

RADIO & Television RETAILING

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Including RADIO & Television TODAY

M. CLEMENTS
Publisher

IN THIS ISSUE

NOVEMBER, 1947

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

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RADIO & TELEVISION RETAILING

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

NOVEMBER 1947

● *Radio, FM & Television*

THE DEALER . . . GIFT SELECTOR AND SELLER — SURVEY OF THE RADIO SERVICE INDUSTRY — WHAT'S AHEAD — BETTER SALESMANSHIP — XMAS SHOW-WINDOWS — PROFITS IN SALES — NEW RADIO PRODUCTS

● *Electrical Appliances*

HOW TO OVERCOME PRICE RESISTANCE—SELL MORE COFFEE-MAKERS—UP APPLIANCE SALES VOLUME — WHAT'S NEW IN LIGHTING — REPAIRING HOME APPLIANCES — NEW PRODUCTS — INDUSTRY EVENTS

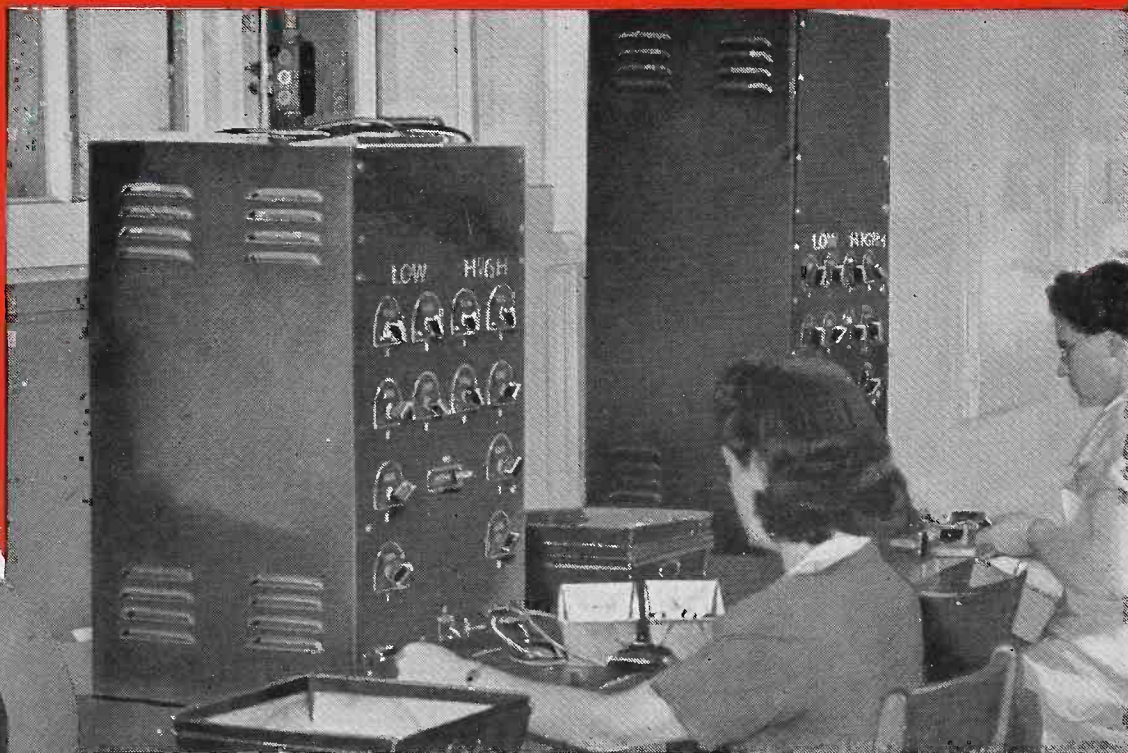
● *Records & Phonographs*

BUSINESS-GETTING HINTS — SELLING CHILDREN'S DISCS AND PLAYERS — REVIEWING THE CURRENT PLATTERS — PERSONALIZED SALES SPECIALIST — NEW PHONOGRAPHS AND ACCESSORIES — DISC FIELD NEWS

● *Service & Sound*

FITTING YOUR SOLDERING TOOLS TO THE JOB — TV HORIZONTAL SWEEPS — SOUND INSTALLATIONS IN STADIUMS — LATEST FM RECEIVER CIRCUITS — HINTS ON NEW SETS — NEW PA PRODUCTS

MORE PROOF *that* APPROVED PRECISION PRODUCTS *mean* PREMIUM QUALITY



How Mallory builds the tapers in its carbon controls is a closely-guarded secret. But it's far from a secret that they're *mathematically accurate*—that they're perfectly feathered-out for smooth attenuation. Years of experience are back of their performance. Constant factory check-ups maintain premium quality.

When you buy and use Mallory carbon controls you can depend on low "hop-off" resistance . . . extremely gradual and precise volume control with maximum adjustment at the proper point . . . completely quiet operation . . . the longest life ever provided. You can be sure, too, that they give you every other advantage of Approved Precision Products: ease of installation, assured customer satisfaction, and a completeness of line for every replacement need.

Mallory distributors will supply you with information on prices and catalog numbers. They're conveniently located and willing and able to help you on *all* your replacement problems.

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.

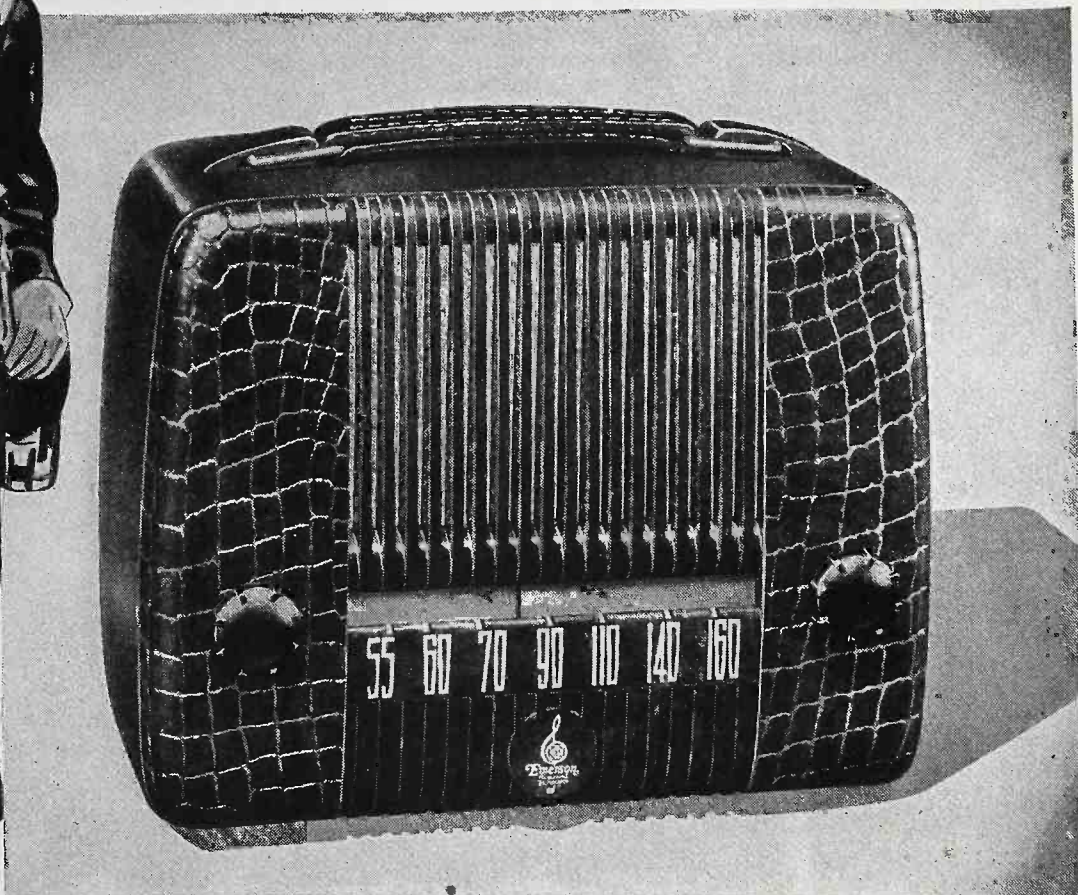
*Reg. U. S. Pat. Off.

APPROVED PRECISION PRODUCTS

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

**NOW MORE THAN EVER—YOUR
IN EVERY RADIO TYPE AND PRICE BRACKET**

Emerson



New "3-WAY" Model 559

\$29⁹⁵

A Star Performer at a New Low Price

A new Superheterodyne hit! Plays on AC-DC socket power and self-contained batteries. Handsome alligator-maroon plastic cabinet, only 8½ inches wide. Amazingly constructed chassis delivers exceptional power and tone through Alnico 5 Permanent Magnet Dynamic Speaker. All advance 1948 construction features.

(Less Batteries)

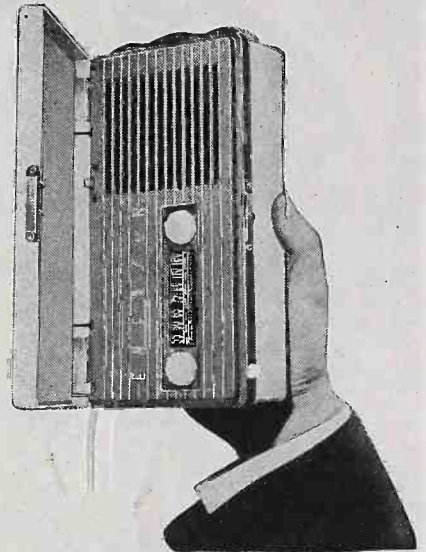
EMERSON RADIO DEALERS: The holiday demand for ALL Emerson Radio models will be greater this year than ever before. Don't be caught short when Emerson distributors will be pressed for time and deliveries. Check your stock of ALL models now and order your requirements well ahead.

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

"INDISPENSABLE LINE!"

SMALL RADIO'S VOLUME AND PROFIT LEADER

Radio

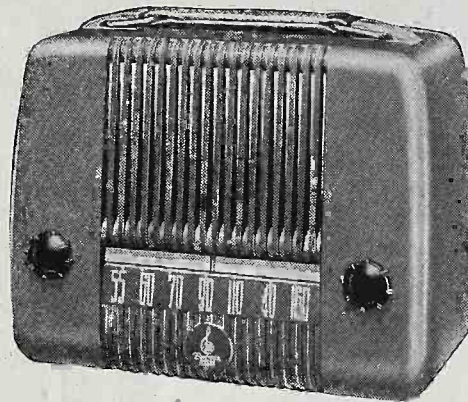


There are Emerson Radio models for every purpose and every purse. They fit into the holiday budgets of millions who want **QUALITY** at a **PRICE**. They constitute the No. 1 merchandising line—the **STAPLE** line—the **PROMOTION** line around which the entire business of thousands of dealers successfully revolves. For example, look over these typical "demand" models now being featured in Emerson's greatest national advertising campaign!

Smallest Emerson Radio Self-Powered Portable

Emerson Radio Model 560. Biggest selling set in the small portable field. Only 8½ inches wide. Handsome maroon plastic cabinet. Alnico 5 Permanent Magnet Dynamic Speaker and all new engineering features. Super power and tone. *Less Batteries,*

\$19⁹⁵



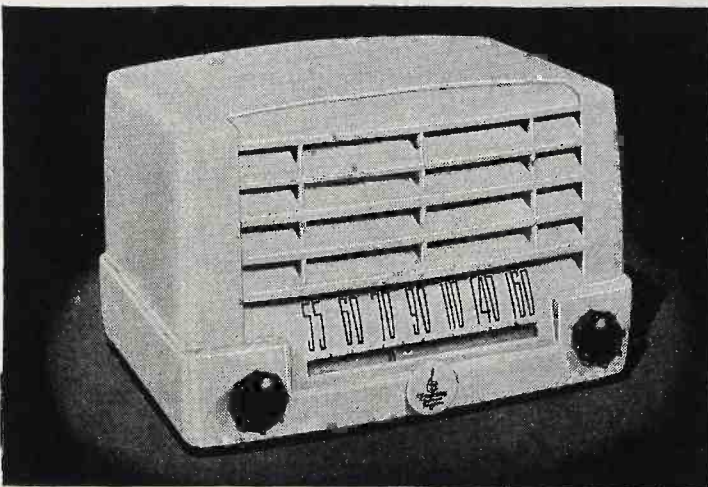
America's Most Popular Personal Portable

Emerson Radio Model 558. New, improved—more attractive, more efficient, greater power, finer tone, longer battery life. New sliderule dial, new chassis features, new ease of battery installation. Choice of ivory, green or black plastic cases with sturdy carrying handle. Planned production makes prompt dealer orders imperative.

\$34⁹⁵

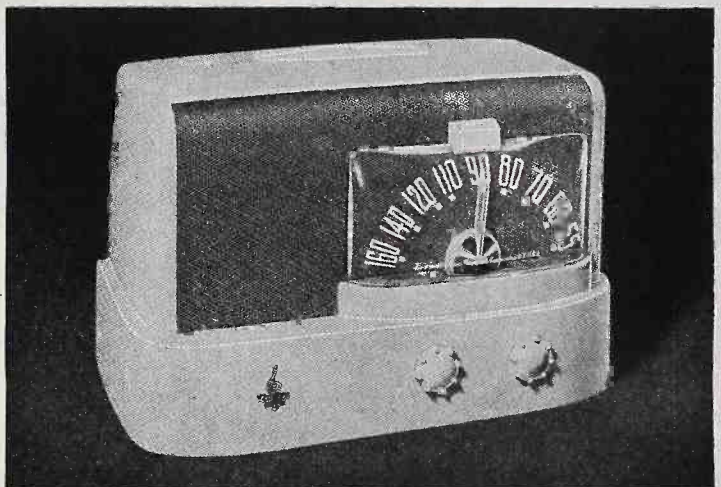
(Less Batteries)

Models 547, 511 and 543 Now also in COLORS!



Emerson Radio Model 547. Radio's most popular compact. AC-DC Superheterodyne. Now in Ivory, Maroon, Green and Amber plastic cabinets—greatly widening consumer appeal.

\$19⁹⁵



Emerson Radio Moderne Model 511. AC-DC Superheterodyne in Ivory and in Ivory, Green and Red Bronze. (Model 517 in ebony and gold.) Feature these models as Holiday Leaders. **\$29⁹⁵**

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



Whatever the variety of
transformers you need —
whatever the number, small
or large — you make sure of
the same distinguishing char-
acteristic: Merit Quality.



MERIT COIL & TRANSFORMER CORP.

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

The Publishers Tune In . . .

HEADLINE reports come flashing and filtering into a publisher's headquarters from a variety of field sources, including the ever-growin' grape vine. Now and then the bulletins reveal an unmistakable trend.

ONE STOPPER to develop in recent weeks is this: For reasons beyond the control of manufacturers, there is now more service work to be done in the radio-appliance field than at any other time A.D. The maintenance job now necessary for products in the homes of consumers is reaching out-size proportions. Nobody's fault, but a trade-boiling fact. Like a ton of yeast dumped into the middle of the market.

SALES DESTINY of many radio-appliance products is thus at stake. The merchandise must be serviced efficiently, or it will tumble abruptly from public favor. More than ever, it is important that a job of selling be accompanied by a job of servicing. Maintenance is more than ever a function of modern merchandising.

NOW AND LATER, any publisher who has consistently compounded his publication of appropriate elements of servicing and selling is therefore in a solid-rock position. Solid, but not without its show-stealing qualities, in view of recent events. *Radio & Television Retailing* always believed that sales and service were authentic twins, and although Solomon himself could not have foreseen how 1947 market developments would justify this view so pointedly, this magazine and its readers do now find themselves in a sweetly superior spot.

THE RANKING RETAILER who has his own service department and who likes to read a retailing magazine also with same, is therefore taking a bow. He's holding all the customer good-will and the repeat business right in his hand. More than that, he's bringing television and FM onto the stage and if he introduces them properly, they're a hit.

HUB STORE nature of this dealer should give him more edge. If he's the confirmed center-guy of the business, somebody should hike his pay. He deserves more than an uh-huh acceptance. He deserves a better billing.

HIGH TIME that the dealer-servicer—the man who finally brings the product to the satisfactory use of the customer and keeps it there—should get full credit for the master touch. It's time for the big wheels to roll his name up to the head of the list.

—THE PUBLISHERS

PHILCO
Presents the
SENSATIONAL
NEW
PHILCO
1282



**at \$179⁹⁵* —the Industry's
 Greatest Radio-Phonograph Value!**

Yes, it's the new value sensation of the Industry... just announced by Philco, the leader... in time for the peak of the radio selling season. A gorgeous automatic radio-phonograph in a beautifully figured Mahogany console of "Classic Modern" design... glorious tone on radio and records, extremely high undistorted output. In style, in quality, in performance, it's the greatest value on the radio-phonograph market at its price! *A profit-making scoop for Philco dealers!*

*Price slightly higher Denver and West.

- Famous, trouble-free Philco Automatic Record Changer, plays up to 12 records.
- Extremely high undistorted sound output gives rich, lifelike reproduction of radio and records.
- Powerful, sensitive radio. Permanent magnet dynamic speaker.
- Superb Classic Modern console cabinet in African Striped Mahogany.

Now in Production... Contact Your Philco Distributor

THE PLACE TO SELL **HOME RECORDING** IS



... IN
THE HOME!

HOME DEMONSTRATIONS SELL

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

Now is the time for all good dealers to return to the time-tried principles of strong selling based upon home demonstrations. In no other place can you so graphically portray the joys, the fun, the entertainment and the educational values of RECORDIO ... the RECORDING Radio-Phonograph ... to your prospects.

CASH AWARDS TO DEALERS

Again, Wilcox-Gay is the first in the home recording field to offer a complete home demonstration sales plan with cash awards to participating dealers. Actual experiences of Midwest dealers show few turnbacks from home demonstration trials. Once placed in the home, RECORDIO is there to stay ... and build accessory traffic for you.

If you would like to join other alert dealers who are taking advantage of this profitable home trial plan, see your distributor immediately or wire Wilcox-Gay. Cash awards are limited on home demonstrations—so don't delay.

WILCOX-GAY CORPORATION • CHARLOTTE, MICHIGAN

In Canada ... Canadian MARCONI Company



Prospects are as near to you as your telephone. Inquiries from your advertising can be followed up with a home demonstration of the RECORDIO Portable now on your sales floor.

Factory-sponsored, large-space advertisements are now appearing in newspapers. Complete tie-in advertising aids in mat form are available for your use—free of charge. Call your distributor for complete information, date of release, etc.



138-M



RADIO TUBES



When the
G-E monogram's
 beside it, your
number in the
 "Classified" is the
 one they phone!

● Most radio owners have no knowledge of tubes or circuits. If a name band quits in the middle of a bar . . . if the sports announcer's voice turns into an unintelligible hiss with the ball on the one-yard line and fourth down coming up . . . impulse is to call a service-man, *but fast*, asking him to hurry over to "fix our radio; it won't play."

Whom owners telephone, depends mainly on their faith in his standards of work. The signpost that *all* owners know and trust is the General Electric monogram. For years they've bought G-E lamps; used G-E fans, irons, and toasters; kept their food fresh in G-E electric refrigerators. *What is G-E to them is dependable.*

Once the G-E monogram is associated with your name . . . with your shop . . . *you'll* have the opportunity to get radio-service business and market the tubes! So cut yourself a big, profitable slice of the goodwill which G-E products enjoy among owners in your neighborhood. Install and sell General Electric tubes . . . the best! *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

Technical facts you need to guide you in selecting the right G-E tube types when servicing radios, are contained in G.E.'s Tube Characteristics Booklet ETR-15. Write for your free copy!

GENERAL  ELECTRIC

176-F11-8880

FIRST AND GREATEST NAME IN ELECTRONICS

Listen!
 ...for **FM**
 and **TELEVISION**
 (finest in radio)

...it's a
Jensen
 SPEAKER
 (finest in sound)

FM and Television — latest refinements in the electronic art — are bringing to the radio listener new and undreamed-of realism and fidelity in program quality. Listening enjoyment has been increased a hundredfold for him whose receiver is capable of these lifelike programs.

For finest **FM** and Television reception, both receiver and loud speaker must offer smooth extended-range frequency response, low distortion, and startling "presence." Such a speaker, of course is a **JENSEN!**

World famous as fine acoustic equipment, **JENSEN** speakers are especially suitable for **FM** and Television. Before you purchase your **FM** or Television receiver, be sure it's **JENSEN** equipped. If the receiver you have does not include a **JENSEN** speaker, have your dealer replace it with one. The best **FM** or Television receiver made is made better with a **JENSEN** speaker.

JENSEN MANUFACTURING COMPANY
 6625 South Laramie Ave., Chicago 38

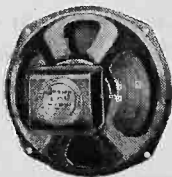
In Canada: Copper Wire Products, Ltd., 11 King St., W. Toronto 1

*Designers and Manufacturers
 of Fine Acoustic Equipment*

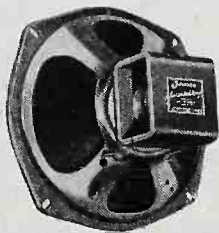
Jensen
 SPEAKERS
 with **ALNICO 5**



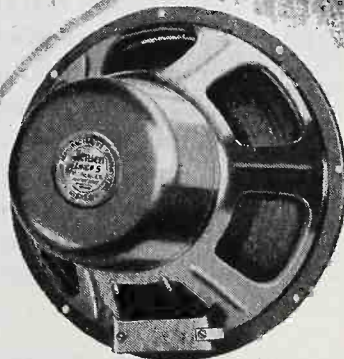
STOCK MODELS*
 for **FM** and
 Television Receivers



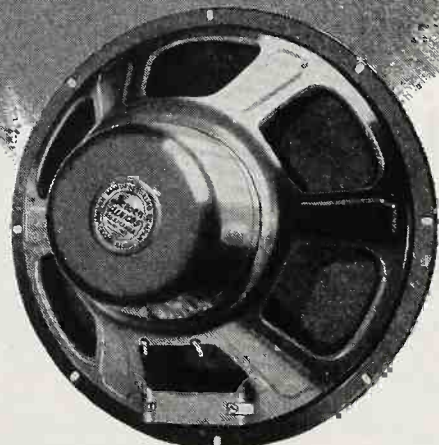
6-Inch
 P6-TH



8-Inch
 P8-SH



12-Inch
 P12-SH P12-QH P12-NH
 F12-NH F12-SH



15-Inch
 P15-NH F15-NH

*See Catalog 1010 for complete listing of single-radiator and Coaxial extended range speakers, reproducers and systems, ranging in price from \$5.00 to \$1,500.

As advertised in
 THE SATURDAY EVENING
POST
 and in
Collier's
 November and December

GAROD

introduces 2 new and fast-selling radio "naturals"...

ONLY
GAROD
BUILDS THE



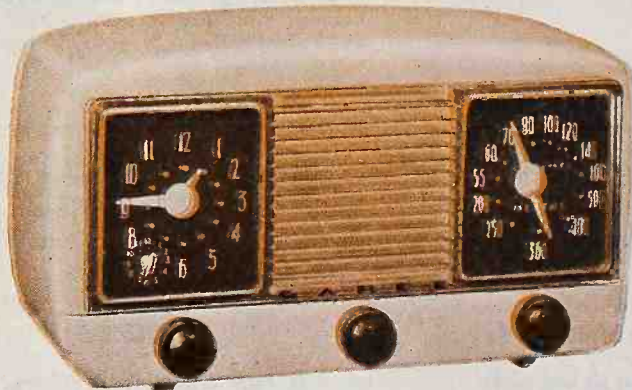
"Starlet" 3 1/2 POUNDS OF GLAMOROUS PERSONAL RADIO

The "Starlet" is a honey of a handful, a tiny triumph of radio design. It's a joyous gift .. hours, days and years of listening pleasure. This Garod "Starlet" performs anywhere, anytime. Lift the lid to play - close, and it shuts off automatically. Available in attractive two-tone color combinations. Listen - and you're sure to buy it for only

\$29⁹⁵

(less batteries)

ONLY
GAROD
BUILDS THE



"Radalarm" CLOCK-RADIO COMBINATION... THE RADIO THAT REMEMBERS...

Just set the hour as you would an alarm clock and the famous Telechron movement automatically takes over... to awaken you gently with music, or to bring you every moment of a broadcast you don't want to miss - morning, afternoon or evening. In luxurious ivory plastic case with sparkling lucite grille, the "Radalarm" is a "timely" gift at

\$39⁹⁵

ATTENTION! DISTRIBUTORS!

Though operating at plant capacity, the demand for our sets did not permit us to add new distributors during the past two years. Now, still operating at capacity but with greatly expanded facilities, we are ready to open new Garod territories. We can offer a most valuable franchise to qualified merchandisers.

DEALERS . . . CONSULT YOUR GAROD DISTRIBUTOR OR WRITE DIRECT.

GAROD ELECTRONICS CORPORATION • BROOKLYN 1, NEW YORK

Your advertising budget goes

4 times farther



with the
Chicago Tribune's
Selective Area
Advertising Plan

here's how

① Under the Tribune's Plan you spend only the amount your present budget calls for.

② Collectively, your distributors match this amount. Already, your budget is doubled!

③ Paying small amounts each, your dealers match this total. Now your budget is 4 times its original size!



Everybody's pleased with the results: more sales in the Great Chicago Market.

UNDER the Tribune's Plan, your sales message is directed to the customers in each dealer's own area . . . firmly identifies his store as the place to buy your product. No wasted readership, no ferreting through hundreds of names to find a nearby dealer! You can corral more of the rich Chicago Market!

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!

This Plan enables you to take full advantage of the significant market data revealed in the Tribune's Durable Goods Study . . . one of the most comprehensive analyses ever made among consumers and dealers in the Great Chicago Market. To learn how this Plan can serve your specific needs, contact your nearest Tribune representative as shown below.

DOING A JOB FOR RADIOS AND APPLIANCES. Manufacturers using this Plan include—Admiral and Bendix radios, Eureka vacuum cleaners and Bendix washers. Means more advertising, faster results from the same advertising budget! Tribune rates per line per 100,000 circulation are among America's lowest.

Chicago Tribune

The World's Greatest Newspaper

August average net paid total circulation:
Daily, over 1,015,000 • Sunday, over 1,500,000



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

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

FEATURE THESE FAST SELLING

Gifts

FOR EVERY TASTE
...EVERY PURSE



TERESA WRIGHT and DANA ANDREWS
co-starring in the Samuel Goldwyn
Academy Award-winning film—"The
Best Years of Our Lives"



**natural color
tone radios**



Makes a perfect gift! Sensationally popular! For bedroom, for office, for kitchen, for every room in the house. Triple value—a G-E radio—a G-E electric clock—an electronic reminder. Superheterodyne circuit. Ivory plastic cabinet. Model 62.

THERE'S a place on everybody's shopping list for a G-E radio. General Electric radios sell on tone. They sell on performance. And they *stay* sold because they're quality-built. Make sure of ringing up more Christmas sales by featuring the hottest radio line on the market. For full information on these fast-moving holiday leaders write your G-E radio distributor or General Electric Company, Receiver Division, Electronics Park, Syracuse, N.Y.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL  ELECTRIC

175-F11

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

Big set tone for table model budgets!



A beauty built to sell! Deluxe table model in rosewood plastic. Natural color tone. Razor sharp tuning. AC-DC. Model 202.

Personal gift for folks who get around!



Amazing tone! The 3-way personal portable that's compact, light, and powerful. AC-DC batteries. 4 tubes. New dry disc selenium rectifier. Model 140.

Gift for all the family to enjoy!



Superb in looks, tone, performance. Automatic radio-phonograph with G-E Electronic Reproducer. AM-PM and short-wave radio. Push button tuning. 12" Dynapower speaker. Model 417A.

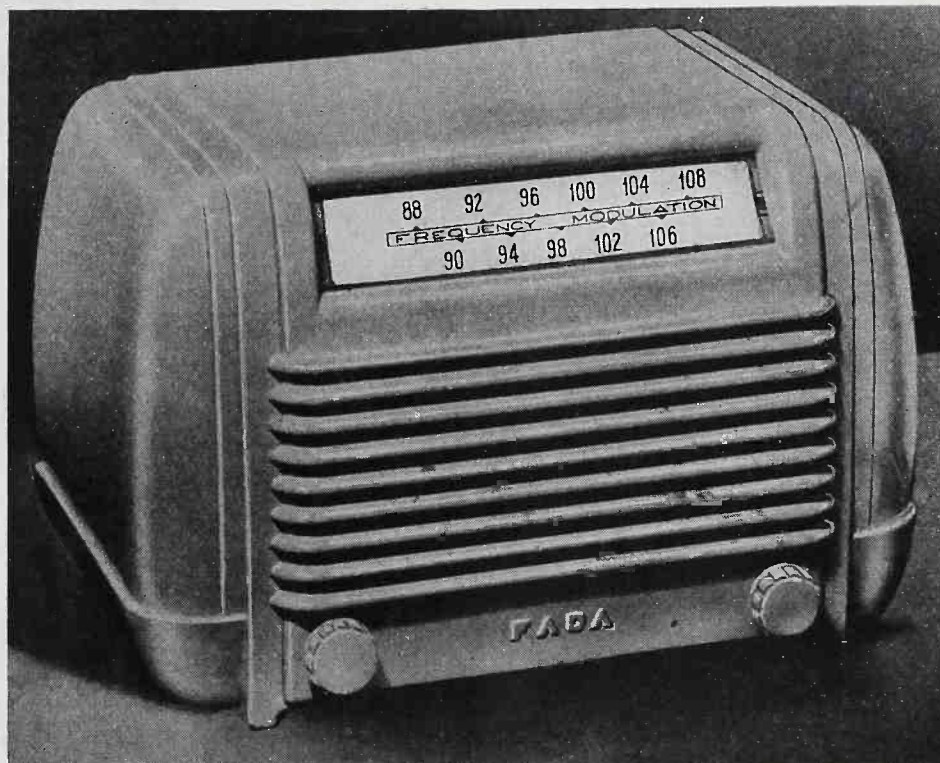
Record lovers go for this automatic table combination!



Has the amazing G-E Electronic Reproducer and famous G-E audio system. Re-creates radio and records in natural color tone. Model 304.

Adding Lustre to the Fada Line that is making Radio History!

New!



New!

FADA F M TUNER

Model 795 . . . AC SUPERHETERODYNE FREQUENCY MODULATION TUNER in Beautiful Walnut or Genuine Ivory Plastic Cabinets. Operates on 105-125 Volts, 60 cycles AC only. Wave Bands: 1, covering FM Band. Tuning Range: 87-100MC covering all FM Channel numbers 200-300. Automatic Volume Control. Built in Power cord antenna. Provisions made for balanced 300 Ohm External Antenna. Horizontal Illuminated Slide Rule Dial. Cabinet size: Width 10½", Height 6½", Depth 6".

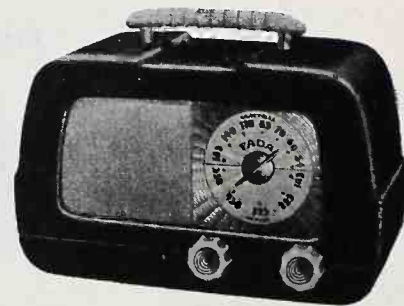


MODEL P80 . . . Tri-Powered AC-DC Superheterodyne Personal Portables encased in Sparkling Ebony, Walnut, Translucent Maroon or beautiful Ivory Plastic Cabinets.

Ebony Plastic
\$34⁹⁵ List
Less Batteries

MODEL 711 . . . Ace performing AC-DC Table Model Receivers in gorgeous decorator colored 'FADA-Lucent' Cabinets.

\$29⁹⁵
List



THE RADIO OF TOMORROW — TO-DAY

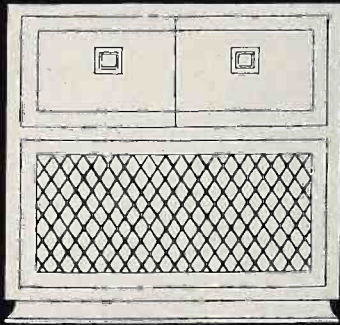
FADA RADIO & ELECTRIC COMPANY, INC.

BELLEVILLE, NEW JERSEY

"SINCE BROADCASTING BEGAN"

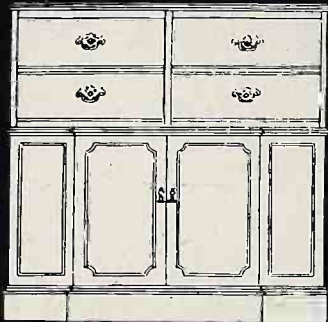
NOW

THREE SCOTTS



FOR THOSE

who love fine recorded music—the Scott *Musicale*. All phonograph, no radio. Fine Scott-quality pickup, record changer, speaker and amplifier. Plus the amazing new Music Control which, by filtering out scratch and noise, makes old records sound new, new records sound superb! In a beautiful and smaller Scott cabinet all its own.



FOR THOSE

who crave complete Scott quality, want a complete Scott radio-phonograph, but wish to spend less than the cost of the famous Scott 800-B—the Scott *Metropolitan*. Everything in performance that the 800-B provides except short wave and push-button tuning. Phonograph, standard broadcast radio, Frequency Modulation, and the revolutionary new Music Control that filters out needle scratch but lets the music through, whether on record, FM or regular broadcast!



FOR THOSE

who want the “all-all-all” of the world’s finest in both radio and phonograph, with world-wide reception and music reproduction that is out of this world—the famous Scott 800-B, the “big” Scott that has everything in superlative degree.

No matter what is wanted of a radio or a phonograph, the Scott 800-B always delivers *more*—with the finest performance of any instrument in the world.

THESE NEW INSTRUMENTS

bring Scott luxury within the reach of thousands more Scott-type homes—without sacrificing one iota of Scott quality.

This, of course, puts Scott dealers in an even more enviable position than before. SCOTT RADIO LABORATORIES, INC., 4450 RAVENSWOOD AVENUE, CHICAGO 40, ILLINOIS.



Collier's Goes to Town

A PLAY IN 3 ACTS
★

WITH NOTHING BUT ACTION

ACT I

SCENE: Any home in America's Richest Market . . . the 25 to 45 year age group . . . the "Age of Acquirement". Mother is excited by an ad in Collier's.

Of the "Big 3" weeklies, Collier's reaches the greatest percentage of the 25 to 45 year age group . . . men and women who know what they want and are ready to buy.



ACT II
SCENE: Any store entrance. Collier's has stimulated Mother into action. A sale is in the making.

You get action because you can afford to "say it" more often in Collier's than in either of the other "Big 3" weeklies. You can penetrate the market deeper with more insertions . . . more sales messages . . . more weeks of national coverage.



ACT III
SCENE: Same as Act II. A sale has been made. Collier's has gone to town.

Collier's lower rates add impact to your advertising budget. You get more sell per advertising dollar through Collier's than through either of the other "Big 3" weeklies.

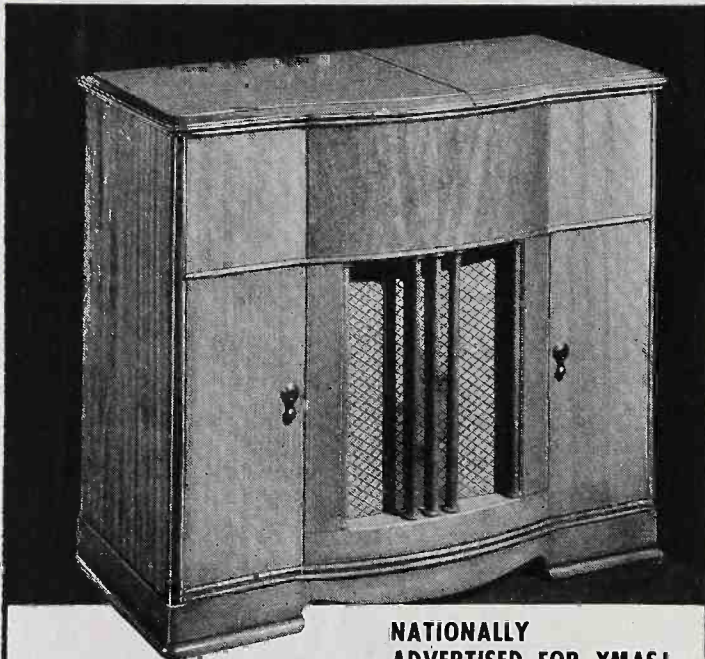


Collier's for Action!

Sonora rings the Christmas Bell for You

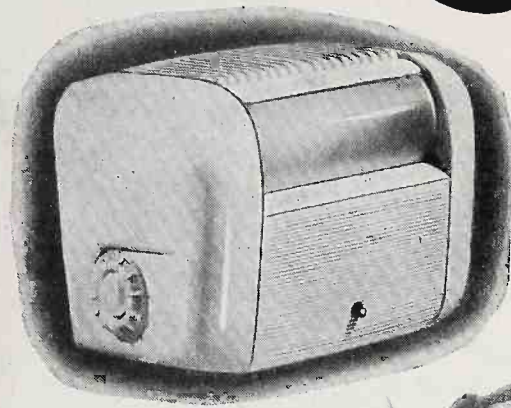
Clear as a Bell

WITH THESE GREAT  HOLIDAY SELLERS! 



**NATIONALLY
ADVERTISED FOR XMAS!**

Model RMR-219. More than 40,000,000 readers of America's major magazines will see SONORA's holiday ads on this top-quality combination! Here's unchallenged value—"Clear as a Bell" tone and luxuriously proportioned beauty in choice mahogany veneers. Here is complete home entertainment—Broadcast, Short Wave, Automatic Phonograph—priced to please your holiday trade! **\$235.00**
With FM, **\$270.00**. In Primavera woods, with FM, **\$290.00**



THE "Nightingale"

Original Bed Lamp-Radio! Smartest bedtime story ever told! It's a bed reading-light that's kind on the eyes! It's a "Clear as a Bell" radio for glorious bedtime entertainment. Styled like a dream in gleaming plastic. Compact; fits any bed. SONORA's "Fun in Bed" model will be featured in the Xmas issues of major magazines read by millions. You'll find the "Nightingale" packed with sure-fire holiday selling appeal!



Model WCU-246. In Ivory plastic, **\$29.95**



THE "Serenade"

Take profitable advantage of the holiday demand for compact radio-phono combinations with this sleek, nationally advertised SONORA model in gleaming plastic. The "Serenade," America's most distinctive table Radio-Phono, reproduces records and full standard broadcast radio with famous "Clear as a Bell" tone. Get more than your share of the big holiday radio-phono business with the *exceptionally low-priced* SONORA "Serenade"!

Model WGFU-242. In Mahogany plastic **\$39.95**
Model WGFU-241. In Ivory plastic **\$42.50**

THE "Top Tuner"



Here's a wonderful SONORA original with irresistible eye appeal! Millions will see SONORA's Xmas ads on this appealing model. It's unique in its tasteful styling, rich with "Clear as a Bell" tone, and it has push-button tuning for *plus* value! Sensibly priced to sell! Here's a model that's *new* and *different*—a table radio holiday sales-activator if there ever was one!

Model WAU-243. In Ivory plastic **\$29.95**

(Prices slightly higher in the Far South and West of the Rockies)

Sonora 
Clear as a Bell

rings the Christmas Bell for You!

SONORA RADIO & TELEVISION CORP. • CHICAGO 12, ILLINOIS

MAKING TUBES IS EASY..

If YOU KNOW HOW!



MEASURABLE CHARACTERISTICS CURVES IN 15 SECONDS INCLUDING BOTH POSITIVE AND NEGATIVE GRID REGIONS

Watch the operator manipulate quickly the switches and knobs of this new Hytron electronic curve tracer. Like magic, graduated horizontal and vertical scales flash onto the screen, and he calibrates them in desired units by adjusting the marker pips. Effortlessly, he traces the three basic characteristics curves (E_b-I_b , E_b-I_{c1} , E_b-I_{c2}) — for a quick check or a photographic record. No slow tabulating and plotting of dozens of meter readings.

Because the grid potential is applied in a momentary, narrow pulse (monitored by the smaller 'scope), the curves include the positive grid region so important in analyzing transmitting tubes. Another advantage, missed with roughly plotted curves, is that the slightest eccentricities in the curves are apparent. Improper tube geometry, for example, is immediately detectable.

A maze of trigger, phase-inverter, and sweep circuits, synchronizing pulse generators, electronic switches, and regulated power supplies — the curve tracer's principle of operation is simple. Microsecond pulsing, electronic switching, and persistency of the oscilloscope screen do the trick. What does this fancy gadget mean to you? Better, more uniform Hytron tubes, because design and production control are easier, better. The new Hytron curve tracer is another step forward to give you the best in tubes.



SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921

HYTRON

RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASSACHUSETTS



BEAT NOT JUST

... LEAD THE VALUE

Want to beat instead of meet today's fast competition? Then sell the complete Arvin line of table model radios. A growing favorite with dealers everywhere, Arvin gives you PRICE that stops 'em and QUALITY that makes 'em buy . . . PERFORMANCE to build real customer satisfaction . . . STAMINA to minimize service worries . . . and MARGIN that means big profits for you.

NEW VALUE SENSATION BY ARVIN! MODEL 442

Here's new low price plus traditional Arvin quality and appearance! A real AC-DC superhet in an unbreakable steel case with ebony finish—white control knob and silver dial. A companion to the famous Arvin 444, gives selectivity and tone you will be proud to offer at so low a price!

A real traffic builder
and profit maker . . .
nothing else like it!
Arvin Model 442

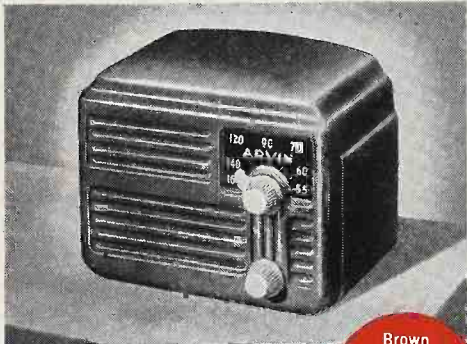
\$12.95

ALL PRICES SLIGHTLY HIGHER IN LONC 2



MEET...

PARADE WITH



Brown
\$14.95
Ivory \$15.95

Model 444—Tiny but terrific in performance, appearance, convenience! Practical superhet in unbreakable steel case. AC-DC.



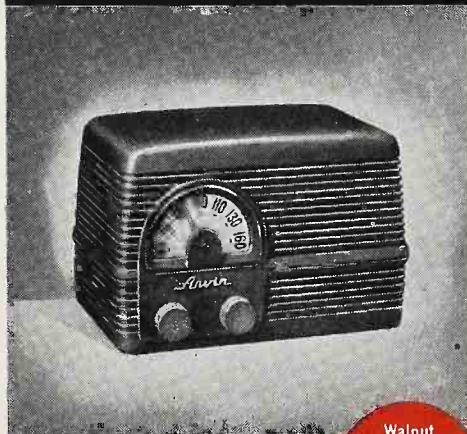
Walnut
\$19.95
Ivory \$21.95

Model 544—Powerful, selective superhet circuit in handsome plastic cabinet. Extra capacity speaker; operates on AC-DC.



