. All the 1948 Air King sets, including the two newly announced "exclusives", the wire recorder-radio-phono combination and the radio-camera, were reviewed.

Paper Tubulars for 10,000 V!



Paper tubular capacitors now being made by Aerovox Corp., New Bedford, Mass., for TV, oscillograph, other cathode ray and electronic circuits have voltage ratings up to 10,000 volts d-c working. Oil impregnated and wax filled, the Series 8 have from .001 to .05 mf.

New Table Models Shown by Meck

John Meck Industries, Plymouth, Ind., is showing its new line of radios, a group of table sets ranging in price from \$14.95 to \$79.95, the latter being an FM-AM table set.

The line also includes a radio-phono combination with automatic record changer, listed at \$59.95, and a three-way portable at \$29.95. In addition to the FM converter-tuner, retailing at \$19.95, which can be attached to any AM set to bring in FM reception.

Rider Ends Consulting Arrangement with RCA

Announcement has been received from John F. Rider, publisher of Rider Manuals, that effective Dec. 31, 1947, he is terminating his arrangement with RCA as a test equipment consultant on an exclusive basis.

Mr. Rider advises that his services as a consultant on service test equipment are available to the industry, but on a non-exclusive basis.

Stephens Displays New Speakers

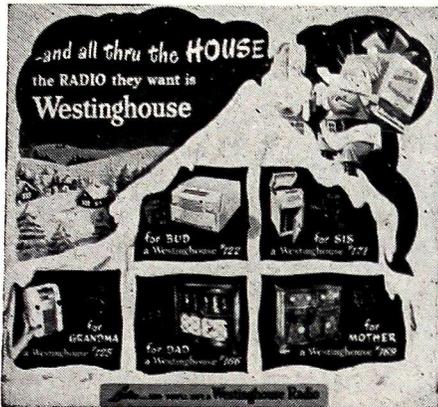


San Francisco's recent WCEMA Show saw three new products of the Stephens Mfg. Co., 10416 National Blvd., Los Angeles, Cal.; models P-52FR Co-Spiral, replacement for quality home radios; P-63HF, separate 2-way systems for FM monitoring, with 2 low-frequency drivers; and 402WX, dubbed "Theatre System for the Home," for high-fidelity enthusiasts.

SALES HELPS

Colors to Get Prospects' Attention

Four new point-of-sale displays for the Westinghouse radio dealers' floor or window are now available through West-



Full-color display features glittering snow around five Westinghouse models.

inghouse distributors. These colorful dealer aids have a direct tie-in with national ads.

The company is also offering a new cardboard back-drop for the stratovision FM antenna—an angle-shaped display with an antenna mounted.

Westinghouse also offers a new display for its new electric comforter. This is a 6-color piece with rosette samples of comforter colors.

For Teen-Age Buying

A new "teen-age" display, offered by Admiral Corp. as a new type window display is in eight colors. Life-like and realistic, it is a colorful display suitable for floor use after serving its time as a



P-S-T for performance, style, tone.

window piece. The books in display are only lithographic reproductions, but the radio is a genuine Admiral automatic record changer.

Holiday Kit of Radio Batteries

Christmas gift packages of replacement batteries of "personal" or midget-type radio fans and packaged in holiday colors, is now available from the RCA tube department. This gift kit contains six "Sealed-in-Steel" radio "A" batteries, and one radio "B" battery. Batteries are



Sealed-in-steel batteries in holiday pack.

packaged in a bright red carton, cellophane-wrapped and sleeved with a green-printed wrapper.

The RCA tube department is also ready with new displays, mats and postcards featuring the drawings of Ralph Stein, popular GI cartoonist.

Coffee Merry-Go-Round



After many successful appearances at shows and exhibits replicas on the Silex display with the revolving top are now being routed among retailers. At one store the attendant served a total of 754 cups in one day.

Leander Offers Xmas Promotion Material

Christmas suggestions including newspaper ad mats, copy and layout ideas, designed especially for holiday radio promotion, are available without charge to dealers, according to Robert R. Blumstein, president of Leander Industries, Inc.

Dealers may obtain the material by writing the firm at 130-41 91st Ave., Richmond Hill 18, N. Y.

Rep for Motorola

The appointment of James E. Herbert as Mid-Western district representative was recently announced by William H. Kelley, general sales manager of Motorola, Inc. Mr. Herbert has headquarters in St. Louis.

"HOT"
ON THE JOB BUT
COOL
TO HANDLE...



SOLDERING IRONS

FOR service men, mechanics of all types and "handy" men who want quality tools... G-E Calrod Soldering Irons meet every requirement.

CALROD ELEMENT

Cartridge type, insulated with highly compacted magnesium oxide which maintains full insulation properties and dependably protects against grounding. The Calrod element conducts heat so rapidly that there is little temperature drop from the resistance wire. High efficiency and quick recovery permit fast work with minimum loss of time.

CALORIZATION

Much longer life can be expected from the calorized tip. Calorization also makes tip removal easy and prevents "freezing in". Corrosion of the tip is greatly retarded by calorization.

HEAT RESERVOIR

An ample heat reservoir is provided by a calorized copper heat conductor which also serves as the tip holder.

STAINLESS STEEL BARREL

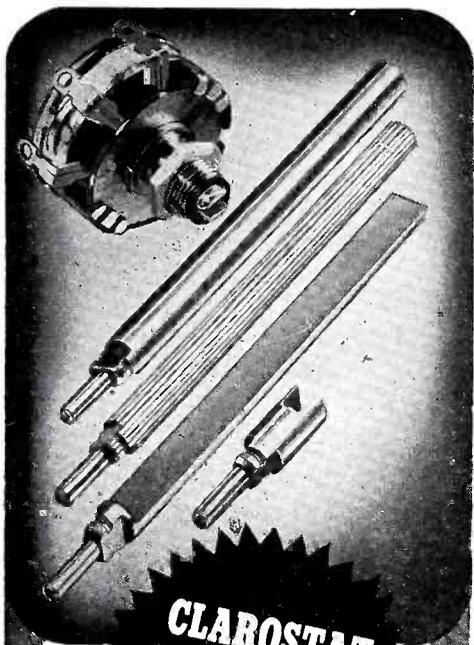
There is very low heat loss through the barrel because stainless steel has less than half the conductivity of plain steel. The barrel will withstand extremely hard usage without ill effects.