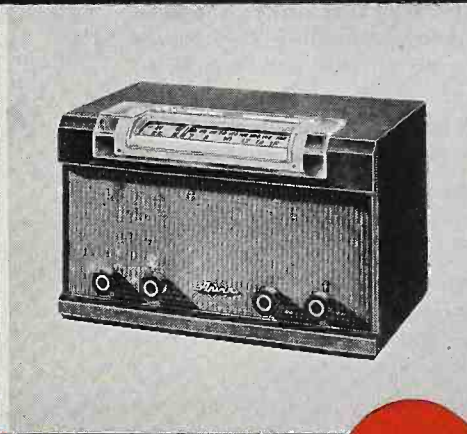
Walnut
\$29.95
Ivory \$30.95

Model 664—Tops in performance among Arvin table models. Extremely sensitive and selective. Superhet circuit, 5 tubes plus rectifier. AC-DC.



Walnut
\$19.95
Ivory \$21.95

Model 152T—A beautiful new Arvin with stunning plastic cabinet in walnut or ivory. Superhet circuit, 4-tubes plus rectifier. AC-DC.



\$74.50

Model 182 TFM—Combination FM and AM. Big-set quality reception in beautiful table model cabinet of fine mahogany veneer combined with handsome lucite.



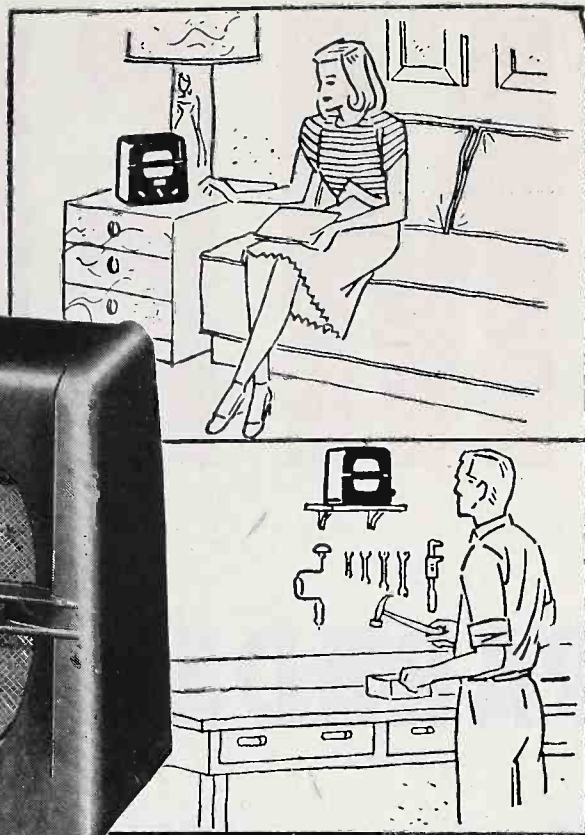
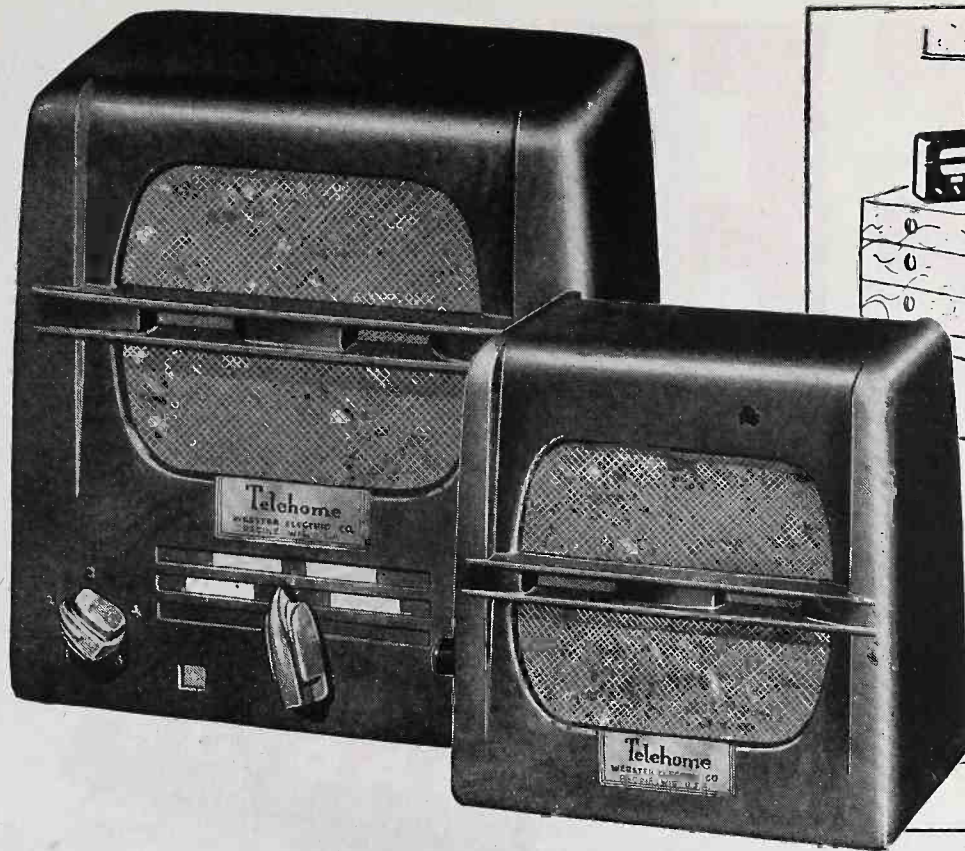
\$89.95

Model 150 TC—Arvin quality-built radio-phonograph with automatic record-changer. Compact, uses less table space. Has beautiful cabinet in rich mahogany or walnut veneer.

ARVIN

... the name on many fine products of

NOBLITT-SPARKS INDUSTRIES, INC., Columbus, Indiana



Here's what customers want! ... New low-cost Intercommunication for the home

ONLY \$49.50
for Master Station, Speaker Unit and 100 feet of wire.

Prices slightly higher west of the Rockies

If you are not pushing the sale of "TELEHOME" it is not too late to do so! The Saturday Evening Post advertising promoting the sale of "Telehome" is telling millions of consumers about this new household necessity.

Housewives and home owners interested in the last word in modern convenience are now buying "Telehome" intercommunication for their homes.

Many additional prospective customers in your trade area will want to see and have you demonstrate this new item. Therefore, if you are not stocking and selling "Telehome," now is the time to do so.

This new convenience comes as a package consisting of one master station, one speaker unit and 100 feet of wire. Anyone can install it by following simple instructions. The master station has capacity for two additional speaker units which are available and can be sold separately.

In addition, a door speaker and wall-type master station for permanent and fixed installation in kitchen wall or cabinet are available. They are described and illustrated in the box at the right.

Prepare now to be the source of supply in your community.

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

WEBSTER
RACINE



ELECTRIC
WISCONSIN

Established 1909

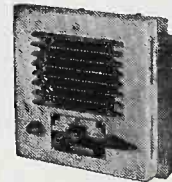
Export Dept. 13 E. 40th Street, New York (16), N. Y. Cable Address "ARLAB" New York City

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



BY THE MAKERS OF

Teletalk



Door Speaker with bell push button

Wall-Type Master Station

Besides being the convenience that has caught the eye of the average housewife, the door speaker illustrated above offers another outstanding feature as you can answer your door without opening it . . . a safety feature that gives added protection to the home.

The wall master unit is excellent for new homes and for kitchen modernization. It has a capacity for five speaker stations.



WITH ME

Tone

IS TOPS

I like my music rich and natural—the way it comes in at home.

My Motorola Auto Radio brings it to me that way on the road. I don't like to be confined to nearby big-power stations. My Motorola brings in more stations, clearer and sharper—wherever I drive. That's why I'm sold on

Motorola

WITH ME

Style

IS THE THING

I like a radio that fits and matches the car I'm driving. My Motorola is specifically designed for my car. And when my new car comes, it will be an easy matter to have my Motorola transferred to it. A new control head will make it a part of that car too! Me, I would never take less than a



Motorola



IT'S

Sales

THAT COUNT

WITH ME

As a car dealer I know the value of a name like Motorola—a name that packs plenty of prestige and gets immediate consumer acceptance. I like the way Motorola backs me up with full scale national advertising and powerful point of sale material. That's why I feature

Motorola



**We're all
sold on**



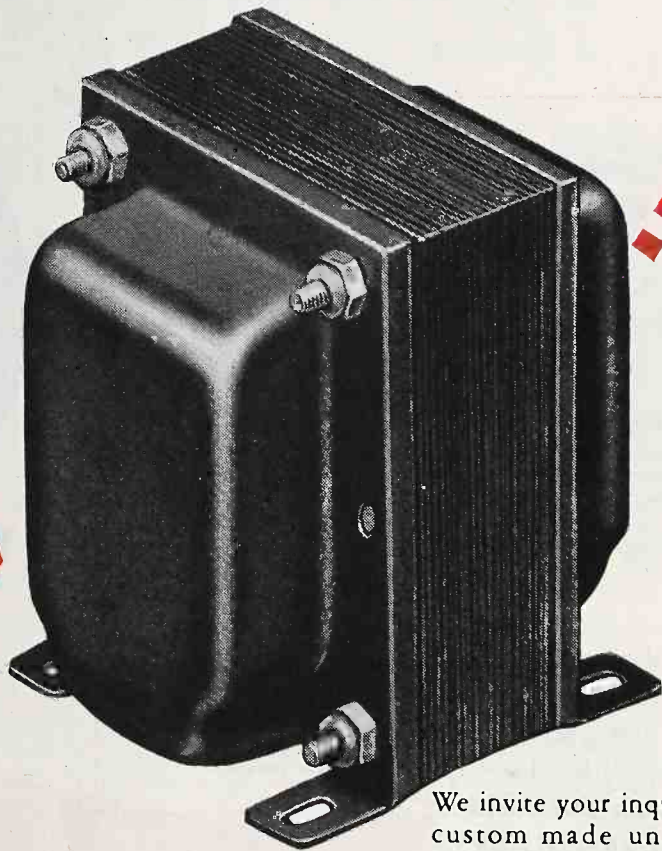
MOTOROLA Inc. CHICAGO 51, ILLINOIS

SNC

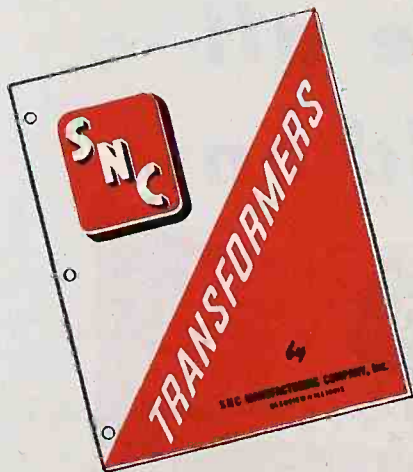
transformers are

"TOPS" in Quality

Skillful engineering, highest quality materials, latest production techniques, and careful workmanship are combined in SNC transformers to give you perfect installations . . . a minimum of rejects . . . *outstanding* performance!



We invite your inquiry on custom made units for industrial application.



Get this easy-to-read catalog from your distributor — or write to factory direct.

SNC MANUFACTURING CO., INC.
Quality Transformers
WEST LAKE AVE. NEAR LEHIGH • GLENVIEW, ILLINOIS

Admiral

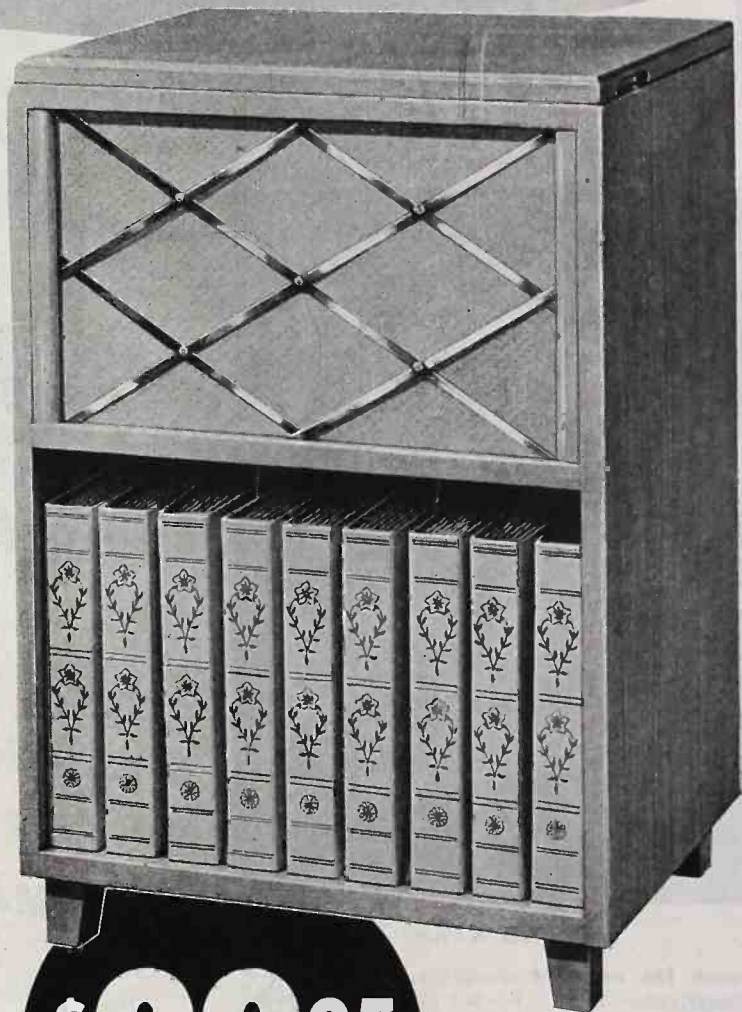
America's Smart Set!

The Lowest-Priced Nationally Advertised Radio-Phonograph Console on the Market

This is the most phenomenal radio-phonograph value in America today! You'll give it an "Oscar" for being so thrillingly smart, so compact! Costs less than many table models, yet it has the sensational Miracle Tone Arm which is standard equipment on Admiral's highest-priced consoles. What an edge you've got with this set!

ALL THESE FEATURES!

- New Miracle Tone Arm
- High-speed changer plays up to 12 records automatically
- High fidelity audio system
- Variable tone control
- Alnico No. 5 dynamic speaker
- Storage space for 108 records
- Available in walnut, mahogany, or blonde veneers



\$99.95

Model 60
(Walnut)

Prices slightly higher
in South and West

with **NEW MIRACLE TONE ARM**

THE GREATEST IMPROVEMENT IN
RECORD PLAYING SINCE THE INVENTION OF THE PHONOGRAPH



A startling achievement! Admiral's new Miracle Tone Arm uses no coil, no crystal, no filament, no special tubes! These are *prime causes* of distortion. The new Miracle Tone Arm *eliminates them entirely!* Even oldest records come to life with vivid brilliance unmarred by needle scratch or other disturbing surface noise. Ultra-sensitive pick-up point.



3 Brilliant
NEW
FM-AM
HOWARD
Radios



MODEL 474

A SENSATIONAL VALUE!

\$39.50 in Walnut Plastic. \$41.50 in ivory.
 (West coast prices slightly higher.)

Full range FM band . . . Extreme sensitivity. Built-in FM and AM antennas. Beautiful tone.



MODEL 472A-C

Superb FM and AM reception with exclusive *Acousticolor* Tone. Record changer in handy "Roll-out" drawer at front. No top to lift. Usable at either side of chair. Roomy record album compartment. Available in blonde or standard mahogany.

**NOTED
 FOR
 TONE!**

**FAMED
 FOR
 PERFORMANCE**



MODEL 472A-F

FM, AM and automatic phonograph in beautiful English Regency mahogany cabinet. Sensational *Acousticolor* Tone. "Roll-out" drawers for both radio and record changer. Large compartment for album storage. Outstanding Howard craftsmanship.

HOWARD RADIO COMPANY

CHICAGO 13, ILLINOIS

America's Oldest Radio Manufacturer

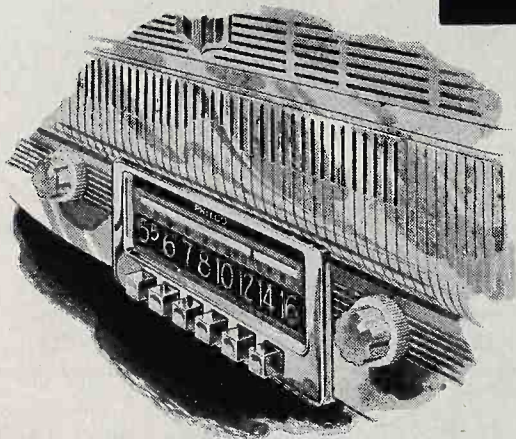
SEE YOUR HOWARD DISTRIBUTOR FOR COMPLETE DETAILS

*Now! Steam up
your AUTO RADIO
SALES with*



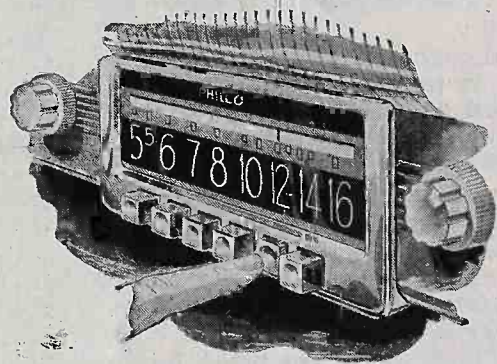
*Make them Your
Best Months
of the Year*

PHILCO Post-War Features



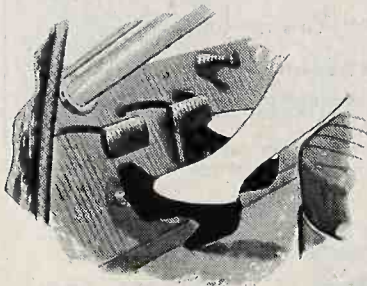
CUSTOM-STYLED!

New Automatic and Manual Control Units are custom-styled for the instrument panels of most 1941, 1942, 1946 and 1947 cars. They perfectly fit and harmonize with other design elements like a factory installation!



SIX PUSH-BUTTONS!

Individual buttons for automatic tuning of five stations plus manual tuning. Advanced Philco Electronic Tuning System adds a new fascination to push-button tuning. Absolutely jam-proof. Light shows which button is "on".



FOOT CONTROL!

Step on it to tune in programs and change stations. No need to take your hand from the wheel, or your eyes from the road. Available as optional equipment. Profitable sell-up!



SHORT-WAVE!

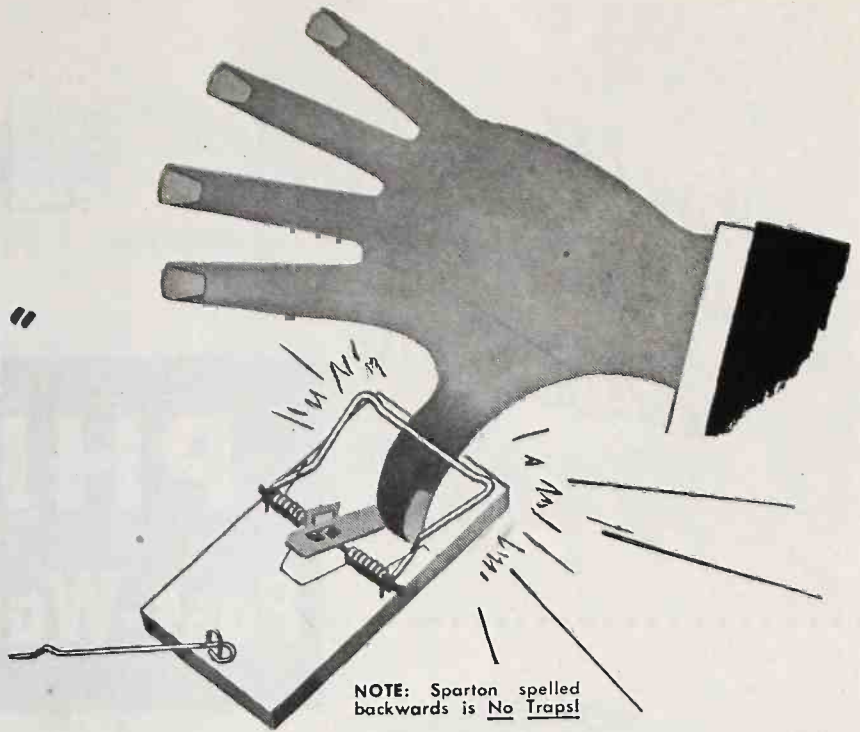
New model gives world reception on all short-wave bands up to 18 megacycles, plus Standard Broadcasts. Push-button band switching. Electrical Spread-Band Tuning.

Now Available!

Famous Philco "Share-the-Cost" Cooperative Local Advertising Plans. Increase your business with these sure-fire Philco Auto Radio Promotions. See your Philco Distributor.

Brand new 1948 line of six De Luxe and popular price models gives you spectacular selling features and values at every price level.

"Ouch, my thumb!" yelled J. Horner



J. HORNER went into radio retailing because he thought it would be a cinch.

He thought all he had to do was stick his thumb into the radio pie and pull out a juicy plum, just like his namesake in the nursery rhyme. Instead, he got bitten—but good!

How many J. Horners do you know?

How many—back in the easy-selling days—thought the radio business was chock full of plums, and was always going to be?

And how many are being bitten today—by over-franchising, price-cutting and all the other radio retailing traps Sparton's been warning against?

Plenty have been bitten—but they've not been Sparton dealers!

Sparton dealers are protected by SCMP—Sparton Co-operative Merchandising Plan—the plan that cuts radio distribution costs. Under SCMP, Sparton's basic policy is one dealer in each community. Sparton's national advertising and promotion works locally for him alone.

Under SCMP, shipments are made direct from factory to dealer. The savings go into the radio and the Sparton price. That's why the new Sparton Challenger line is America's outstanding quality line, priced to compete even with mail order houses at a profit!

Why not write us today and ask 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 \$199.95.

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.

Show them the finest...



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

*G*IVE THEM A STANDARD OF COMPARISON

It is always well to start your demonstration with a Du Mont. Show the prospect how good television can be at its best. Point out the superiority of Du Mont's big screen; the brilliance of direct-view and its freedom from distortion; the high-fidelity tone; the fine cabinet work. Showing the best first is the surest way to trade up your prospect into a price bracket that will give him more satisfaction and give you more profit.

DU MONT *First with the finest in Television*

Copyright 1947, Allen B. Du Mont Laboratories, Inc.

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

UNITED STATES TELEVISION

... always First in the Industry!

★ **FIRST** television manufacturer now in business to deliver post-war television sets (over one year ago) to Macy's Bloomingdale's, Bamburger's, and Abraham & Straus . . . first to deliver projection (true "Big Picture") television commercially . . . first to build a television set designed especially for taverns . . . first to build a post-war home television console combination . . . and now first to drastically reduce prices while making important improvements in quality!

TEN YEARS of television pioneering and MORE experience in actual field installations have taught UST MORE about a new field into which few companies have as yet been initiated. Today, UST's engineering department occupies alone almost half a city block . . . UST's service department has observed and tested UST sets in 10 cities from coast to coast for tens of thousands of hours . . . UST's sales department has sold 95% of all projection sets in public places . . . UST's production department has eliminated bugs, speeded production, and cut costs.

Prices are down! Discounts are up!
Quality is Up!



THE TELESONIC, complete 5-in-1 entertainment instrument for the home . . . FM, AM, short-wave radio, phonograph and brilliant 10" direct-view pictures.

Your Radio World is Changing Fast

★ One major radio retailing chain said recently that 60% of its sales for the fall of 1947 would be television sales. You can't afford to pass up that kind of sales opportunity. UST's new high discounts mean that you can do big business and make big profits now. Some UST dealers have earned gross profits of up to \$25,000 per month. UST offers you the largest pictures in self-contained television sets . . . the lowest prices for the biggest tavern sets . . . the lowest prices for the largest home television pictures and for the finest home television combination consoles . . . and the most complete line of television sets available (four home models and eight commercial models).

★ **Write Box W, United States Television, 3 West 61st Street, New York 23, N. Y., for UST literature and a UST franchise application today!**

NEW SALES CONTEST TO HELP YOUR SALESMEN SELL!

1st PRIZE 5-Way Television—Radio—Phono—\$895 ★ **2nd PRIZE** \$250_{Cash} ★ **3rd PRIZE** \$150_{Cash}
graph Combination . . . Value

Write For Full Details Today!

**LEADS ALL
IN THE LOW-PRICE FIELD!**



**THE TEMPLE "SUPER"
TODAY'S BIGGEST RETAIL VALUE**

A genuine Superhet of medium (not midget) size. In 4 colors—Walnut, Ivory, Chinese Red, Powder Blue. Packed 8 to a carton.

**LEADS ALL
IN THE FM FIELD!**



TEMPLE FM-AM CONSOLE

Radio-Phonograph Combination of typical matchless Temple quality—in handsome Temple-built cabinet of fine woods.

**TWO
SHINING
EXAMPLES
OF TEMPLE
VALUE
LEADERSHIP**



● Top Values for your customers—top profits for you, the Retailer. That's the Temple program. That's what's making these two great Temple radios today's great "standouts" in their respective price brackets. For ear-arresting performance and eye-arresting cabinetry they provide, by far, the biggest values on the market. Order and feature them. Link your store to Temple Value Leadership.

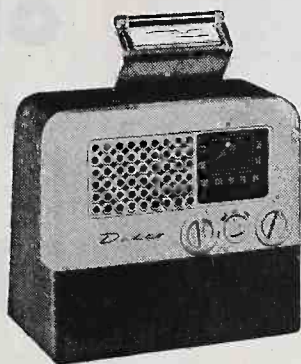
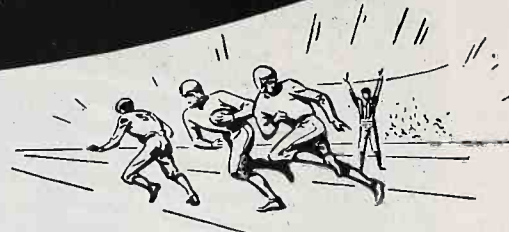
**TEMPLE TONE
RADIO MFG. CORP.**

NEW LONDON, CONN.

Executive Offices:
220 East 42nd Street, New York City

"Where FM also means Finest Made"

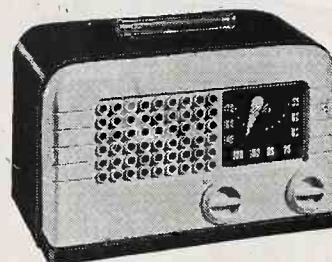
Watch these three score!



Portable That's "Going Places"—Model R-1409—three-way portable, AC-DC and battery. Smart alligator-grain fabric with plastic front. 550-1700 kc. Self-contained charger increases battery life. Real beauty, exceptional performance.



Winning "Combination"—Model R-1242—combination radio and record player; 110-volt, AC-DC. Sleek, modern design in rolled-top walnut cabinet. Eye-catching grille panel. Built-in loop antenna. Single record player accommodates 10" or 12" records. Four tubes plus rectifier tube. 550-1700 kc. Compact, dependable.



Tops on Any Table—Model R-1238—table model; 110-volt, AC-DC. Handsomely designed in walnut veneer and silver-gray plastic. Striking lucite- and chrome carrying handle, convenient and durable. Four tubes plus rectifier tube. 550-1700 kc. Built-in loop antenna. A real value.

They're fast movers
in the great line of **DELCO RADIOS**



DELCO RADIO
A GENERAL MOTORS PRODUCT

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

THESE three modern-as-tomorrow Delco radios really appeal to American tastes and needs. They're a sure-fire cinch to set sales and profit records for dealers.

Each one of these smart Delco models gives you plenty to talk about in features, appearance, performance and value. Each one carries an assurance of dependability because it is built and backed by General Motors.

You can count on Delco Radio for "the best of all that's new in radio"—and that goes for the complete line of table models, consoles and combinations. Like the original-equipment auto radios built by Delco Radio for America's leading cars, Delco home radios are a great General Motors value.

Compare them all... Zenith is still
THE STYLE LEADER

31 years experience in Radionics Exclusively
pays off for you with sales-making features!



Model 12HO90

Zenith radios and radio-phonographs, long famous for their leadership in engineering and in performance, are today equally noted for leadership in style and value. The features that are most important in prospects' minds are *Zenith*-developed features. That's why value-wise shoppers insist on Zenith—the originator—and will not accept imitations or substitutions. That's why Zenith is first in demonstrability, first in performance, first in style, first in *value*. That's why Zenith is the most wanted radio-phonograph on the market . . . why Zenith radios and radio-phonographs are so *easy to sell*.

**Here Are The Style
and Value Features
Your Customers Want**

● **TILT-OUT CONTROL PANEL . . .** This Zenith design, now widely copied, brings the entire control panel into an accessible, easily viewed position.

● **E-Z-OUT PHONOGRAPH . . .** A touch of the phonograph door glides the entire record-changer unit out within easy reach.

● **FLAT-TOP CABINET . . .** The entire top may be used for flowers, vases, books or decorative pieces. There are no lids to lift to operate either the radio or the phonograph.

● **AMPLE RECORD STORAGE SPACE . . .** The big storage compartment in the Zenith console combination cabinets is an important feature. Show it to your prospects!

● **THE COBRA TONE ARM . . .** The tiny filament gently floats in the record grooves, reproducing every note, every shading.

● **SILENT-SPEED RECORD CHANGER . . .** Changes both 10- and 12-inch records intermixed, so as to provide an almost continuous flow of music.

● **ZENITH-ARMSTRONG FM . . .** FM at its best—wide-band, true fidelity, static-free FM as developed by Major Armstrong and Zenith engineers.

● **THE RADIORGAN . . .** Radio's most demonstrable tone control. 64 different tonal effects provide just the tone emphasis desired.

Keep An Eye On



Zenith Radio Corporation • 6001 Dickens Ave • Chicago 39, Ill.

WIRE RECORDER

by **WEBSTER
CHICAGO**



\$149⁵⁰

RETAIL
(Slightly higher
west of Rockies)

Model 80



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

THE COMPLETE, PORTABLE ALL-PURPOSE RECORDER

RECORDS AND PLAYS BACK

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

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

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

Available to accredited music and radio dealers.

Presented by the Makers of Famous
Webster • Chicago Record Changers.

WEBSTER
5610 BLOOMINGDALE AVENUE



CHICAGO
CHICAGO 39, ILLINOIS

The Choice of Music Lovers

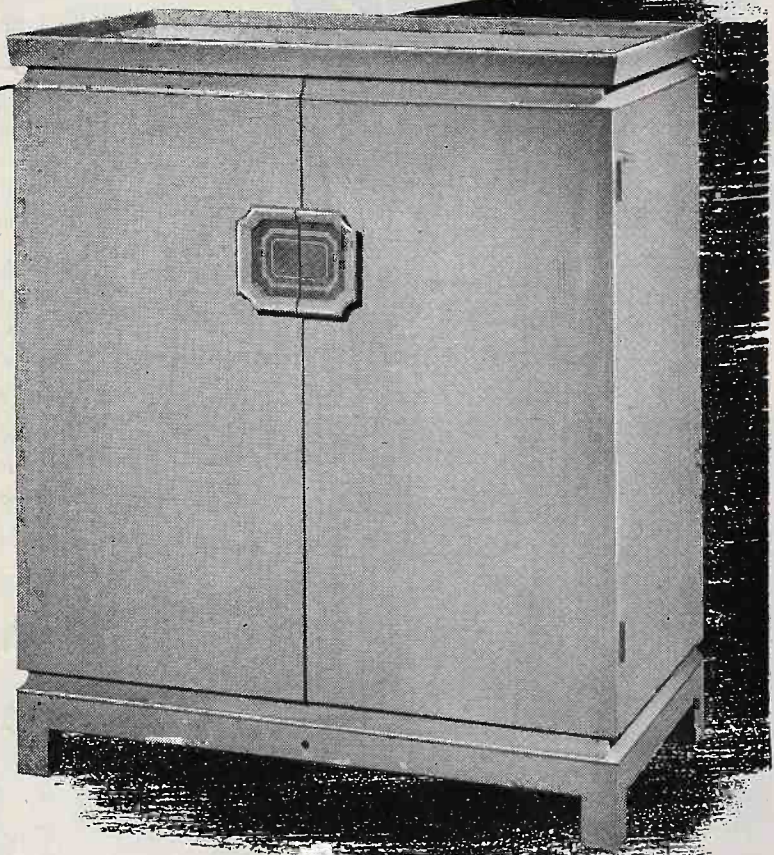
the Hallicrafters Co. announces
 that its great new series of
 high quality console combinations and
 television receivers will carry
 the distinguished name

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.



by hallicrafters

*Carnegie Hall
 Series*

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.....

What's Ahead!—in Radio,

THERE ARE STILL MANY "HEN'S TEETH" ITEMS.

Among the products some manufacturers are still unable to produce in sufficient supply to meet the demand are: Television sets, certain FM models and combinations; automatic toasters, food mixers, electric clocks, refrigerators, ironers, washers, including wringer, spinner, automatic and midget types; sewing machines, certain electric light bulbs.

NOW'S THE TIME FOR THE DEALER TO:

1. Select his Xmas merchandise for resale to his customers. 2. Plan a series of show-window and in-store displays. 3. Resolve to get holiday material out in front no later than Nov. 26. 4. Urge early "outright" or "deposit" buying in ad copy, on signs, etc. 5. Prepare to handle storage, wrapping and delivery chores the cheapest and quickest way.

IH'S NEW REFRIGERATOR WILL BE "priced competitively", according to International Harvester officials. First models will be 8-foot jobs, "standard, deluxe and superdeluxes," and dealers may be sampled by December 1st.

TELEVISION! TELEVISION! TELEVISION!

Read all about it in the January issue of *RADIO & Television RETAILING*. The January number will be filled with exclusive, up-to-the-minute information on television—America's next billion-dollar business!

PA BREAKS further into the educational field with the advent of "background" music in colleges. City College, New York, was the first to pipe wired music into its study and recreation lounges.



STRESS THE LOW COST OF QUALITY TO OVERCOME the high cost of living consciousness on the part of today's consumer. Products in our industry are priced right; are up in quality and performance, and we can prove it by comparing today's price tags with those of pre-war days. See article in Electrical Appliances section of *RADIO & Television RETAILING*, this issue, for inspiration.

MERCHANTS SEEM CONFIDENT THAT PHONO RECORD sales this Christmas season will be greater than ever before. Platters make a neat package, solve many a gift problem for all age groups.

FM STATIONS ON AIR now number 300. Additional construction permits have been issued for 670, with conditional grants for 250 more. Nearly 150 applications are pending. Thus total FM stations in all stages now number above 1300. In comparison, AM licenses and construction permits now total nearly 1900, up one-third from a year ago.

MORE AND MORE MANUFACTURERS, JOBBERS AND DEALERS are preaching the doctrine that the portable radio is not a seasonal item—and should not be sold as one. The portable can serve any room in the home, and is equally well suited to vacations among the ski-ways, or at tropical shores.



MODERN-MINDED SALESMEN DON'T CALL 'EM mangles, sweepers or hand-irons. Not only do they use the right name for the right product, but they use the most attractive one, too. In this issue, an article, "What You Say Can be Made to Pay", has a vocabulary for the use of the merchandiser who wants his products to shine with sales-appeal; stimulate the customer's desire to own.

THE MOST SERIOUS "DUMPING" SITUATION in the radio industry is over, believes John Holmes, president Warwick Mfg. Co., Chicago, makers of Clarion receivers. So long as manufacturing costs remain at present high levels, prices will not be lower, Mr. Holmes declares.

DEALER PROVIDED DISASTER RELIEF PROGRAM. When waters of a flash-flood subsided, after having inundated a large section of Rutland, Vermont, Cartmell's Sales & Service, Frigidaire dealer, was ready with a free "clean-up and inspection" service for customers whose Frigidaire appliances had been damaged. Cartmell's estimated labor costs are about \$300; customer good-will—immeasurable.

THROUGH THE USE OF YEAR-ROUND air conditioning made possible by the electric heat pump, the possibility of an increase in residential use of electricity in many households to an amount equal to over seven times the present consumption is implied in a report issued by the indoor climate committee of the Edison Electric Institute's commercial division.

FROM HERE ON WATCH FOR A TREMENDOUS increase in sales of products in the air-conditioning field. Commercial and domestic "central" plants, and compressor-type room coolers will be bought in ever-increasing numbers.

Appliances, Records and Television

KANSAS DISTRIBUTOR Jack Hennigh tells *RADIO & Television RETAILING* editor that "radio business here is wonderful through all kinds of weather . . . you'd be surprised how retail outfits in 81 counties of Oklahoma and Kansas are ordering and selling the merchandise."

SALES OF SPACE HEATERS expected to continue in satisfactory volume. They will be sold to supplement already installed central heating plants, and also will be bought by many as the sole means of home-warming. It has been estimated that more than fifty per cent of all homes in the country are *stove-heated*.

EXPERIMENT IN VISUAL EDUCATION underway at Nutley, N. J., High School with a television receiver being used as part of the regular school program. The picture on the viewer can be seen clearly and distinctly from any point in the school auditorium. The set was made by Industrial Television, Inc., Nutley, who presented it to the school.

WHO BUYS FOOD FREEZERS? A manufacturer who sent a large number of food freezers into a northern New York State territory, was surprised to find that *most* of the appliances were bought by urban and suburban residents, the lesser number by farmers.

HOW TO SELL MORE RADIO RECEIVERS. Proven methods listed by the Harry Alter Company, prominent Chicago wholesaler: (A) Adequate display. (B) Proper display. (C) Customer incentive deals, (terms, trade-ins, exchange privileges, etc.) (D) Sales promotion activities (advertising, canvassing, etc.)

RADIO CAMERA—a new unit which combines a portable receiver with a compact picture-taker is the newest wrinkle-and-a-half in set design. Air King is bringing it out—nicely timed with America's current flair for travel.

YOU'VE GOT TO KICK 'em out of the brush if you want 'em to buy, says two-fisted dealer who has done business in midwest city for 31 years and still declares that there's positively no substitute for outside selling. Where there's the sound of doorbells, there's real volume, he says, and when merchandise is plentiful, the ringing must be done.

COFFEE-MAKER REPLACEMENT BOWL supply situation improving so far as it concerns most makes. This is good news for dealers and to consumers.

EMERGENCY SQUADS of police battling the smashing winds of the hurricane at Miami, Florida, managed to maintain communications on their 155 mc. 2-way FM radiotelephone system. Sixty-five patrol cars stayed on the job during the furious four hours of the storm, with their Motorola sets tuned to the 250-watt central transmitter in downtown Miami. Their performance, and that of the controversial 150-160 mc. band, was literally a life-saver.

OUT IN WICHITA, Kansas, where the grasshoppers bounce smack into the tiled precincts of the Union Station, a lot of the main-drag retailers are moving the blonde models up front. Popularity of the light-wood radio cabinets comes from mobs of younger folks just starting their homes and favoring modern design furniture, ranch styles and some California ideas.

"IT'S TIME TO ABOUT-FACE, GET YOUR SELLING organization in order, and get ready to go out and dig up sales. The men who go out and do the best jobs . . . will be running the successful appliance businesses ten and twenty years from today. The others will drop by the wayside."—H. L. (Red) Clary, Norge general sales manager.

EARLY CHRISTMAS SHOPPING AROUND for hard-to-get large and small appliances well under way, dealers report from many sections of the country. Many a customer, though, will have to be satisfied with a gift certificate, as numbers of still-short items will certainly not be available before December 25.

"THE TIME HAS COME TO USE TIME PAYMENTS, the No. 1 Sales Booster," advises National Electrical Wholesalers Association in a bulletin showing the advantages of finance-purchasing to the wholesaler, the dealer and the consumer.

EXPERT SERVICE *guarantees* CUSTOMER SATISFACTION

MR. DEALER:

Pass this magazine along to your service manager. He'll want to read:

IN THIS ISSUE—

HINTS ON NEW SETS NIP TROUBLES (p. VV)
TELEVISION HORIZONTAL SWEEPS (p. WW)
WIRE STADIUMS FOR SOUND (p. XX)
CHOOSING SOLDERING TOOLS (p. YY)
LATEST FM CIRCUITS (p. ZZ)

In the **SERVICE & SOUND** Section.

2 reasons why

Clear as Carols on Christmas Eve...
...is the **TONE** of this AM-FM Console... an outstanding value, with the **"Golden Throat!"**

You hear the full, rounded beauty of the music—clear, true and rich, even at low volume levels. The graceful cabinet, with its convenient, stationary top, adds dignity and beauty to your home. Here's a Christmas gift for this Christmas—and mean to reveal RCA Victor's own advanced FM circuit at its finest.

RCA Victor's own advanced frequency modulation at its finest. And there's a prohibition tuning for standard radio.

For records, you have the world-famous Victrola phonograph, state-of-the-art pickup... (frequency modulation at its finest). The fine, automatic record changer is rolled out with ease. The 5-lever, featherlight tone arm and "Silent Sapphire" pickup. The permanent, pre-ripped seven record wear, innovative needle. The permanent, pre-ripped seven record wear, innovative needle. The permanent, pre-ripped seven record wear, innovative needle. The permanent, pre-ripped seven record wear, innovative needle.

RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA

Just whisk on a disc

This compact little phonograph, model 63E, plays either 10" or 12" records. Has the "Silent Sapphire" pickup—no needles to change! It's lightweight, easy to carry, with plenty of volume for dancing, for tone for your more serious, "symphonic records." And it's the best expensive electrical phonograph that bears the famous RCA Victor trade mark... "Victrola."

Christmas Merry Makers
for many Happy New Years!

The "Golden Throat" RCA Victor... (The "Golden Throat" RCA Victor...)

Gay as a holly berry

This tiny table set points to many bright listening hours. It's the 75X1, only 10 inches long with top and bottom back of smooth walnut plastic. The novel, clear-set eye, make station selection easy. Big program with the clear, true tone of the famous "Golden Throat." See also the 75X12 in ducty, every-thing plastic.

RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA

From left to right, these advertisements will appear in: Life, December 1 and 15; Saturday Evening Post, November 29 and December 13; and in Collier's, December 6 and 20.

1 - Powerful Advertising

SPARKLING, full-color advertisements in Life, Collier's, Saturday Evening Post and sales-building commercials on the RCA Victor Show—turn the Holiday-Giftspotlight on RCA Victor instruments.

The demand has been built by the intensive RCA Victor advertising campaign. Now, the focus is tuned to Christmas with the introduction of four great new RCA Victor instruments... the 63E, 75X1, 68R3, and the 610V1.

See these advertisements for yourself. And hear the great RCA Victor Show on your NBC Station, every Sunday, 2:00 P.M., E.S.T.

Cash in on this carefully built demand! Tie in with RCA Victor advertising. Plan your advertisements, window and floor displays to tell your customers that you have the RCA Victor instruments they want for those "Special Gifts." And check your RCA Victor stock... *the sales are coming!*



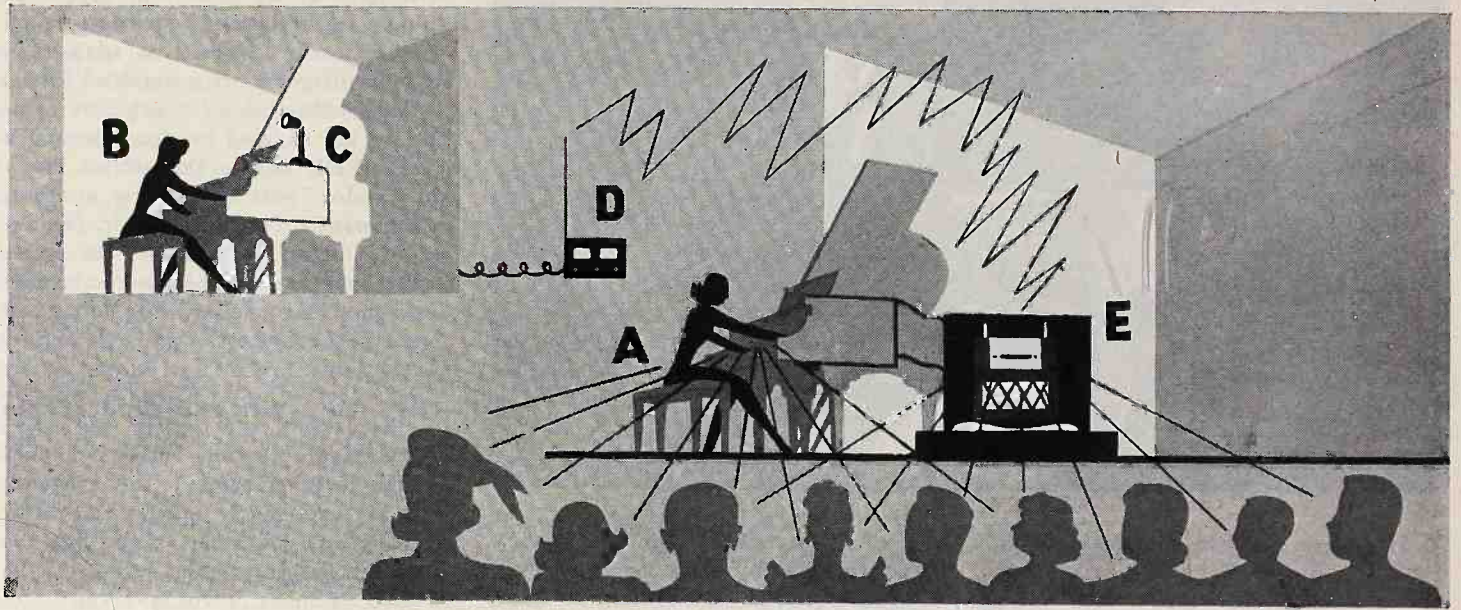
"Golden Throat"

All RCA Victor instruments, from the popular priced 65X1 to the superb "Crestwood," have the exclusive "Golden Throat" sound system. Here, in this new acoustical system, is the result of RCA's 28 years of electronic skill and Victor's 49 years of leadership in the reproduction of sound.

ONLY RCA VICTOR MAKES THE VICTROLA

"Victrola"—T. M. Reg. U. S. Pat. Off.

you'll have record holiday sales with the great RCA Victor line



2 - Superb Instruments

The great RCA Victor line has made radio history with the exclusive "Golden Throat" sound system. A dramatic test proves to all listeners that the "Golden Throat" reproduces sound perfectly.

Thousands of private radio owners, radio dealers, piano technicians and tuners and musicians have seen the dramatic "Golden Throat" Show. They have heard the "Golden Throat" reproduce sound so perfectly they could not

distinguish between the original tones and the broadcast tones.

Now, with the great RCA Victor line, you can offer your customers the listening pleasure they have been waiting for . . . programs reproduced so *faithfully* that the performers seem to be right in their living rooms. Dollar for dollar, your customers get more perfect performance with RCA Victor instruments than with *any other*.

TWO PIANOS PERFORM IN "GOLDEN THROAT" SHOW

The two-piano team of Carlile and Wayne performed in the dramatic "Golden Throat" Presentation. The diagram above shows the setup used. Audiences were amazed as they heard the "Golden Throat" reproduce the tones of the piano with such perfect fidelity.

Miss Carlile played piano (A) on the stage before the audience. Miss Wayne played piano (B) in a studio in another part of the building. Microphone (C) picked up the sound from piano (B) and fed it to a transmitter (D) which broadcast to the RCA Victor "Crestwood" (E).

The two pianists played alternately . . . passing the melody back and forth so that the audience heard continuous music. *But* only part of it came from the piano on stage . . . the rest was heard through the "Golden Throat" sound system of a stock model of the RCA Victor "Crestwood."

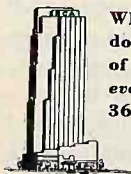
READ WHAT THESE LISTENERS SAID:

I have just heard the "Golden Throat" reproduce the tones of the piano so perfectly. I could not tell which was the broadcast and which was the original.

Signed: *Louis Hudriola*
Brooklyn, N. Y.

The RCA Victor "Golden Throat" reproduces sound with such perfect fidelity, that I could not detect any difference between the original and the broadcast.

Signed: *Thomas Hurley, Jr.*
East Hartford, Conn.



WHEN YOU'RE IN NEW YORK CITY, don't miss the many electronic wonders of the RCA EXHIBITION HALL. Open every day, 10 A.M. to 9 P.M.—free to all. 36 West 49th Street.

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

**Words Are the Salesman's
Stock in Trade—They Should
Work for Him in Making Sales**

What You Say



● It always pays the salesman to say the right thing. It never pays to say the wrong thing. Since few sales transactions offer sufficient time for the salesman to get in as many licks as he feels he needs, he must make a few words do the work of many.

Though an in-store sales presentation routine could be broken down into hundreds of divisions because each one presents so many ramifying aspects, it is only necessary to look at the whole thing *primarily* as a two-part procedure consisting of (a) the attempt to sell the product, and (b), the result.

Secondly, we can get a quick picture of the in-store sales transaction as a five-step operation. 1. The salesman greets the customer. 2. The salesman secures the prospective customer's interest in a specific product. 3. The salesman stresses the features of the merchandise. 4. He answers prospect's questions, such as those on price, competitive brands, performance, quality, guarantees, etc. 5. Results. The salesman concludes the sale then and there, he sews it up for some future time, or he loses it outright.

From the foregoing, it's easy to see that what the salesman says can make or break the sale. His words are all-important, even more important than the product itself, the price, the reputation of the retail firm, and

all other factors combined. To believe this, it must be realized that a poor salesman can kill or, at best, delay a "set-up" sale. It is a fact that ill-chosen words by the seller can serve to "talk" a customer out of a purchase which the latter had completely settled upon before entering the store.

Corny Greetings Out

The old gag about the door-to-door salesman saying "You don't want to buy a vacuum cleaner, do you?" isn't as fantastic as it sounds. Slight variations of it, in similar negative veins, can be equally effective in murdering sales.

In analyzing the five-step sales operation, too many people overlook the importance of step Number One—the greeting. This phase of the transaction is important—very much so. If the wrong sort of phrases are used, the salesman can talk himself out of even so much as the opportunity to present his product, much less sell it. Also, if his salutation doesn't click with the customer, or begs a negative answer, he will not get the chance to introduce himself.

Corny, negative greetings such as "Can I help you? may I show you something? would you be interested in ———? have you ever thought of buying a ———?" and so forth, are

cues for most customers to say "no," even in cases where they are actually interested in buying. Customers often say "no" subconsciously while thinking "yes."

It's a fact that in greeting "strange" customers the situation doesn't lend itself to many variations, or to much that's original. But, it will have to be admitted, that anything is better than a question which will result in a negative answer in at least fifty out of a hundred times.

What substitutes for negative salutations are at hand for the salesman's use? Well, one is the simple "how do you do?" sort of greeting, another, a comment about the weather. (Hackneyed, but safe.) Many of the country's best radio/appliance salesmen introduce themselves by name to "strange" shoppers.

Use the Right Term

Whatever phrase is used it should be one designed to make the customer feel at ease, and to permit the *latter* to tell the salesman what he, the customer, is interested in.

Step Number Two involves holding the customer's interest in the product. At this point, the salesman must start off on the right foot, with the right words. To begin with, he must call the radio or appliance by its correct brand-name, and he must use the most appealing product nomenclature. For instance, he shouldn't call an ironer a "mangle." The customer may associate the term "mangle" with some device which mangles the clothes, or worse, the person. He shouldn't call a vacuum cleaner a "sweeper," as this sounds too much like a broom, and can cause the customer to think of the cleaner along with unpleasant thoughts of dust and labor.

Flatter the Products

The salesman who makes his words work to his advantage never calls an electric range a "stove," nor an electric hand-iron a "flat-iron." He doesn't call the receiver a "combination"—he calls it a "combination radio and automatic phonograph." The things he says about the product are all designed to make it appear attractive to the prospective buyer—never cumbersome, old-fashioned and dingy. (See chart accompanying this article.)

Can be Made to Pay

The good salesman calls his products by their correct brand-names. No merchant should permit any salesman (or himself) to fall into the slovenly habit of using a competitor's trade-marked name, however generic it may appear to be, on merchandise not made by the owner of such trademark. Without mentioning brands, some of the products referred to are phono players, refrigerators, food freezers, coffee-makers and television sets.

In step Number Three, the salesman, having identified the product so that the customer knows exactly *what* it is, proceeds to outline the features. At this point his words are used to stress the make, what the appliance or radio can do for the prospective buyer, its quality, its value, guarantee, etc.

Convince the Customer

As a rule, step Number Four comes automatically into the picture. At this time the customer asks questions which are usually aimed at putting the salesman on the defensive for the purpose of (a) further convincing said customer that his judgment is good if he feels favorably inclined toward purchasing, or (b) giving the customer an "out" if he has decided not to purchase.

The salesman must use the right words in answering questions about objections to the product. When competitive makes are mentioned by the would-be buyer, it is always the best policy to attempt to say as little as possible about them, going back to the features of the salesman's own brand.

In cases where customers insist upon having comparisons drawn along lines of performance, appearance, price, etc., the salesman must accommodate, but he should use his words sparingly, remembering that the more times he mentions his competitor's name, the more it registers in the customer's mind.

The ability to answer honestly, and unhesitatingly objections to any of his products which may be brought up by the customer, can often speed up a decision in the mind of the customer who is on the verge of making a favorable decision.

The same ability on the part of the salesman can often change the mind of a person who thinks he has an unshakable "no" at hand. At this point, what the salesman says, and what he does *not* say, means everything.

Number Five is the culmination of effort on the part of the salesman and the prospective buyer. The salesman asks the customer to buy, and receives an order or a turn-down.

Volumes have been written on how to "close" a sale. The answer to it all is that each time the salesman secures an order he has used the right "closing" method. He got the desired results. That's all that counts.

Opinion of modern-minded salesmen seems to be that the salesperson shouldn't ask for the order "too early"—that is before the customer has had a chance to ask questions he has in mind, and second, that the request for the order should be done in a matter-of-fact, considerate manner. It should never be so abrupt as to shock the buyer—so out-of-a-clear-sky proposition that the customer will say "no" without having a chance to think. A "yes" is what the salesman is striving to get.

What you say can be made to pay, if you use the right words at the right time.

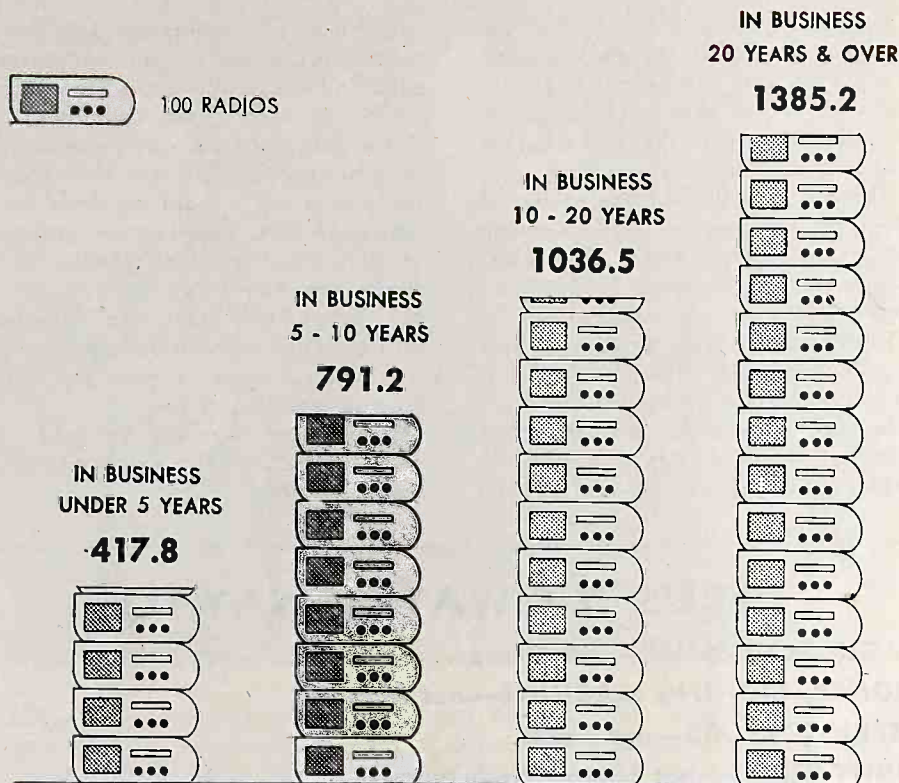
HERE'S THE WAY TO SAY IT!

- VACUUM CLEANER—*not* Sweeper.
 - IRONER, IRONING MACHINE—*not* Mangle.
 - REFRIGERATORS—*not* Boxes.
 - LIGHT BULBS—*not* Lamps (*trade term.*)
 - RANGES—*not* Stoves
 - FOOD FREEZERS—*not* the name of a well-known make unless you're actually selling it.
 - COFFEE MAKER—*not* percolators, when referring to glass, vacuum types.
 - TELEVISION—*not* Video.
 - RECORD PLAYER—*not* the familiar trade-marked name.
 - RADIO-PHONOGRAPH COMBINATION—*not* Combination. (*Trade term.*)
 - RADIO—*not* Set or Receiver.
 - AERIAL—*not* Antenna.
 - RECORDS—*not* Discs or Platters.
 - VENTILATING FAN—*instead of* Exhaust Fan.
 - ELECTRIC IRON—*not* Flat-iron.
 - MEAL COOKER—*better than* Roaster.
 - WAFFLE MAKER—*not* Waffle Iron.
 - SUNLAMP—*better than* Ultra-violet, which sounds too technical.
 - HEAT LAMP—*better than* Infra-red.
 - ELECTRIC SHAVER—*not* Electric Razor.
 - ROOM HEATER—*better than* Space Heater.
 - "EMPTIES WATER AUTOMATICALLY"—*instead of* "Has Pump" when referring to washing machine.
 - AIR-CONDITIONING UNIT—*instead of* Room Cooler for compressor-type models.
 - ELECTRIC CLOCKS—*not* Clocks.
-

Rider's Survey of the Nation's

Exclusive Report to Help Dealers Plan Repair Department Activities. First Cross-Section Service Statistics Since Over a Decade

RADIOS SERVICED IN A YEAR*



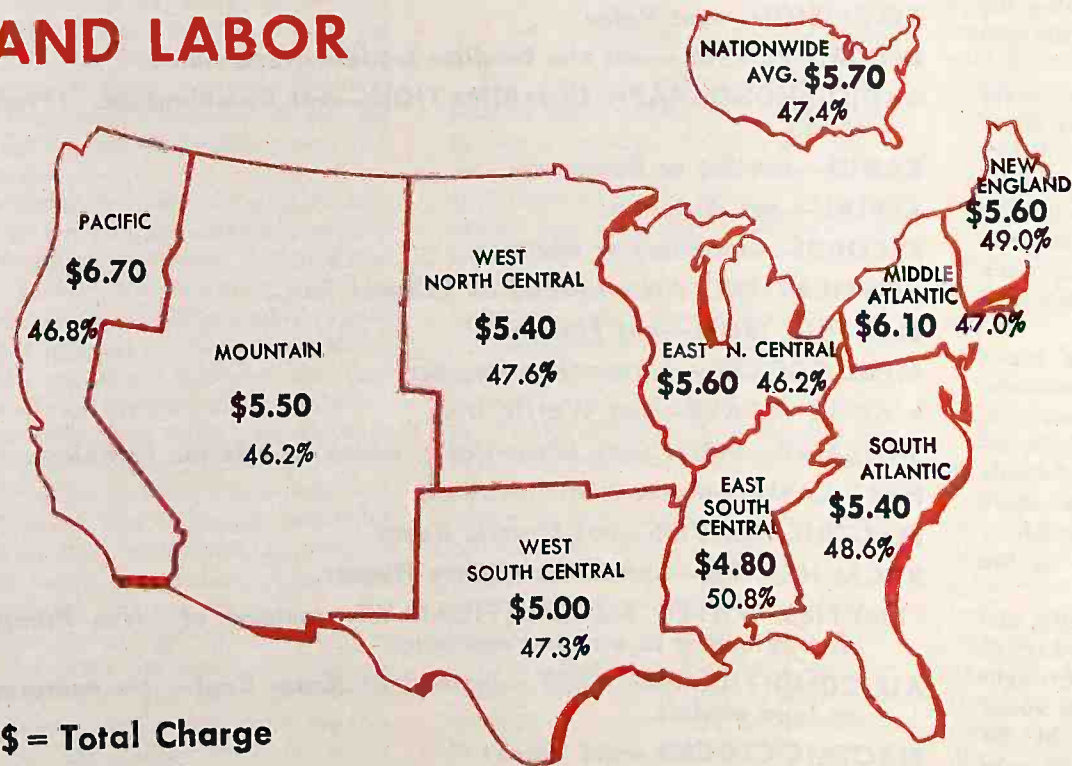
* 1946

● RADIO & Television RETAILING for 22 years has led in the collection and presentation of statistics of the radio retail and servicing fields. During the period of World War II however, only incomplete attempts could be made to compile basic statistics on the radio service industry.

That period now comes to a close, with the completion of a new industry-wide survey of the radio service field, directed by John F. Rider, publisher of the Rider Service Manuals, and made public for the first time in this exclusive RADIO & Television RETAILING feature, the first of a series.

The charts on these pages represent the tabulated and averaged answers made to a lengthy 43-part questionnaire mailed to 25,000 servicers and returned by 2,944 Rider Manual subscribers. Those responding represent every type of servicer and dealer, from the departmentalized radio-records-appliance-service retailer to the man doing radio service only, including the so-called "part-time" as well as stable full-time dealers, in every state.

AVERAGE CHARGE FOR REPAIR PARTS AND LABOR



\$ = Total Charge
% = "Parts"

At top left, nationwide average of radios serviced during 1946.

At bottom left, regional breakdown of service charges by item.

At top right, where the service income comes from, based on time spent.

At bottom right, where service expenditure goes, for tubes and parts.

Radio Servicing Industry

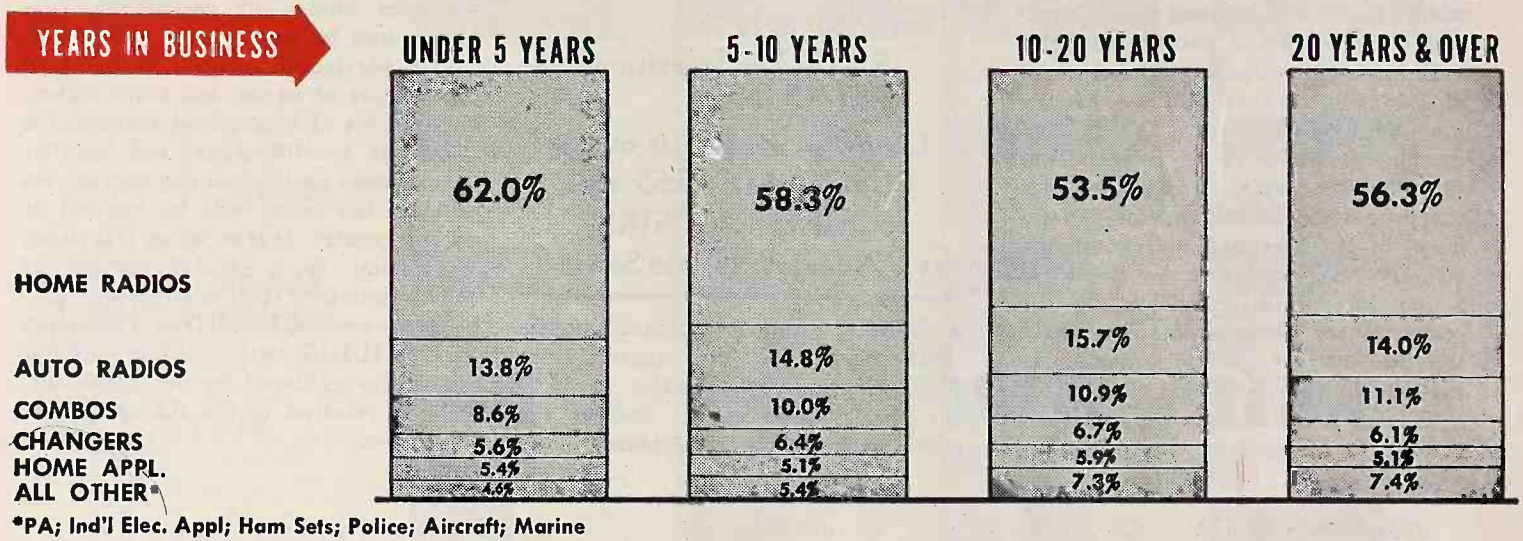
Comparative and complete cross-section statistics based on the number of years the servicer and dealer has been in business, as well as his geographical location, were the first ones worked out by Rider, and the most important of that group are shown here.

In using statistics, the reader must be aware of the tendency to jump

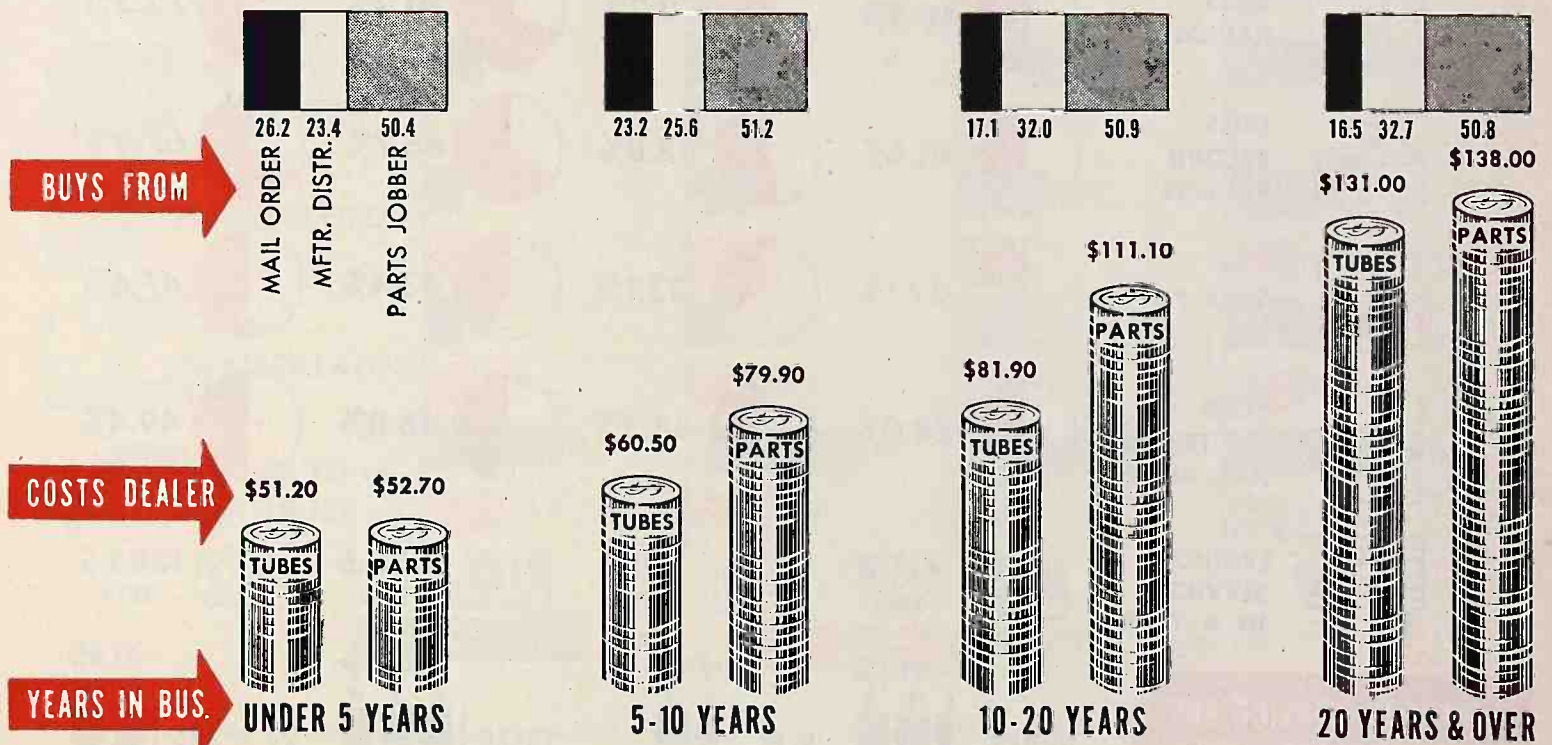
to unwarranted conclusions. Up-to-date average statistics are a very valuable guide to intelligent planning, provided the user sticks to the known facts in his judgments. For example, the number of years the servicer has been in business may not necessarily have any relation to the age of the equipment he owns. In proceeding to evaluate the sig-

nificance of the charts, one rather obvious conclusion can be drawn with only a surface analysis. Comparing the figures broken down by the number of years the dealer has been in business, it is seen that those in business longest own more capital equipment such as instruments and cars, have a greater turn-
(Continued on next page)

SERVICE INCOME HOW BENCH TIME WAS SPENT BY TYPES OF REPAIR WORK



FROM WHOM THE DEALER BUYS AND DOLLARS HE SPENDS FOR TUBES AND PARTS PER MONTH



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

Rider Survey

(Continued)

over of replacement parts and tubes, do a greater average volume of service, and quite significantly, handle more lines, such as appliances, records and radios.

Looking at these facts from another point of view, they indicate that the "4-way" radio-records-appliance-service dealer rather than the service specialist, is the leader in the radio service field, nationally. Around this point, service specialists might profitably devote some careful thought.

It is worth while to examine more closely the service policies of the long-established dealer, as revealed in the charts. First it is seen that this top-successful group includes the promotion of the service department in its everyday merchandising effort. That seems to be the most sound interpretation which can be given to the commanding lead held by the 20-year-and-over dealer in relation to the 10-20-year dealer.

This interpretation is supported by the chart on top of the preceding

page which shows a tendency for the long-established dealer to do service work in a broader field. For example, the "all other" row, covering work on such apparatus as PA equipment, ham radios, police, etc., indicates a gain from 4.6% for the under-5-years group to 7.4% for the over-20-years category.

Another statistic also brings out this fact. The map at the lower left of the first chart page shows the average charge for repair parts and labor in various parts of the country. The corresponding figures broken down by years in business (not illustrated here) however, show

percentage of the job labeled "parts," from 50.2% to 45.1%.

If it can be presumed that in general the same amount of parts are required to repair an average radio, regardless of the years in business, the figures can be adjusted on that basis to show that the same repair job for which the 5-year dealer charges \$5.60, grosses the 20-year dealer \$6.25.

These facts are all reflected in the chart showing what equipment the servicer possesses, and what he expects to buy in a year, on the fourth page of the report. Here, almost without exception, the 20-year man shows up as using a broader choice of equipment, enabling him to work faster and better.

Of particular interest is his lead in the use of newer and more expensive forms of specialized instruments, such as oscilloscopes, FM oscillators, audio oscillators and others. No doubt this trend will be marked to a far greater degree when television has come to a greater portion of the population than at present.

Next month, RADIO & Television RETAILING will discuss similar statistics gathered by the Rider survey in relation to the PA and sound business.

Next Month in RADIO & Television RETAILING

Long-Awaited Facts on the PUBLIC ADDRESS and SOUND INDUSTRY, as it Affects the Radio Servicer

a definite gradual increase in the total charge per job, ranging from \$5.60 for the 5-year dealer to \$6.00 for the 20-year dealer, and at the same time a definite decrease in the

WHAT THE DEALER SELLS AND LENGTH OF TIME IN BUSINESS



SELLS
RADIOS



48.5%



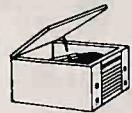
58.2%



70.3%



72.3%



SELLS
RECORD
PLAYERS



41.6%



53.8%



66.7%



67.9%



SELLS PA



22.1%



33.1%



43.4%



47.6%



SELLS
ELECTRICAL
APPLIANCES



28.0%



38.3%



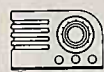
46.8%



49.4%



(RADIOS
SERVICED
IN A YEAR)



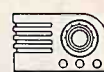
417.8
SETS



791.2
SETS



1036.5
SETS

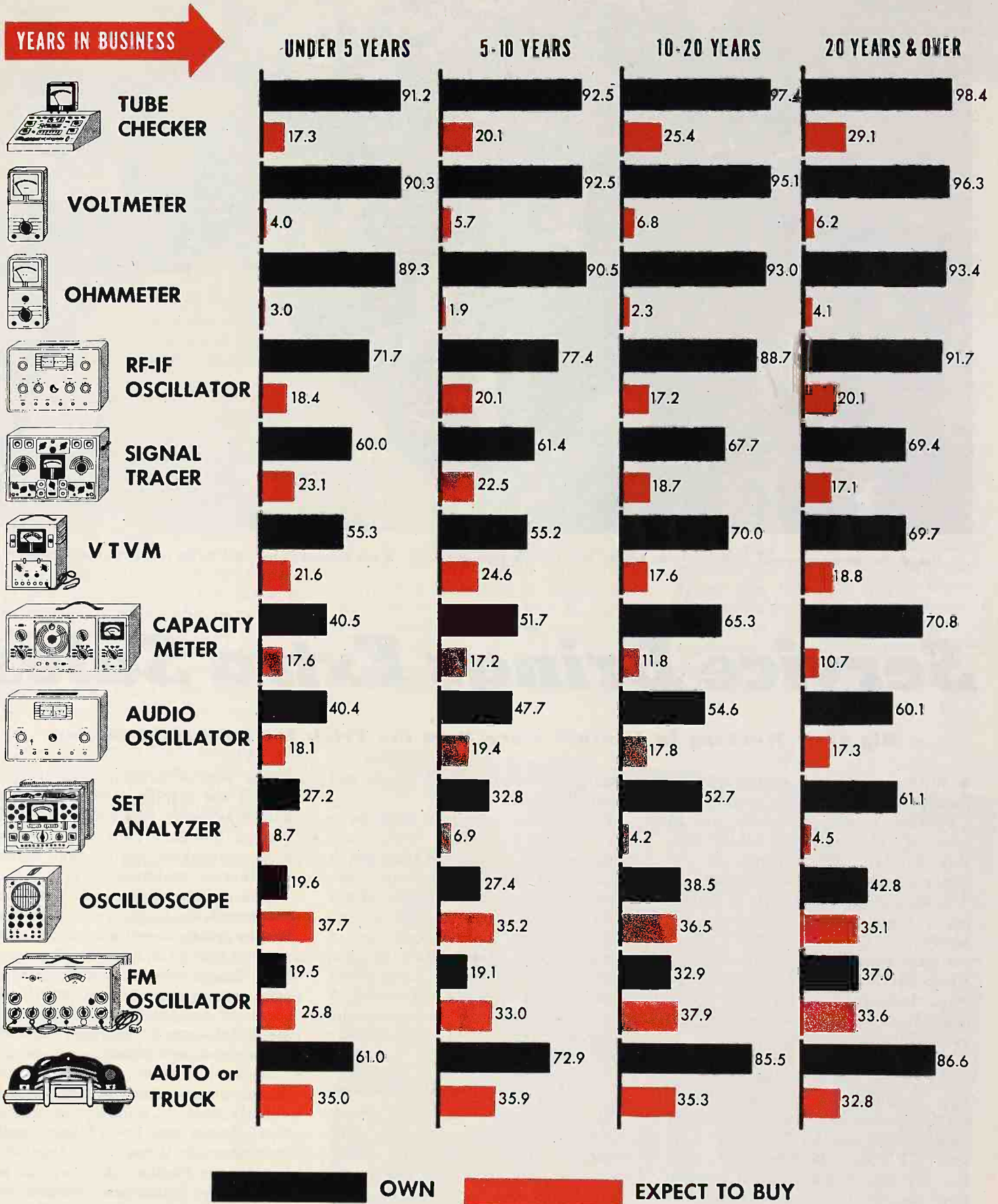


1385.2
SETS

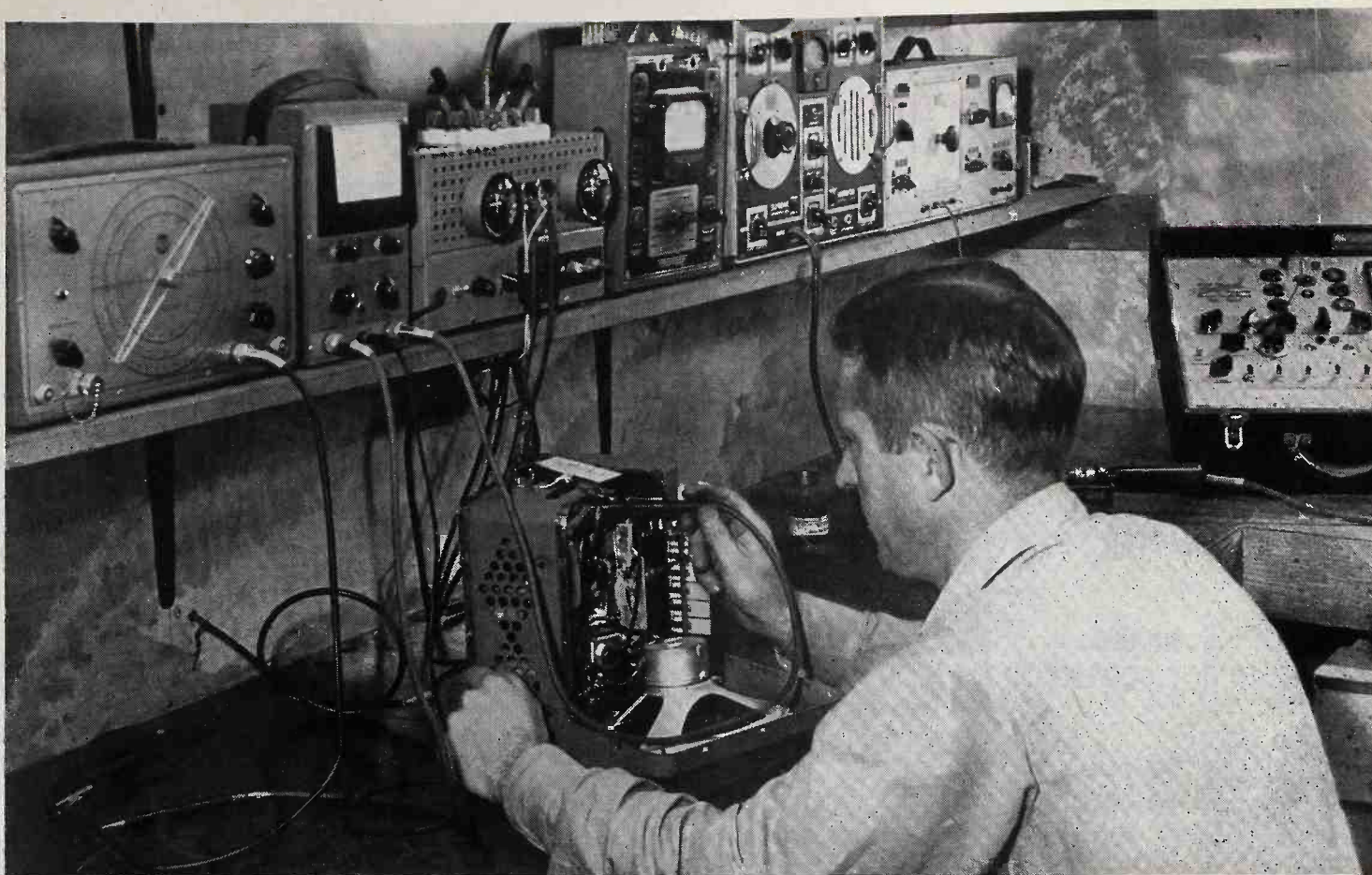
YEARS IN SERVICE BUS.
ALL SERVICERS = 100%



TEST EQUIPMENT USED BY SERVICERS AND WHAT THEY EXPECT TO BUY



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



One of the service equipment features of the Roy K. Tate store in Inglewood, Calif., is this screened-in test room at the rear of the establishment.

Service Brings Extra Sales

Big Staff Working in Unusual Store Does the Trick for California Dealer

● With a service force of three full-time plus two part-time technicians, a bookkeeper and accountant, and 15 years of radio repairing behind him, Roy K. Tate of California is certainly a maintenance specialist.

And right now, Mr. Tate is featuring a home delivery demonstration service on radios, in order to keep his sales volume up. Thus the Tate Radio Service store at 510 S. La Brea Ave., Inglewood, Calif., is a lively example of how sales-and-service can be effectively promoted together.

Mr. Tate has found that a great many people are shopping for large-size combinations, but they can't seem to visualize how the sets will look in their homes. To these, Tate says: "I'll send it over. You keep it a few days and see how it fits into your decorative scheme and color motif." Nine out of ten of such demonstrations, he says, result in sales. The same sort of home delivery demonstration service is also

available to invalids, old people and other shut-ins.

This retailer now does business in a remodeled residence. When Tate first moved in, he had the front porch of the centrally located house completely glass enclosed with ample show-front facilities. The front room and den were thrown open into a single display room which, in turn, merged with the former porch space with the outside walls eliminated. A service booth, one of four, takes up the end space with its own outside door.

Impressive Rooms

Unusually heavy carpeting does a lot for the place acoustically. Consoles, of course, form the centerpiece display group. The wall spaces have been used to show the table models. One display method, without much financial outlay, used a large sized mirror on the wall, with chrome fittings and glass shelves added.

The service counter occupies one end of the display room and it has nearly as many gadgets as the four service booths. Thus a good deal of spot checking can be done before the service customer leaves.

The main service booth was once the mansion's dining room. It, too, has an outside entrance and ample storage space for sets awaiting service. In the line of test meters all four service rooms have practically identical equipment, that is, a watt meter, electronic volt-ohm capacity milliammeter and signal generators.

In the case of more expensive equipment and apparatus not so frequently used . . . such as the Hickok oscilloscope and the Jackson audio frequency oscillator . . . one set does for all the booths. A complete set of factory blueprints, circuits and reference data is available at all times.

Tate has consistently used community advertising. The classified telephone directory, he says, pays

best. He uses a half page for sales and another for service, and would use more of it if it were available. He also takes boldface listings under the trade name of the major lines of sets he sells.

In the line of both cooperative and straight house ads, he uses an average of a half column deep and two columns wide in the local paper as well as two in outlying suburbs, for during war days the city outgrew the "city" space and spread down to the beach. Service calls are kept on schedule and the Tate delivery truck is busy all the time, not only on sales but on the home demonstrations.

Quality Maintenance

He pays his service men good wages and there is little change in personnel. Two employes, for example, have been with him twelve years each.

A trustee of the Methodist church and a member of the Rotary Club (where he served two years as a director), Tate is sincere in stressing the fact that he would rather fix up a half dozen sets a day thoroughly than two or three dozen in a slipshod manner. He doesn't preach the Golden Rule, but he does practice it.

He has increased the drive-in space so that now two cars can drive in single file for auto radio installation or service and drive right on through to the next street. This set-up includes a stockroom with yards of shelving for tubes; and with glass jars full of parts so workers can see at a glance what they are seeking. The test room is fully screened and opens into the stockroom and garage as well. Knotty pine wall paper on the walls sort of dress the place up.

Uses New Displays

The Inglewood establishment goes in for dealer helps in a big way. If the set manufacturers don't come through with what he needs, Tate figures up something himself in the way of merchandising helps and point-of-sale advertising.

Imprinted brochures are always on hand, plus free station logs and weekly program sheets of what's on the air. The firm stocks recorders and a fair supply of public address apparatus, and 16 mm sound moving picture projectors. For the past three years Tate has shown 16 mm educational and religious films each week to the Junior Church.

Churches and schools have been consistent buyers of recorders and to this class the store periodically

mails literature. Generally speaking no other direct mail work has been done.

The exact amount of profit is only for the eyes of the income tax collector! But it is no secret that the monthly gross business of the Tate shop goes well into four figures. December, February and March seem to be his biggest months, but the slump in the summer months has been very slight.

Tate does not know the total number of sets he has serviced. Some time ago he sat down and figured out that the shop had serviced well over 22,000 since the opening of business back in 1932. But he makes no attempt to clutter his desk with volume totals of a "historical" nature.

One of the display devices used by Tate is an array of marquee signs on three sides of the store. The fact that the shop was originally a residence, which stands alone on the lot, makes the exterior display situation much different than that of the usual store building. To make the unique signs used here, Mrs. Tate started with graph paper and newspaper lettering. The letters were enlarged to make the pattern and from these, Mr. Tate used a jig saw to cut out letters two inches thick. The letters vary from 8" to 17" in height, and they tell the story of Roy K. Tate's radio, television and home appliances very effectively.

This action taken on the making of the signs illustrates one of Tate's

GOOD SERVICING IS A MERCHANDISING MUST!

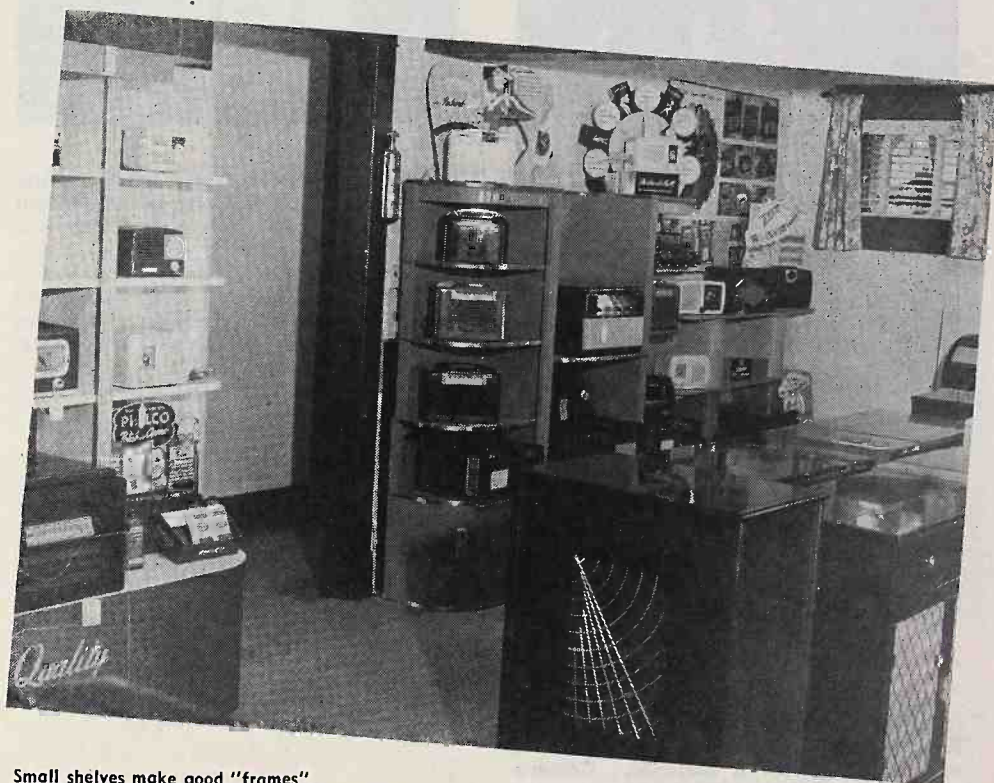
Make sure that YOUR SERVICE MANAGER reads all of the MONEY-MAKING, CUSTOMER-PLEASING articles in the SERVICE SECTION of This Issue — Every Issue!

individual policies. That is, he's willing to doll up the place himself, in a resourceful way. With the help of his organization, he gets a good effect, and gets away from the "standard" appearance of major displays by doing some of the design and construction work himself. He ends up with displays that are altogether unique, without calling in an expensive specialist to do the job.