COOL HANDLE

The smooth, plastic handle remains cool to the touch. The heat is in the working tip where it belongs.

For complete information write:
General Electric Company, Electronics Department, Syracuse 1, N. Y.

100-76
GENERAL ELECTRIC



**CLAROSTAT
AD-A-SHAFT
CONTROLS**

**NO WIGGLE
NO WOBBLE
NO TROUBLE**

★ Select that control for ohmage, taper, tap. Then select the shaft—round, flat, knurled, auto-radio, etc. They go together with a bang! No wiggle, no wobble, no trouble.

Clarostat Ad-A-Shaft Controls mean minimum stock for maximum use. No need chasing down to the jobber's each time. No tying up of real money. Yet here's the right control and right shaft—and right at hand!

Order them from our jobber.

CLAROSTAT



Controls and Resistors

CLAROSTAT MFG. CO., Inc. · 285-7 N. 6th St., Brooklyn, N. Y.

Norge Expansion Program Will Increase Production

To meet the heavy demand for appliances, Howard E. Blood, president of Norge Division of Borg-Warner Corp., has announced an expansion program that will substantially increase production in all three plants recently acquired. In the two factories in Illinois, the move will add a third assembly line in Effingham and will allow a three-fold increase in washing machine production at Herrin. Also, the program includes supplementing the compressor mechanism production at the Chattanooga plant with a line of "water boy" portable water coolers.

Big New Plant for Expanded Taco Products

Technical Appliance Corp., of "Taco" fame, has moved from Flushing, N. Y., to its own plant building at Sherburne, N. Y., located some 40 miles south of Utica on the main line of the New York Central Railroad.

The new plant has 30,000 sq. ft. of production space and general offices all under one roof. The firm will continue to manufacture the line of Taco antennas and systems, as well as radio-electronic specialties. Also, the organization will manufacture plastic and linoleum-covered Sherburne kitchen counter and sink tops, and other woodworking products.

New "Scottie" Portable for Holiday Business

A new 3-way 1948 "Scottie" portable has been introduced "just in time for Christmas gift business" by Remler Co., Ltd., 2101 Bryant St., San Francisco.

Announced as the big feature is "a California style trick in color harmony which makes the set smart for outdoors and equally 'at home' indoors." The walnut plastic case in brown colors is trimmed with fabricated leather; solid leather handle is "color-keyed" to the plastic case. Designed for full AC-DC



Offered by Remler as ideal Christmas gift.

power, the set has slide rule dial and 4" PM speaker. It measures 10" x 6½" x 6"; weight 7½ lbs., including batteries.

Jack Totten, Remler vice-president, says that this new addition to Remler's "30th Anniversary" line is the lowest-priced, Underwriter approved battery portable on the market.

You satisfy every
COMMERCIAL
and
INDUSTRIAL
SOUND NEED

with the
complete line of
**BELL SOUND
EQUIPMENT**

and at the same time

- Simplify Your Inventory
- Increase Stock Turnover
- Boost Your Profits

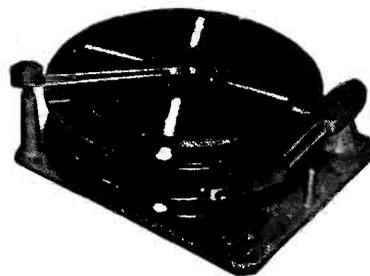


Ask your nearby Bell distributor for details

**BELL SOUND
SYSTEMS, INC.**

1186 Essex Avenue
Columbus 3, Ohio

SENSATIONAL SELLER!



LAKE DELUXE CHANGER

Revolutionizes the Industry!
An Excellent Seller!

11 Outstanding Features:

- Positive Intermix
- Service Adjustments Eliminated
- Minimizes Record Wear
- Single Knob Control
- Plays ALL Records
- Pick-up arm may be grasped at any time and changer will not be thrown out of adjustment
- Resonance-free ball bearing tone arm
- Easily operated—any child can do it
- Completely Jam-proof
- Records Gently Lowered on Spindle—not dropped
- Automatic Shut-off on last record

Dimensions: 13 13/16" W x 12 1/4"

D x 7 3/4" H.

No. 116A.....YOUR NET

\$28.73

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!

Lake Radio Sales Co.

615 W. Randolph Street

Dept. B

Chicago 6, Ill.

Bendix Radio Names Warren-Connolly

Warren-Connolly Co., Inc., 521 W. 57th St., New York City, distributors for the Norge line, have been given the Bendix Radio franchise for the New



Ed Frolich of Warren-Connolly

York metropolitan area, according to J. T. Dalton, general sales manager for Bendix radio and television.

The new 1948 Bendix radio line was exhibited locally in an open house showing beginning Nov. 12 at the Warren-Connolly office, warehouse, and service headquarters featuring extensive display facilities. C. B. Warren, well-known merchandiser, is president of the firm, and W. B. "Bill" Connolly is vice-president. Ed Frolich, vice-president in charge of sales, heads an aggressive sales staff experienced in both radio and appliance selling.

New Rep for Sonora

Royce Baker has been named a sales representative of Sonora Radio & Television Corp., according to Sonora sales manager George C. Hale. Baker will head merchandising plans in Kansas City, Denver, St. Louis and Omaha, with headquarters in Kansas City.

Display That Turns



Sales stimulator released by General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill., is a striking metal unit of compact, revolving design. It has variety of colors and holds 120 different packaged hardware bags.

Now! HEAR FM FROM ALL DIRECTIONS

Ward Products scores again with a new high-gain non-directional FM dipole, the Model FMT-61.