Located for Sales

Another characteristic of Tate's business is that he has been perfectly willing to try several different store locations until he found the one with the most advantages.

Of course some of his changes were made for reasons beyond his control, but his basic attitude was always that of an energetic, hard-working merchant who knows how to use new locations to best advantage. Some dealers would be discouraged about the job of converting a residence-type building into a successful store, no matter how centrally located. But Tate got the job done.



Small shelves make good "frames" for table sets in this part of Tate display room.

Westinghouse COMBO



Model 169 console radio-phonograph with FM-AM, shortwave, and the "auto-mix" automatic record changer. Dual speakers for better reproduction of both high and low tone—main speaker is 12" unit which "disappears" into cabinet when not in use. Dual tone control, AVC, signal light dial indicating the band in use, twin record storage compartments. Eleven tubes, plus rectifier plus phono-amplifier plus tuning eye. Cabinet is Chippendale style available in swirl and crotch mahogany veneer or in modern blonde finish. Changer equipped with "electronic feather". \$600 for mahogany and \$625 for blonde. Westinghouse Electric Corp., Radio Receiver Division, Sunbury, Pa.—RADIO & Television RETAILING



Clarionette COMBO

Model 12708 compact console radio-phonograph occupying less than 3 sq. ft. of floor space. Superhet tuning 540 to 1712 kc, 6" Alnico 5 (2.15 oz.) PM speaker, AVC. Four simple radio controls—front mounted. Automatic changer has zephyr-weight pickup, plays ten 12" or twelve 10" discs. Spacious record storage compartment. Cabinet available in mahogany or

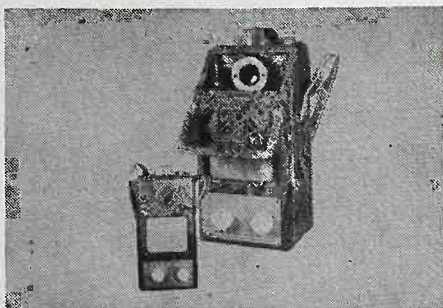


walnut finish—measures 33½" high by 20¼" wide by 17½" deep. \$99.95. Warwick Mfg. Corp., 4640 W. Harrison St., Chicago 44, Ill.—RADIO & Television RETAILING

Air King RADIO-CAMERA

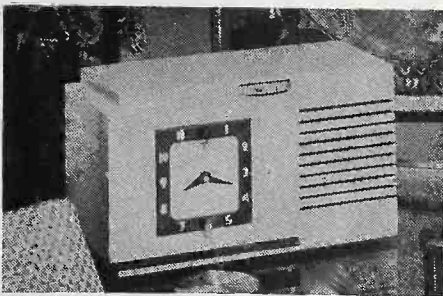
Model A410 combined portable battery radio and camera in one compact unit. Miniature tubes operating on 67½-volt B and two flashlight A batteries. Camera contained in eveready case, 50 mm. menis-

New Sets for



cus lens—uses 828 film either color or black-and-white. Adjustable strap for shoulder or hand. Measures 9½" high by 4¾" wide by 3¾" deep. Weighs less than 4 lbs. complete with batteries. Air King Products Co., Inc., 1523 63rd St., Brooklyn 19, N. Y.—RADIO & Television RETAILING

Telechron MUSALARM



Combined radio, clock and musical alarm for selecting radio programs throughout the day or night. Optional device will sound alarm 10 minutes after pre-set program is turned on. Radio is 5-tube superhet with built-in loop aerial, automatic volume control, Alnico 5 speaker. Telechron Corp., Ashland, Mass.—RADIO & Television RETAILING

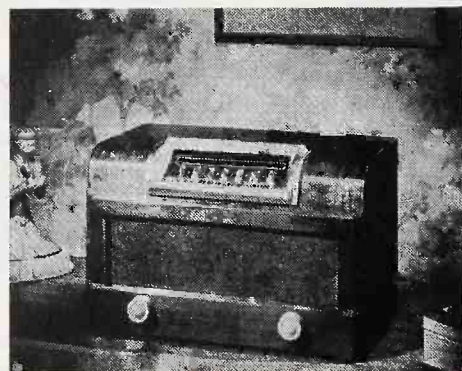
Colonial TV RECEIVER

Model 2000 television receiver with large-sized direct-view picture. Supplier says the set "will provide excellent viewing for as many as 1000 persons at a time." Complete coverage of 13 channels, simplified tuning device, 23 tubes. Custom built walnut cabinet. \$1350. Colonial Television Corp., 2139 Harrison Ave., Bronx 53, N.Y.—RADIO & Television RETAILING



Bendix RADIO

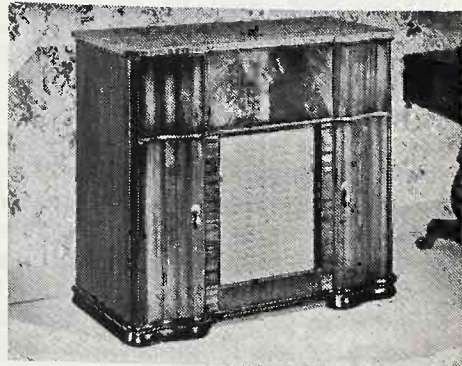
Model 112 table superhet, ac-dc tuning 540 to 1620 kc, with new Phantom Grille feature which has grained all-wood appearance. Alnico dynamic speaker, beam power output, super-signal antenna. Full-vision curved Brite-Lite dial, AVC, four tubes including multi-purpose and a rectifier. Cabinet of select walnut veneers



measures 11¼" wide by 6¾" high by 6¾" deep. Bendix Radio Division, Bendix Aviation Corp., Baltimore 4, Md.—RADIO & Television RETAILING

Sonora COMBINATION

Model RMR-245 ac console radio-phonograph tuning 535 to 1620 kc on standard and 5.65 to 18.3 mc on foreign. Speaker is 12" dynamic, AVC, variable tone control, giant tuning dial. Sonorascope loop antenna—no aerial or ground required. Automatic disc changer with long-life needle and low-pressure crystal pickup plays ten 12" records or twelve 10" discs. Cabinet of figured mahogany veneers with curved pilasters, hand-rubbed to piano finish. Two record storage compartments provided. Measures 38¼" wide by 34½"



high by 18" deep, \$240 list. Sonora Radio & Television, Inc., 325 N. Hoyne Ave., Chicago 12, Ill.—RADIO & Television RETAILING

Xmas Sales

Cosmo Compo RADIO

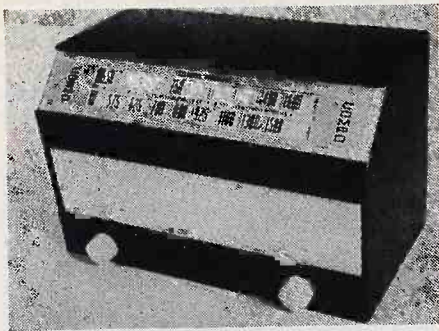
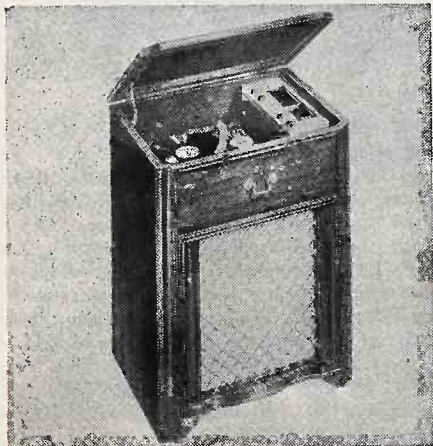


Table model superhet receiver of new type—made up of six sub-assemblies or "components" which enclose all basic parts in small containers. Designed on new principle of eliminating "jungle" of wiring and parts, and permitting repairs to be made by replacing sub-assemblies at \$1.85 each. Plastic cabinet, two controls. \$29.95. Cosmo Electronics Corp., 675 Hudson St., New York, N.Y.—RADIO & Television RETAILING

Majestic WIRE RECORDER RADIO-PHONO

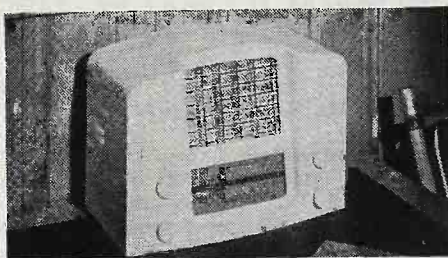
Model 7YR772 console combination wire recorder and radio-phono, with Alnico 5 speaker (5 by 7 oval), 7 tubes including rectifier. Tunes 535 to 1620 kc, built-in directional antenna, slide rule dial, bass-boost audio circuit. Makes records on wire from radio, disc or microphone. Has "erasing" feature so that wire can be re-used unlimited times. Equipped with 15-minute spool—hour-length spools available. Phono handles 10" or 12" discs manually, crystal pickup, removable Eagalloy-Point needle. Modern design cabinet



in blonde or mahogany finishes. Measures 32 $\frac{3}{8}$ " high by 25 $\frac{1}{8}$ " wide by 17 $\frac{13}{16}$ " deep. Majestic Radio & Television Corp., Elgin, Ill.—RADIO & Television RETAILING

Stromberg AM-FM RADIO

"Pioneer" Model 1204-HI AM-FM table receiver. Permeability tuning, tone control, 5 $\frac{1}{2}$ " Alnico 5 speaker, FM radio detector. Ivory plastic cabinet measures 10" high



by 14" wide by 7 $\frac{3}{4}$ " deep. (Model 1204-HB is brown plastic.) Stromberg-Carlson Co., Rochester 3, N. Y.—RADIO & Television RETAILING

Temple RADIO

Model G-418 table ac-dc superhet called the "Super." Tunes 532 to 1700 kc, AVC, Alnico 5 PM dynamic speaker, plastic coated indoor antenna. Four tubes—two



are dual purpose. Non-breakable plastic cabinet furnished in walnut, Chinese red, ivory, and powder blue—other colors to be announced. Measures 8 $\frac{1}{2}$ " by 6 $\frac{1}{4}$ " by 5 $\frac{1}{2}$ ". Templetone Radio Mfg. Corp., 220 E. 42nd St., New York, N.Y.—RADIO & Television RETAILING



Motorola TV RECEIVER

Model VT-101 table television receiver with 10" picture tube giving picture 8 $\frac{1}{2}$ " by 6 $\frac{3}{8}$ ". Pre-aligned to cover all 13 tele channels, continuously variable tone con-



trol, electromagnetic speaker. Five operating controls on front, 8 service controls on left side of cabinet, two more service controls in rear. Pre-selector and r-f amplifier to eliminate interference. Antenna input system matched for 300-ohm balanced line and for 30-ohm shielded lead-in. Full-vision dial scale—illuminated pointer. Measures 17" wide by 18" high by 21" deep. Motorola Corp., 4545 Augusta Blvd., Chicago 51, Ill.—RADIO & Television RETAILING



Leander PORTABLE RADIO

Three-way ac-dc-battery portable superhet receiver with 5" Alnico 5 speaker. Four-tubes plus selenium rectifier, slide rule dial, tunes 550 to 1650 kc. Leatherette covered cabinet measures 10" by 5" by 6 $\frac{1}{4}$ ". \$21.95 retail. Leander Industries, Inc., 130-41 91st Ave., Richmond Hill, New York 18.—RADIO & Television RETAILING

Hoffman AM-FM COMBO

Model C-507 "Sheraton Symphonic" AM-FM radio-phono console combination. Twelve tubes plus rectifier, 12" electro dynamic speaker. Push button tuning on AM band, push-pull power amplifier, separate tone controls for treble and bass. Built-in antennas for both AM and FM.



(Model C-506 equipped with wire recorder), Hoffman Radio Corp., 3761 S. Hill St., Los Angeles 7, Calif.—RADIO & Television RETAILING

(Continued on next page)



More New Lines



Stewart-Warner COMBO



Model A61CR4 "interpreter" console radio-phonograph with new "Shadow Box" dial feature and "Electro-Hush" reproducer. AC superhet, PM dynamic speaker with maximum power output of 6 watts. Inverse feedback system, tunes 540 to 1725 kc. Four-position tone control—two each for radio and phono. Newly-designed dial has wide-angle convenience and eye-appeal styling. Lighter weight tone arm with new retraction feature added to Dura-point—arm may be dropped on record without damage. Automatic changer has intermix feature. Modern style cabinet in natural mahogany (Model A61CR2 is blonde mahogany) Measures 34" high by 26¼" wide by 15½" deep. Stewart-Warner Corp., 1826 W. Diversey Parkway, Chicago 14, Ill.—RADIO & Television RETAILING

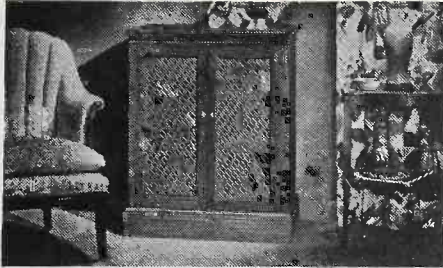
Garod FM-AM COMBO



Model 11FMP12 "Hardwick" automatic radio-phonograph combination tuning the 88 to 108 mc. band for FM—540 to 1650 kc for standard—and 5.7 to 18.5 mc for shortwave. Dual speaker system. Radio compartment at right hand side has controls for AM, shortwave and FM. Two-post automatic changer in "Hide-Away" drawer at left plays ten 12" records or twelve 10" discs. Cabinet in mahogany finish. \$285. Garod Radio Corp., 70 Washington St., Brooklyn 1, N.Y.—RADIO & Television RETAILING

Magnavox COMBO

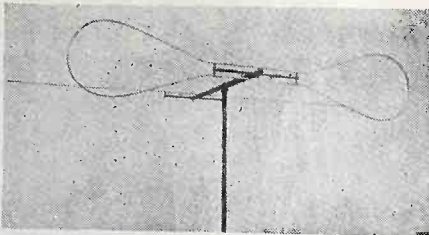
"Berkeley" model console automatic radio-phono with optional FM (Armstrong). Two 12" Duosonic speakers, 18-watt undistorted power output. Feather-touch pickup. Mahogany cabinet of late 18th Century design, measures 35" high by 30½" wide by 18" deep. \$330. (With FM—



total 14 amplifier tubes, two rectifiers and two tuning tubes, \$395.) Magnavox Co., 2131 Beuter Rd., Ft. Wayne 4, Ind.—RADIO & Television RETAILING

Pray FM-TV ANTENNA

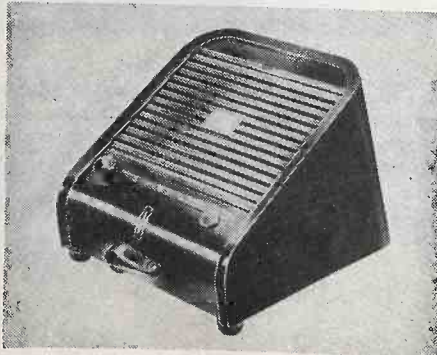
Improved design of same "folded Difan" aerial for video and FM, appearing on page 48 of October issue. Operates with maximum efficiency over frequency range of 48 to 108 mc and provides reception



beyond these limits. Substantially uniform impedance of 250 ohms over 2.25/1 frequency range. Labeled "Pray" product for G. Emerson Pray, company president. Tuck Electronic Corp., 76 Montgomery St., Jersey City 2, N.J.—RADIO & Television RETAILING

Dictograph INTERCOM

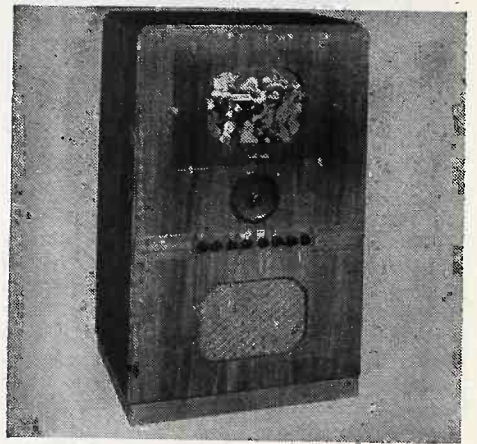
"Black Beauty" model electronic intercommunication system, designed for homes, small businesses and professional offices. Master station comes with 1-2-3-4 point



hookup with substations with or without the call-back feature. Voice-Mirror reproduction. Master and one sub complete, \$63. Dictograph Products, Inc., 580 Fifth Ave., New York 19, N.Y.—RADIO & Television RETAILING

Rembrandt TV-FM RECEIVER

Model 80 television-FM console unit, with Dumont 12" picture tube giving direct-view picture of 80 sq. in. Dumont "Inputuner" provides continuous tuning from 44 to 216 mc. on television, FM, amateur and aviation bands. Remington automatic picture stabilizer. Choice of cabinet



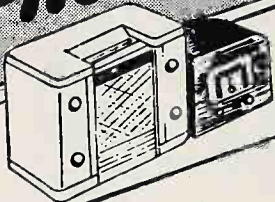
finishes—measures 39" high by 18½" deep by 24" wide. \$695. Remington Radio Corp., 80 Main St., White Plains, N.Y.—RADIO & Television RETAILING

Sentinel AM-FM COMBO



Model 296-B radio-phono ac superhet combination tuning 87.5 to 109 mc for FM and 535 to 1730 kc for standard. Beam power output, 12" electro dynamic speaker, push buttons for standard stations. Three-stage push button tone control, built-in AM and FM antennas. Automatic slide-out disc changer plays twelve 10" records or ten 12" records. Big storage space for discs. Cabinet in modern design, hand-rubbed blonde oak finish. Measurers 34¼" by 34½" by 17". Sentinel Radio Corp., 2100 Dempster St., Evanston, Ill.—RADIO & Television RETAILING

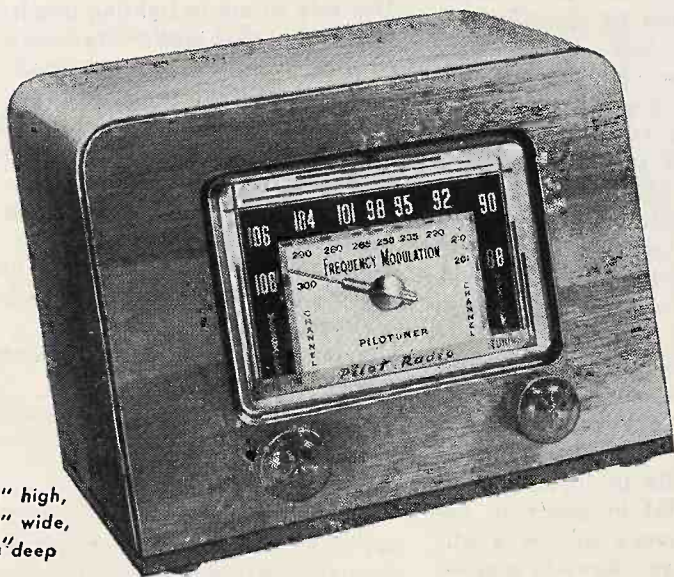
NOW... ANYONE
 who owns ANY
RADIO can enjoy
 thrilling **FM** with
 the amazing
Pilotuner



GOLD MINE

for Radio Service Dealers

FM *Pilotuner*



6¾" high,
 8¾" wide,
 5¾" deep

- Sell while you service! Enjoy *bigger* business and *bigger* profits with the amazing, new FM PILOTUNER that adds FM to any radio at all — yet retails for only \$29.95.
- Every service call is now a potential PILOTUNER sale for you! Demonstrate it — leave it in the home on trial. And watch the volume and profits roll in with the miracle unit that has set a new standard of superior FM performance!
- Yes... here is your golden opportunity, Mr. Radio Service Dealer! Join the growing number of alert service dealers who are placing reorders weekly for the PILOTUNER! Stock the FM PILOTUNER now — and start reaping extra dividends.

Write today for full details on the FM PILOTUNER!

PILOT RADIO CORPORATION, 37-06 36th ST., LONG ISLAND CITY, N. Y.

Makers of PILOTONE VINYLITE RECORDS • PIONEERS IN SHORT WAVE • FM • TELEVISION

Xmas Show-Windows That Sell!



**They Should Speed Up Sales,
Offer Suggestions — Help
Dealer During Xmas Rush**

● Christmas show-window displays should be set up to perform three important functions. First, they should stimulate the buying urge through their holiday atmosphere.

Window-Dressing FOR The CUSTOMER

The displays should stimulate buying. They should offer suggestions to the gift-seeker.

Products having more than one operating feature should be described via card.

To speed selling, use price-tickets on all items.

The above technique results in customers asking to see the \$... so-and-so in the window." Price-barrier's been hurdled.

Identify products which may confuse the passerby.

Use attractive material to enhance appearance of large radios and appliances. Don't set 'em in rows like tombstones.

Don't exhibit items not in stock, unless you explain that they're available for future delivery via gift-certificate.

Second, they should contain sufficient variety of items to make them valuable "suggestion" centers for gift-seekers. Third, they should reveal prices, thus helping the viewer who has decided to spend a certain amount on each gift.

In planning Christmas window exhibits, most experts agree that small,

inexpensive items should be massed in one large display, and priced. They also stress the necessity for a brief description on certain appliances which the passerby may have difficulty identifying.

Descriptive signs should be used, too, on those items which have more than one operating feature. For example, the combination sandwich and waffle grill and the combination space-heater and cooler require explanatory material along with the display.

Tell What They Are

Following are a few small appliances which should be identified via signs: Broilers, hair dryers, corn poppers, vibrators, midget washers, bottle warmers, combination "dry-steam" irons, sun and heat lamps.

When it comes to the display of large radios and appliances, whether shown in a window by themselves, or in a separate section along with smaller items, they should never be arranged so as to appear like a bunch of tombstones.

While the mass-display window of small items is filled with the products themselves, the exhibit of larger pieces has more space around and above which should be filled in with decorative material in order to enhance the appearance of the appliances and radios, and serve to suggest them as gifts.

Large appliances, however expensive, should be priced according to modern merchandisers. There is a marked trend toward pricing everything. Says one large sales executive: "When a customer comes in to see that 'priced' television set in the

window, he doesn't get a shock regarding the cost. He doesn't have to whistle with surprise. He knows how much the set is beforehand. The price barrier has been hurdled."

Window displays of the new radio receivers should all carry descriptive signs. The customer can justify the price-ticket size in his mind if such extra features as FM, automatic record-changers, etc., are made known to him.

Be sure that descriptive material

Window-Dressing FOR Toe DEALER

Use fireproof decorative material.

In windows you don't propose to change, be sure to arrange so that they can be "freshened" without creating havoc.

Use safe wiring in lighting displays.

Make sure that motion-devices are in good condition so you won't have to service them in the window.

Set time-clocks to keep lights on later. Hook motion devices, extra lights, etc., in time-clock circuit.

Don't use series Xmas tree light sets in windows.

Eliminate "steaming" through use of fans; glare and reflection via back-drops, etc.

Use large sign announcing "keeping-open" hours.

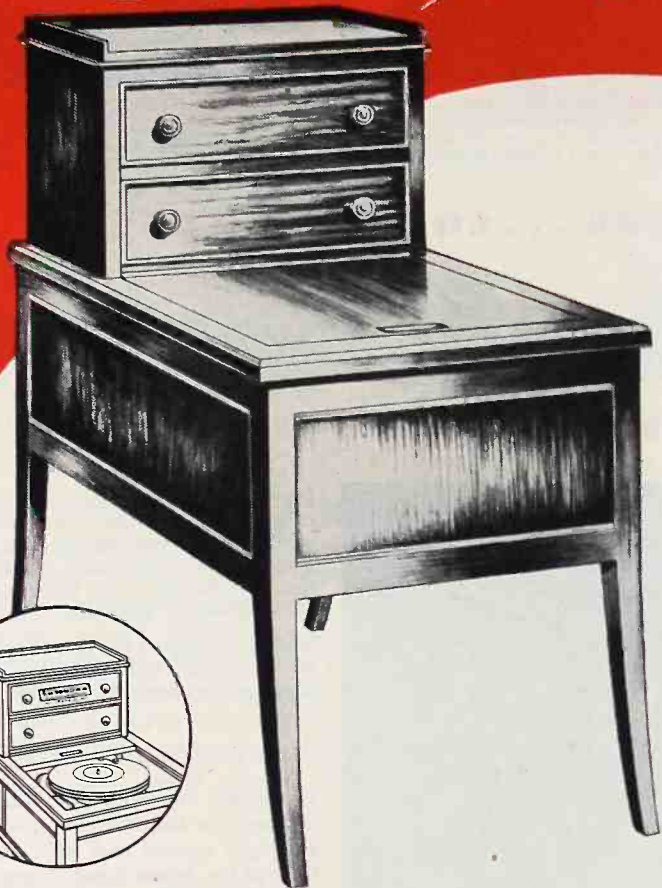
Arrange articles you'll have to sell out of window so they can be had without ruining entire display.

appears with exhibits of automatic washers, clothes dryers and dishwashers. They look a lot alike. Certain vacuum cleaners and other products which feature unusual design should be identified.

Suggestions relative to the "mechanical" side of window-dressing will be found in the panel accompanying this article.

Only **Bendix Radio**

has it!



THE
Invisible
RADIO-PHONOGRAPH

WITH THE
Phantom Dial!

NEVER HAS A CHAIRSIDE RADIO
PACKED SO MUCH SALES APPEAL!

Here's the set that sells on sight. Women welcome the smart decorator-styled step-table that enhances any room and does not reveal its identity as a radio-phonograph until the knob is turned. The Phantom Dial glows right through the mahogany finish when the drawer pull is turned—slide back the tabletop, and there's the fully automatic record changer that plays 12 records! It's a selling natural *at the surprisingly low price of \$159.50**—and it could come only from Bendix! No wonder the Bendix franchise is one of the most sought-after in the industry!

*Slightly higher in Western states.

Attractive full color display for floor and window use helps sell this unusual radio-phonograph →



A line of Leaders at Every Price Level!



BENDIX RADIO DIVISION of
BALTIMORE 4, MARYLAND



Make the most of your RCA VICTOR Christmas ads!



Perry Como

Perry Como Sings Merry Christmas Music, P-161, \$3.40. The ads plus your displays will give you an automatic sellout on this overwhelmingly popular album.

"IN LIFE"
(Dec 8)
and 6 fan and teen mags.



Dennis Day

My Wild Irish Rose, P-191, \$3.40. Eight of the best-loved songs of Chauncy Olcott, selected from the Warner Bros. film, "My Wild Irish Rose." A swell gift and a swell, steady seller!



Spike Jones

Spike Jones Plays His Kind of Nonsense Music for Children, Y-359, \$2.25. Four of his wackiest sides with terrific appeal for kids. A sure-fire gift album!



James Melton

Silent Night—Mohr-Gruber, and Oh Come, All Ye Faithful (Adeste Fideles)—Traditional, arr. by Frank Black. RCA Victor Orch., Frank Black, Cond. 10-1356, 75¢. "TIME" Dec. 1.



Sir Thomas Beecham, Bart.

Eine Kleine Nachtmusik (Serenade in G, K.525)—Mozart. London Philharmonic Orchestra. DM*-1163, \$3.00. "TIME" Dec. 29.

ON THE AIR



Robert Merrill

The RCA Victor Show on Sundays will offer a wealth of gift suggestions to a large audience in your neighborhood. Be sure to tune in (2 PM, EST, NBC network) and feature the merchandise promoted!

"IN LOOK"

Your next month's ad in "LOOK" provides special promotion for your children's gift merchandise... timely, dramatic support you'll feel in sales! Features the Spike Jones album (above) and 6 other big small-fry albums:

Little Black Sambo's Jungle Band, Paul Wing with Orchestra and sound effects. Y-316, \$1.45.

Pan the Piper, Paul Wing with Russ Case and his Orchestra. Y-331, \$4.50.

How to Play Baseball, Joe E. Brown with Cast. Porter W. Heaps, Organist. Y-351, \$4.50.

Rudolph the Red-Nosed Reindeer, Paul Wing with Russ Case and his Orchestra. Y-353, \$3.00.

Cinderella, as told and sung by Jeanette MacDonald and cast, with Russ Case and his Orch. Y-327, \$3.00.

Pee Wee the Piccolo, Paul Wing with Russ Case and his Orch. Y-344, \$3.00.

Prices shown are suggested list exclusive of taxes. (*For M Series add \$1 service charge.)

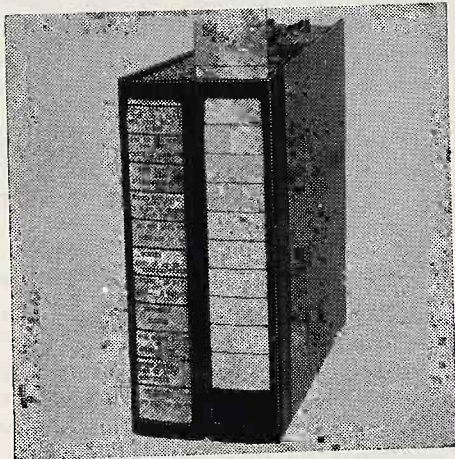


RCA VICTOR RECORDS

New Phono Lines

Latest Disc-Playing Accessories & Equipment

Peerless DISC ALBUM



Visible index record storage album designed so that titles of discs may be written or typed on ruled strip along spine of book. Titles of entire contents are thus visible at a glance. Index strip is held in place under cellophane strip and is easily removed. Extra ruled index strip supplied with each album. Sturdy construction. 10" size retails at \$2; 12" at \$2.50. Peerless Album Co., 352 Fourth Ave., New York 10, N. Y.—RADIO & Television RETAILING.



Trylon PHONOGRAPH

Model 90 electric table style record player. Acoustic tone arm and reproducer, acoustically designed cabinet, built-in sound chamber. Plays both 10" and 12" records. Self-starting, steady-speed elec-



tric motor and turntable unit. Cabinet covered with Royal blue or Radiant red Dupont-coated fabric, decorated with kiddie decals. Trylon Radio Laboratories, 3955-57 N. Broad St., Philadelphia 40, Pa.—RADIO & Television RETAILING



Aero NEEDLE

The 49'er phono needle, with tip of precious alloy delivering up to 1,000 plays. Introduced to round out line which now includes five needles ranging from 49¢ to \$10. Curved spring design for maximum fidelity and minimum record wear. Shipped on 24-needle counter display cards. 49¢ retail. Aero Needle Co., 619 N. Michigan Ave., Chicago 11, Ill.—RADIO & Television RETAILING



Ray-Dyne CHILDREN'S CONSOLE PHONOGRAPH



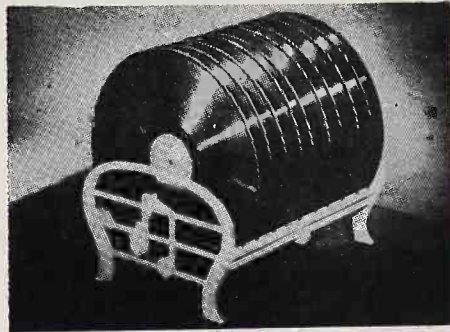
Improved 1948 model console electric record player for the youngsters. AC electric motor, acoustic tone. Seasoned all-wood cabinet, newly designed, may be used as bench or table when not being played. Designed as nursery furniture with fitted and grooved parts. Plays all size records, including 12" with lid open or closed. Shelf for storing records or albums has been added. Finish is pastel blue or pink enamel, appropriately decorated. Measures 14½" by 12½" by 18½" high. Packed in individual cartons. \$19.95 retail. Redi-Rack Corp., 141 W. 24th St., New York 11, N.Y.—RADIO & Television RETAILING



Duocoin NEEDLES

Phonograph needle with osmium-alloy tip, designed specifically for use in juke boxes. Comes in two styles—with standard straight shank or with Duotone curved shank—both engineered to reduce surface noise and increase life of records. Will fit any type of pickup arm. Duotone Co., 799 Broadway, New York, N.Y.—RADIO & Television RETAILING

Novo Plas RECORD HOLDER



All-plastic record holder with a capacity of 40 discs, 10" and 12". Index numeral for each record. Appropriate musical design on each end. Available in ivory or multi red colors. \$3 retail. Novo Plas Mfg. Co., 32 Fulton St., New York 7, N.Y.—RADIO & Television RETAILING



Carousel RECORD PLAYER

Electric phonograph in circular design. Lid snaps off, moves off center to become turntable. Bottom is also removable, serving as disc storage compartment with foam rubber shock absorber—room for 10 records. Handles all records from 8" to 12"—amplification sufficient to handle low level recordings. Shure tone arm, motor by Alliance. Tubes are Sylvania octals 35Y4 rectifier and 50A5 beam power amplifier. Audio output of 1½ watts. Chassis shock-mounted on rubber pads. Speaker is 4" Agra using 1 oz. Alnico 5 magnet. Weighs 7 lbs. complete, measures 10¼" in diameter, 6½" high. Availa-



ble in 6 color combinations. \$29.95. Hamilton Associated Industries, Inc., 309 W. Jackson Blvd., Chicago 6, Ill.—RADIO & Television RETAILING

Records for Children

Sell Discs and Players as Xmas Gifts for Youngsters



The records that Santa Claus carries in his Xmas pack this year, will bring joy to the youngsters and profits to dealers.

● The demand for children's discs, which was set in motion only a few short years ago, is continuing to gain momentum. Records for youngsters are expected to play an increasingly important part in the dealer profit picture during the coming Christmas selling season.

The tremendous popularity of "waxed" stories and music for the youngsters is a normal outgrowth of the increased role records and players have assumed in the American home, and of their enthusiastic acceptance by educators and parents.

Manufacturers as well as dealers were quick to realize the potentialities of this relatively untapped field. Practically every record firm in the business, large and small, has some albums in its catalog designed for the children's market.

The record companies who have "big-name" talent under contract, assigned top artists and musicians to

record old-time story favorites, some original tales, and selected "serious" musical compositions. Several small disc companies were formed for the purpose of specializing in children's records. All this flurry in children's circles resulted in a concentrated effort to provide an eager public with discs that were especially designed for the understanding and enjoyment of youngsters.

Varied Types

Records for children range from the "educational" to the "ridiculous," and are available in a variety of prices. Christmas shoppers should be able to find an album to suit every youngster on their shopping list.

Most of the records are packaged in 10-inch albums. Several of the children's record specialty manufacturers have an unbreakable cardboard plastic coated disc that they feature in smaller sizes.

INCLUDED AMONG THE RECORD COMPANIES WHO HAVE RELEASED CHILDREN'S ALBUMS ARE:

Adventure Record Co., 1600 Broadway, New York 19, N. Y.
Aladdin Recordings, Inc., 4918 Santa Monica Blvd., Hollywood 27, Calif.

Apollo Records, Inc., 342 Madison Ave., New York 17, N. Y.
Belda Record & Publishing Co., (Talking Komiks), Pasadena 1, Calif.

Bell Record Co., 315 Royal Hawaiian Ave., Honolulu, Hawaii
Bibletone, Inc., 354 4th Ave., New York 10, N. Y.

Black & White Record Co., (Comet), 4910 Santa Monica Blvd., Hollywood 27, Calif.

Capitol Records, Inc., Sunset and Vine, Hollywood 28, Calif.
Classic Records, 516 W. 55 St., New York, N. Y.

Columbia Records, Inc., 1472 Barnum Ave., Bridgeport 8, Conn.
Continental Record Co., 265 W. 54 St., New York 19, N. Y.

Coronet Records, Inc., 1629 Broadway, New York, N. Y.
Crown Records, 8 E. 41 St., New York, N. Y.

DC Records, 1425 Van Buren St., N. W., Washington 11, D. C.
Decca Records, Inc., 50 W. 57 St., New York 19, N. Y.

DeLuxe Record Co., 19 E. Elizabeth Ave., Linden, N. J.
Diamond Record Corp., 1650 Broadway, New York 19, N. Y.

Disc Co. of America, 117 W. 46 St., New York 19, N. Y.

Enterprise Records, Inc., (Ambassador), 8111 Santa Monica Blvd., Hollywood, Calif.

Funnyface Records, Inc., 107-09 Continental Ave., Forest Hills, L. I., N. Y.

Gold Seal Records Co., 333 North Michigan Ave., Chicago 1
Harmonia Records Corp., 1328 Broadway, New York 1, N. Y.

Jubilee Record Co., 760 10th Ave., New York 19, N. Y.
Jupiter Record Corp., 12 W. 18 St., New York 11, N. Y.

Kidisks, 1600 Broadway, New York, N. Y.
Majestic Radio & Television Corp., 900 North St., Elgin, Ill.

Manor Record Co., 313 W. 57 St., New York 19, N. Y.

Mayfair Record & Recording Corp., 1650 Broadway, New York
Melodee Records, 314 W. 52 St., New York, N. Y.

Mercury Record Corp., 839 South Wabash Ave., Chicago 5, Ill.
M-G-M Records, 701 Seventh Ave., New York 19, N. Y.

Musette Publishers, Inc., 113 W. 57 St., New York 19, N. Y.
Musicraft Records, Inc., 245 E. 23 St., New York, N. Y.

Music You Enjoy, Inc., 420 Lexington Ave., New York 17, N. Y.
National Disc Sales Co., 1841 Broadway, New York 23, N. Y.

Palda Record Co., 8406 Lyons Ave., Philadelphia 42, Pa.
Phonograph Records, Inc., (International), 32-58 62 St., Woodside, L. I., N. Y.

Picturetone Records, Inc., (Greetingsong), 38 Tiffany Place, Brooklyn 2, N. Y.

Pilot Radio Corp., (Pilotone), 37-06 36 St., Long Island City 1
Radio Corp. of America, RCA Victor Div., Camden, N. J.

Record Guild of America, (Tiny Tunes), 1451 Broadway, New York 18, N. Y.

Resol Mfg. Corp., 103 E. 125 St., New York 35, N. Y.
Sacred Records, Inc., 207 West Pico Blvd., Los Angeles 15

S. D. Records, 8 S. Dearborn St., Chicago 3, Ill.
Signature Recording Corp., 601 W. 26 St., New York 1, N. Y.

Sonora Radio & Television Corp., 730 Fifth Ave., New York 19
Synthetic Plastic Sales Co., (Rocking Horse), 461 Eighth Ave., New York 1, N. Y.

Tiffany Products, Inc., 200 W. 57 St., New York 19, N. Y.
Tone Products Corp. of America, (Merry-Go-Sound), 351 4 Ave., New York 10, N. Y.

Town & Country Record Co., 4068 Easton Ave., St. Louis 13
Vox Productions, Inc., 236 W. 55 St., New York 19, N. Y.

Willida Records, 1595 Broadway, New York, N. Y.
Yale Record Co., 87 High St., Montclair, N. J.

Young People's Record Club, 40 W. 46th St., New York, N. Y.

Single records, too, usually have attractive envelopes. Kiddie records are not only "pleasant listening" but they are good to look at.

The albums themselves are exceptionally colorful, and this is an important selling pointer. The album exterior is easily visible on display, but the additional fact that the fly-leaf gives the youngsters a "pictorial view" of the proceedings, and that some also contain the song lyrics, and in some instances a separate booklet, are important to the purchaser.

It is usually a good idea, and particularly so during the Christmas buying period, to display children's records according to age groups. Classifying the albums on the floor in this way will save the time of the store personnel as well as of the Xmas shoppers. People (who perhaps have no children of their own) can choose with ease those albums recommended for children 3-5 years of age. When salesclerks are at a premium, especially during the rush periods, an efficient merchandise set-up will facilitate sales.

In addition to the "suggestion" method, dealers should employ signs placed at strategic places to continually remind customers of the fact that "children's records make good Xmas presents."

Store display windows, glamorous

with tinsel, trees and Christmas lights, serve to bring passers-by into the store, and to remind others of what is available—and primarily to arouse a desire to buy.

The usual stock Christmas display items, combined with the packaged material offered by the record manufacturers can be combined into attention-arresting and colorful windows. An original touch like a disc-decorated Christmas tree, or a moving Santa Claus figure creates comment and is well worth the additional trouble and slight cost. Children's albums lend themselves particularly well to Yuletide display.

Phono Sales

Phono players, specifically designed and constructed for use by children, is another aspect of the sale of youngsters' discs. These recording machines, it should be pointed out to purchasers, are not toys, but are actually electrical record players built specifically for use in nurseries and kiddie rooms, or as an accessory player in the home.

Children's phono players have been marketed in a wide variety of styles. Some "portable" models are designed for use on a table, and are made in various attractive styles. One manufacturer features a player that looks like a merry-go-round; another portable model features a moving illu-

minated picture that moves across the front panel as the turntable revolves (a carrying case in bright pastels is included with this set); another style player, when closed, can be utilized as a bench in the nursery. Most of the players designed for kiddie use come in pastel shades, and have decorative decals. Some are available in darker colors or are finished in a washable leatherette. A few models feature some storage space.

When selling children's records, dealers should point out that the enjoyment the young child derives from his records is fifty per cent visual. To the child, the record player is a fascinating instrument, and one that he will enjoy operating if it is simply constructed. Parents will not have to worry about the abuse the main combo must take from Junior's continuous playing if he has his own phonograph. In addition, the youngster in the house will enjoy his records much more if he doesn't have to keep asking for permission to play them.

The sale of children's records should result in the sale of more children's phono players this Christmas. The kiddie market is a profitable one—and while Santa Claus is bringing records for the youngsters he can be delivering those extra dollars to the dealer's cash register.

The story-teller's art is brought into the home by means of recordings; dealers should stress fact that the waxings aid in the child's mental growth.



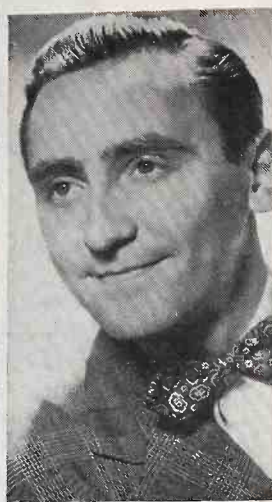
—General Electric Photo—



A New York City dealer arranged this display for Vox album, "Marlene Dietrich Sings."



Leo Diamond, Vitacoustic artist, is billed as a "harmonicartist."



Lee Tully, entertainer, performs some top comedy routines on Jubilee Records.



The Polka Dots, a unique harmonica team, have waxed several new releases for Musicraft.

Profit Packages

(Continued from page 61)

CLASSICAL WORKS

"A WAGNER PROGRAM," Arturo Toscanini and the NBC Symphony Orchestra. RCA Victor M or DM 1135

"Siegfried Idyll," "A Faust Overture," and "Ride of the Valkyries," represented in this outstanding collection.

BOIELDIEU: "The Caliph of Baghdad," Overture (2 Parts), Muir Mathieson conducting the London Symphony Orchestra. Columbia 72237-D

Melodious selection, for relaxed listening.

BRAHMS: "Waltz No. 15 in A Flat Major," "Intermezzo No. 13."

SCHUMANN: "Traumerei." Oscar Levant, piano. Columbia 72372

These piano pieces are featured in the picture, "Song of Love." That fact, coupled with the artist's personal appeal, make this single a sure bet.

CHOPIN: "Sonata No. 2 in B-Flat Minor, Op. 35"; "Mazurka in A Minor, Op. 17, No. 4." Robert Casadesus, piano. Columbia MM-698

Two well-known Chopin compositions, the "Sonata" in five parts, with the "Mazurka" backing the last record, are presented in this album. Casadesus, already familiar to the record buyers through his performances of Mozart, Debussy and Revel, scores again.

"MUSIC FROM PALESTINE," Hazamir Children's Chorus of Tel Aviv, Hazamir Singers, fea-

turing flute played by Hillel Rabinowitch. Disc 47

From the film produced in Palestine called, "My Father's House," this album presents music from Palestine, and a glimpse into the life of these people that customers can't get from reading their daily newspapers.

MOZART: "Concerto No. 4 in E-Flat Major for Horn and Orchestra." Dennis Brain, horn, with the Halle Orchestra. Columbia X-MX-285

Two-record album of one of Mozart's "lesser-known" works, will be of interest to music enthusiasts.

MOZART: "Quintet for Clarinet and Strings in A Major." Reginald Kell, clarinet, and the Philharmonia String Quartet. Columbia M-MM-702

Clarinet quintet meticulously interpreted by English artist, Reginald Kell.

NEWMAN, ALFRED: "Ave Maria" "Elegie." Majestic 20016

Newman's symphonic arrangements have reached new heights of popularity this past year, and his presentation of these two favorites will find many buyers.

THE PAGANINI QUARTET: Beethoven: "Quartet No. 7, in F, Op. 59 ("Rasmoumovsky No. 1"); Mozart: "Minuet," second movement from Quartet No. 17, in B-Flat ("The Hunt"), included as final side in this album. RCA Victor M or DM 1151

Recording of this outstanding album by this famous foursome is a long-awaited event in musical circles. The Paganini Quartet also waxed Beethoven's "Quartet No. 8, in E Minor, Op. 59" (Rasmoumovsky No. 2), M or DM-1152, and the Beethoven "Quartet No. 9, in C, Op. 59" (Ras-

moumovsky No. 3), with Mozart's "Menuetto" ("Eine Kleine Nachtmusic," included as the final side, for a complete musical cycle of note.

PUCCINI: "La Boheme, Selections, 2 Parts," Richard Tauber conducting the London Symphony Orchestra. Columbia 72235-D

Tauber, internationally known as a tenor, conducts the "Love Duet" and "Musetta's Waltz" on this record.

TCHAIKOVSKY: "Symphony No. 5 in E Minor, Op. 64," Paul Kletski conducting The Philharmonia Orchestra. Columbia M-MM-701

This is one of a group of English-made masters recently repressed and re-issued. The familiar and popular Fifth Symphony will find many buyers for this "old yet new" album.

CHILDREN'S

"A KIDDIE KORNCERT," The Korn Kobbler. MGM 13

These musical zanies turn their talents to making a kiddie album, with the result that the pots-and-pans type of accompaniment is right at home with "Who's Afraid of the Big Bad Wolf?" and "Mary Had a Little Lamb" nursery rhymes.

"HALLOWE'EN," Composed and narrated by Lionel Barrymore; orchestra conducted by Miklos Rosza. MGM 10 A

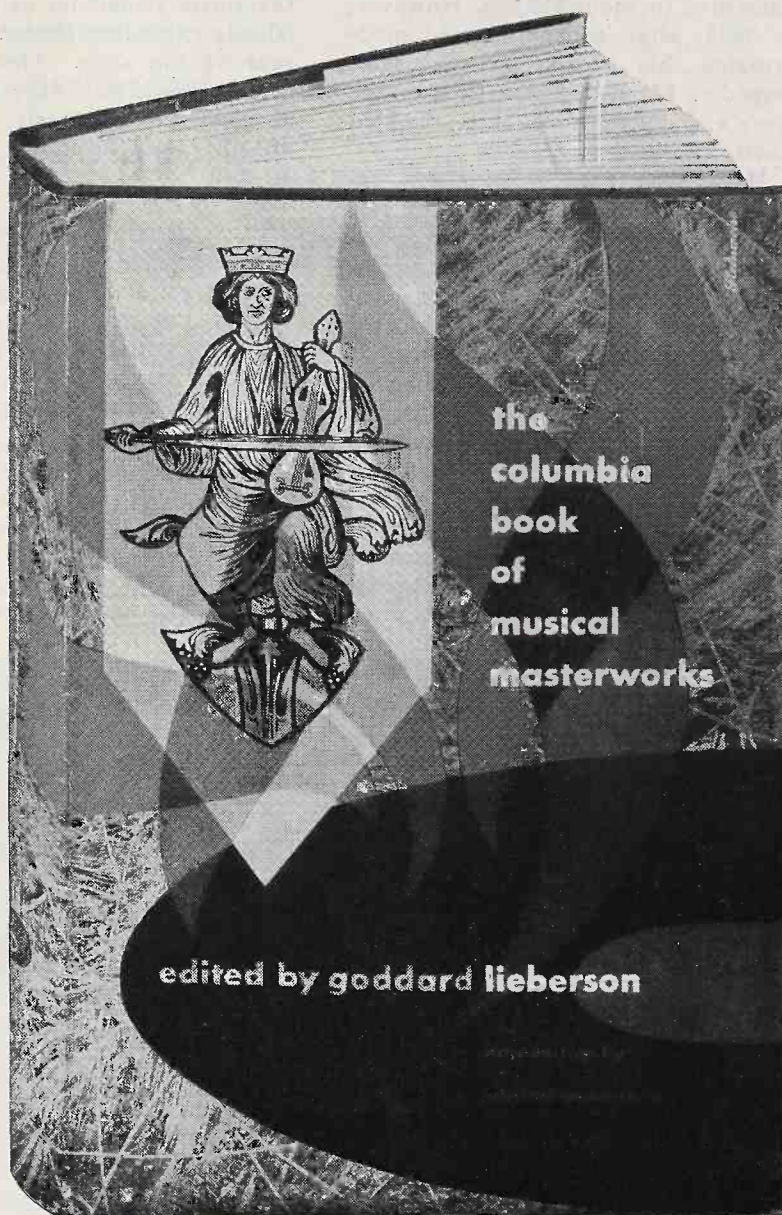
A fantasy for children—suitable for listening, and giving, at any season of the year. Mr. Barrymore's voice is familiar to both young and old listeners, and the story, backed by the famed actor's music, plus his inimitable chuckle make the complete album something to remember.

(Continued on page 78)

*distinguished new guide to music
sells Columbia Masterworks
to your customers at home!*



Display this beautiful \$5.00 book
... \$2.00 clear, easy profit on each sale!
Indispensable to record buyers,
concert goers, radio listeners! Packed
with information your customers
want . . . descriptions of 1000 musical
masterpieces . . . lives of 100 composers!
. . . Written by recognized authorities
on music, edited by Columbia Records'
Goddard Lieberson—composer,
novelist, vice president in charge of
the Masterworks Division of
Columbia Records Inc.
Backed by a feature story in
"Disc Digest"—plugged in monthly
supplements . . . don't miss this
opportunity to profit while building
future Columbia Masterworks sales!



*Contact your
Columbia Records distributor*

Personalized Sales

Income of Chambersburg, Pennsylvania, Record

● \$75,000 per year, in a town with a population of 15,000 is the record anticipated for 1947 on, by Raymond L. Green, owner of the Green Record Shop, Chambersburg, Pennsylvania. With an emphasis on the particular requirements of the locale, the profits of the store have shown a steady increase since its inception in 1943. This merchandiser's figures show that in 1943 and 1944, his sales amounted to about \$10,000. However, in 1945, after expanding, and modernizing his store, Green's sales leaped to \$22,000. Again, in 1946, the store's income more than doubled itself, swelling to \$52,000.

More than hard work alone, accounted for this unusual profit rise in a store which should not, according to the limitations set by the per capita income of the average local customers, be grossing much over ten or twelve thousand dollars. It took *know-how*. Green's merchandising knowledge, combined with the intimate, friendly character of his store is the answer to its phenomenal growth.

Almost five years ago, in 1943, when the Record Shop was first opened, the policy of placing the entire stock on open display was adopted. Nat-

urally, as the stock expanded, it became more difficult to place everything on display. The answer became obvious. The store must be enlarged. Today, there are at least 500 different albums open to the consumer's view, facing so that the cover design, rather than the title alone, is the eye-catcher. Singles are on display, too, with the latest records placed in a rack in the front of the store, with the entire remainder of the stock, in islands extending almost to the very rear of the shop. There, they are broken down into departments, such as classic, semi-classic, swing, jazz, hill-billy, and so on.

Designed Record Racks

As a display aid, Green found it necessary to design and build his own type of display racks and islands. This, he did, in order to utilize as much of the wall and aisle space as possible in order to show his entire stock. Following the building of these new racks, many of the wholesale salesmen, intrigued by the utility and attractiveness of the new racks, inquired about purchasing them. So many inquiries were made that Green shortly found himself

manufacturing and selling racks as a side-line.

This retailer is a firm believer in the value of radio promotion. With daily spot announcements over WCHA, 1000 watt Chambersburg station, with coverage including York, Gettysburg, and as far distant as Harrisburg, Pennsylvania, the Record Shop is known well beyond its immediate environs. In his announcements, Green has popularized his two charming assistants, Judy Rohrer and Wilma Barnes so well that even first-time customers who visit the store often are familiar with "Punch and Judy," as they are known, asking for them by name.

Rather than self service, this firm believes in personal service, with Punch and Judy not only serving, but also anticipating the desire of each individual customer. Immediately following the first purchase by a new customer, the machinery is set in motion to make that customer permanent. The buyer's name and address are recorded, along with his preference in type of music. Then, as new shipments of that type are received, a post card is dispatched, informing that customer of the receipt of latest stock of his particular pref-



Judy Rohrer wraps an album at the counter. Even counter's front (not shown here) is faced with albums.

← Raymond Green, owner of the Record Shop, holds album selected by customer, pointing. Dealer Green recognizes the importance of personally aiding customers.

Skyrocket Disc Profits

Shop Rises 500 Per Cent in Five Years

erence; inviting him to come and hear them. These cards are personalized, even to the extent of being written in long-hand, as an indication that each customer is considered to be an individual by the management, and that all dealings with the store will be on the same plane.

taining a complete resume of every person and business in Chambersburg. Both ads have proven their worth time and again.

Dealer aids are put to regular use, particularly in window display. The display, itself, is arranged so that the entire store interior can be seen with

burg during the school season, and, two days each week, set up a disc table and album rack in a local store. Mercersburg is well known for Mercersburg Academy, a wealthy preparatory school, and to the record-hungry students, Green's weekly pilgrimages have become quite an institution.

THE RECORD SHOP HAS A FIVE POINT PROGRAM:

1. Utilize EVERY INCH of available wall space.
2. ALBUM COVERS were designed as attention-getters. USE THEM AS SUCH.
3. SPOT ANNOUNCEMENTS and DISC JOCKEY PLUGS are a natural over local stations.
4. DIRECT MAIL and DIRECTORY ADS are sure-fire drawing cards.
5. By means of promotion, convert PERSONNEL into well-known PERSONALITIES.

Other promotional tactics utilized are somewhat more static, but, nonetheless act as important drawing cards. The Record Shop maintains an ad in the classified section of the phone directory, as well as one in the local city directory, a book con-

its colorful showing of albums. The attractiveness of this color, softly lighted with indirect fluorescent, presents a very striking picture at night.

Augmenting his in-store sales, Green has found it more than profitable to travel to near-by Mercers-

Layout of Store

The store, itself, is narrow and quite deep. On the left, at the entrance, is the "new singles" shelf, easily visible to all customers as soon as they enter. To the right is an album rack, displaying the latest in hit albums.

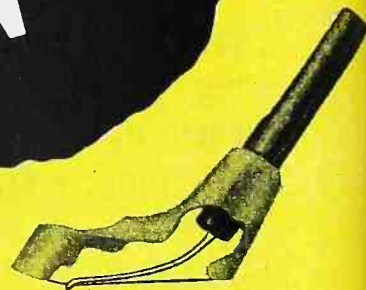
Reaching back to the rear on the left wall is the Record Shop's stock of combos and radios, while on the right are the store's five listening booths. The counter is at the front.

Green, aided by his staff, which includes, as well as Punch and Judy, his general office manager, Marshall Manning, is working hard toward his goal of seventy-five thousand dollars for 1947. The energy and interest of the store personnel, combined with Green's awareness and merchandising ability has brought the firm to its present position. Those same factors will contribute to its future success.

Below, left, is view of entire length of store. The album rack, shown in part, at right foreground and island displays are of Green's own design. Note walls and front of listening booths are completely covered with albums. At right, customer listens as Judy Rohrer demonstrates combo.



REVOLUTIONARY ADVANCE IN NEEDLE CONSTRUCTION



Outperforms any needle you

*Fidelitone
Classic*

THE ULTIMATE

In addition . . .
THE CLASSIC has
these Patented
Features, found
only in Fidelitone

- in tonal reproduction
- in the preservation of records
- in eliminating record scratch and extraneous noises
- in increasing needle life thousands of plays
- in protection against needle damage (additional insurance for longer record and needle life)
- Permium Metals
- Floating Point Construction
- "V" Groove Locking Design

ANNOUNCING

The Fidelitone Classic

SCIENTIFIC MASTERPIECE

Five Dollars

USEFULLY PACKAGED:

The needle mounting is both practical and useful: A record brush, fitted into an exquisite utility case.



record brush

Have ever heard



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

**Inquire of Your
Fidelitone Distributor**
He has a lucrative **INTRODUCTORY OFFER** for you! It's available for a limited time only.

Frederick Kugel Co. Offers Dealer Service

The Review of Recorded Music, a unique "dealer" publication for direct-mail distribution to record customers, announces the addition of the Tulsa Record Shop, Tulsa, Oklahoma, to its dealer-subscriber roster.

The Review, published by the Frederick Kugel Co., 600 Madison Ave., New York City, is a service designed to help retailers merchandise their records, by providing customers with that "extra" something to help clinch the sale, as well as with specially designed displays for use in store windows and interiors.

Dealer-subscribers are limited exclu-

sively to one store in a city. The publication, which is imprinted with the store name and address, appears to be the dealer's own publication. Editorial content is of a critical nature, aimed to guide record purchasers in their choice of records, as well as to stimulate the desire to buy.

Subscribers to the Review of Recorded Music include: Steinway's, New York City; Galperin's, Charleston; Buffalo Music House, Buffalo; Byerly Bros., Peoria; Helen Gunnis, Milwaukee; Birkel-Richardson, Los Angeles; Woodward & Lothrop, Washington; May's, Albuquerque. Cost of each copy to the dealer, including display material, is approximately 2c.

Columbia Opera Album



Rise Stevens gives Edward Johnson, general manager of the Metropolitan Opera Association the initial "Hansel and Gretel" album off the press. Miss Stevens sings the role of Hansel in the Columbia recordings of the full-length opera.

RCA Victor Promotion

RCA Victor record department has teamed up with Primrose House, to promote Charlie Spivak's recording of "Witchery." The cosmetic house is introducing its new perfume labeled "Witchery" and will promote it in extensive national advertising. Dealers have an opportunity to tie-in with other local outlets for an effective promotion.

Duotone Cueing Device

A cueing device primarily designed for radio broadcasting is announced by Stephen Nester, president Duotone Co., New York City. An automatic stop-start device allows the record to stop and continue instantly, at the correct speed, when the starting button is pushed. The cueing device will be marketed by Duotone through their regular distributor channels, in the form of an attachment on the pick-up arm of recorders.

Wilcox-Gay Reduces Recordio Disc Price

The Wilcox-Gay Corp., Charlotte, Mich., has announced a reduction in the price of the "D" series aluminum base line of Recordio discs. The new prices are: 6½" size, package of 6, \$1.25; 8" size, package of 6, \$1.75; 10" size, package of 6, \$2.50.

Warren L. Hasemeier, vice-president in charge of sales, stated that the step was taken in accordance with the company's policy of giving consumers the benefit of price reductions as production efficiency is stepped up in the manufacturing operation.

Apollo Jobber

Apollo Records, New York City, has named the Thurow Distributing Co., Tampa, Fla., as its distributor in Florida and the southern portion of Ala.



Musicraft RECORDS ALBUMS

Spell Christmas Sales

<p>M-83 SHOSTAKOVICH 7th "LENINGRAD" SYMPHONY (16 sides—attractively boxed— with booklet) *\$10.00</p> <p>M-78 BACH VIOLIN CONCERTO IN A MINOR Roman Totenberg, violin \$2.85</p> <p>M-76 JACQUES ABRAM, piano Chopin Waltzes \$3.85</p> <p>M-72 SYLVIA MARLOWE, harpsichord. D. Scarlatti, Sonatas \$3.85</p> <p>M-84 SYLVIA MARLOWE, Rameau and Couperin Selections \$3.85</p> <p>M-82 TODD DUNCAN RECITAL \$3.75</p> <p>M-85 ANDRES SEGOVIA, guitar—Bach Chaconne \$2.85</p>	
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AND FOR THE CHILDREN

<p>M-87 ALADDIN AND HIS WONDERFUL LAMP Milton Cross, narrator— Ted Dale and orchestra \$2.25</p> <p>M-74 NUTCRACKER SUITE Milton Cross \$3.00</p> <p>N-11 EDDIE CANTOR Tweedle De Dee and Tweedle De Dum \$2.25</p> <p>N-10 ARTIE SHAW The Pied Piper \$3.00</p>	
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*All Prices Exclusive of Taxes

RED ROBIN SETS 1 to 9 \$1.50 each



245 E. 23rd St.
New York 10, N. Y.

CHRISTMAS SPECIAL—Phil Brito #517 White Christmas Ave Maria \$.79

NEW! RADIO-RECORDER-PHONOGRAPH BY ULTRATONE



POWERFUL AC-RADIO-DUAL SPEED RECORDER HANDSOME PORTABLE CASE NEW STYLE MIDGET CRYSTAL MICROPHONE

Here is a quality-built radio-recorder-phono that you can promote now for BIG SALES and at a pre-war price.

Powerful 6 tube AC-chassis including rectifier and microphone amplifier tube.

The dual speed recorder makes records at 33-1/3 RPM and 78 RPM direct from radio or microphone. Volume indicator assures top quality recordings.

The extension speaker in companion portable case makes this unit a very practical public address system.

Contact your ULTRATONE distributor today. See this recorder and get set for real volume sales. Write—Wire—Phone.

LIST PRICE
\$129⁹⁵

FULL DISCOUNT
EXTENSION SPEAKER \$39.95 EXTRA

FEATURES:

- 6 tube AC CHASSIS.
- Dual Speed Recording and play-back both 33-1/3 and 78 RPM.
- Electronic neon recording indicators.
- Adjustable crystal cutting head.
- High quality crystal play-back tone arm.
- Separate volume and tone controls.
- Built-in Loop. Antenna. PM Speaker.
- Attractive portable case — fully enclosed.

DISTRIBUTORS: Some Territories are still open

MANUFACTURED BY

Audio INDUSTRIES

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

1. AMPLE POWER AT CONSTANT SPEED

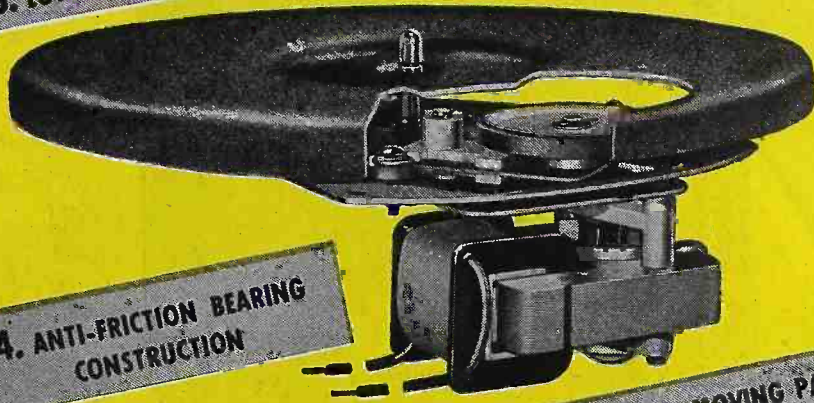
2. SUPERIOR IDLER ARRANGEMENT

3. LOW RUMBLE LEVEL

MX Rim Drive Constant Speed Electric Phonograph Motor

4. ANTI-FRICTION BEARING CONSTRUCTION

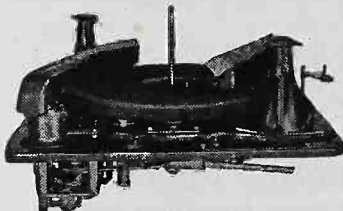
5. NO EXTERNAL MOVING PARTS



Smooth Power FEATURES FOR SMOOTH PERFORMANCE



GI-RM4 Rim Drive, Heavy Duty Electric Recording Motor



GI-RC130 Combination Record-Changer Recorder



GI-R90 Dual Speed, Home Recording and Phonograph Assembly

You'll gain highly pleased customers when you equip your phonographs with Smooth Power MX Motors. That's because of finer performance given by:

- 1. AMPLE POWER AT CONSTANT SPEED . . . eliminates instantaneous speed variations.
- 2. SUPERIOR IDLER ARRANGEMENT . . . permits idler pulley to move smoothly and quietly in any horizontal direction with no vertical wobble.
- 3. LOW RUMBLE LEVEL . . . obtained by scientific noise elimination, accurate balancing and adequate cushioning.
- 4. ANTI-FRICTION BEARING CONSTRUCTION . . . precision-cast bearing brackets maintain accurate centering of shaft in bearing and rotor in field.
- 5. NO EXTERNAL MOVING PARTS . . . internal fan provides adequate cooling, simplifies shipping and installation.

Plan now to give your customers that smoother, finer performance that's a "natural" with Smooth Power Motors.

Send for details on the complete Smooth Power line of phonomotors, recorders and combination record-changer recorders. They'll make friends for your products.

THE GENERAL INDUSTRIES CO.

DEPT. MV • ELYRIA, OHIO

RCA Victor Xmas Display Boosts Sales



Three-dimensional display piece offered for Xmas windows by RCA Victor features a giant record, topped by a winged figure.

Selvin Joins Columbia; Firm Signs New Artists

Ben Selvin has joined the staff of Columbia Records Inc., according to an announcement by Manie Sacks, vice-president in charge of popular artists and repertoire.

E. Power Biggs, organist, has signed an exclusive recording contract with Columbia Records, Goddard Lieberson, vice-president in charge of masterworks artists and repertoire announced. Mr. Lieberson also made public the signing of the duo-piano team of Virginia Morley and Livingston Gearhart to an exclusive recording contract.

Jensen Names Scheel for Exports

Oden F. Jester, general sales manager, Jensen Industries, Inc., has announced the appointment of Scheel International, 4237 No. Lincoln Ave., Chicago, Ill., as the exclusive export representative for the Jensen phonograph needle line. Mr. Jester said that, "Our steadily expanding business and the world-wide acceptance of the Jensen phonograph needle called for the appointment of an outstanding export organization such as Scheel."

No Recordings After Dec. 31 Says Petrillo

James C. Petrillo, AFM president, made public a statement that no more records would be made by union musicians after Dec. 31 of this year.

Executives of the recording companies stated that the announcement caused no surprise in the music circles. Artists and orchestras have been waxing at a fast pace for the past few months, and there is enough of a backlog of pressings to keep the industry going for two years, these same officials declared.

Bibletone Album

Bibletone Records, Inc., recording firm dealing exclusively in sacred and inspirational records, announces the release of a new album "Church Solos." This album contains eight sacred songs sung by church soloists whose artistry is acclaimed in religious circles.



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



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

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

Columbia Issues "Elijah"

Columbia Records, Inc., released a recording of Mendelssohn's greatest oratorio, "The Elijah," in commemoration of the one hundredth anniversary of the death of the composer. Goddard Lieber-son, vice-president in charge of master-works, announces that the work is performed by the same orchestra and chorus, the Liverpool Symphony Orchestra and Huddersfield Choral Society, respectively, who recorded Handel's "Messiah" for Columbia last year.

Aero Needle Sales Rep

W. F. "Bill" Hemminger, president of Aero Needle Co., Chicago, has announced

the appointment of Mort Gellard, Philadelphia, as representative for Aeropoint needles.

Music Conference

Louis G. LaMair, chairman of the American Music Conference, has announced that a formal charter has been issued to the group, which is aimed at stimulating enthusiasm for music throughout the country. The group was known as the Music Institute of America during its organizational phase.

Headquarters for the Conference have been established at 332 South Michigan Ave., Chicago.

Capitol Exec Changes

Capitol Records, Inc., Hollywood, has announced the appointment of Glenn E. Wallich as president. Johnny Mercer, who has been president of the company since its formation, and George G. DeSylva, both resigned, but will continue as active members of the board.

"There will be no change in Capitol policy under the new arrangements," Wallich said. The announcement also stated that Capitol sales for the first seven months of 1947 were 29% higher than for the same period of 1946—which was highest year in the company's history.

New Apollo Jobbers

Henry Servais, general sales manager, Apollo Records, New York City, appointed eight new distributors during his countrywide tour of the label's branch offices and West Coast manufacturing facilities.

The new distributors include: United Record Sales, San Francisco; C. & C. Distributing Co., Seattle; Music Suppliers of New England, Boston; Penn Midland Sales, Pittsburgh; Eddie's Record Distributing Co., Houston; Niagara Midland Co., Buffalo; F. & M. Record Distributing Co., Cleveland; William B. Allen Supply Co., New Orleans.

Kidisks Record Co.

Abram S. Jaffe and Henry Walden have formed a new record company, called Kidisks, located at 1600 Broadway, New York City. The company will be devoted to making unbreakable, educational records for children.

First release of the company is "The White Lie." "The Mischievous Angel," the story of a youngster's probation in heaven and how he made good, is also scheduled for early release.

Musicraft Album



Bill Prutting (left), of the Post & Lester Co., Hartford, Conn., Musicraft distributors, receiving a shipment of albums of Shostakovich's Seventh "Leningrad" Symphony flown from New York. With Prutting are Ralph Colucci (center), owner of "the Record Shop" in Hartford, and James Holton of American Airlines. The album includes 16 sides and is sold in a special box.

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!

THE FAMOUS DUOTONE \$5.00 "STAR" SAPPHIRE

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.

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

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

RCA Victor Promotion



A distributor contest for the best all-around promotion job on behalf of Robert Merrill, and "The Whiffenpoof Song," was won by the R. T. A. Distributors, Albany, N. Y., who were awarded \$300. Photo shows M. F. Blakeslee, RCA Victor eastern regional manager, presenting the award scroll to Harold Gabilove, vice-president of R. T. A. (center), and Richard Fay, record sales manager for R. T. A.

Columbia Recortainer New Album-Box Design

The recortainer, a new concept in phonograph record packaging, has been introduced by Columbia Records Inc. All popular and classical sets will be packaged in this new album-box set. The same attractive art work that was a feature of the album covers, will appear on the lid of the box, which will be hinged on one side to open in the same manner as the album cover.

Features of the box include: wear on records caused by dust prevented by storing in closed box; smaller size, making possible placing of sets on book shelves; less chance of spilled records.

Doings at Rainbow

Rainbow Records, New York City, has issued periodic distributor information sheets, providing distributors and salesmen with new selling ideas. Currently the firm is featuring The Auditones, "As Years Go By" backed with "Near You," "Rhumba with Gomez," singles, and the new "Movie Parade" album.

Hilarity Records

Irving E. Bizman, president of Willida Records, 1595 Broadway, New York City, announces the formation of a new record label, Hilarity Records. Records released under the new label are Yiddish comedy and novelty numbers.

Chic Roberts, entertainer, has been signed to cut eight sides for Hilarity Records.

On Sterling Staff

Al Middleman, president, Sterling Records, New York City, announces the following additions to the executive staff: George Bennett, director of recording, artists and repertoire; Ben Siegirt, vice-president; Ralph Emmett, director of sales; Seymour H. Bennis, assistant to Mr. Emmett; Joey Sasso, publicity.

New artists signed on the Sterling label

are: Dolores Brown, Irving Kaufman, The Diamond Jubilee Singers, Larry Stewart, Bob Harter and Ann Cornell.

Tiffany Jobbers

Jack Byrne, head of Tiffany Records, New York City, has announced the appointment of the following distributors in the East: Garden State Distributing Co., Newark; Midtown Distributing Co., N. Y.; Scott-Crosse Co., Phila.; Barnett Distributing Co., Baltimore; Milhander Distributing Co., Boston. All Tiffany children's albums are made on Vinylite records.

Vox Distributor

Pan-American Record Distributors, Cleveland, O., have been appointed as distributors of Vox Records, New York City.

National Signs Singer

Belle Baker has been signed to a long-term recording contract with National Records, New York City, announced A. B. Green, president of the company. Herb Abramson, talent director, has planned to do several numbers from Miss Baker's repertoire, as well as some "sleepers" for recording.

Merry Christmas AND A HAPPY NEW YEAR

WE KNOW WE'RE AHEAD OF SCHEDULE—BUT WE'VE ALWAYS BEEN OUT FRONT!

The proof's in the pudding—ask a Willida Dealer

TINY HARMONICA AT CARNEGIE HALL.
Story — Songs — Music*. Orchestra AND Harmonicas. Single 10" List \$1.09

PARTY TIME AT YOUR HOUSE.
Songs — Games — Stories — Music*. Single 12" List \$1.74

VICTORY OF THE VEGETABLES.
Kiddie Operetta packed with FUN and MUSIC*. Single 10" List \$1.09

ALL RECORDS UNBREAKABLE.

All Prices Include Federal Tax.

All Single records presented in eye-catching illustrated envelopes.

*Orchestra conducted by AL RICKEY.

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Fidelity Records
Division of Midget Music
Jacksonville, Texas
Frumkin Sales Co.
2418 Milwaukee Avenue
Chicago, Ill.

General Distributing Co.
2212 Westwood Avenue
Baltimore, Md.

Kay-Tone Record Distributors
404 W. 49th Street
New York, N. Y.

Penn-Midland Sales Co., Inc.
2211 Fifth Avenue
Pittsburgh, Penna.

Sultan Distributing Co.
12727 Linwood Avenue
Detroit, Michigan

OR WRITE TO



WILLIDA RECORD CO., INC.

1595 BROADWAY
NEW YORK 19, N. Y.

Julie Haydon
narrates
Christmas
Story
Orchestra and Choir
SINGLE 10" \$1.09

Glenda Farrell
narrates
Adventures
of
BUZZY BEAR
PEGGY PENGUIN
2 RECORD
ALBUM
\$2.85

Gloria Swanson
narrates
JOEY the JEEP
2 RECORD
ALBUM
\$2.85

Columbia Plans National Disc Jockey Ads

Columbia Records, Inc., Bridgeport, Conn., is planning a nation-wide disc jockey campaign, it has been announced by John Birge, director of advertising and publicity. Test campaigns conducted by the company's ad agency, McCann Erickson, led Columbia to conclude that the importance of the disc jockey program as an advertising medium cannot be overlooked.

Victor Price Changes

Reduction of the retail list price of RCA Victor's "Heritage Series" to \$2.50

per record from the previous price of \$3.50 is announced by James W. Murray, vice-president in charge of RCA Victor record activities. In announcing the reduction in the list price of the "Heritage Series" Mr. Murray disclosed that a new price scale has gone into effect for albums. Ten-inch albums, previously priced at 75c, and 12-inch albums previously 85c, will list at new retail price of \$1.00.

Larger Rek-O-Kut Offices

The Rek-O-Kut Co., manufacturers of recording and transcription equipment, have announced the opening of new quarters at 38-01 Queens Blvd., Long Island City, New York.

Recoton Osmium Needle



Colorful display card holds Osmium needle packets ready for distribution. Recoton has announced that the needle is crafted to give 2500 performances, and will retail at 50c.

MGM Ad Campaign

MGM Records started a national consumer advertising campaign with a full page ad in "Life" magazine, followed with monthly full page ads in that publication during the fall and pre-Christmas season. Supplementary display kits will be provided to dealers.

Musicraft Promotions

Musicraft Records, Inc., New York City, has arranged with its distributors for elaborate record shop and disc jockey schedules for artists, Sarah Vaughan, Mel Torme, and Phil Brito, who are on tour.

Aero Names Hemminger

Burton Browne, chairman of the board of Aero Needle Co., 619 No. Michigan Ave., Chicago, has named W. F. "Bill" Hemminger to succeed him as president. One of the first of a series of new needle promotions planned by Hemminger will headline the Aeropoint Emerald, a \$10.00 seller to be heralded as a "Better Needle for Better Instruments."

Appointed by Bonot



Walter E. Ruthenberg has been named sales promotion manager of the Bonot Co., Stamford, Conn.



ENCHANTMENT

Makes **MERRY-GO-SOUND**
GENUINE UNBREAKABLE VINYLITE
CHILDREN'S RECORDS

TOP SELLERS!

- ✓ **TOP DIRECTION**
—by Ted Cott . . . musical settings by Henry Sylvern.
- ✓ **TOP TALENT**
—Dick Brown, Barry Thomson, Mathew Rice, Joan Lazer, Sylvia Leigh, Bobby White. Animal noises by Brad Barker.
- ✓ **TOP QUALITY**
—Rich transcriptions on clear, scratchless surfaces.
- ✓ **EYE-CATCHING ALBUMS**

Such is the magic of Merry-Go-Sound entertainment that dealers everywhere find one record sells another! For here are time-honored stories and songs wonderfully transcribed purely for young, eager, imaginative minds and believing hearts . . . fairy tales told in simple rhythmic manner, in perfect diction, that youngsters understand and enjoy . . . amusing and interpretive arrangements of nursery rhymes . . . provocative sound effects . . . dramatic stories—directed, enacted, and with music by famous radio personalities.

Feature **MERRY-GO-SOUND** for fast sales . . . steady profits!

- RUMPELSTILTSKIN—TP-1**
A musical fantasy with song and sound effects—2 records
- SEVEN AT A BLOW—TP-2**
Set to music and enacted by the Merry-Go-Sound players—2 records
- MOTHER GOOSE PARTY—TP-3**
A "must" for all toddlers—starring Dick Brown—2 records
- OLD MACDONALD HAD A FARM—#107**
Animal imitations and sound effects in rhythm and music—1 record

- ADVENTURES OF TOM THUMB—TP-5**
Children love this story, set to music. Dramatically enacted—2 records
- AESOP'S FABLES—TP-6**
Stories with morals, set to music. Character-builders—2 records
- CHILDREN'S OPRY HOUSE—TP-7**
Imaginative portrayals in music. Educational—2 records
- WHO'S WHO AT THE ZOO—TP-8**
The animals sing. Merry-Go-Sound Orchestra. Dick Brown and big cast—2 records

All 10" unbreakable Vinylite. 2-record Albums, 2.89 retail.
Old MacDonald, 1.26 retail.

MERRY-GO-SOUND High-Fidelity CHILDREN'S PHONOGRAPHS
Acoustic Model, 17.95 Electronic Model, 24.98 Electronic Portable, 27.95
All Prices Include Federal Taxes Prices Slightly Higher West of the Rockies

STONE PRODUCTS CORP. OF AMERICA
351 Fourth Avenue New York 10, N. Y.

Christmas Profit Packages

(Continued from page 61)

HAYMES, DICK: "That's All I Want to Know"—"With the Roses in Her Hair." Decca 24225
First side a sweet song, currently getting big build-up.

HAWKINS, ERSKINE: "Somebody Loves Me"—"Well, Natch!" RCA Victor 20-2383

Old tune, "Somebody," done in blues tempo; reverse a novelty ditty refrain between Ace Harris and orchestra.

HERMAN, WOODY: "Boulevard of Memories"—"Civilization." Columbia 37885

Two contrasting sides done by the orch leader turned vocalist, one a sweet ballad, reverse a novelty.

HOLIDAY, BILLIE: "Body and Soul"—"Them There Eyes." Columbia 37836

The inimitable Holiday style is given full play in the first side; flip is a "hep" tune.

HOWARD, EDDY: "White Christmas"—"I'll Be Home for Christmas." Majestic 1175; "Dearest Santa"—"Christmas Song." Majestic 1173

These two records are specially planned for the Xmas season; Howard's personal popularity and presentation will make these "musts" for his fans.

INK SPOTS: "Home Is Where the Heart Is"—"Sincerely Yours." Decca 24192

"Home" is a sentimental ballad.

JAMES, HARRY: "Too Marvelous for Words"—"My Future Just Passed." Columbia 37851

"Too Marvelous . . ." from film, "Dark Passage." Record features some fine solo James passages.

JOHNSTON, JOHNNIE: "Forgiving You"—"Lazy Countryside." MGM 10076

Ballad is teamed with catchy tune from "Fun and Fancy Free" for an easy-to-listen-to disc.

KRUPA, GENE: "Fun and Fancy Free"—"I'll Never Make the Same Mistake Again." Columbia 37875

Both tunes are from the Disney film, "Fun and Fancy Free."

LAINE, FRANKIE: "Put Yourself in My Place, Baby"—"Two Loves Have I." Mercury 5064

Carl Fischer's orchestra accompanies the singer on this disc.

LEWIS, MONICA: "Lover Come Back to Me"—"The Howlin'est

Hootin'est Gal in Town." Signature 15159

"Lover" is standard tune from "New Moon"; reverse is a special material song written for the songstress' personal appearances.

LUND, ART: "Jealous"—"And Mimi." MGM 10082

Lund's inimitable styling comes to the fore in the "Jealous" recording; reverse is in the familiar "Mam'selle" vein.

LUND, ART: "It's a Lonesome Old Town"—"As Sweet as You." MGM 10072

Two new ballads by the handsome teen-age favorite.

LUTCHER, NELLIE: "You Better Watch Yourself, Bub"—"My Mother's Eyes." Capitol A-40042

This is the third Lutcher composition to be released by the label; the gal is on a night-club tour and the customers are crowding the aisles.

McINTYRE, HAL: "My, How the Time Goes By"—"I Still Feel the Same About You." MGM 10075

"Time" is from the film, "If You Knew Susie"; flip is a ballad, featuring Frank Lester on the vocals.

MARTIN, FREDDY: "All My Love"

(Continued on page 76)

IMPORTANT ANNOUNCEMENT

NOW AVAILABLE ON EXCLUSIVE BASIS

A TESTED PLAN FOR INCREASING RECORD SALES

Not any blue sky scheme or record club idea, but a sound, proven method used for seven years. Steinway & Sons, Galperins, Birkel-Richardson, Hudson-Ross, Liberty Music, Buffalo Music House, May's, Byerly, Steinert's, Helen Gunnis, Steinberg's, Woodward & Lothrop, Moses, England Bros., and Tylers, are just a few of the country's outstanding music merchants successfully using the Review of Recorded Music to build and increase their record sales.

The theory is a simple one. Your record business is built on service. For there are no exclusive record franchises. It's the plus service you offer your customers that builds sales and keeps them coming back. The REVIEW OF RECORDED MUSIC was designed just for this purpose. It helps your customers buy the right records at the right time. The result—more satisfied customers, more repeat sales, and a following that will grow each month.

The Review is confined exclusively to one dealer in a city.
The Review is designed so that it appears to be your own publication.
Your name gets the big build up!

The Review covers the recordings of all the major companies.
The Review is designed to sell records.

It's only good business policy to have fire, burglary, liability and other insurance.
NOW THROUGH THE REVIEW YOU CAN HAVE CUSTOMER INSURANCE.

You can offer at a cost of only a few cents a customer an extra service that will not only build record sales but will pave the way for the sale of large unit merchandise.

ACT NOW. MAIL THE COUPON BELOW WHILE YOUR CITY IS STILL OPEN FOR YOUR EXCLUSIVE USE.

REVIEW OF RECORDED MUSIC

600 Madison Avenue, New York 22, N. Y.

Please keep open for me until I receive
(Name of City)
full details about the REVIEW.

NAME

ADDRESS

LUKE
THE SINGING DUCK

National

HIGHER WE GO
BETTER WE
LIKE IT!

ALB. C-1
2-10" RECORDS
LIST PRICE \$2.25
PLUS TAX

GATEMOUTH
MOORE
CHRISTMAS
BLUES
and
ISABEL
NAT. 4010
Retail \$.79

NATIONAL
Records

ORDER FROM YOUR NEAREST
NATIONAL DISTRIBUTOR
or NATIONAL DISC SALES
1841 B'WAY, N. Y. 23, N. Y.

Profit Packages

(Continued from page 75)

—"When the White Roses Bloom in Red River Valley." RCA Victor 20-2376

Melodious Martin dance music, with the "Red River Valley" tune a "demand performance" by radio fans.

MARTIN, TONY: "The Stanley Steamer"—"Julie." RCA Victor 20-2425

"Steamer" tune featured in film musical, "Summer Holiday," reverse a lush ballad in the sentimental vein.

MONROE, VAUGHN: "The Stars Will Remember"—"Ballerina." RCA Victor 20-2433

Two "different" sentimental tunes make this platter an unusual and thoroughly pleasant coupling.

MURPHY SISTERS: "You're Breaking In a New Heart"—"Civilization." Apollo 1059

Sisters are on tour, featuring a disc-recording act, which should make public more conscious of their recordings. "Heart" was previously recorded, but because of demand, has been reissued with new flip.

O'NEIL, DANNY: "Let It Snow, Let It Snow"—"Symphony." Majestic 1162

A tune that becomes re-popularized each winter, doubled with one that is a standard, makes for a good coupling.

POLKA DOTS: "Daisy"—"Wonderful One." Musicraft 508; "Peggy O'Neill"—"Brahms Waltz in A Flat." Musicraft 507

Two new releases by an up-and-coming, harmonica team.

RHODES, BETTY: "What a Fool I Have Been"—"They Can't Convince Me." RCA Victor 20-2057

Slow ballad, "Convince Me," from film musical, "Down to Earth."

SHORE, DINAH: "That's All I Want to Know"—"Lazy Countryside." Columbia 37884

The Shore voice puts this coupling over with natural ease and charm.

SHORE, DINAH, with THE MODERNAIRES: "The Stanley Steamer"—"I'm Out to Forget Tonight." Columbia 37850

Combining two top talent teams on record makes for pleasant listening. "Steamer" tune from "Summer Holiday."

SPIVAK, CHARLIE: "It's Witchery"—"Stardreams." RCA Victor 20-2373

First side is due for big promotion in conjunction with a perfume firm; reverse is Spivak theme.

SINATRA, FRANK: "A Fellow

Needs a Girl"—"So Far." Columbia 37883

Frank Sinatra does these two tunes from the acclaimed musical, "Allegro."

STEWART, LARRY: "Just One More Chance"—"Should I." Sterling 804

Stewart is doing a solo after being featured vocalist with several top bands.