This new "turnstile" dipole picks up FM signals efficiently from ALL directions, does not require orienting!

Engineered for quick assembly and easy mounting, it comes complete for only \$13.50 list.

See your Ward dealer or jobber, or write us direct.



**LIST PRICE
\$13.50**

NEW WARD NON-DIRECTIONAL TURNSTILE FM DIPOLE

THE WARD PRODUCTS CORP., Division of the Gabriel Company
 EXPORT DEPT.: C. W. Brandes, Mgr., 4900 Euclid Ave., Cleveland 3
 IN CANADA: Atlas Radio Corp., 560 King St., W., Toronto, Ontario

Profitable BOOKS

- To sell to your customers
- For the use of your servicemen

INTRODUCTION TO Practical Radio
By Tucker. Unusually complete, clear explanations of all fundamentals, including the necessary math. Already a best-seller to hams, servicemen and radio fans. Illus. \$3.

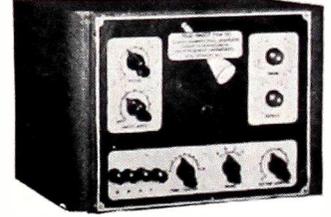
PRINCIPLES OF Radio for Operators
By Asherton. 470 illustrations and very graphic, easy-to-understand explanations of the operating principles of every radio part, including antennas. \$4.

INTRODUCTION TO Electronics
By Hudson. A masterly exposition of the underlying theory, construction of basic devices, and multitudinous applications—both present and potential. Illus. \$3.30.

You will make a double profit on the sale of these excellent books. They are easy to sell, and they create the interest and knowledge that make your customers into steady buyers of radio supplies. Your service department, too, will find them a valuable aid in locating and repairing trouble quickly. Let us send you copies on approval.

The Macmillan Co., 60 Fifth Ave., N. Y. 11

ANNOUNCING: THE TELE-SWEEP (MODEL TSW 501) FOR TELEVISION



A SWEEP GENERATOR For Everyone

Here is a Sweep Generator for every need and pocket book. The TELE-SWEEP-TSW50 is ideal for alignment of FM and TV Receivers with a minimum of time and effort.

CHECK THESE FEATURES

SWEEP WIDTH 500 KC to 10 MC
 COMPLETE FREQ. COVERAGE in four bands 5 to 100 MC and 170 to 216 MC
 TEST PROBE, for point to point checking
 OUTPUT 1 Volt. Max.
 PRICE complete ONLY \$68.50

See the TELE-SWEEP at your jobber's now.
 IT'S SENSATIONAL!

Further technical information on these and other Vision products furnished on request.

\$68.50 NET

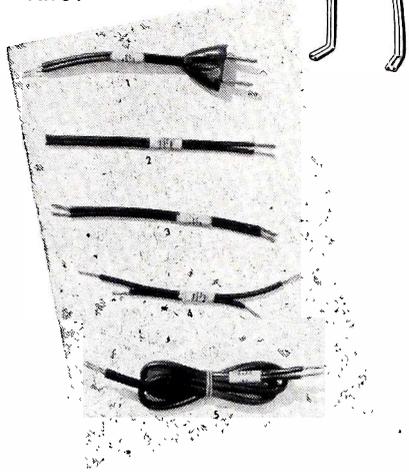
VISION
Research Laboratories

VISION RESEARCH LABORATORIES
 P. O. BOX #52
 Kew Gardens 15, N. Y.

**Meet 5 TYPES OF
PHALO
PORTABLE
LINE CORD!**

Phalo Line Cord

Can be cut to any desired length and hanked with either or both ends stripped, slit, tinned or bare!



1. Cord-Set with PHALO plug. Free end slit, stripped and tinned.
2. Cord-Set end slit, stripped and tinned.
3. Cord-Set with both ends slit and stripped.
4. Cord-Set with both ends slit, stripped, and tinned. One leg cut short on both ends.
5. Cord-Sets with both ends slit, stripped and tinned.

**PHALO
TWIN TRANSMISSION
LINE**



Weather Resistant — Inexpensive — highly efficient. A complete selection of lead-in lines for 75, 150, 300 ohms impedance is available.

Other PHALO products for radio include HOOK-UP WIRE, PARALLEL RIP CORD, POWER CORD ASSEMBLIES — LEADS — MULTICONDUCTOR SHIELDED CABLES — TELEVISION ANTENNA LEADS — TUBING

Write for the New PHALO Catalog.

PHALO
Plastics Corporation
25 FOSTER ST. WORCESTER 8, MASS.

Crosley Conference



These Crosley executives recently flew to Pittsburgh, Pa., to talk merchandising with Harold W. Goldstein, left, head of Anchor Distributing Co. "Just part of the Crosley service," say Corley W. Kirby, right, domestic sales manager, and Stanley Glasser, radio section manager.

Door Openers

(Continued from page 78)

devices are based quite easily and quickly understood. Save yourself the possible embarrassment and loss of time of having to fumble around tracing out unfamiliar wiring, and perhaps digging up a driveway in a fruitless search for the parts that you suspect are hidden thereabouts, by studying the basic types.

Illustrated on p. 78 are key parts which are used in four popular makes of garage door openers. In every case, a transmission device is located on the car, and a receiving device either under the driveway or on the garage itself.

Various Systems

The receiving element is used to throw a relay, in turn activating a motor which by means of a high ratio reduction drive opens the door or gate. As shown, various manufacturers use different means for transmitting and receiving the keying impulses. These include modulated damped-wave radio, supersonics, electro-magnetic switches, photo-electric cells, and others.

Incidentally, many a dealer sells and services these items. Have you considered it yourself? Contact these companies:

The Horton Mfg. Div., The Aviation Corp., 2485 Scotten Ave., Detroit 9, Mich.; Parrish Products, Inc., 19720 W. Eight Mile Rd., Detroit 19, Mich.; Barber-Colman Co., Rockford, Ill.; The Vendo Corp., 7400 East 12th St., Kansas City 3, Mo.