TORME, MEL: "Boulevard of Memories"—"And Mimi." Musicraft 15114

"Boulevard" a new tune which the "Velvet Fog" whispers lovingly into his listener's ears. Torme still is packin' 'em in on his night-club stands.

TRENET, CHARLES: "La Mer"—"Marie, Marie." Columbia 4409-M

French tenor, Trenet, introduces two tunes, in the Continental manner. "A MERRY CHRISTMAS," with Johnny Long, Ray Bloch, and Monica Lewis. Signature S-7

Each of the artists contribute two sides in the "Xmas spirit."

"BIX AND TRAM," Frankie Trumbauer and orchestra, featuring Bix Beiderbecke. Columbia C-144

This is a follow-up to original Beiderbecke album. Coronet and sax featured in jazz classics, "Singin' the Blues" and "Way Down Yonder in New Orleans," plus six other sides.

HERMAN, WOODY: "8 Shades of Blue." Columbia C-147

All the songs included in this collection have "blues" in the title; fans who go for Woody's singing will like this collection of standards.

KAYE, SAMMY: "Year Round Favorites," vocals by the Three Kaydets, The Octette, Your Sunday Serenade Sweetheart, The Kaye Choir, Johnny Ryan, Laura Leslie and Don Cornell. RCA Victor P-184

Contrasting selections like "Easter Parade," "Summertime," "Indian Summer," and "White Christmas" contained in album.

"MAURICE CHEVALIER RETURNS," with Henri Rene and orchestra. RCA Victor S-51

The French singer's New York one-man show impressed his followers so greatly, that other Chevalier followers throughout the U. S. will welcome this collection.

"NEW ORLEANS JAZZ," Irving Fazola and his Dixieland Band. RCA Victor HJ-12

"Original Dixieland One Step," "Satanic Blues," "Sensation," and "Farewell Blues" included in collection of tunes done in the Dixieland manner.

(Children's, Folk, Foreign, Novelty and Sacred Music Listings on pages 78, 79, and 80)

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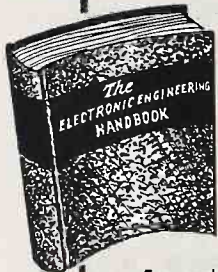
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By Ralph R. Batcher, E.E. and William Moulic



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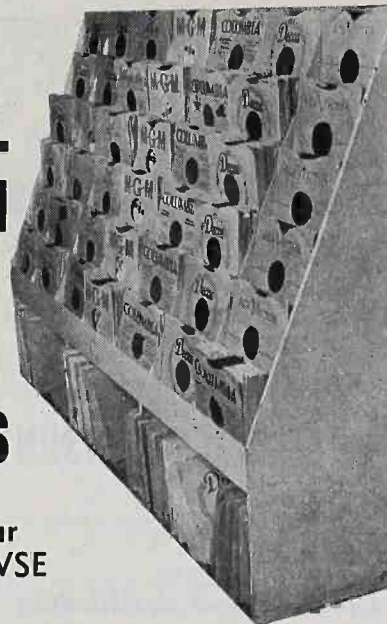
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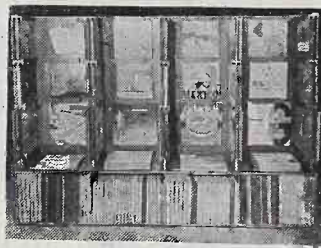


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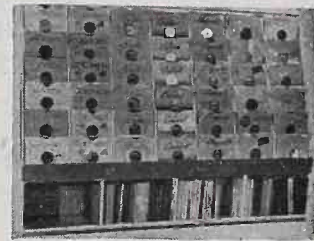


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CAPACITY— Popular Visualizer holds 32 10-inch and 16 12-inch albums. Classical Visualizer displays 32 12-inch and 16 10-inch albums. Under each Visualizer is space for storage of 90 albums.



CAPACITY—10-inch rack has 42 compartments each holding 20 records. 12-inch rack has 30 compartments each holding 15 records. Under each rack is space for storage of 90 10 or 12-inch albums.

Record Racks and Album Visualizer are of same dimensions, thus allowing them to be placed back to back in any combinations. They can be used in combination as an island display in the middle of the store or can be placed singly against a wall. All racks are sturdily constructed of seasoned wood and masonite and finished in light oak lacquer.

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New Victor Artists

James W. Murray, vice-president in charge of RCA Victor record activities, announces that Ernie Lee, country-music balladeer, has been contracted to record for RCA Victor. Other country music artists signed are Chet Atkins, Jenny Lou Carson and Luke Wills.

Profit Packages

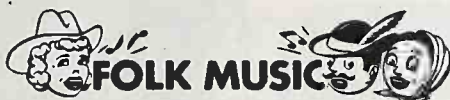
(Continued from page 62)

"TUBBY THE TUBA," told and sung by Danny Kaye. Decca CU 106

Issued in an attractive folder, on an unbreakable 12" disc. Story of Tubby and the instruments is told well by the flexible voice of Danny Kaye.

"MICKEY AND THE BEAN-STALK," told by Johnny Mercer, with Mickey Mouse, Donald Duck, Goofy, and Martha Tilton and Billy Gilbert. Capitol CCX 67

This "record-reader," of Walt Disney's "Fun and Fancy Free" features the cartoon drawings in the "book" section of the album so that the youngsters can see as well as hear the delightful story Mercer is telling.



ATCHER, BOB: "Wasted Tears"—
"On Account of You." Columbia 37878

Randy does vocals with brother, Bob, on these two lovesick tunes of the plains.

COOLEY, SPADE: "Red Hot Polka"—
"Who Dug This Hole I'm In." RCA Victor 20-2384

Cooley, on a cross-country tour, gives a European folk dance a "rustic" treatment.

DARLING, DENVER: "I Come from Missouri"—
"When Your Hair Has Turned to Silver." MGM 10084

"Missouri" is from film "Romance of Rosy Ridge." This is Darling's intro waxing for the firm, assisted by the Ozark Playboys.

DEXTER, AL, and his TROOPERS: "Songs of the Southwest." Columbia C-147

Album includes eight favorite Dexter hits, including "Pistol Packin' Mama."

(Continued on page 79)

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Profit Packages

(Continued from page 78)

GREEN, LIL: "Take Me Back to Little Rock" — "You've Been A Good Ole Wagon." RCA Victor 20-2417

Lil Green recently completed a tour, which gained many new fans for the lusty singer.

JOHNSON, BILL, and his Musical Notes: "For Once in Your Life" — "My Little Red Head." RCA Victor 20-2427

Johnson combo instrumentals good fare for the "hep" buyers.

LEE, ERNIE: "Hominy Grits" — "I Miss A Little Miss"; "Waiting for the Postman" — "Takin' It Easy Here." RCA Victor 20-2438-9

Lee, currently featured on his own air show, first four RCA Victor sides.

STONE, CLIFFIE: "Don't Do It Darlin'" — "One Baby." Capitol A-40041

"Darlin'" is an old, familiar Western; "Baby" is about a vivacious gal.

TUBB, ERNEST: "Answer to Rainbow at Midnight" — "Headin' Down the Wrong Highway." Decca 46078

"Rainbow at Midnight," a big Tubb seller; "Answer" discing should meet with the fans' approval.

WAKELY, JIMMY: "I Can't Keep the Tears Out of My Eyes" — "Here Today and Gone Tomorrow." Capitol A-40040

Westerns for easy listening.

WILLIAMS, HANK: "Fly Trouble" — "On the Banks of the Old Pontchartrain." MGM 10073

Title of first side is an apt description of song topic; flip is a love story.

WILLS', LUKE, Rhythm Busters: "Oklahoma City" — "Louisiana Blues." RCA Victor 20-2414

New Victor hillbilly artist, complete with rustic twang and fiddles.



ARMANDO and His Jack's Band: "Escabao" — "En Tu Ausencia." Seeco 610

A Calypso and bolero platter single.

CAPO, BOBBY: "Me Alegre" — "Ay! Mi Vida." Seeco 613

Two boleros done by Capo and his orchestra.

GARZA, EVA: "El Suenito" — "Aunque Tengas Razon." Seeco 617

Bolero-guaracha and a bolero teamed by the songstress.

GIGLIO, SANDRINO: "My Wife Is Dead" — "The Kiss." Continental C-606

Italian-comic record, with Giglio on the vocals, accompanied by E. Maggi's orchestra.

GOMEZ: "Shein Vi Di L'Vone" — "Negra Leono." Rainbok 10029

Popular Jewish song, "Shein . . ." is done by Gomez, singing a mixture of Jewish and Spanish lyrics, in rumba tempo!

LA PLAYA SEXTET: "The Girl From Peru" — "Isabel," vocals by Larry Stewart and Marie Melendez. Sterling 2001

Authentic interpretations of songs with that Latin-American flavor.

MARTINEZ, CHUCHO: "Dale Un Resito a Papi" — "Tus Besos Me Hacen Dano." Seeco 592

The popular singer and radio star presents a guarache and a bolero type tune.

PALESTINE SYMPHONY ORCHESTRA: "Hatikvah" — "Ani Maamin." Disc 6100

(Continued on page 80)

Continuing Our Fast-Moving Parade of

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RECORD CABINETS



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TO SELL!**
3 Models with Doors
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• Spacious Top will Hold any Size Table - Model Radio - Phono Comb.

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MODEL #4880:

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MODEL #4855:

holds 22 albums, 264 records. Serpentine bow front. 31x23½x16½

MODEL #4875:

holds 20 albums, 240 records with doors. Walnut only. Dimensions 30x22x16

MODEL #4850:

Holds 22 albums, 264 records. Dimensions 31x18x23½

MODEL #4885:

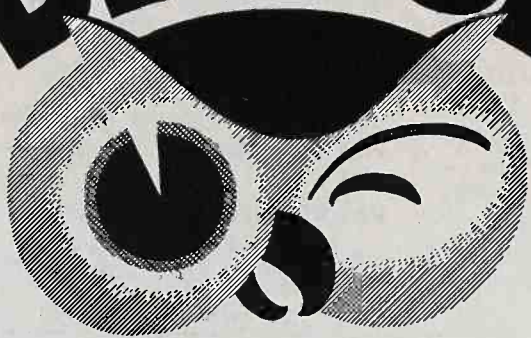
holds 22 albums, 264 records with doors. Blond only. 31¾x23¾x16½

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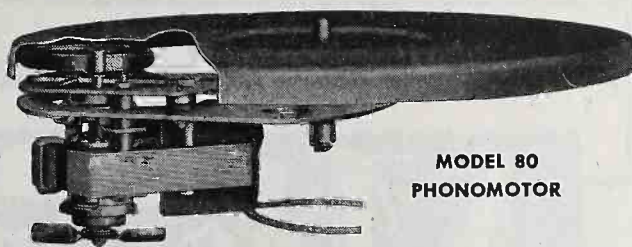
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COMICAL KIDDIE SONGS



"Simple Simon" goes on a buying spree and needs a warehouse.

By - BENNY BELL

The Only "Kiddie Album"
Of Its Kind In The Whole
World, - (thank heaven!)
Especially Part 3, "Simple Simon"

"Hickory Dickory Dock" goes hay-wire.



"Little Jack Horner" needs a Doctor, but quick!



"Old King Cole" has a Jam-Session.



"Dopey Joe" is getting dopey-er all the time.

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Profit Packages

(Continued from page 79)

This record contains the Jewish National Anthem backed with a song from the concentration camps of war-time Europe.



"CHURCH SOLOS," Lura Stover, soprano; Lydia Summers, contralto; Harold Haugh, tenor; J. Alden Edkins, bass. *Bibletone "U"*

For home use, or for playing in small churches, a collection of eight solos for different voices, with organ accompaniment.

DIAMOND JUBILEE SINGERS: "I'll Be Satisfied" — "Lord Be With Me." *Sterling 1506*

Group has established a reputation in concert and radio work. This is their first recording, for the label.

THE JOHNSON FAMILY SINGERS: "Wait for the Light to Shine" — "The Old Family Bible." *Columbia 37887*

Two traditional songs, for the "family" to enjoy.

NOVELTY MUSIC

DIAMOND, LEO: "My Sin" — ". . . And They Called It Dixieland." *Vitacoustic 9A*

"Harmonicartist" Leo Diamond, utilizes a unique sound-booth to obtain some unusual effects on his debut disc.

LAZY SAM: "Supper Must Be on the Table at Six O'Clock" — "This Time the Laugh's On Me." *Sterling 802*

Two novelties, the first side deals with a demanding husband; flip has a surprise "laugh" ending.

MURPHY SISTERS: "Girls If You Ever Get Married" — "Don't Eat Me." *Apollo 1080*

Two novelties, presented in fast pace, with clear-cut lyricizing.

TERRY, SONNY: "Worried Man Blues" — "Leavin' Blues." *Capitol A-40043*

Harmonica artist makes the little instrument "talk."

WELK, LAWRENCE: "I'm a Lonely Little Petunia" — "Svenska Flicka." *Decca 24197*

Two novelties by the "champagne music" orchestra.

ELECTRICAL APPLIANCES

Section of **RADIO & Television RETAILING**

Overcoming Resistance to Price

Via Comparison, Dealer Can Prove That Value and Quality Prevail in This Industry

● Appliance manufacturers, like America's makers of radio products, continue to offer the price-inflation-minded consumer high quality at comparatively low prices.

No merchant should permit any of his customers to believe differently. He has the facts and figures at his disposal. He knows how much a good refrigerator cost before the war. He knows what the price ticket on this

tremendous increases in costs of other necessities and luxuries, the public will *not* know how our industry has succeeded so well in holding the price line so comparatively low and the quality so unquestionably high unless they are *told* and *shown*.

Because of the runaway prices in so many fields, numbers of the radio/appliance dealer's customers will hesitate to buy at this time be-

quarter. Today the same meat will cost him about *seven times* as much.

The consumer, as before-stated, is certainly price-inflation-minded. He thinks in such terms of *all* contemplated purchases.

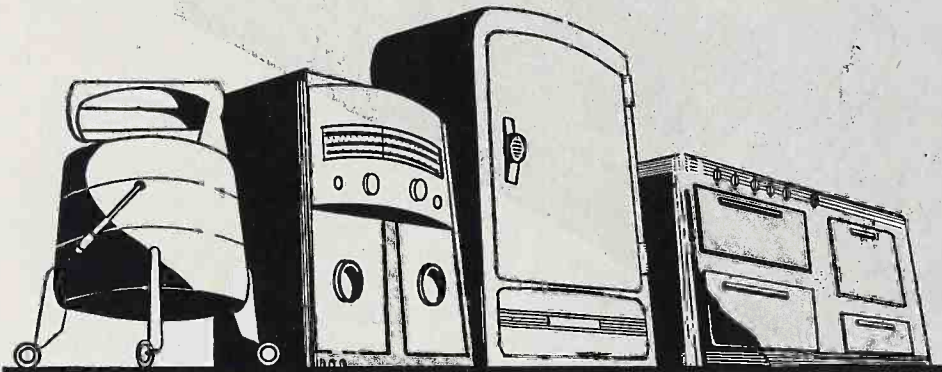
The consumer should know that *many* prices have been drastically *reduced* in our field. That very few prices are out of line because of the highly competitive nature of the industry, and that, comparatively, the increases have been *small*.

The dealer should buck resistance to prices of radios and electrical appliances by making comparisons with out-of-the-field products, and by making comparisons within his field. Comparing what his products sold for before the war with what they are selling for today. If he feels that he cannot justify the increase, then he must be handling the wrong line—and he knows full well what's happening to the *few* items which are priced too high.

He should have no difficulty convincing the customer of the top quality and improved performance of his products. When price objections are raised, he should not fail to explain to the customer that his margins are *lower* than they were before. He should not permit any customer to believe that he is obtaining extra profit or benefit from price increases in cases where his margin has remained static.

The dealer has a job of "missionary" work cut out for him, but it gives him the opportunity for enlightening the customer along sincere lines—and helping him to combat resistance he may inherit from skyrocketing prices in general.

The merchant may be ashamed of the high-priced shoddy suit he has to wear, but he doesn't have to be ashamed of the peak-quality, comparatively low-priced products in his store.



Products in our field are higher in quality; have many improvements, yet sell at reasonable prices in spite of skyrocketing manufacturing and selling costs.

product is today. He knows that the quality offered now is fully as good, if not better than it was before the war. He knows that in many products improved operational features have been provided. He should impress his customers with such facts.

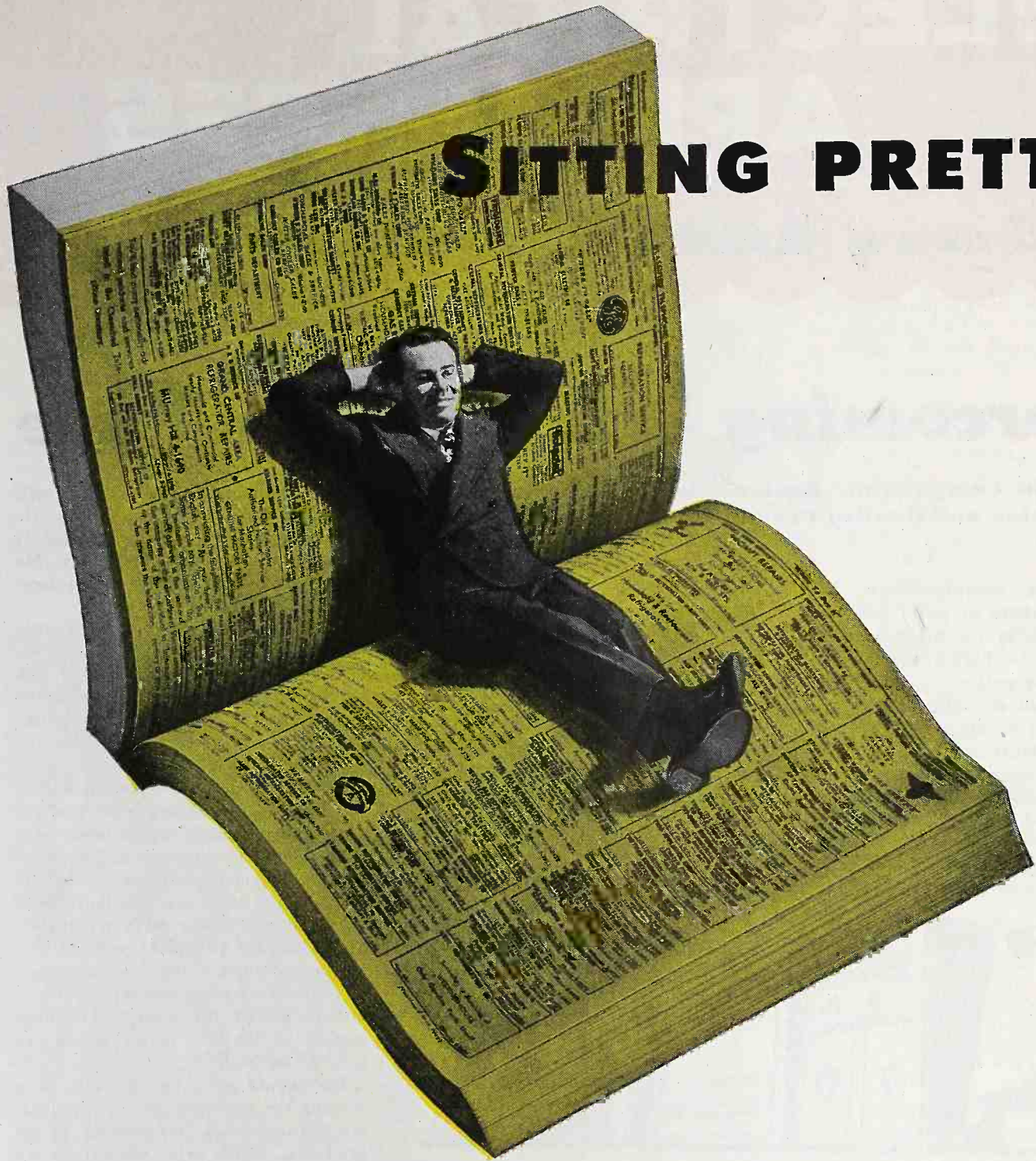
The merchant knows, too, that the reputable manufacturers in this field kept their products off the market until they were able to obtain materials of the required quality standards.

Rather than substitute inferior materials and components, many a maker held on to huge stocks of almost completely finished appliances.

Faced as it is with double-or-more prices in practically *all* food items,

cause they may take it for granted that his prices are out of line, too, and worse, they may believe that the quality of these products is as poor as many of the products they've bought in other fields.

Any merchant can increase sales through satisfying the prospective purchaser that, for instance, a ten per cent increase in the price of the refrigerator he's looking at is not exorbitant, and proving that the quality is as good—or better—as it was pre-war. Showing, too, that improved features are offered. When the refrigerator in question sold for about \$250, as against its present \$275 ticket, the consumer could buy *two pounds* of hamburger steak for a



SITTING PRETTY!

Extra business comes to this dealer . . . for the very good reason that he advertises in the 'yellow pages' of the telephone directory, and people can find him easily and quickly.

For years, the Classified ('yellow pages') has been a popular source of information for buyers in your home town. Prospective customers

don't always know where they can buy the nationally advertised brands they want . . . where they can get parts and the repair service they need. That's why they look it up in the 'yellow pages' so often.

Advertise in the 'yellow pages' of your local telephone directory and you'll be "sitting pretty," too.

For further information, call your local telephone business office



Push Coffee-Maker Sales!

The dealer who realizes that large numbers of his customers and prospective customers do not own modern coffee-makers, and who does something about promoting the sale of these small appliances, will find such effort bringing satisfactory results.

Attractive in-store and show window displays of coffee-makers, backed up by clever salesmanship, can sell more of these modern table appliances, which will perform three services for the customer. First, they will make better coffee. Second, they will lighten the task of coffee-making, and third, they will be much more attractive in appearance than the old one.

Members of the salesforce should learn all about the features of the various makes they handle.

Since appearance is one of the most important factors in causing customers to make buying decisions on these products, the salesperson should be able to determine quickly which of the models appeals most to the prospective buyer. Having such information, the clerk should concentrate his effort toward getting the order on the particular type.

Numerous Features

There's a surprise in store for the salesman who may say "a coffee-maker is just a coffee-maker" on that day when he decides to find out that there are many novel selling points—more than he ever dreamed of, and learns that any one of the points may prove to be a sales clincher.

Some features are: They use far less coffee than older types; more of the delicate flavor is retained in the liquid. The modern coffee-maker is easier to clean; its appearance enhances the attractiveness of any table. Some coffee-makers have automatic operating controls, some have selective heats. All the good makes have long-lived, trouble-free heating elements, and durable, safe service cords and plugs. Each make has its own exclusive operating features, too.

In addition to knowing all of the sales features, and asking the customer to buy, the dealer organization should back up such effort with adequate display and promotion. Coffee-makers should be in every show window featuring small appliances. The

articles on display should be kept clean and sparkling.

"Live" demonstrations can bring about more sales, too, and such presentations should be made every now and then. A *demi-tasse* of coffee brewed right in the store will be relished by most customers, and will certainly contribute toward placing the shopper in a want-to-own mood.

The dealer who carries a large line of all sorts of small appliances naturally finds it impossible to run through a long list of suggestions to each customer. This is why it is important to make periodic "drives" on sales of specific items, and to keep attractive displays in the works.

Ask Them to Buy

As a rule, customers come in to ask for specific small appliances, but many buy other things which are "suggested" to them via display or demonstration. The merchant who keeps coffee-makers prominently exhibited and who, perhaps, stages a sales drive on them once a week or so, will certainly increase the sales volume of these appliances.

Right now the merchant should plan to push coffee-makers as one of the most acceptable of all small Christmas gifts. This appliance should occupy a place in every holiday

window display; in Xmas advertising copy.

In addition to being a *useful* gift, these table appliances have lots of eye-appeal, and are inexpensive. Many coffee-makers will be sold this Christmas throughout the nation, but this appliance is by no means a seasonal item, and the merchant who plugs its sale the year 'round will ring up extra profits.

Following is a list of manufacturers associated with the coffee-maker field:

Landers, Frary & Clark, New Britain, Conn.; Cory Glass Coffee Brewer Co., Chicago; Silex Co., Hartford, Conn.; General Electric Co., Bridgeport, Conn.; Hill-Shaw Co., Chicago; Westinghouse Electric Corp., Mansfield, Ohio; Robeson Rochester Corp., Rochester, N. Y.; Bersted Mfg. Co., Fostoria, Ohio; S. W. Farber, Inc., Brooklyn, N. Y.; General Consumer Products, Inc., Chicago; Hartford Products Corp., Chicago; Miracle Electric Co., Chicago; National Stamping & Electric Works (White Cross), Chicago; Northeastern Radio Co., New York City; Sheridan Electronics Corp., Chicago; Zenith Electric Appliance Co., New York City; Manning-Bowman Co., Meriden, Conn.; Sunbeam Corp., Chicago; Monitor Equipment Co., New York City.

Adequate display plus asking customers to buy will up sales of coffee-makers. Shown in the photograph is an eye-catching arrangement in the store of the H. J. Hill Electric Co., Wichita, Kansas.





The 80-foot front of the store was designed for extra visibility across full length of salesroom.

• When Carl and William Carlson opened their \$75,000 store and office building in 1945, a name long famous in Minneapolis building business circles moved over to the appliance and radio field.

In entering the appliance business

the Carlson brothers were looking toward supplying their own kitchen and laundry equipment in houses they built. As they planned for their store they realized that few dealers had facilities for the installation of planned kitchen ensembles.

Here are two of Carlson's three displays of electric kitchens, with laundry set up for demonstration.



How to Sales of

Minneapolis Dealer, Housed in

Through their building business, they had working agreements with dozens of parallel services: plumbers, electricians, floor coverings and painting contractors. They are now installing "complete kitchens," with these "families" of mechanics.

Even as a youth in high school, Carl Carlson was a member of his father's building firm. A few years before the war the firm began installing cabinets and electric ranges in their custom built houses. By that time Carl and his brother William were running the business and had incorporated under the name Victor Carlson Sons. During the war they built approximately 150 emergency houses and laid plans to open an appliance store when they returned to peace-time operations.

Branching Out

Starting an ambitious program in 1945, they built their store on Park Avenue, a principal Minneapolis thoroughfare lined with old mansions converted to business uses, and leading to a fine residential district. They joined the Minneapolis appliance dealers' association and installed a pretentious store, with an eighty-foot street frontage, displaying three all-electric kitchens, a planned laundry, and providing a soundproof audition room for radio and television.

The basement of the new store has been fitted up as an auditorium that will seat 50 spectators. Here they will operate cooking schools and other events to attract groups of women. When appliance supplies improve the store will operate a field staff of direct salesmen. The auditorium will serve as a training center for this activity.

Specialize in Planned Kitchens

His New \$75,000 Building, Has Blue-Printed Unique Course of Merchandising Action

In addition to domestic appliances, the basement of the store houses a display room for commercial electric cooking equipment. Clinics will be conducted for department heads of hospitals, schools and other civic institutions, such as churches, etc. This equipment will be demonstrated in much the same manner as the home appliances.

A unique phase of Carlson's operation is that they buy from only one distributor despite plans for an extensive business. They sell Stromberg-Carlson radios and Hotpoint kitchen and home laundry equipment. They do this in order to keep their dealings with Graybar Electric Co. exclusively.

Doing Kitchen Jobs

Carl Carlson emphasizes the necessity for complete coordination of all services performed by the "families" of mechanics in installation planned kitchen and laundry equipment in new houses. Each workman must be ready to do his part of the job when another has finished his.

At present Carlson's do not attempt to fix a set price in advance. They take kitchen installation jobs for other builders, other appliance dealers, or from their own customers, on a 'cost-plus' basis. Mr. Carlson says they will not operate that way indefinitely, but at present there are too many uncertainties to estimate costs with the degree of accuracy necessary.

When building conditions become more normal, Carlson will return to the custom home field for his construction business. "We want to make installations for other dealers and other builders now to keep our 'family' of mechanics busy," he said.

Later, he feels, they will be kept busy just putting kitchens in the houses Victor Carlson Sons themselves build.

Carlson's believe that a dealer specializing in planned kitchens should make a special point of learning from past experiences. When a retailer takes the responsibility for an entire room of a customer's home—and one

of the most important rooms, too—he has something on his hands. It's a big job and as a merchandising project it takes a lot of planning. A dealer who does not profit to the greatest degree from his experience in this field, is missing a bet. It's a good thing to remember every detail of every complete-kitchen transaction.

Carl Carlson in action—giving an energetic demonstration of a range to a Minneapolis customer.



Refrigerators *

* Washers

* Ironers *

* Ranges

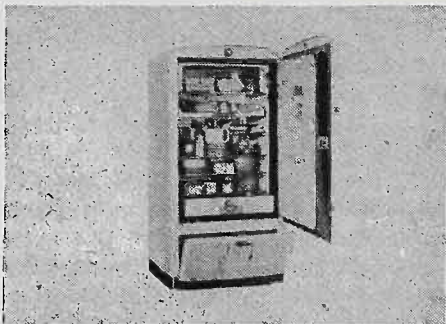
* Vacuum Cleaners *

* Food Freezers

New Electrical

Gibson REFRIGERATOR

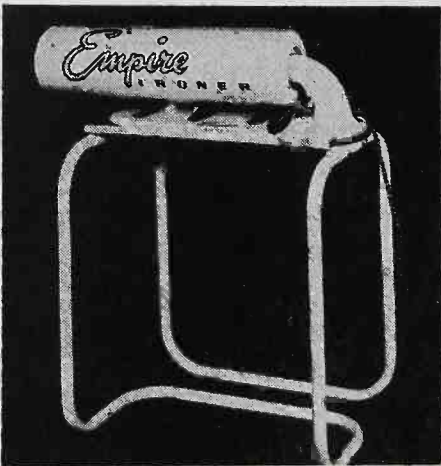
Model F-787 refrigerator, net capacity 7 cu. ft., shelf area 13.9 sq. ft. Features new interior design, with larger freez'r locker at top, with 1.12 cu. ft. capacity. Exclu-



sive fresh'ner shelf below freez'r locker produces high humidity and low temperature for retaining vitamins and preserving freshness in salads, fresh meats, vegetables etc. Dry crisper tilt bin at bottom. Gibson Refrigerator Co., Greenville, Mich.—RADIO & Television RETAILING

Empire IRONER

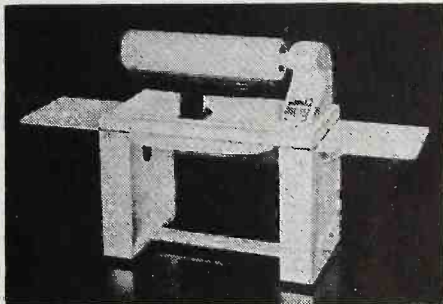
Table combination ironer, length of ironer roll is 21 inches. Features: motor and gear



assembly inside the ironer roll; motor has 1200-watt heating element and automatic thermostat; triple-plated shoe; sturdy, lightweight, "no-tip" tubular steel table. Retails at \$69.95 complete. Empire Appliance Co., 480 Lexington Ave., N. Y., N. Y.—RADIO & Television RETAILING

Bendix IRONER

Standard model automatic home ironer, operates on same principle as the deluxe model—made for ease of operation. It irons under the roll, which is suspended in a fixed position over a movable shoe. Features are an adjustable lap board,



height adjustment to fit the operator, three open ends, adjustable knee controls, adjustable shoe which can be released four inches from the roll, and an accessible release bar. Bendix Home Appliances, Inc., South Bend 24, Ind.—RADIO & Television RETAILING

Silex COFFEE MAKER

"Delray" model, 2-cup capacity, equipped with the flavor guard filter. Brews one or two cups of coffee at a time. Silex Co., Hartford 2, Conn.—RADIO & Television RETAILING

Royal Rochester COFFEE SET

Three-piece coffee set, as shown, retails for \$21.95, plus tax. Sugar and creamer



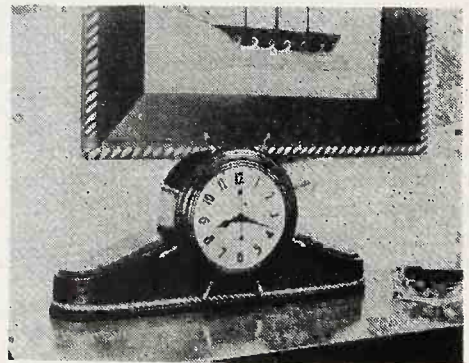
can be bought separately; percolator \$16.95, plus tax. Robeson-Rochester Corp., 46 Sager Drive, Rochester, N.Y.—RADIO & Television RETAILING

Hoover ELECTRIC IRON

Especially designed to give extra insulation and protection. Pancake-shaped dial beneath the handle, serves as temperature control, and as added protection against the heat of the iron. The dial fits flush with the handle legs. Dial and handle are of brown plastic, and lettering is large. Priced at \$11.45. The Hoover Co., North Canton, O.—RADIO & Television RETAILING

Telechron STRIKE CLOCK

"Resolute" model, sounds hours in ship's bell sequence on silver toned bell. Clock encased in brown mahogany; eight gold color ship's wheel spokes project from dial



ring. Size: 8 inches high, 16½ inches wide and 5 inches deep. Movement contains Telechron's standard self-starting synchronous motor. Sells for \$37.00 plus tax. Telechron Inc., Ashland, Mass.—RADIO & Television RETAILING

Aerolux Lite

"Rosy Light," model. Bulb lights up with colors of the rose. Other "electric flower" models available as well as ones with



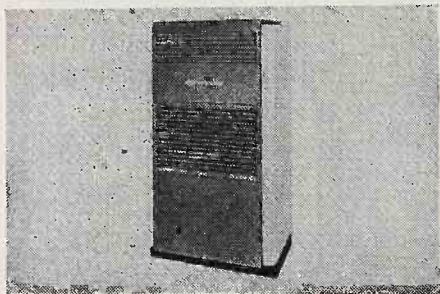
religious motifs. Excellent for use as night light, room decorations, and for use on Christmas trees. Aerolux Light Corp., 653 Eleventh Ave., New York, N. Y.—RADIO & Television RETAILING

Home Appliances

Toasters
 Roasters
 Hand Irons
 Mixers
 Clocks
 Coffee Makers

Westinghouse AIR CONDITIONING UNITS

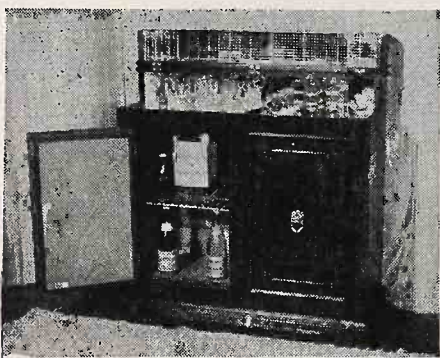
"Unitaire," self-contained air conditioning unit for installation in retail stores. Being made in two, three and five horsepower sizes, the units have been reduced in size as compared to pre-war models. Unit in-



cludes compressor, condenser and evaporator for cooling and dehumidifying, glass wool filters for cleaning and a fan for circulation. A heating coil and humidifier may be added to furnish year-round air-conditioning. Five-horsepower model shown is 77 inches high, 44 inches wide and 22 inches deep. Sturtevant Div., Westinghouse Electric Corp., Hyde Park, Mass.—RADIO & Television RETAILING

Penguin BAR

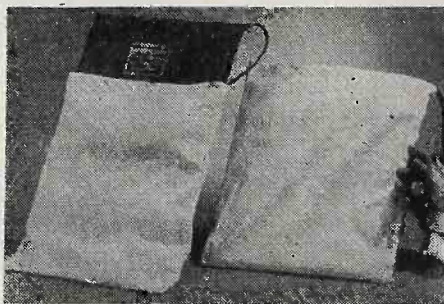
Refrigerated console bar features: trap door to liquor storage cabinet with automatic light; refrigerator temperature control dial. Refrigerator compartment, containing 3½ cu. ft. of space is made of



heavy gauge aluminum; yields 42 ice cubes, plus tray to hold extras; choice of cabinets and woods in modern and period styles. Springer Industries, Inc., 149 Broadway, New York 6, N. Y.—RADIO & Television RETAILING.

Casco HEAT PAD

Three-fixed heat electric pad, with 100% genuine wetproof vulcanized castex cover



for wet and dry applications, plus a removable washable brocaded outer cover, and a thirty fixed heat switch with Braille markings. Retail for \$6.95. Features patented 3-fixed heat feature which keeps constant the various temperatures the pad can be set at. Casco Products Corp., Bridgeport, Conn.—RADIO & Television RETAILING.

Kasson TREE TURNER

Electric Christmas tree turner makes tree revolve three times a minute, and has built-in two-way outlet for tree lights. Designed primarily for home use, this rotating unit is suitable for holiday merchandise displays in store windows. Turner is adjustable to any size tree; is built to



carry a load up to 200 lbs. Cast aluminum holder is waterproof, so that tree may be watered. Powered by an ac motor, completely enclosed in all-steel housing. Base is 18" in diameter, all over height 10". Finished in Christmas green, and comes completely assembled. General Die & Stamping Co., New York City—RADIO & Television RETAILING

GE BLANKET

New twin-bed automatic blanket that is 66 inches wide. (Six inches less than GE's standard double-bed automatic blanket.) The new blanket retails at \$37.95, plus tax. General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.—RADIO & Television RETAILING

Electromaster RANGE

"Spacesaver" model deluxe electric range. 21-inch size range is equipped with a table top lamp, and an automatic timer clock for oven control. Specifically designed for small, modern, compact kitchens. Electromaster, Inc., Mount Clemens, Mich.—RADIO & Television RETAILING

Blackstone IRONER

Model 3N, deluxe rotary-type ironer featuring a 26-inch roll, specially designed utility cabinet. Made for "straight-line" ironing with minimum of effort. When not in use, protected by "utilitop." Equipped with patented compound pivotal hinge



which permits top to swing into working position. Features: scratch-proof shoe, double thermostats, fingertip and adjustable knee controls. Prices are \$169.95 in zone 1 and 5, and ten dollars higher in zones 2 and 3. Blackstone Corp., Jamestown, N. Y.—RADIO & Television RETAILING.

Chrom-Ever WHIPPER

Whipper with interchangeable mixing blades for whipping or mixing. Off-center mixing unit creates a double motion in the liquid. Push-button operation. Whipper has a one-quart bowl, self-lubricating motor. Retail at \$7.95. Asquith Associates, 131 State St., Boston 9, Mass.—RADIO & Television RETAILING

"TWO SPEEDS" DOUBLES



UNIVERSAL SCOOPS THE FIELD . . . DOUBLES YOUR SALES OPPORTUNITIES!

It's *sure fire!* Universal's history-making Two-Speed Washer really side-tracks competition. With its new *Two Speeds for every washing need*, here at last is a wringer-type Washer to which women can safely trust their "fluff stuff" as well as their "rough stuff." You'll be out front, too, with its brand new Super-Safe "Control-O-Roll" Wringer.

NEVER BEFORE
A WRINGER
SAFE AS THIS!
ITS **CONTROL-O-ROLL**
FEATURE
ASSURES COMPLETE
PROTECTION

IT'S A UNIVERSAL
FOR ME! WITH
TWO SPEEDS TO
CHOOSE FROM, I
CAN EVEN WASH MY
SHEEREST NYLONS
BY MACHINE

Feature the
LEADER—
Feature
UNIVERSAL

THANK GOODNESS!
ITS **TIME-A-MATIC**
TIMER PREVENTS
OVERWASHING,
ENDS TEDIOUS
WATCHING

LEADERSHIP THAT BUILDS YOUR DEALERSHIP!

YOUR WASHER MARKET!

HIGH POWERED PROMOTION TO WIN CONSUMERS!

Universal is scooping the field in promotion, too. We're "turning on the heat" with the broadest, most intensive program of consumer advertising being put behind any wringer-type washer today. Women by the thousands are being presold every day on Universal's sensational new Two-Speed feature. We're telling them about it in the big-circulation magazines... on billboards in major markets... over the radio networks on the nation's top audience participation shows reaching millions of listeners. Put the impact of this power-packed promotion to work for you.

POWER-PACKED, FULL-PAGE ADVERTISING IN LEADING NATIONAL MAGAZINES



NO MORE MONDAY MOURNING!
WITH THE NEW **UNIVERSAL** 2-SPEED WASHER
SEE YOUR LOCAL DEALER TODAY!

HIGH-TRAFFIC BILLBOARDS IN THE NATION'S MAJOR MARKETS

7 MILLION RADIO IMPRESSIONS WEEKLY



Get the jump on your competition! Make the Universal Two-Speed Washer the headliner in your store.

See Your Universal Distributor!

UNIVERSAL

L AND ERS, FRARY & CLARK • NEW BRITAIN, CONN.

What's New in Lighting

Improved Ceiling Lights

A more compact, easily installed fixture of low wattage which gives clear, even light is the result of improvements announced by Homecraft Electronic Products in its fluorescent ceiling light.

These improvements include: lamp holders of clear Plexiglass now completely recessed—a Homecraft patent. Zinc bases of lamp holders are completely recessed leaving no parts exposed. The bulb is brought closer to the reflecting surface and unit is more compact. The starter is now accessible from the outside. The fixture is now available in tripleplated chromium in addition to white enamel for more light through better reflection. A truly beautiful fixture.

The light is a 32-watt unit, 12" in diameter, which equals the output of ordinary 100-watt bulbs. Fixture is 13" x 4 $\frac{1}{4}$ " high—easy to install, fits flush to the ceiling, it has a replaceable spring-type knockout button for spring chain or dropcord installation. All electrical parts are GE and the unit is approved by Underwriters' Laboratories. Further details may be had by addressing Homecraft Electronic Products, 1208 S. Kedzie Ave., Chicago 23, Illinois.

New Home CLM Lamps Provide Double Light

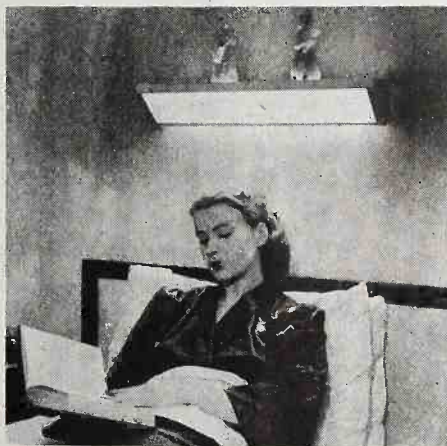
"Certified" floor and table lamps, now available for the first time, will provide approximately double the light produced by pre-war lamps of similar design.

Known as CLM lamps, the new development bears the endorsement of more than 100 portable lamp manufacturers known as the Certified Lamp Makers. The increased light output, explained Miss Beryle Priest, of the Westinghouse Lamp Division, is due to better designed reflectors and, in some models, to the use of circular fluorescent lamps. Miss Priest, a home lighting consultant, spoke in New England Mutual Hall at a meeting sponsored by the Electric Institute of Boston.

The newly-designed reflectors direct 60 per cent of the light downward on the eye task at hand and 40 per cent of the light upward in the form of indirect light. Ten styles of CLM lamps will be offered when

the lamps are introduced throughout the nation. The designs range from a 20-inch-high boudoir lamp utilizing a glass disc reflector to minimize glare to a 59-inch-tall floor lamp with a 10-inch reflector and a circular fluorescent lamp used in combination with an incandescent lamp bulb.

Makes Good Bed Light

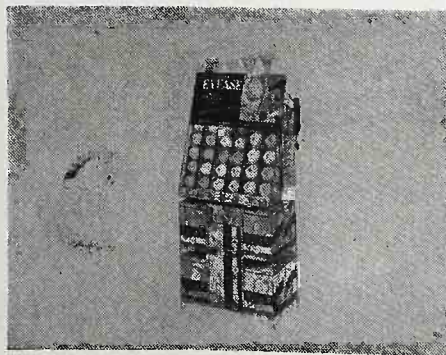


New fluorescent wall lamp introduced for the home, the Sylvania "Beverly" provides both direct and indirect light. Has two 20-watt lamps. Made by Sylvania Electric Products, Inc.

Huge Lamp Warehouse

The largest warehouse for electric lamps in Southeastern United States is being constructed near Atlanta, Ga., for the Westinghouse Electric Corporation. The brick and steel structure, scheduled for occupancy in the late Fall, will provide 41,000 square feet of floor space for the storage of lamps and for headquarters offices of the Westinghouse Lamp Division's Southeastern District.

New Lamp Seller



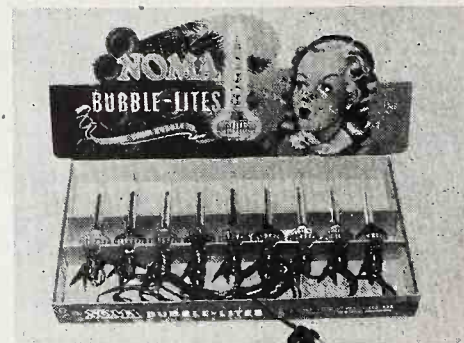
"Complete lamp department in one package" is offered by Solar Electric Corp., Warren, Pa., on its glare-free "Eyesee" light bulbs.

New Appliance Bulbs

Two low wattage, rough service lamps for vacuum cleaners, sewing machines, "bung-hole" barrel inspection, portable extension cords and any similar use requiring a small, rugged, low wattage lamp are now listed in the Westinghouse Electric Corporation's standard large lamp price schedule.

The smaller lamp is rated 15 watt, 115, 120, 125 volt, T-7 bulb ($\frac{7}{8}$ " diameter), d.c. bayonet base, $2\frac{5}{8}$ " long overall. The larger lamp is rated 25 watt, 115, 120, 125 volt, T-8 bulb (1" diameter), d.c. bayonet base, $2\frac{5}{8}$ " long overall. The 15 watt lamp produces 106 lumens; the 25 watt 230 lumens.

Popular Noma Tree Set

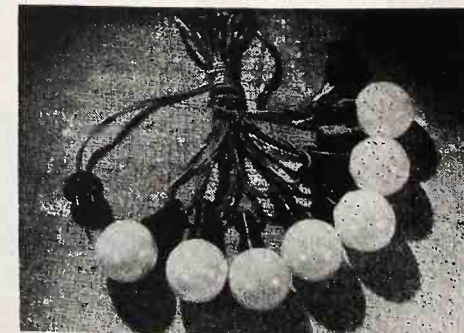


No. 509 Noma. Has 9 shimmering tubes.

New GE Material

General Electric has been sending out scads of dealer display helps, and keeps urging retailers to set up merchandising exhibits in prominent places in store interiors and in show-windows. GE's national advertising campaign to consumers is built around the slogan, "Stay Brighter Longer."

Fluorescent Xmas Lamps

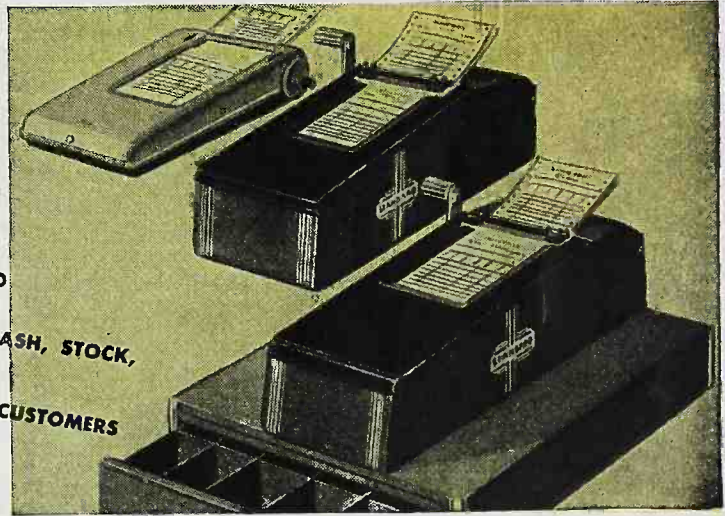
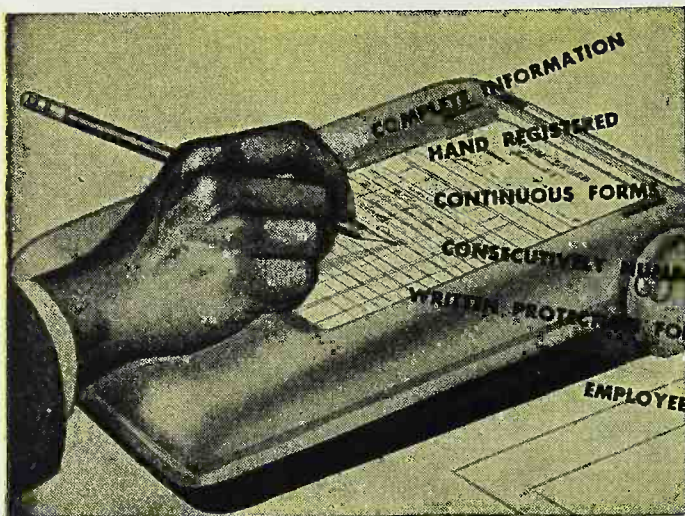


Sylvania outfit can be used outdoors too!

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

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. 1311 Dayton 1, Ohio

Please send me Free Standard Register Business Digest which tells me how I can write better records in my business...easier...simpler...faster!

NAME.....

COMPANY.....

STREET.....

CITY.....ZONE...STATE.....

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

Servicing Appliances

Money-Making Hints for the Busy Department

In Servicing, Correct Diagnosis Is Important

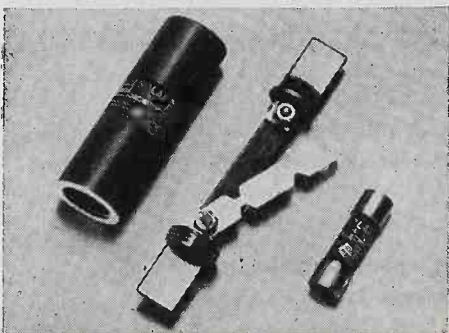
When he tells the customer *what's wrong* with the appliance, either in the home or in the store, the servicer should bend every effort toward making his diagnosis correct. One of the surest ways to make customers lose confidence in your organization is to "guess" wrong instead of making certain that you're right.

For example, a man from Dealer Smith's store calls on a user on a refrigerator complaint of "won't run." The servicer tells the owner that the "motor is burned out"; advises that he'll take it to the shop tomorrow. After the mechanic had gone, a neighbor dropped in, cleaned the commutator and put in some new motor brushes he happened to have on hand. The refrigerator was put back in operation, and the owner felt that Dealer Smith was either out to rook him, or didn't know his business. In addition to losing confidence in the retailer, the customer may tell others what happened. Careless troubleshooting is dangerous procedure.

Solar Shockproof Fuses

A new line of renewable cartridge fuses, designed for shockproof servicing and rapid renewal, has been announced by the Solar Electric Corporation, Warren, Pa.

Distributed under the trade-name "Solar," the knife-blade type fuse has



Capacity range 3 to 600 amperes.

only two main parts: a cartridge case with no exposed ferrules or bolts, and a link-blade assembly. One end of this assembly is sealed to an inner collar on the case by a fibre washer backed by a brass plate; on the other end, a threaded brass plug, permanently fastened to the knife-blade as-

sembly, screws inside the casing. When blowouts occur, gases, heat and pressure are safely dissipated through a "controlled vent passage" formed between the V-shaped threads of the brass plug and the square-shaped case threads.

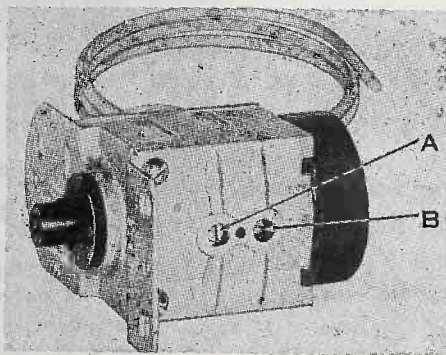
Solar shock-proof renewable cartridge fuses are available in sizes from 3 to 600 amperes, 250 or 600 volts; Underwriters Laboratories, Inc., approved.

Adjusting Norge '41-'42 Cold Control

The Norge cold control used in 1941 and 1942 is of a completely new design. The case and all internal working parts are stainless steel, making a complete rust-proof cold control.

The cold control knob is mounted directly on a single shaft. To obtain colder cabinet temperatures, the control dial knob is turned in a clockwise direction.

Two adjustment screws are located in the side of the control. The screw nearest the front of the control (A), is the range adjusting screw.



1941-1942 Norge cold control.

By turning the range adjusting screw one-half turn clockwise, the entire temperature range of the control is lowered approximately four degrees. By turning the range adjusting screw one-half turn counter-clockwise, the entire temperature range of the control is raised approximately four degrees.

The rear screw (B) is for adjusting the temperature differential of the control and is for factory use only. Do not attempt to adjust the control temperature differential in the field.

Since the adjusting screws are in

the side of the control behind the cooling unit front plate, it is necessary to remove the cooling unit front plate to make any control adjustment.

To Adjust Pressure on Universal Ironette

The roll circumference of 22" Portable Ironettes, made by Landers, Frary & Clark, New Britain, Conn., is $16\frac{3}{8}$ " when properly padded. It is only natural that the roll circumference will be reduced somewhat with the use of the machine through a "wearing in" of the padding. This will necessitate, in some instances, increasing the pressure.

This is done by tightening the two pressure adjusting nuts at the top of the shoe supporting bracket. Care should be exercised so as not to apply too much added pressure. The service department suggests turning each nut two turns and then test for satisfactory results. Be certain to turn each nut the same number of turns, otherwise the pressure will be uneven.

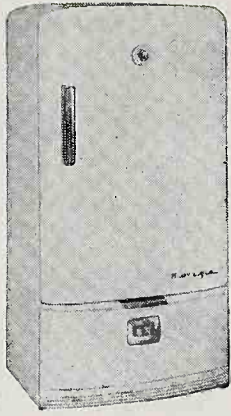
Vac Cleaner Parts

The dealer cannot do a fast job on repairing vacuum cleaners unless he carries a stock of parts. In addition to facilities for doing motor work, he should carry such things as bags, belts, wheels, switches, odd-size female plugs to connect service cord with motor end; headlamps, motor brushes, motor brush springs; revolving brush bearings, etc.

Motor Capacitor Kit



Aerovox Corp., New Bedford, Mass., makes this handy instrument which determines the right capacitance; then provides that capacitance until standard replacements are available. (See Oct. 1947 issue for complete description.)

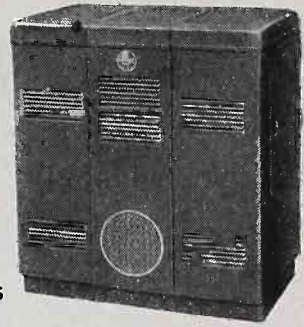


REFRIGERATORS

ELECTRIC RANGES



HOME HEATERS



NORGE SUCCESS IS SEVEN-FOLD!

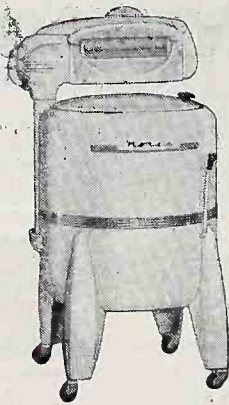
There are seven sleek, smart reasons for the success of Norge retailers—seven “personable” products that blanket the major appliance field and return big-ticket profits!

When a retailer makes an initial sale of a single Norge appliance, a profitable business relationship has just begun. One sale leads to many, for one Norge sells another. Every Norge retailer has many families that are completely Norge-equipped.

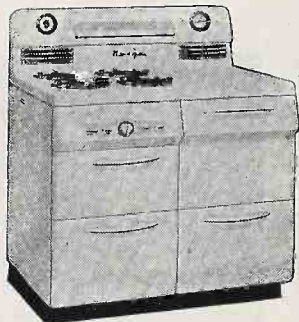
Norge retailers figure it like this: one product, one success; two products, two successes; SEVEN PRODUCTS—SEVEN SUCCESSES! Norge Division, Borg-Warner Corporation, Detroit 26, Michigan. In Canada: Addison Industries, Ltd., Toronto, Ontario.



ELECTRIC WATER HEATERS



WASHERS



GAS RANGES



HOME & FARM FREEZERS

Norge products, distributed worldwide, are typical examples of the values made possible by the American system of free enterprise.

Products of BORG-WARNER



“The best dealer in town sells Norge”

**SEE
NORGE
BEFORE YOU BUY**



Miss America 1947—Barbara Jo Walker—and the Launderall automatic laundry. Manufacturer F. L. Jacobs was one contributor to scholarship fund which sends her and other winners to college.



Big promotional package of Proctor Electric Co. accents the bring-customers-in materials. Included are counter display, 4-color window display, banner, cards, training material, ads, mats, etc.

Appliance Promotions

Below, two merchandising experts join the sales staff of Vacuum Cleaner Division, Lewyt Corp. Paul S. Crocker, left, and J. Sayer Seely.



*News Pictures on
Help - the - Dealer
Sales Campaigns
Now in Progress*

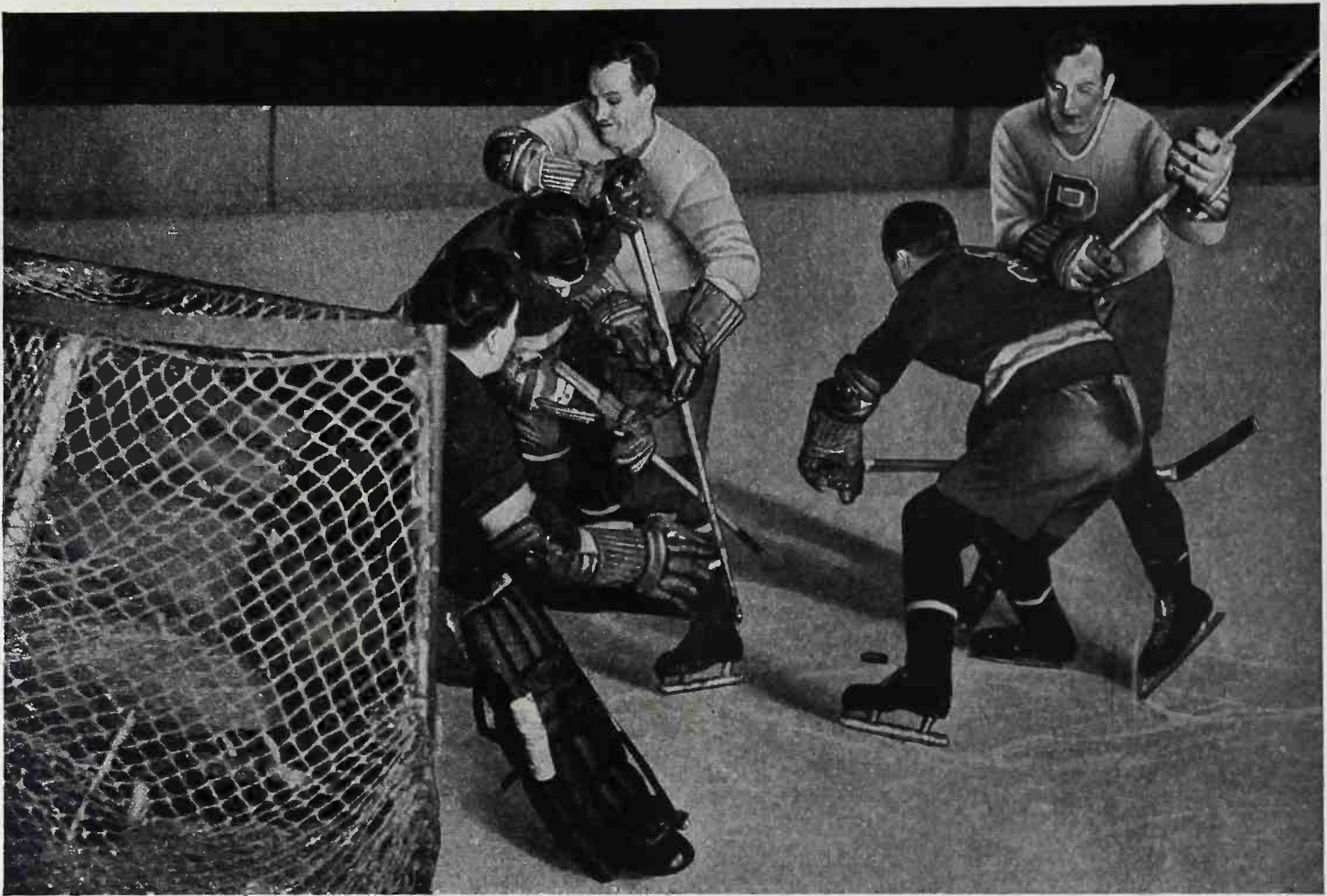
Below, executives of Textile Mills Co. plan the new million-dollar plant built by sales success of \$2.98 Tex-Knit burnproof ironing board cover. Left to right, G. K. Pattison, J. H. Niebuhr, and Kurt Goldsmith, president.



At the 10th anniversary convention of the firm's 78 jobbers, Bendix Home Appliances, Inc., displayed the first unit Bendix sold, and celebrated the sale of the 1,000,000th job. Left to right, Judson S. Sayre, president; H. J. Dowd, board chairman; and E. R. Farny, a director.



The popular "Queen for a Day" radio show recently reached into the town of Ashippum, Wis., and picked queenly Mrs. Irene Becker for the title. She was awarded this ABC-O-Matic ironer manufactured by Altorfer Bros. Co., Peoria, Ill.



Which one will be **TOMORROW'S CHAMP?**

Even if you should watch those fellows carefully through an entire game, you'd find it hard to predict which one will score the most goals for the season.

And even if you watch closely the parade of radios and appliances in today's market, you know it's not easy to tell which ones will score the most sales in the long run.

There are many competing lines — old and new — each with its patented features. Along with these you must consider price, manufacturers' advertising and dealer helps, and changing market conditions. It takes a lot of broad merchandising experience — like Graybar's — to select the lines that will sell best . . . be most profitable . . . year in, year out.

In its service as national distributor of leading lines of radios and appliances, Graybar has proved its wisdom of selection and its ability to help dealers move merchandise. Moreover, Graybar has remained an independent, self-directing organization, so as to be free to select and recommend lines on the basis of salability.

That's 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.*

4798

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**

Sales Clinic Prepares for More Competition

Some 300 Westinghouse distributor salesmen are being put through the firm's "Merchandising Clinic" at Mansfield, Ohio, in groups of 55 or 60 during the remaining months of 1947, and the early part of 1948 in preparation for the coming competitive market. Over 200 distributor salesmen and executives already have completed the course in preparation for "tougher selling." The Clinic includes lectures, discussions and home work on the history of Westinghouse and the appliance business; coverage policies and plans on the value of a Westinghouse full-line franchise; setting up dealers with retailer identification, display, finance plans, kitchen and laundry planning, service organization and salesman training; operating with retailers in national and cooperative advertising, and in planning local promotion; product sales training in which all Westinghouse electrical appliances are explained by factory engineers and sales managers.

Heads Central Region Sales

Herbert J. Allen is the new central regional sales manager for Admiral Corp., Chicago. He will handle both Admiral radios, Dual-Temp refrigerators and electric ranges. Mr. Allen was formerly field sales manager of the record department of RCA. His appointment at Admiral was announced by W. C. Johnson, general sales manager.

Chief TV Engineer

Colonial Television Corp., 2139 Harrison Ave., New York, N. Y., through its president, Alfred Emerson, has announced the appointment of Peter N. Tsokris as chief engineer.

Philco Promotion Manager



Raymond B. George, who has been cited for an outstanding record during the past 2 years as sales manager of Philco's accessory division, has been advanced to the new post of sales promotion manager for the firm. Mr. George started with Philco 11 years ago in the New York jobber organization.

California Retailer Opens New Store



Entire store staff was on hand to greet guests at Richardson's Radio & Appliance Store, 1119 Baker St., Bakersfield, Calif., when the smartly styled new store held its opening. Left to right: Leland S. Jett, service manager; Ray V. Poston, salesman; Mr. and Mrs. Lisle Richardson, owners; and Angelina Bernal, recording dept. manager. Mr. Richardson has been in business for 15 years and has featured Howard radios for the last ten.

Bendix Appliances Gives Prizes for Washer Displays

Bendix Home Appliances, Inc., is awarding six prizes in each of four geographical divisions of the country for displays in the "100,000,000th Bendix automatic washer" promotion. Prizes will go to display managers and appliance department managers of the stores declared by judges to have the best window displays on the subject. Prizes in the window display competition are: 1st, a Bendix automatic washer, dryer and ironer; 2nd, any two of these; 3rd, any one.

Objects to Life Comment on Servicemen's Honesty

Acting in defense of radio servicemen, Harry A. Ehle, vice-president of International Resistance Co., Philadelphia, has written a vigorous letter of protest to the editor of *Life* magazine regarding the "Repair-It-Yourself-Radio" article in the Sept. 8th issue.

In reporting on the "plug-in" components of the new unit made by Cosmo Electronics Corp., 675 Hudson St., New York, the magazine said that "It will . . . be watched with dismay by those radio repairmen who have relied on the customer's ignorance of electronics to foist huge repair bills on him."

Following are some of the comments made by Mr. Ehle in his letter to the *Life* editor:

"You have been careful to point the finger of unfavorable publicity only at those radio repairmen who have relied on the customer's ignorance of electronics to foist huge repair bills on him, but it seems probable your readers will be left with the impression that ALL radio repairmen charge excessive prices. To me, it seems unfair to thus inferentially indict some 60,000 independent small business men . . . the radio service technicians.

"You will find some rascals in any large group. I believe, however, you will find the average radio repairman a good, at-least-average citizen of this

country who is anxious to improve his standing in his community by doing an honest day's work for an honest day's income. The various servicemen's associations very definitely include 'fair dealing' as an important part of their operating codes—with the full support of the industry's manufacturers and distributors.

"In addition, and quite aside from this questionable attack on a group of independent technicians, is the fact that it is often not just the 'parts' of a radio which need replacing. Almost any radio which has been in service for a year will perform better if it is re-aligned. To do this properly you need technical ability, skill, and test equipment very much like that shown in one of your pictures."

Balcom Sees Mass Market Prices for FM Radios

"Look back at the history of radio prices in the last 25 years . . . intense competition has resulted in the persistent reduction of prices as high unit production has lowered manufacturing costs . . . there is no reason to doubt that the same will be true in FM."

This was the prediction of Max F. Balcom, president of the Radio Manufacturers Association, speaking at the recent meeting of the FM Association in New York City, on the subject of "The Manufacturers' Stake in FM."

Declaring that radio manufacturers already have invested millions of dollars in FM and have incurred heavy losses in developing FM receivers, Mr. Balcom said:

"The manufacturers who comprise RMA are just as much interested as the broadcasters in FMA in making FM broadcasting a going, paying business."

Set manufacturers have produced more than 700,000 AM-FM receivers since the war, Mr. Balcom said, and the rate of production is expected to increase sharply during the remaining months of 1947 due to the development of reasonably priced FM table models by an increasing number of manufacturers.

Quality Sales Manager



The new sales manager for Roberts & Mander Corp., makers of Quality appliances, is W. B. Eckenhoff. He has been assistant sales manager for 8 years and will now direct the firm's expanding sales program.

Huge Prize Contest for Launderall Salesmen

A big-scale nationwide prize award campaign for dealers, retail salesmen and wholesale salesmen of Launderall—the automatic washing machine—has been announced by Edward A. Ash, appliance division director, F. L. Jacobs Co., Detroit. An unusual variety and number of prizes—including four new automobiles—will be awarded. The campaign began October 1 and will close December 31, 1947. It is divided into these categories:

1. "Family Treasure Hunt" for retail salesmen in which the winner will have the choice of hundreds of prizes.
2. An all-expense-paid vacation trip plan for dealers.
3. Four 1948 automobiles as grand prizes for wholesale salesmen.

Big Expansion for TV Labs of UST

Expansion of the United States Television Mfg. Corp.'s laboratories by about 50% has been announced by Hamilton Hoge, UST president. The new UST laboratories now occupy almost half of a floor in the block-long, 3-story plant at 3 W. 61st St., New York City. The added space was necessary to house the extensive television development conducted by UST. Plans for the use of the enlarged laboratory space were under the direction of Antony Wright, UST chief engineer.

Wire Firm Appoints Two

R. I. Insulate Wire Co., Inc., Providence, R. I., makers of Bosto-Wire, have appointed Marwood, Limited, San Francisco, as Pacific Coast managers for its complete wire and cable line; and Ellman & Zuckerman, Chicago, have been appointed representatives in that territory to handle its flexible cords line. Crescent Electric Sales Co., Chicago, will be retained to handle the asbestos insulated wire products.

THE NEW 1948 PROCTOR NEVER-LIFT IRON

Announced
THIS MONTH!



- 1 **New Rayon Safety Signal.** A boon to any woman; signals green if iron temperature is safe for rayons; red if iron is too hot.
- 2 **Cool, safe ironing.** Glass wool insulated, overall plastic shield and handle for increased comfort. Permanently attached, heat resistant rubber-guarded cord for safety.
- 3 **New Fabric Control Dial.** Big. Easy to operate. Easy-to-read fabric marking always shows right side up. Convenient off switch saves plug pulling.
- 4 **New Never-Lift Action.** A finger touch and it lifts itself on ingenious, cool, safe leg support.
- 5 **Clear Vision Button Ledge.** Makes it easy to iron around buttons... and you can see what you're doing.
- 6 **Proctor Heat Distribution.** Evenly distributed heat makes ironing easier, and faster, does work better.
- 7 **Non-Overshoot Thermostat.** Proctor's new double thermostat compensates for normal overshoot (excess heat) when cool iron is first heated.

Do you know these amazing facts about Proctor's Gigantic Never-lift Promotion?

The new *Never-Lift* is announced in a double-page, four color spread in the November 1st Saturday Eve. Post; full color pages in 6 other magazines; substantial ads in 11 other national magazines!

There are a million ads a day building

Ask your distributor about it right now.

unprecedented demand for Proctor in your community!

There's a Free announcement tie-in package that will transform this demand into store traffic and profits for you!

It's free... it's complete... it's another Proctor Newsmaker!

PLUS... Proctor Sit-Down Ironing!

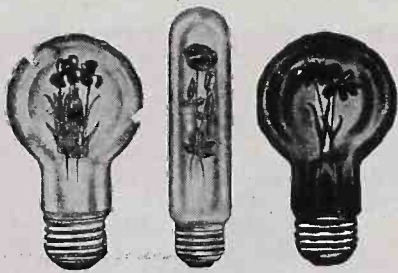
Now your customers can actually iron in comfort sitting down and do it faster, easier and better because the Proctor *Never-Lift* is the only iron that lifts itself... that eliminates wrist wrench and arm strain from lifting, tilting and twisting 2½ tons in an average ironing day.

PROCTOR *NEWSMAKER* IN APPLIANCE MERCHANDISING

PROCTOR ELECTRIC COMPANY, PHILADELPHIA 40, PA.

NIGHT LIGHT WITHOUT A PEER

"House Beautiful"



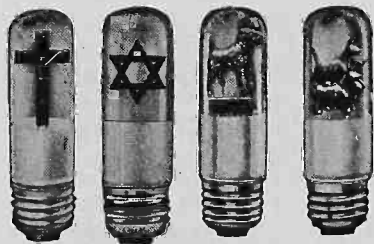
LIKE SOMETHING OUT OF FAIRYLAND

*Martha Cheavens
in "McCalls"*



COMPLETELY CHARMING

Pete Warner in "Cue"



**THE FLOWERS
INSIDE THE BULBS
GLOW WITH A SOFT
IRIDESCENCE
IN NATURAL COLORS**

Write for Catalogue

AEROLUX
LIGHT CORPORATION
653 ELEVENTH AVE., NEW YORK

Vacuum Cleaner Sales Peak

Factory sales of standard-size household vacuum cleaners for 1947 passed those for 1946 in August, totalling 2,389,713 in the eight months, compared to 2,289,441 in all last year, C. G. Frantz, secretary-treasurer of the Vacuum Cleaner Manufacturers' Association, has announced. Sales in 1947 already exceed those for all 1941, the industry's greatest pre-war year, by 43 per cent.

The industry's sales in August totalled 277,288 units, compared to 280,585 in the preceding month and an increase of 22.6 per cent over 226,060 in August, 1946.

The Merchant Electropopolous

"There Came a Day When the Item Did Not Sell" was the title of an article which appeared on page 171 of the September issue of RADIO & Television RETAILING. It concerned "The Fable of the Merchant Electropopolous," and because it stated a number of first-rate merchandising principles, it was being circulated by the sales experts of Graybar Electric Co.

Graybar says that the credit for the "Fable" rightly belongs to B. D. Quackenbush, general manager of the Suttle Equipment Co., Lawrenceville, Ill. Mr. Quackenbush had used the story in his booklet called "Now We Begin to Sell."

Belden Reduces Prices on Portable Cords

Prices on the line of portable electric cords made by Belden Mfg. Co., Chicago, have been reduced from two to ten per cent from those of January 1947. The announcement was made by the Belden vice-president in charge of sales, H. W. Clough, who said that production economies had made the reductions possible and had enabled the firm to absorb an increase of two cents in the price of copper.

The portable cords are widely used in refrigerators, washers, vacuum cleaners, business machines, industrial devices, etc.

Bendix Appliances to Hold Jobber Meet

Bendix Home Appliances, Inc., has announced that its 1948 distributor convention will be held in the Edgewater Beach Hotel, Chicago, Jan. 18 and 19, during the January markets. Distributor presidents, general managers and Bendix sales managers are requested particularly to be there but other distributor personnel may also attend. A general session is scheduled for the first day, with individual conferences slated for the second.

GE District Rep

Len J. Vogel is the new southeastern district representative for General Electric ranges and water heaters, it has been announced by J. M. Walker, district manager of appliance sales.

Juicer Promotion



Fall and Christmas sales drive for the Juice King home juicer is previewed here by G. W. Hanney, vice-president and general sales manager for the firm. The company now has big ad campaign in national magazines, sales kit for jobbers, retail sales instruction booklet, 4 color displays, newspaper ads, circulars, tags, etc.

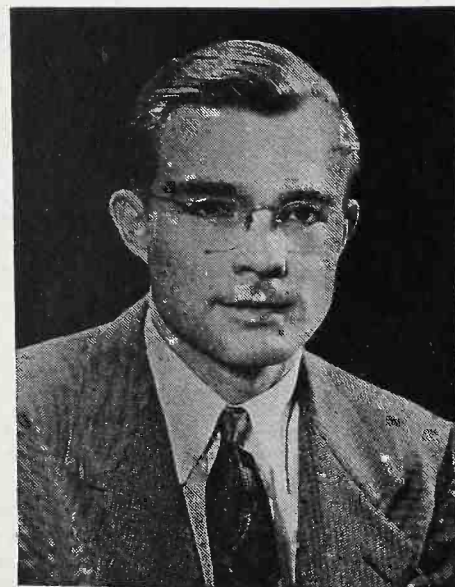
Cobwebs in the Cash Register?

In current advertising of the Cory Corp., Chicago manufacturer of glass coffee brewers and Fresh'nd-Aire Circulators, the matter of brand names is being emphasized. Under the heading, "There'll be cobwebs in your cash register if you don't watch out!" the firm calls attention to the fact that "competitive selling is back—that 'just as goods' don't have what it takes to continue to move off retail counters now that well-known brand names are becoming more and more available."

Adds to Sales Force

In the intensified selling activity of The Silex Co., J. M. Moore, general sales manager, has announced the appointment of two new members of the sales force in the Southeast. John W. Livingston, of Charlotte, N. C., has been appointed Silex district manager for North and South Carolina. Dan M. Treece, of Jacksonville Beach, Fla., is district manager for the state of Florida, Southern Georgia and Southern Alabama.

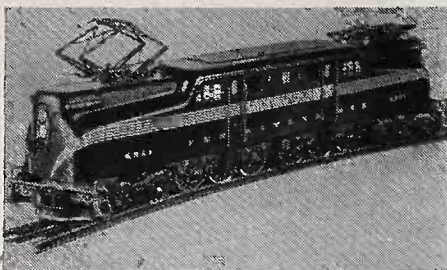
Promoted by Sparton



Dave R. Chenault has been appointed sales promotion and advertising manager for the radio and appliance division, Sparks-Withington Co. He was formerly the Sparton assistant ad manager before vice-president E. C. Bonia announced his promotion.

ELECTRICAL TOYS FOR XMAS

Lionel LOCOMOTIVE



Locomotive modelled after electric-type engine, faithfully reproduced. Scissor-like arrangement at top is a pantograph; can be so adjusted in model shown that it will receive its current from overhead wires. Twenty wheels arranged in following classifications: 4-6-6-4. Powerful engine designed to pull a long string of cars at a high scale speed with ease. The Lionel Corp., 15 E. 26 St., New York, N. Y.—**RADIO & Television RETAILING**

Gilbert RECTIFORMER

No. 14 electronic rectifier, for use on electronic propulsion locomotives. Changes ac to dc through specially designed electronic tube. Operates electronic propulsion or standard locomotives. One unit may be used to operate one electronic propulsion locomotive and one standard locomotive on the same or different tracks—or two electronic propulsion locomotives on same tracks. Switch for reversing direction of trains is built into rectifier. Throttle shows scale per hour. Short circuit indicated by interruption of flashes in electronic tube. The A. C. Gilbert Co., New Haven 6, Conn.—**RADIO & Television RETAILING**

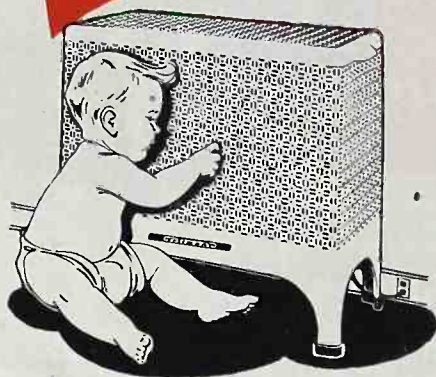
S & M TOY WASHER



Miniature washing machine, designed for children's play use. Actually washes handkerchiefs and small pieces. Colorfully decorated with decals. Complete with cover and roller. S & M Mfg. Co., Pleasant St., Watertown, Conn.—**RADIO & Television RETAILING**

Now There Are 2 Sides to the TRILMONT Heater Story!

BOTH mean greater profits for YOU!



It's a Super-Efficient Safety* Electric ROOM HEATER!

TRILMONT is America's No. 1 Heater . . . for operating efficiency, long life and safety, it has no equal! It provides "warmth without worry" in any room. Two non-glowing oversize coils silently produce an up-draft circulation of about 45 cubic feet of warm air a minute without moving parts. The patented double-walled cabinet, always cool to the touch, makes the heater free from fire hazards and safe for clothes-drying! Priced to give more net profit per unit than gross receipts from ordinary heaters!

For full details contact your distributor or national sales agents listed below, or write TRILMONT direct.



It's a Rain-or-Shine, day-or-night CLOTHES-DRYER!

A combination you can sell all-year-around . . . because it licks the age-old rainy washday problem! Now anyone can dry clothes INDOORS with the TRILMONT Safety* Heater and TRILMONT's specially designed all-metal folding dryer!

Low-Priced for Volume Sales!
HEATER & DRYER BOTH FOR ONLY \$34.50
 Regular Price, \$39.50
 Introductory Price, \$34.50

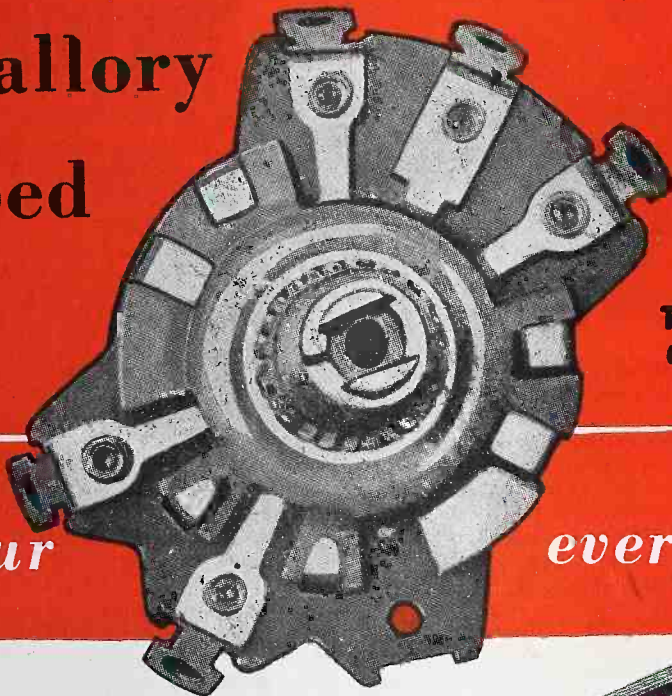
Heater equipped with Detachable Cord Set.
 Heavy or Screen Switch
 Common Model A, 1200
 Metric Model SA, 1200
 Made U.S. or U.C.

*Winner, Lewis & Conger First National Home Safety Award

TRILMONT PRODUCTS CO., Walnut at 24th, Philadelphia 3, Pa.

Sales Agents: A. C. Sanger & Co., Inc., New York, Boston, Philadelphia, Atlanta, Cleveland, Chicago, St. Louis, Dallas, Los Angeles, San Francisco, Seattle, Portland. • Robert W. Fishburne, Richmond, Virginia.

10 Resistance Values in Mallory Double-Tapped Controls...



**TYPE DTM
(DOUBLE TAP)**

To supply your every need

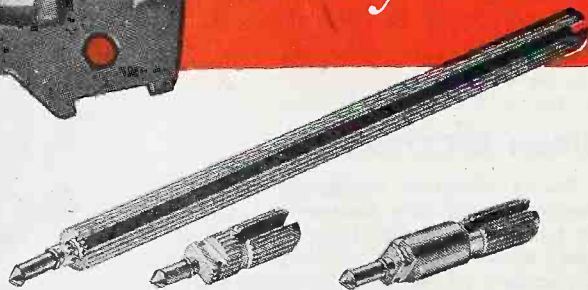
MALLORY is pretty fussy about the taper and resistance values of the controls it makes. That's because it has a thorough knowledge of controls in all original receiving sets... conscientiously duplicates these controls with a streamlined, but *complete* line of replacements.

Mallory Double Tapped Midget Controls are a case in point. They come in ten resistance values—to supply every need! By merely combining them with the right Mallory Plug-In Shaft, you can duplicate most double tapped original controls in the "special" category.

Furthermore, Mallory provides *large* double tapped controls in four resistance values. These are to replace originals with fixed shafts of 3 inches or less.

See the Mallory Catalog for the complete story. Or contact your Mallory distributor.

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



INSIST ON MALLORY— THE COMPLETE CONTROL LINE

Mallory is the manufacturer that offers:

- 33 Correctly Tapered Wire-Wound Controls
- 31 Values in Single Tapped Controls
- 10 Values in Double Tapped Controls
- 12 Clutch Type Controls
- 10 Universal Dual Controls
- 92 Popular Special Controls

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**

Hints on New Sets Nip Troubles

Factory Service Managers Advise Spot-Checking These Radios

● Here are more service notes, submitted by the factory service managers, to add to those which have already appeared in previous issues. In those cases where the replacement of a part is recommended, an initial check should be made to determine whether the set being examined is of recent production.

If it is, the likelihood is strong that the recommended substitution has already been made at the factory. Where this is not true, a great deal of time may sometimes be saved by following the advice given.

To eliminate modulation hum in

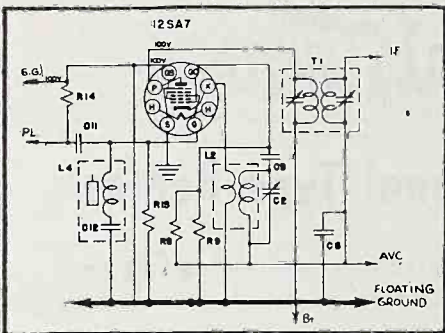


Fig. 1—Revised circuit diagram of Arvin model 665 showing substituted resistor wiring.

Arvin model 665, chassis RE-229, 6-tube ac radio-phono combination, replace the 1 megohm resistor in the grid circuit of the converter tube (formerly R13) with a 100,000 ohm

resistor (shown now as R15 in Fig. 1). As illustrated, R15 is connected from grid to floating ground, contrasted with R13 which was connected from grid to AVC line.

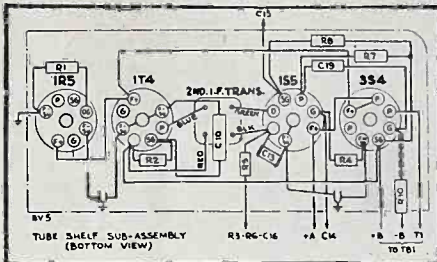


Fig. 2—RCA model 54B5 under-chassis wiring sketch shows correct critical lead dress.

In the same receiver model, the tone quality may be improved by replacing condensers C5, .0005 mf, across the volume control, with C14, .0025 mf, and C7, .002 mf on the tone control, with C13, .005 mf.

Lead Dress is Critical

Fig. 2 shows the under-chassis wiring of RCA's personal set, model 54B5, chassis No. RC-1047. In view of the small size of the radio, the lead dress is critical, and the blue, green and black leads of the 2nd i-f transformer should run as direct as possible. If excess lead exists, dress it down the side of the socket and flat against the chassis to the transformer opening.

Other lead dressings are also critical. Cross the green and the black leads inside the 1st i-f can, keeping the green lead to the outside. The load coil bracket is to separate the blue and green leads. Dress the audio coupling capacitor C14 and the lead to the volume control up and underneath the shelf supporting the output transformer.

Observe the outside foil connec-

tions on all paper capacitors, and the polarity of electrolytic C17. Keep the blue and red leads of the output transformer above the mounting shelf, dress all leads away from the loading coil, and run the leads to the gang as far as possible from all metal parts.

Unless a loudspeaker with the same code letter (49U, AG, etc.) is used as the original in replacing the unit in a Zenith chassis 6C01, 6D0 series, a low pitch hum may result, requiring the change of the feedback resistor R10. With 49U, H, or AG speakers, R10 is 390,000 ohms. When using a 49CS549 speaker, R10 must be 680,000 ohms. R10 is 330,000 ohms for all other speakers.

In the same receiver, microphonic 14C7 tubes have been known to cause howls, while oscillation, hum and poor sensitivity may be caused by a grounded tuning capacitor frame. Correct by inserting a rubber pad between the frame and chassis, and cementing it in place.