WANTED

**OLD MAGNAVOX
"HORN-TYPE" SPEAKERS**

We will pay \$5 each for several hundred Magnavox "horn-type" or "goose-neck" electro-dynamic speakers, first produced in 1915 and shipped in quantities during the early 1920's. Correspondence is invited from anyone having one or more of these pioneer Magnavox speakers on hand. Arrangements will be made to pick up speakers at your place of business. Write

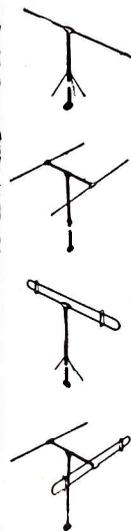
THE MAGNAVOX COMPANY
Fort Wayne 4, Indiana



**TELEVISION
and F. M.
ANTENNAS**

The requirements of superior Television and Frequency Modulation reception dictate a precisely designed and engineered antenna. Your receiver is no better than your antenna. The Camco "Featherlite" Antenna gives you all the latest design features at low cost.

It is extremely simple to install, since it is pretuned at the factory. No length adjustment is required. It is cut to deliver optimum signal over the entire Frequency Range.



WRITE FOR
DESCRIPTIVE
LITERATURE

CAMBURN, INC.
32-40 57th ST., WOODSIDE, N. Y.

in Canada—The Astral Electric Company,
Scarboro Bluffs, Ontario

Columbia 

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All rubber plug with brass blades and screw terminals. A real Value!

Lots of 10 58c
 Lots of 100 . . . \$4.50

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A 6 ft. underwriter's approved cord and plug set for most heating appliances with molded rubber plug and good quality appliance connector. Will never again be offered at this low price!

Lots of 10 39c ea.
 Lots of 100 30c ea.

REPLACEMENT HEATER PLUG

Standard bakelite heater connector to fit standard prongs. Stock up at this low price!

Lots of 10 46c
 Lots of 100 \$3.00

PUSH BACK WIRE

22 Ga. solid push back wire with waxed cotton braid for easy pushback. Available in a variety of colors. Priced exceptionally low for this month only.

5 100 ft. coils . . \$1.95
 1000 foot spools . . \$2.95

U-L APPROVED FIXTURE WIRE

Approved for 80° centigrade temperature. 1/32 plastic insulation. 18 Ga. stranded conductor. Available in black, white, red, green and yellow.

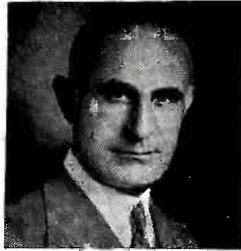
1000 ft. spool \$9.25 per 1000 ft.
 5000 ft. reels \$7.00 per 1000 ft.

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

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COLUMBIA WIRE & SUPPLY CO.

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F. A. D. Andrea, pioneer in Radio since 1920 and Television since 1938, says:

"11 reasons why

Andrea dealers are happy..."

The only good dealer is a happy dealer.

And the way to make a dealer happy, I've found out, is to give him the best merchandise you can build . . . so sales are not hard to make, and he is not haunted by maintenance and repair headaches.

My company introduced "Sharp-Focus" Television in 1938. Our dealers sold thousands of these receivers, and nearly all of them are in service today—converted, of course, to present-day frequencies. Our new 1948 "Sharp-Focus" Telesets have ten solid years of *proving ground* experience behind them, in the lab and in actual use. They offer these Andrea exclusives:

- 1—12-inch picture tube, approximately 75 sq. in.
- 2—41% larger picture area than 10-inch tubes
- 3—Extraordinary brilliance, even in daylight
- 4—4-in-1—Television, AM-FM and Phonograph
- 5—Picture "locks" in place, resisting interference
- 6—Super-selective Channel Selector turret
- 7—All 13 channels aligned; not just those in use
- 8—High sensitivity for long range reception
- 9—Full-fledged, 31-tube chassis for all models
- 10—Beauty and convenience of cabinet design
- 11—Simplified controls—any child can operate

For complete details, write . . . ANDREA RADIO CORP., 27-01 Bridge Plaza North, Long Island City 1, New York.



FM TRANSMISSION and RECEPTION

by John F. Rider and Seymour D. Uslan

This new Rider book covers its subject "going and coming", embracing in detail a thorough explanation of all manufacturers products—both transmitting and receiving; regular broadcasting, railroad, police, and "ham" equipment. Wide, medium and narrow band is considered in the easy-to-understand text.

2 NEW RIDER 99's

each over 130 pages
 each only . . . 99c

PA INSTALLATION AND SERVICING
 Provides the answers on what to do in making low power PA installations.

UNDERSTANDING VECTORS AND PHASE — Vector presentations are widely used in conveying latest radio technical information. This book is a must for students.

**(Published in Nov.)
 ORDER TODAY**

For radio servicemen, who can look to FM as a big part of their future profits—for the "ham" who is considering narrow band FM—for the student who is grooming himself for activity in the electronic field—this new book explains both the theory and servicing of f-m receivers. Its text is equally valuable to every person interested in this phase of electronics and will serve as a valuable handbook for engineers.

The unique publication principle employed in the production of this new book is as practical as its contents. It is offered in two editions identical in contents, printing quality and paper—differing only in covers.

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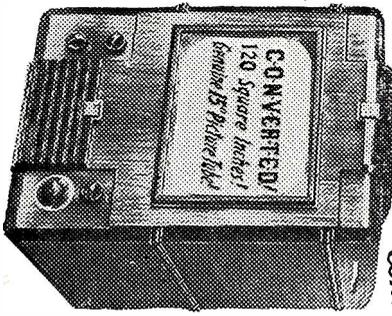
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RCA 62115 & 63015 VIDEO SETS converted

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- SAME CABINET! Face-lifted! Maltese Cross 'BIG PIX' Frame Panel substituted. Matched wood inserts in sides. (Pat. Pend.)
- SAME CIRCUIT! Fortified! 15 inch DuMont Picture Tube substituted for 7 in. or 10 in. (Too Small) tube. Guaranteed for 1 year.
- SAME GUARANTEE! For unexpected period of set manufacturer's normal installation and guarantee UP TO ONE YEAR!

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Ready for all popular makes

"BIG PIX" DISTRIBUTORS & DEALERS WANTED

Appointees will have:

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 - (a) Electronic Components as necessary, with or without 15" Picture Tube (DuMont 15AP4 Teletron or equivalent);
 - (b) Cabinet "s-t-r-e-t-c-h" components, including Maltese Cross 'BIG PIX' Frame Panel and matched wood inserts for sides . . .
- 4—Advertising & Merchandising materials . . .

Use attached coupon or call: Market 2-8454

Central RADIO-VISION SERVICE
114 Central Ave., Newark 2, N. J.
I am interested

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Address

City & State

New RCA Vice-President



John K. West, public relations head for RCA Victor, has been elected vice-president in charge of public relations for the RCA Victor Division of Radio Corp. of America. Mr. West, who established the firm's network program on Sunday's, and was a key man in opening the RCA Exhibition Hall in Radio City, N. Y., has been with the company since 1930.

Espey Chassis Line for Custom-Built Field

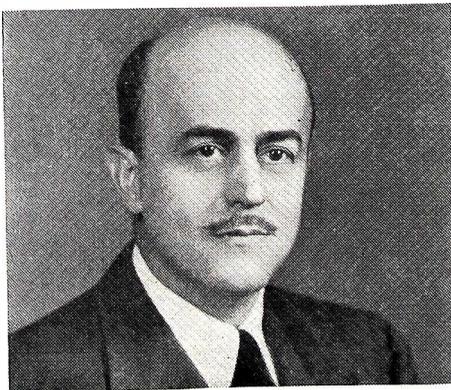
The Espey Mfg. Co., 528 E. 72nd St., New York 21, N. Y., has introduced its custom-built chassis line to the trade at meetings held in New York.

The Espey president said that "there has always been a large demand for chassis units which could be easily adapted to custom-built work or as replacements for existing inferior units . . . with the advent of FM, more and more strictly AM sets would become obsolete although they are housed in favorite cabinets . . . an AM/FM chassis replacement is certainly a far more sensible solution than the complete abandonment of expensively designed pre-war cabinets."

Concord Mails Big Catalog

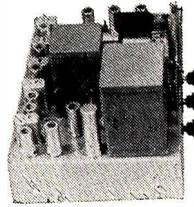
Showing 160 pages of standard and special service, experimenters and consumer products, Concord Radio Corp., 901 W. Jackson Blvd., Chicago 7, Ill., is now mailing its 1948 catalog No. 9-47. From terminals to television kits—big PA and small intercoms—testers, tools and tubes—are all listed and illustrated in the free catalog.

Named by Norge



The new manager for home laundry equipment sales for Norge is Paul N. Berner. A widely known executive in the washer field, Mr. Berner has previously spent 12 years with Lovell Mfg. Co., where he became sales manager.

NEW Collins FM RECEIVER



SAVE THAT LOVELY CONSOLE CABINET!
Here is the finest in an FM receiver unit to replace old AM sets and bring vibrant, clear, lifelike reproduction for your listening pleasure. No external amplifier required. The COLLINS FM receiver is a self-contained unit requiring only an antenna and speaker.

ELECTRICAL SPECIFICATIONS

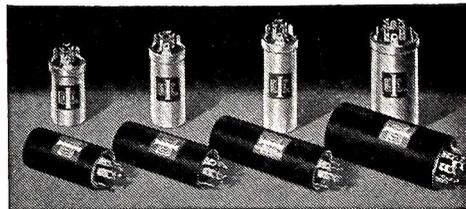
Armstrong FM. Extremely sensitive circuit; less than 10 microvolts required for quieting. 15 tubes in all. Circuits use new, miniature tubes throughout. New FM tuning indicator 6AL7-GT, allows precision tuning. Tone compensated volume control. Power output 10 watts. Push pull tubes in power stage. Phonograph input. Frequency response of whole set: plus or minus 2 DB 30 to 20,000 cycles.

DEALERS: Order this receiver now for profit on resale and installation.

SALES PRICE: \$186.50. Dealers write for discounts to:

COLLINS AUDIO PRODUCTS CO. INC.
126 Park St. Westfield, N. J.
Westfield 2-4390

ILLINOIS CONDENSER CO. NOW HAS UMP!



TYPE UMP

A popular replacement twist prong line of **COMPACT, HERMETICALLY SEALED**, efficient, dry electrolytic condenser, is now a member of the ILLINI line of highest quality capacitors.

The "Illini" UMP capacitors are now available at your local jobber. Our latest catalog, listing complete Illinois line, will be mailed to you upon request.



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of **CORDS and CORD SETS**
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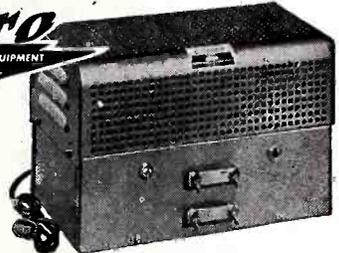


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Model "A"
POWER SUPPLY
DC Output



Operates latest type auto radios with solenoid tuning and tone controls . . . also 12 volt marine and aircraft radios.

Height, 7 $\frac{3}{4}$ "
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Ship. Wt. 31 lbs.

Always dependable! Reserve power a-plenty! Big, heavy duty transformers and chokes — large capacity condensers, for exceptional voltage regulation — instantaneous power for solenoid operation. Two separately filtered DC output sources: in parallel supply 6 V at 15 amps. series, 12 V at 7 $\frac{1}{2}$ amps. Separately 6 V at 7 $\frac{1}{2}$ amps.

Compact, Sturdy, 18-gauge steel construction. Handsome blue Hammerloid finish. Comes completely equipped including 6' rubber cord and plug. Vastly superior and costs no more than batteries for equal service.

Send for complete description of this up-to-the-minute power supply.

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Pioneer Manufacturers of Battery Eliminators
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Feature this Light
For Fast Turnover - - Profits

HOMECRAFT
Fluorescent Overhead Light

New—Sells on sight—

Modern, attractive, economical for kitchen, bathroom, basement, workshops, halls—complete illumination—no shadows. Available in white baked enamel or Triple Plated Chrome.

Send for FREE Radio Parts Bulletin
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Distributors of Homecraft Electronic Products

Dealers—write today for prices and descriptive circular.



CLOSING DATES FOR

RADIO Television RETAILING

5th of preceding month for all ads requiring proofs, composition, foundry work, key changes, etc.

10th of preceding month for complete plates only—no setting.

1st of month—Publication Date.

Cancellations not accepted after 5th of preceding month.

CALDWELL-CLEMENTS, INC.
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FINGERS are FASTER
with **VACO** Break-Proof Shock-Proof
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Nimble fingers using precision built tools do all kinds of radio assembly or servicing work faster, save both time and money. That's one good reason why radiomen everywhere prefer Vaco products. Precision built for precision work, these delicately balanced screw and nut drivers "handle" perfectly . . . speed up every type of operation. Break proof, shock proof Vaco drivers are your assurance of the right tool for the job. Write today for descriptive catalog. **173 TYPES AND SIZES**

NEW... Colored Spin-Hex Amberyl Handle Caps

Another Vaco extra! Color of removable cap indicates size of driver. No more hunting for the right size! Hollow handles hold reserve nut supply.

VACO PRODUCTS CO.

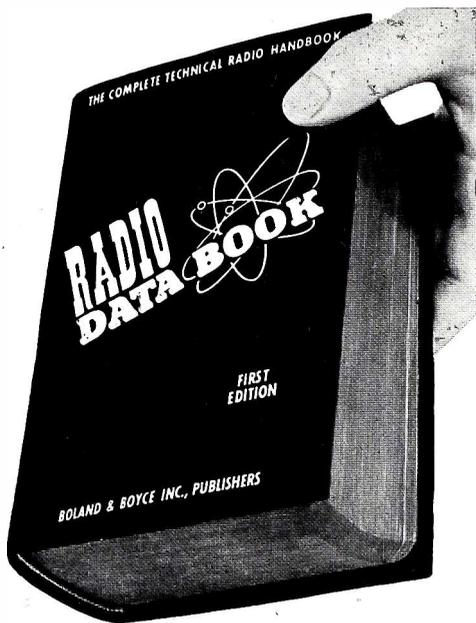
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The **RADIO DATA BOOK** is a work of complete authority, prepared by engineers with many years of practical experience. They have been assisted by the Boland & Boyce staff of editors skilled in preparing electronics manuals for the U. S. Signal Corps for many years. These men have worked for several years gathering material for this book . . . all the knowledge of radio principles and operation . . . all the statistics . . . all the newest developments in electronics . . . every possible angle and detail. Eighteen months were spent digesting this material into the most concise, the clearest, and the most readable form. The result is this invaluable manual . . . The **RADIO DATA BOOK**. Whether you use this book for general reference, for scientific instruction, or for education, one thing is certain—the practical help, the daily usefulness you will derive from it will prove to be worth many, many times its astonishingly low price!

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DATES AHEAD

Future Events of Interest to Readers

- Jan. 5-17: Winter Market, Merchandise and Furniture Marts, Chicago, Ill.
- Jan. 12-16: National Materials Handling Exhibition, Public Auditorium, Cleveland, O.
- Jan. 13-14: National Association of Music Merchants (NAMM), Regional Dealer Meeting, Waldorf Astoria, N. Y.
- Jan. 19-21: National Electrical Retailers Association, Hotel Sheraton, Chicago, Ill.
- Jan. 20: National Association of Music Merchants (NAMM), Regional Meeting, Charlotte, N. C.
- Jan. 22: National Association of Music Merchants (NAMM), Regional Meeting, Savannah, Ga.
- Feb. 2-7: Western Winter Market, Western Merchandise Mart, San Francisco, Calif.
- Apr. 7-14: National Home Show, Civic Auditorium, San Francisco, Calif.

TV Set for \$169.50 Shown by Hallicrafters

A new table television receiver with a 7" image, to sell for \$169.50, has been introduced by Hallicrafters Co., 4401 W. 5th Ave., Chicago 24, Ill. The unit has 19 tubes, push-button selection for 13 channels, and simplified controls. It comes in a grey-and-silver metal cabinet designed by Raymond Loewy, and will take a detachable lens accessory for bigger pictures.

Hallicrafters president William J. Haligan says that the unit should be on the market by the first of the year. The sets will be sold through distributors of both the Carnegie Hall line of consoles, and the firm's ham line, according to R. J. Sherwood, general sales manager.

Magnavox in Sales Expansion Program

Dedicated to better service to Magnavox radio-phonograph dealers, an expanded sales program has been announced by Frank Freimann, executive vice-president of The Magnavox Co., with the appointment of four new district sales managers.

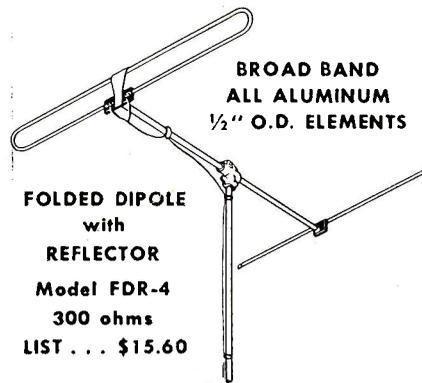
The new sales executives are Benjamin W. Clark, G. L. McGowen, Jerome O. Devlin, and J. J. O'Connor.

New Condenser Catalog

Illinois Condenser Corp., 1612 N. Throop St., Chicago, Ill., well-known manufacturers of electrolytics, are now making a twist-prong hermetically sealed dry condenser line for replacements. This and other sections of the "Illini" lines are described in their catalog, available upon request.

Rig-Fast ANTENNAS

for the best reception in TELEVISION and FM



"Rig-Fast" quality means greater turnover . . . more profit. New Model 4 line elements are pressure sealed, reinforced at terminal ends. Alignment assured with Key Slot Ring. "Rig-Fast" models interchangeable. Rig complete with accessories. Inquiries invited.

OAK RIDGE ANTENNAS
717 SECOND AVE. • NEW YORK

LEOTONE STAR SPECIALS

- ★ RESISTOR LINE CORDS. Flexible, 5 1/2 ft. with plug. 160 or 290 ohms. Either 29
- ★ ANTENNA LOOPS. High gain. 4" x 8" 29
- ★ SPEAKER CONE KIT. 12 asstd. replacements, 4" to 12" moulded & free-edge (magnetic incl.). Less voice coils 2.00
- ★ SPEAKER REPAIR KIT. A must for the serviceman. Contains: 25 paper rings, 25 voice coil forms, 10 spiders, 3 yds. felt strips, 20 chamolite leather segments, kit of 16 shims, and speaker cement. All for 2.49
- ★ CHANGER BASE SLIDERS. Smooth ball-bearing 1 1/2" extension. With brackets for side or bot. mts. All-steel. Per pair 1.98
- ★ RCA VICTOR POWER TRANSFORMER for models R-32, 45, 52 and 75. Unshielded 5.95
- ★ TUBES: Perfect condition, but in unsealed cartons. Most types in stock at up to 80% off list. Every tube guaranteed for 90 days.
- ★ #20, 27, 46 or 56 29
- ★ #42, 45, 75, 76, 77, 79, 80, 89, 5Y3, 6H6 or 6K7 39
- ★ #35, 38, 37, 39, 84, 5Y4, 6C5, 6F5, 6J7, 6U7, 6SA7, 6SK7, 12SA7 or 12SK7 49
- ★ #1A7, 1H5, 1N5, 1R5, 6A3, 6U5, 6X5, 7A7, 7C5, 7C6, 7Y4 or 50 59
- ★ TUBE CARTONS: Plain white. GT size (1 1/2" sq. x 3 1/4"). Per 100 1.25
Medium size (1 1/2" sq. x 4 1/4"). Per 100 1.49
Large size (2" sq. x 5"). Per 100 1.79
- ★ 3 WIRE RUBBER CABLE. Flexible twisted, stranded, tinned #22 AVG. 3/4" O.D. Ivy. overall rubber jacket. Per ft. 05
100 ft. 3.95
- ★ GRILLE CLOTH. Decorative gold or silver weave. Per sq. ft. 20
- ★ PROMPT EXPERT SERVICE ON ALL SPEAKER & PHONO PICK-UP REPAIRS
- ★ MFRS. OF REPLACEMENT CONE & VOICE COIL ASSEMBLIES

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What

Adjust a Cone

Means to **YOU**

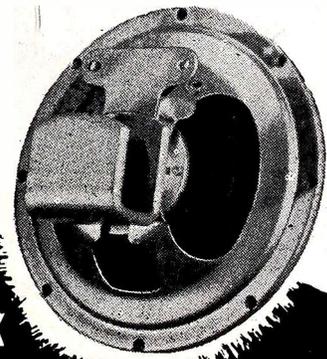
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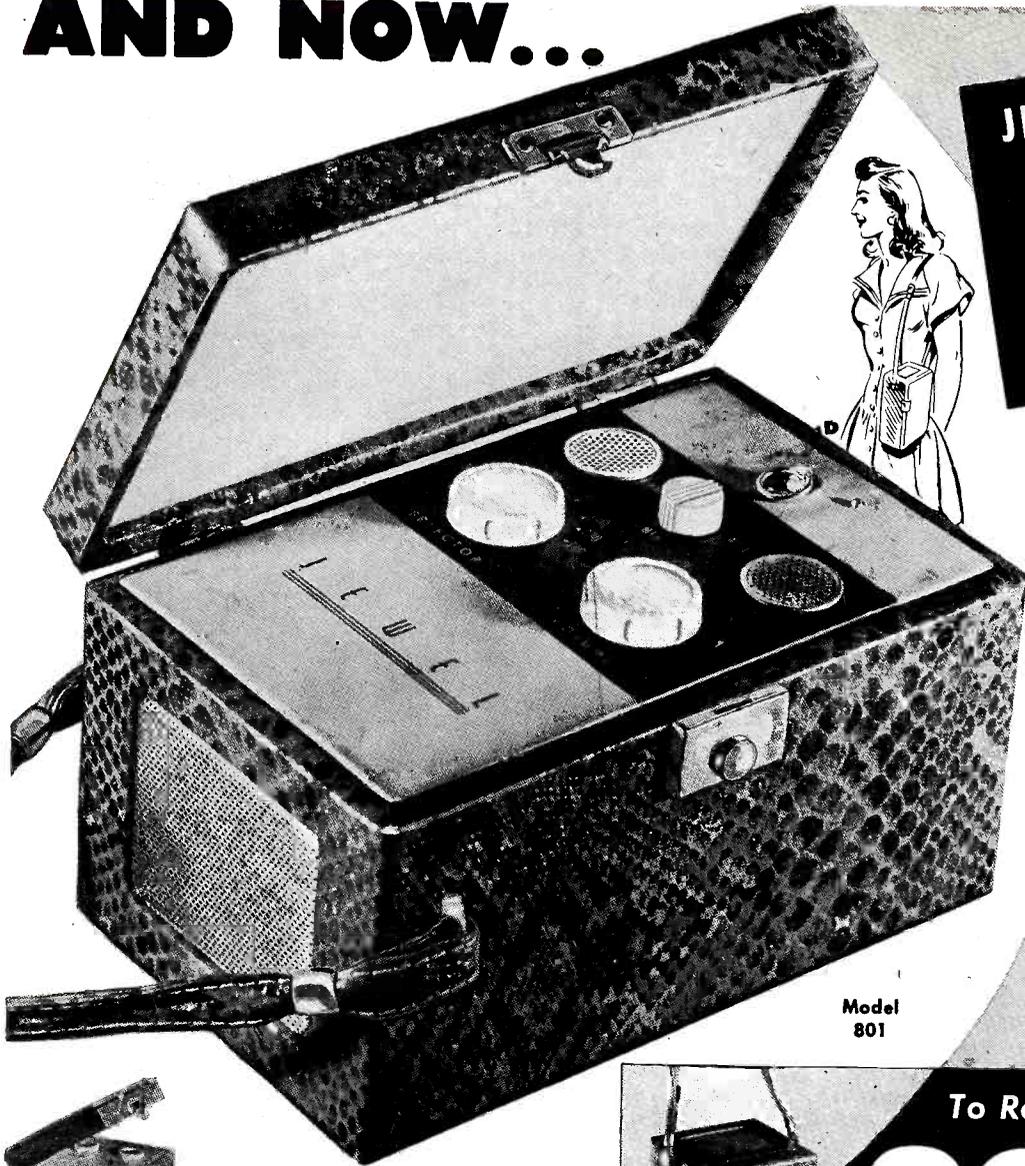
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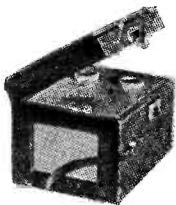
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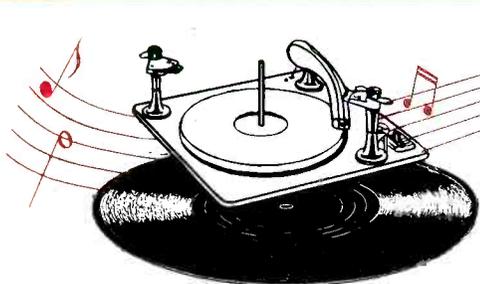
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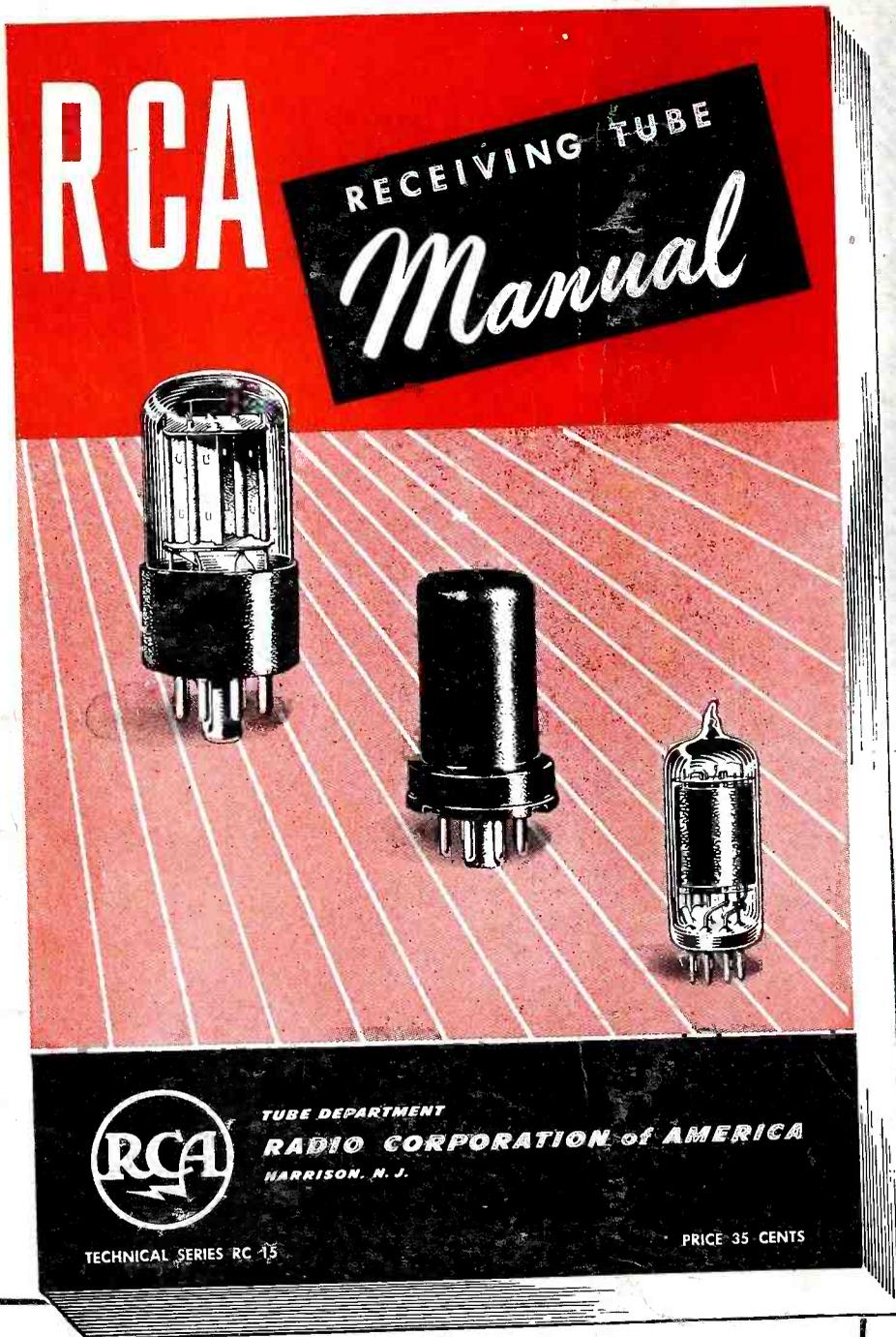
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