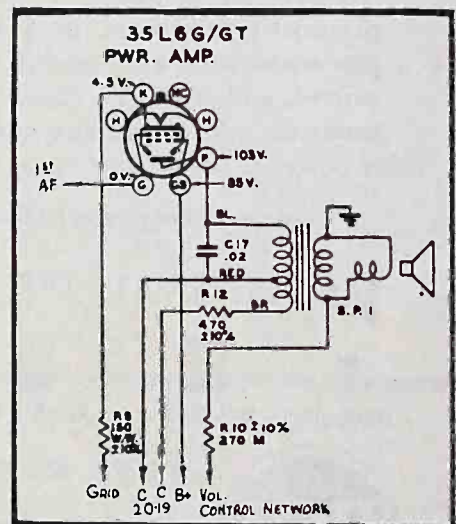


Fig. 3—Zenith chassis 6C01, 6D0 series uses R10 in various values, depending on speaker type.

GOOD SERVICING IS A MERCHANDISING MUST!
Make sure that YOUR SERVICE MANAGER reads all of the MONEY-MAKING, CUSTOMER-PLEASING articles in the SERVICE SECTION of This Issue—Every Issue!



A Gift Package for Christmas—

RCA Presents Unique Battery Kit for Personal Type Radios

NOW—to help you make *extra* holiday profits—RCA brings you this new *matched-performance* kit of battery power for virtually all personal type radios...packaged for the Christmas trade. Each kit contains an RCA VS-016 B battery, and *six* RCA VS-036 sealed-in-steel A batteries...an ample and convenient supply of A power to last the full life of the B battery.

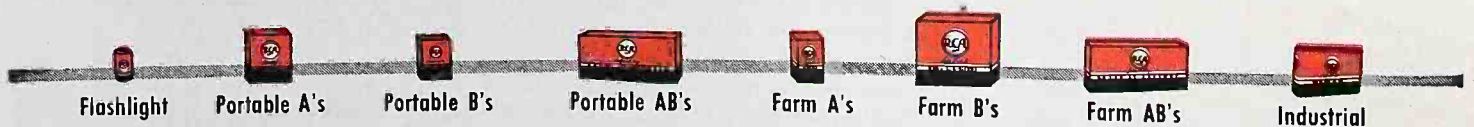
This new and easy way of buying battery power

for personal radios will appeal instantly to Christmas shoppers in search of practical gifts. Each carton lists the makes of personal radios the kit is equipped to power.

After the holidays, you can cash in on the repeat battery kit business that's bound to follow.

Place your order now with your RCA Distributor to insure early delivery.

RCA BATTERIES—THE COMPLETE LINE FOR THE ELECTRONIC DISTRIBUTOR



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

TV Horizontal Sweeps

Picture Synchronizers, Flywheel Circuits, Jitter Eliminators Explained — Part V

● In the August installment (pp. 94, 95 and 109) of this series of articles we have discussed the vertical deflecting and the wave-shaping and damping circuits of some of the popular television receivers. Now we will continue with various horizontal deflection circuits and their associated noise-rejecting features.

The most common types of horizontal saw-tooth generators use the grid-blocking, multi-vibrator and modified Hartley (electron-coupled)

almost the same frequency. One of the two voltages is a sine wave from the oscillator winding, and the second consists of synchronizing pulses which arrive from the second sych amplifier by way of a differentiating network which attenuates the vertical synch, and are fed to the center tap of the secondary of T108.

While the sine voltages on the diode plates are equal in amplitude but opposite in phase, the synch pulses are equal both in amplitude

tual conductance of the 6AC7, which in turn changes the frequency of the oscillator. If the phase of the oscillator shifts with respect to the synchronizing pulse, the corresponding change in d-c from the discriminator brings the oscillator back to the correct phase.

C167 and C170 form a voltage divider and integrator to attenuate rapid changes in d-c from the synch discriminator such as are produced by the vertical synch or a burst of noise. It might well be considered the heart of this automatic synch circuit, and its ratio and time constant is quite critical. In an area serviced by a poorly-operating station which is transmitting synch pulses having excessive phase modulation, it may be necessary to adjust the divider values to compensate. Unfortunately, this will inevitably sacrifice some noise immunity.

Making Adjustments

By switching the link on J102 provided for this purpose, C171 is added across C167 and the speed of response is increased. This will cure cases of the horizontal displacement of portions of the picture, when it has already been definitely established that the trouble is not caused by an excessively strong signal overloading the first video amplifier grid.

The frequency-controlled oscillator signal is fed into a conventional horizontal discharge tube. One half of a 6N7GT is employed for the discharge

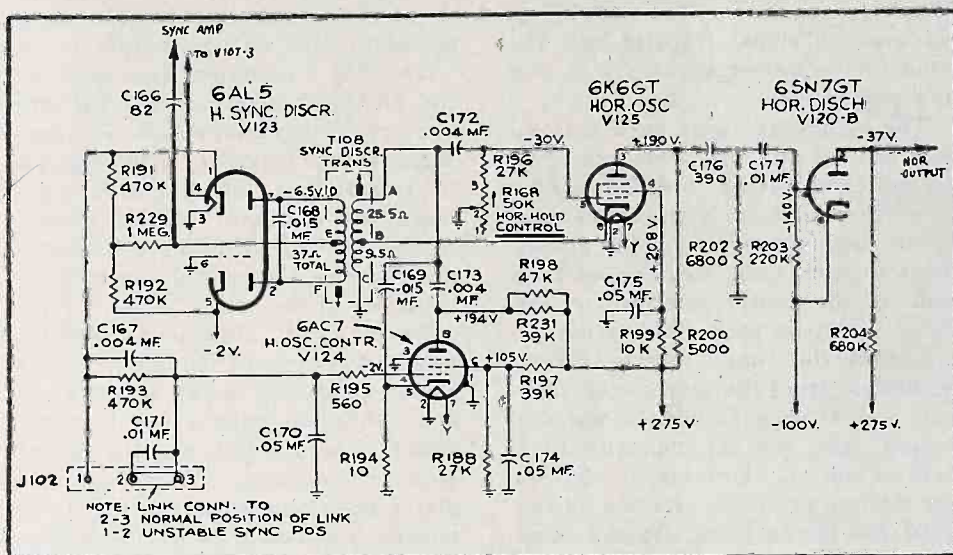


Fig. 1—In the RCA 630TS 10" table model, a stable Hartley oscillator sets the basic repetition rate of the horizontal sweep, while the 6AL5 discriminator or comparator makes slight adjustments by means of the 6AC7 control tube to match the transmitted synch frequency.

oscillators. Since the basic features of the first two have been described in relation to the vertical circuits, only the application of the electron-coupled type remains to be discussed. In fact, inasmuch as the electron-coupled Hartley oscillator should already be familiar to any servicer studying television because of its general use in all superheterodynes, only the method in which its frequency is controlled in the new picture stabilizing circuits need be analyzed.

In the RCA television receivers, an electron-coupled oscillator circuit with a free-running frequency of 15,750 cycles uses as its oscillator coil the primary of T108, the synch discriminator transformer (see Fig. 1). The closely coupled secondary feeds some of the oscillator's voltage to the plates of the 6AL5 dual diode discriminator tube.

This tube operates as a *comparator*, producing a d-c output voltage proportional to the phase displacement of any two input voltages which have

and phase. So long as they are so phased that the pulse occurs midway up each plate's sine voltage curve, their sums will be equal, and as usual in discriminators, will balance out to give zero output. This condition is shown in A, Fig. 2.

How Comparator Works

However, if when the pulse arrives, the oscillator sine voltage is running slightly behind or ahead of it in phase, as in B or C respectively, the maximum voltage developed across discriminator load resistors R191 and R192 will be unequal, and either a negative or positive resultant will be delivered to the grid of V24, the horizontal oscillator control tube, familiar to many as a reactance tube modulator.

This control is the 6AC7 connected as a reactance tube across the primary of T108, the oscillator coil. A change in the d-c output of the discriminator produces a change in mu-

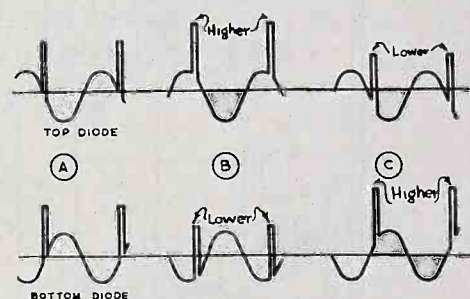


Fig. 2—Combining the two voltages. At A, correct phase yields equal voltages; at B and C, incorrect phase, different voltages.

tube. The function of this stage is to produce a saw tooth voltage for use in the horizontal sweep circuits.

The oscillation in the 6K6 horizontal oscillator takes place between screen grid and cathode. Since the peak to peak voltage on its grid is

(Continued on page 114)

Latest FM Circuits Feature

RCA VICTOR MODELS 68R1, 2, 3, 4, chassis No. RC-608 are AM-FM 8-tube table radios in a choice of four cabinet styles. Broadcast i-f is 455 kc, while FM i-f is 10.7 mc. A 5" x 7" elliptical speaker, built-in BC loop and FM dipole, and a ratio detector for FM are featured. Separate i-f transformers are used in the input and output sides of the single AM-FM i-f stage, while a third i-f transformer is used between the FM driver stage and the ratio detector. Individual 6BE6 tubes act as AM and FM converters.

The lead from pin 2, 6BA6, to ground provides degeneration for the i-f stage, and neither its length nor location should be changed, except to dress it as close to the base and as near to the back apron as possible.

The dress of certain other leads and parts are critical, and must be carefully handled. For example, capacitor C-1 should run near the chassis base, just as C-23 should be next to the chassis. The lead from the latter unit to the high side of the volume control should also run next to the chassis, along the front apron.

The lead from pin #5 of V1, 6BE6, to terminal C of transformer T1 follows the bottom of the FM shelf as closely as possible, while resistor R-20 is dressed near the chassis base. All a-c leads should be cleared away from the volume control and all FM leads kept short.

MOTOROLA MODELS 95F31, 31B, 31M, 33, chassis HS-38, 39 are 9-tube combination AM-FM phonograph-radios with a short wave band and separate loops for AM and FM channels.

The FM loop is in the form of a figure 8. By means of soldered taps or adjustable clips, preset in position, an external 300 ohm FM dipole can be matched to the receiver. Some dipoles may require additional adjustments. This can be done by first removing the existing taps. By means of miniature battery clips connected by short twisted pair leads to the FM external antenna fahnestock terminals, locate the position on the loop for greatest signal transfer, and reconnect the permanent leads to the new points.

The automatic tuner push buttons may be used on either broadcast, FM or any combination of AM and FM. In setting them up, however, be sure to set the band switch on the proper band in each case. Also be sure to tune to the center response of the three found on each FM station.

Loosen the tuner locking screw, accessible from the rear of the cabinet, and after a 15-minute warmup period, tune the set manually to a desired station. Holding the dial on the station, press the selected button until the motor stops. Do the same for all stations desired, and tighten the tuner locking screw. Check the operation carefully.

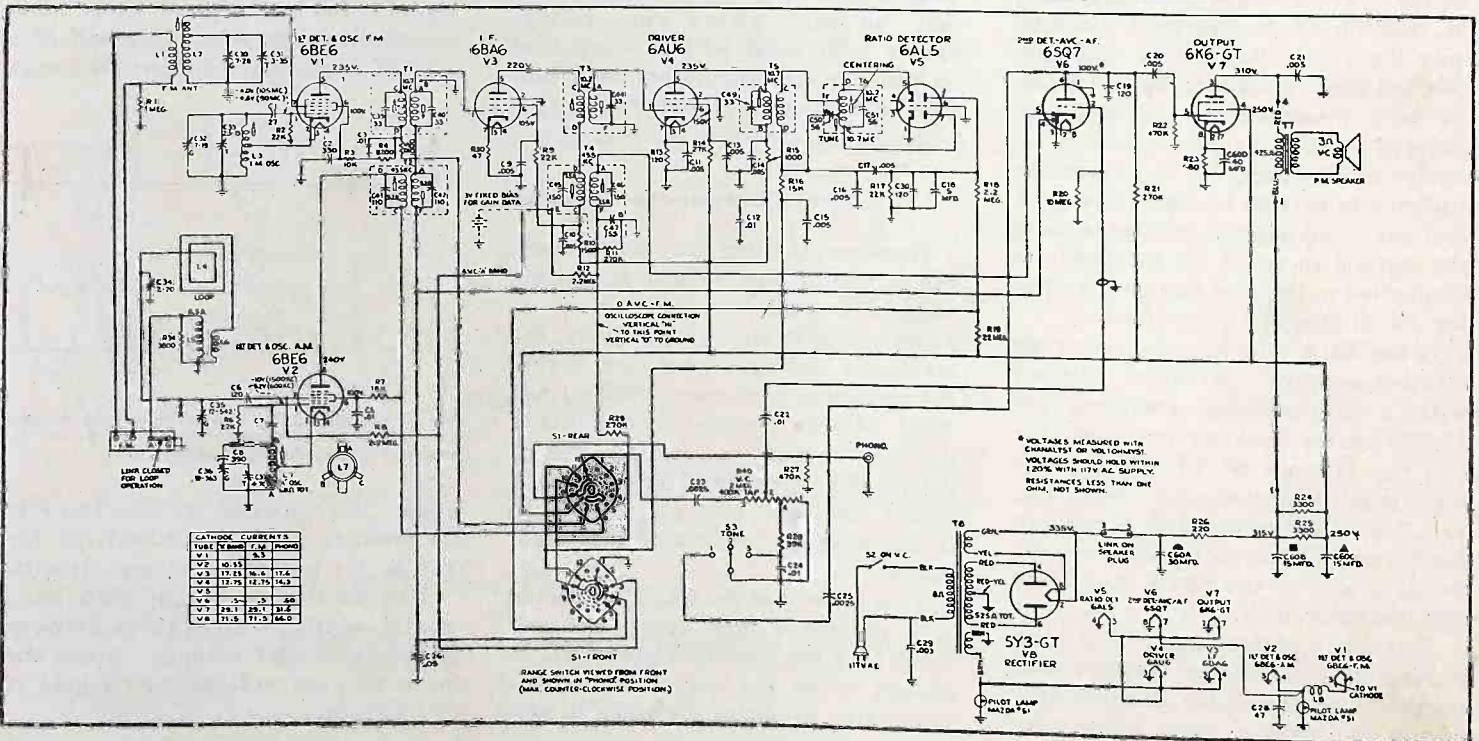
AIRLINE MODEL 74WG-2705A is an 8-tube (plus tuning eye and rectifier) AM-FM record changer combination, with a short wave band. The i-f stages as well as the FM r-f amplifier use miniature 6BA6 tubes, with a dual-triode 6J6 for FM converter and a 6BE6 for broadcast and short wave converter.

Features include a Roto-Selector dial with only one band visible at a time, compensator circuits to prevent oscillator drift, and an electrostatic shield in the power transformer to reduce power line noise. The two i-f cans house both AM and FM i-f transformers. DC voltage readings shown were taken with 1000 ohm-per-volt meter, no signal input.

The FM r-f section, consisting of the 6BA6 r-f amplifier and the 6J6 converter, is mounted on its own little shelf, together with the 1st i-f transformer. Of the three trimmers, the oscillator unit is closest to the i-f can, with the r-f adjustment in the center and the antenna capacitor at the end.

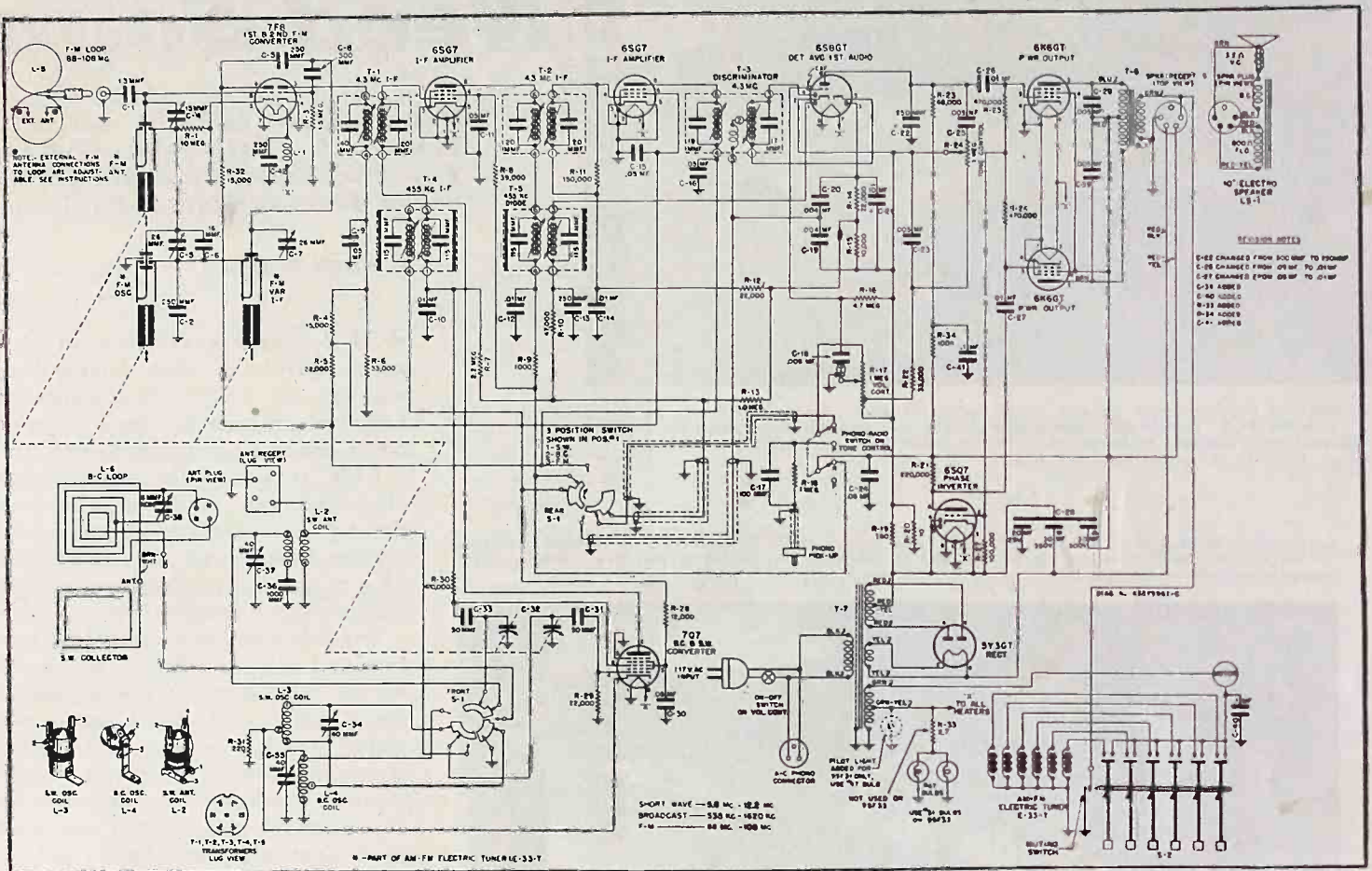
During FM alignment, after a straightforward i-f adjustment, the signal generator is set at 108.4 mc and connected with a 300 ohm resistor in series with one leg to the antenna terminal. With variable plates fully unmeshed, the oscillator trimmer is peaked. Now tune the receiver for best pickup of a 104.5 mc generator signal, and vary the other two trimmers for maximum output.

RCA Victor models 68R1, 2, 3 & 4, chassis No. RC-608 use ratio detection in an FM receiver circuit. In contrast to discriminators or other FM detectors, the usual limiter stage becomes a driver. Alignment adjustments differ also, and should be accomplished by following the manual.

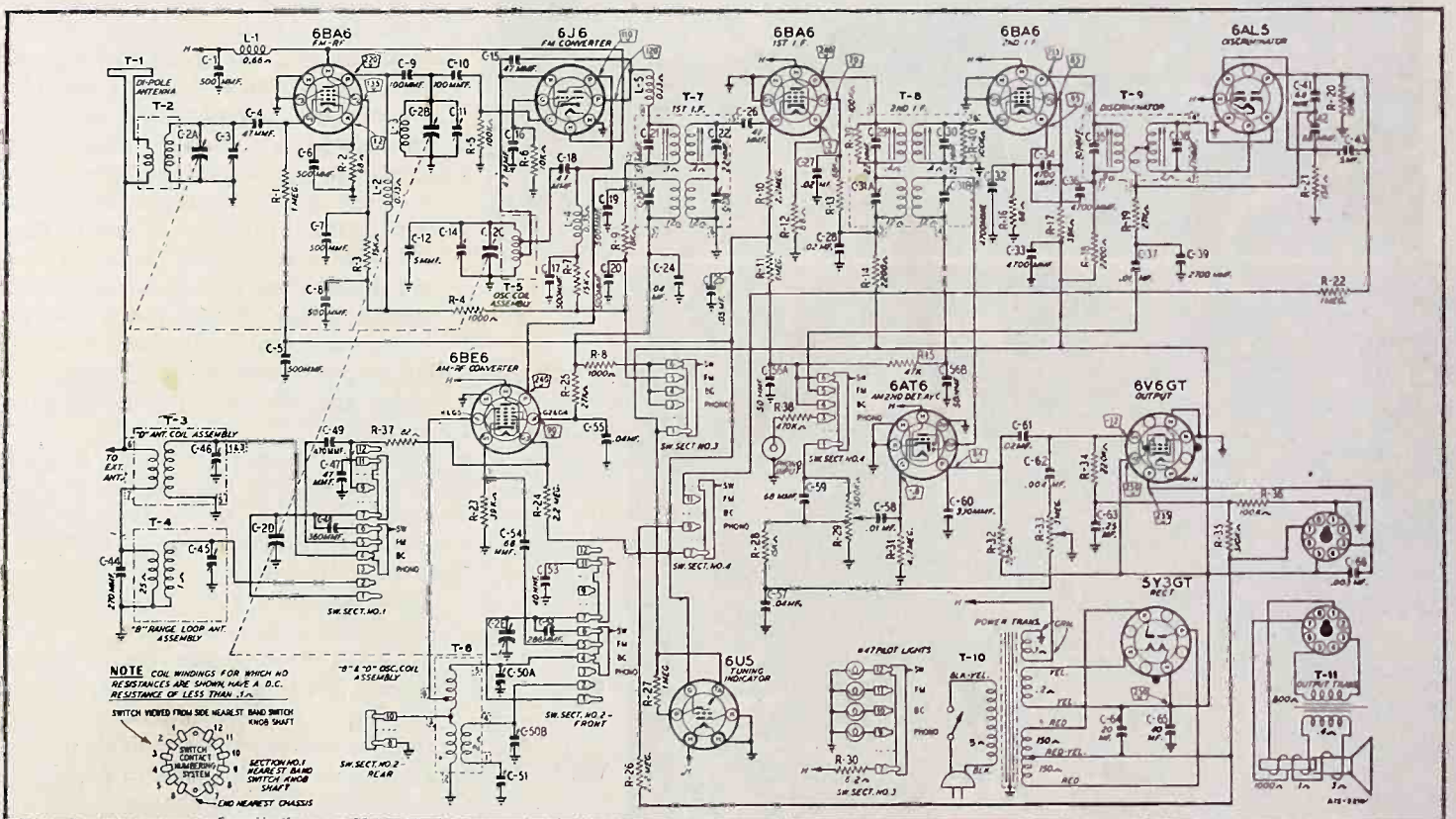


Novel Ideas

Keep These New Schematics With Parts Values Handy for Troubleshooting



↑ Motorola models 95F31, 31B, 31M, chassis HS-38, 39 use the Motorola tuning assembly with tuned resonant lines, and a pushbutton setup permitting operation on both AM and FM stations interchangeably. See text for instructions. ↓ Airline model 74WG-2705A uses an electrodynamic speaker with field coil as choke bias drop supply. A 6J6 double-triode converter is employed.



All Stadiums Need Sound!

**Don't Fear to Bid on Field,
Track & Ball-Park PA — IF
You Use Care, Capital, Common
Sense and Adequate Equipment!**

By Harold R. Ellis, *Technical Editor*

● If you have never listened to a sound system of your design konk out and die before an audience of 75,000 people, then brother . . . you've never *really* been embarrassed!

BUT if you're the kind of PA man who can build up a system that's as dependable as the city power supply, then mister . . . don't hold off, you too can tackle those luscious stadium sound installations!

Rugged, well-built apparatus; professional-grade electrical and audio wiring; adequate equipment operating "cool"; carefully planned and tested speaker layout; dependable technically-trained operator; weatherproof housings—these are the ingredients for a successful job, such as the system pictured here.

Ideas to Use

Stadiums can use more than one sound system, as shown in the pictures of the RCA equipment at New York's famous Yankee Stadium, designed by Arthur W. Schneider and installed by Commercial Radio Sound Corp., of which he is chief engineer. Here, three complete and independent setups are used in addition to intercoms and telephone lines. They are: the main announcement system, with 550W feeding 14 projectors; the 50W system with 14 cone speakers in baffles placed in the club-members' bar, dining room, cocktail lounge and club room; and the 25W six-speaker system by means of which the official scorer talks to the press.

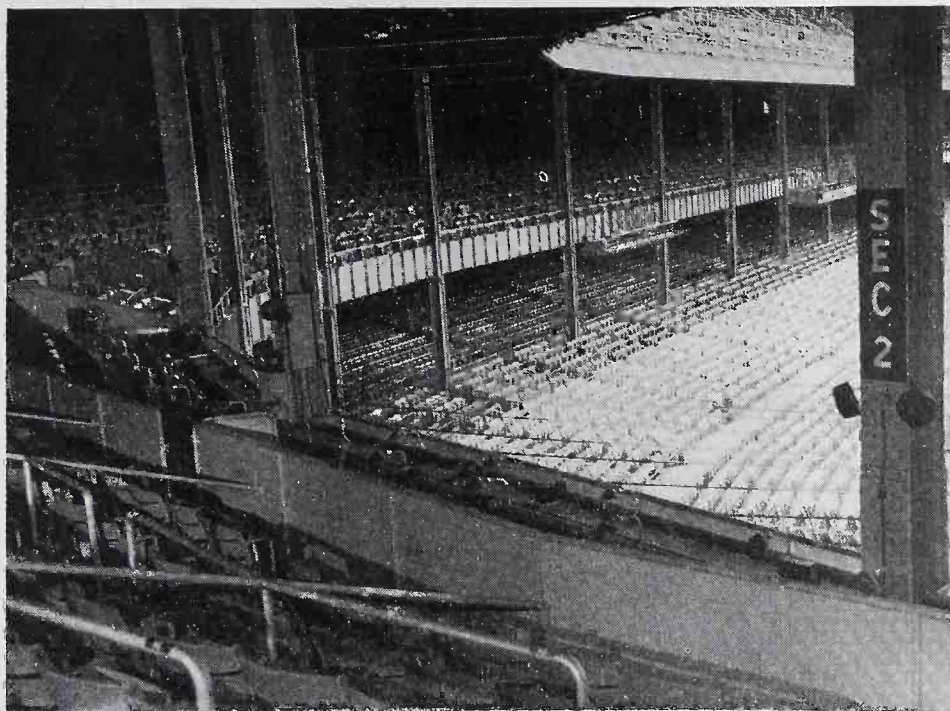
Center of sound activities is found at the press box back of the baseball home plate or the football 50-yard line. At this point in the Yankee Stadium installation, are remote and direct controls for all but the radio announcer's equipment.

At system operator Henry Munding's position is a relay switch for turning power on and off the main announcement amplifier bank located directly across the park, in a concrete vault under the bleachers.



"Over the shoulder" of the loudspeaker battery at the Yankee Stadium. Eight 6' trumpets are aimed to cover 120°, with two RCA "twin-power" cube speakers added in a concentration toward the front to cover the relatively longer distance to the stands. The six inside trumpets carry two units each. For bleacher coverage, four 5½' re-entrant horns are used.

Center photo shows part of the long 2-row press box, with 5 of the 6 scorer-to-press speakers overhead, run off a 25W amplifier located at the near end of the press box, hidden in this view. Bottom photo shows the relation of the scoreboard speaker bank to the bleachers.





Microphones are used on the field for special events, run on cables from terminal boxes in the Yankee dugout, terminating at the operator's control booth, seen at the right. Scorer's position, next to water cooler, has intercom and mike, while at operator's left is the announcer's mike. Behind operator are booster, 50W club amplifier and 25W scorer amplifier, records and supplies.



Four types of programs are aired over the main system: (1) announcements originating in the press box; (2) recorded programs, both 78 and 33 $\frac{1}{3}$ rpm; (3) wired music programs; (4) local programs originating on the field, such as bands, prize fights, singers, interviews with notables, and similar special events.

To accomplish this, four pre-amps with separate controls are used. Two are permanently connected to the announce microphone and to the turntable, while the other two are terminated in receptacles which can be used for any purpose desired.

For example, the wired music line can be jacked into one of these two inputs, or both may be used with the two outlets in the Yankee dugout, from which portable mike cables are run to any part of the field. Generally, home plate is the center of such activities.

The output of the four pre-amps are fed through a master to a booster, and thence through a 1000 ft. 600-ohm line to the main amplifier bank. These 11 amplifiers are connected

to 14 loudspeakers located on the roof of the scoreboard. To accomplish uniform coverage throughout the stadium, even though some areas are 450 to 500 feet away while the bleacher section is only 60 to 70 feet away from the speakers, required careful preliminary computation on the basis of sound intensity at 1 watt at 4 feet.

The speakers were wired into 7 groups, and are driven by a similar number of amplifier groups. Seven controls located on the amplifier's two 84-inch racks apply program material from the main 600-ohm input transformer terminating the line from the press box.

The 50W system provided for the entertainment of patrons who are members of the ball club is fed with the same program being played over the main system, until the beginning of the game. This consists of an hour of marches, polkas and waltzes, plus announcements, before the game starts, as well as music during intermissions, tieups, and halts because of rain.

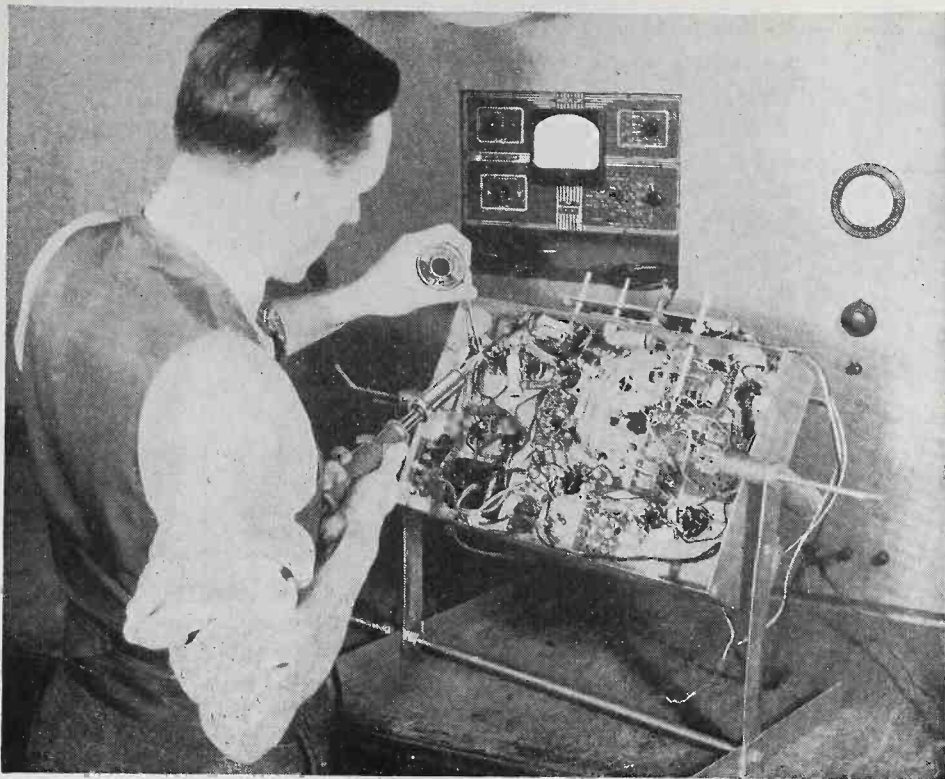
At game time, the 50W amplifier input is bridged across the output of the remote pickup amplifier in a local radio station's permanent booth mounted directly above the press box. Thus, the club members may hear a running radio commentary on the game, if they wish. The account of the game is generally run at a higher level than the preliminary music since interest is greater.

A separate 25W amplifier with 6 speakers mounted above the press tables permits the official scorer to talk to reporters, while intercoms and sound-powered telephones connect him with the scoreboard operator, the Yankee dugout, and the announcer.

A complex installation of this type is best handled by a sound man with a good deal of practical experience. However, none ever was born with that experience, and dealers who have properly equipped themselves with the requisite theoretical knowledge and technical skills need not feel bashful about trying for these stadium jobs.

Each of the eight speakers in low-placed baffles in the members' bar situated at mezzanine level are separately controllable to suit the audience, while the cocktail lounge and restaurant speakers are placed high. The total of 14 speakers, with 8-ohm voice coils, are coupled through a 250-ohm line to the 50W amplifier. During games the radio commentator's remarks are heard. Before the game, low level music is piped through the system.



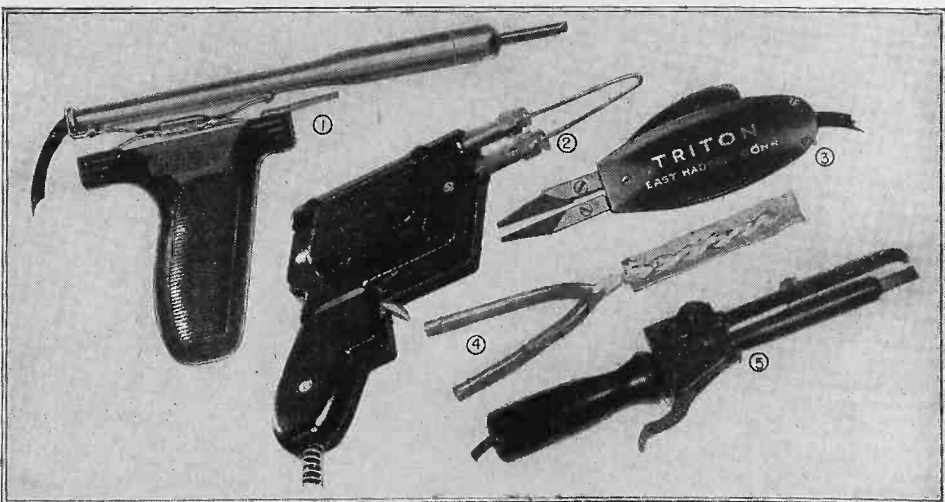


• "You can add up your income with a soldering iron" goes the heading of the advertising of a component part manufacturer. But just how efficiently you are using your iron depends on many factors, of which one of the most important is: *how well does the soldering tool fit the job on which you're working?*

Seen on these pages are 22 different soldering tools. The great number of variations on the basic instrument for making a soldered connection are apt to make it difficult for the servicer to make a choice. But this is only because too many repairmen fail to realize that there are as many conditions under which a

soldering tool is used, as there are different tools, and that to do an efficient job under the major group of conditions in an ordinary service shop, requires not one but a carefully selected assortment of soldering tools.

In almost every service department will be found at least one of the familiar and conventional soldering irons which have long ago established their ability to take rough handling, produce high heat, and meet a budget besides. But tried and trusted friend of the servicer though they be, in many situations they cannot do as efficient a job as some of the newer types which have made



Reading from top left to bottom right: (1) Spring-mounted #504 "Gun Grip" iron, 75W, with 4 tips including 45° and 90° offset, and built-in stand feature. The Lenk Mfg. Co., Dept. S, 30-38 Cumington St., Boston 15, Mass. (2) Speed Iron wire tip heats in 5 seconds from transformer in handle, permits good visibility of work. Weller Mfg. Co., 516 Northampton St., Easton, Pa. (3) Pres-to-Heat 6V heating unit works with 110V step-down transformer, closes jaws like pliers to hold work. More pressure starts heat, less pressure cuts off current, but holds work until cool. Triton Mfg. Co., Inc., East Haddam, Conn. (4) Neat-N-Nifty tape is non-electrical. Wrap around splice, ignite, and residue of solder makes joint. Good for roof jobs. W. B. Franklin Co., P. O. Box 910, San Fernando, Cal. (5) Model X-11, shown with Solder-Matic feeding attachment, is a 100W mica-insulated iron. Dura-Heat Electrical Prods. Co., 636 No. Robertson Blvd., Los Angeles 46, Cal. Picture at top left of page shows an electric iron made by Stanley Tools, New Britain, Conn.

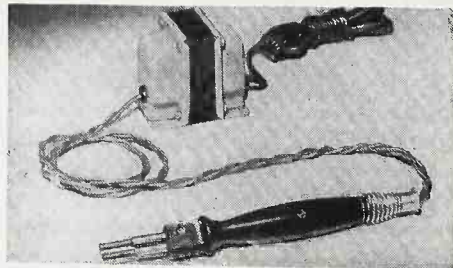
Fit Your

There's a Reason Why Irons Are Shaped As They Are. Here's the Latest Line-Up. Choose One to Meet Each Need.

their entrance during the past years.

An important group of soldering irons feature the convenience of small thin tips for working on fine wires or in tightly-packed section of the radio chassis, while others (including some of the first group) stress light weight to lessen fatigue. Also in this category are generally found the cordless irons, such as the one which plugs into the source of heat very much as a fountain pen into a desk-set holder.

A large number of manufacturers are making "quick-heating" tools, of



Model ST-1 draws 96W current only during contact of 3/16" carbon tips with work. Uses 6V-to-line transformer, weighs 3 oz. Thermador Electrical Mfg. Co., 5119 District Blvd., Los Angeles 22, Cal.

greatly diverse construction. Many use the gun-grip type of handle, while others have a style held in about the same fashion as a thick pencil. All of the tools in this group feature savings in electrical energy and wear and tear of the tip, especially when the tool is needed only for intermittent use.

Most of these use a step-down transformer, operating from the 110-volt lines to deliver 6 volts to the iron. Some, however, operate directly off the 110-volt line, without a transformer. All have some kind of switch or trigger which must be pressed to heat the tool.

In another "quick-heating" group are the tools using carbon elements. In some cases, simply bringing the two carbons to the metals to be soldered causes the heating current to flow, while in others an additional

Soldering Tools to the Job

pressure or motion is needed to apply the current.

More than one means of automatically applying solder to the joint, leaving a hand free to steady the work or to keep parts in position, are being offered. Some irons have the solder contained within the tool handle, while others feed from an external roll or loop.

The question of types of supports or stands for hot irons has always held the attention of men who have to do a lot of work with these tools. As many screw-top jar covers have been used for this purpose as have been used to put up preserves. However, expedients such as these are hardly fruitful of efficient operations.



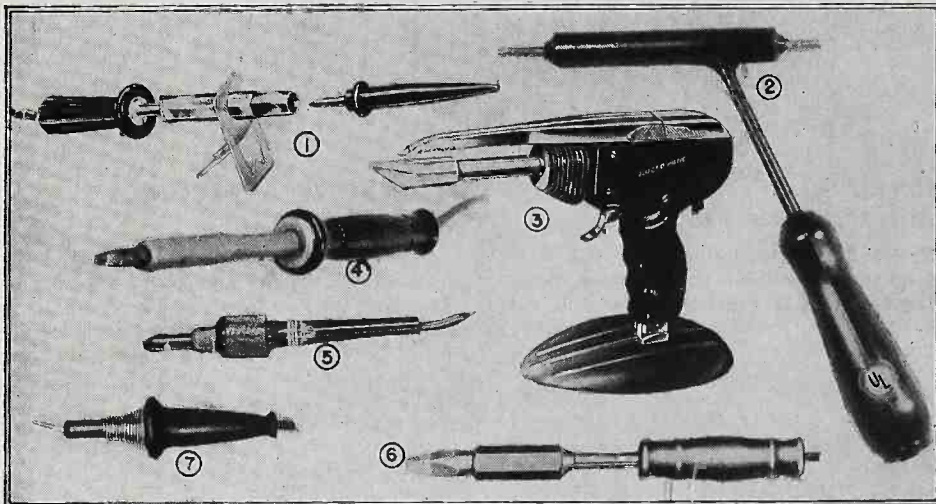
Above, Luma Resistance Type for pin point precision work weighs 5 oz., has fins to cool double carbon 3/32" electrodes. Four tools can work off same power unit. Luma Electric Equip. Co., Toledo 1, Ohio. Below, ICA's 85W iron with plunger type tip for adjusting temperature, heat-insulating air chamber and Insulex element bobbin impregnated in ceramic. Insuline Corp. of Amer., 36-02 35th Ave., Long Island City 1, N. Y.



The Beyer heat-control stand is the result of some original thinking along the lines of iron supports, as seen in the illustration at lower right. Many of the soldering tool makers have also devoted attention to the problem. Some manufacturers make the stand an integral part of the iron, as in the case of the Drake midget, which is balanced so that the tip clears the bench top when the iron is rested on the bench.

The Weller iron is also used without a stand, since the wire-loop tip similarly stands off the bench top, in addition to becoming rapidly cool when the trigger is released. The Lenk iron has a short, simple metal stub which serves the purpose.

All of the carbon-element low-voltage tools fit into the stand-less category, since they are hot only when a metallic short is placed across their electrodes. Of course, this

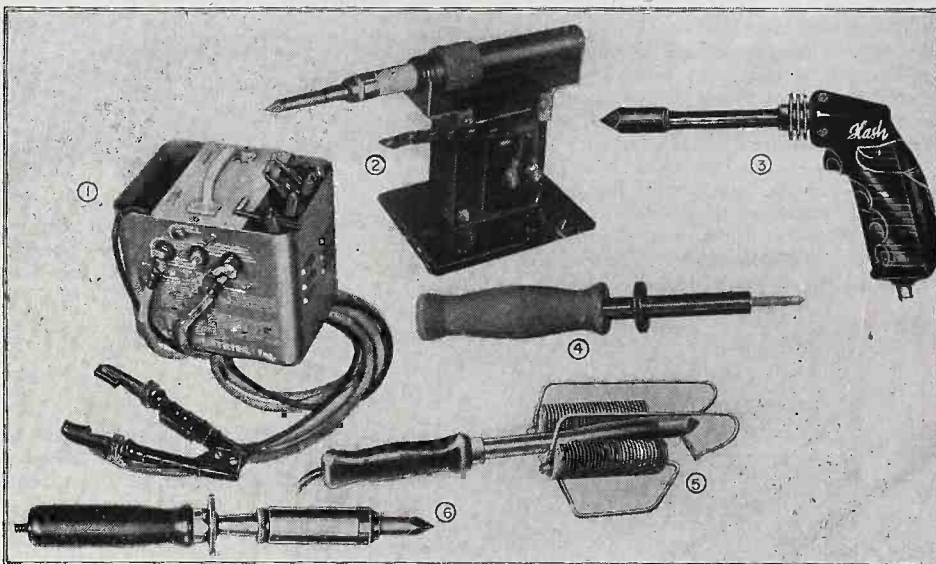


(1) Kwikheat Kordless iron heats in 20 sec., retains for 1 min. Pencil-type tool for delicate work or tight spots interchanges with regular tip. Sound Equip. Corp. of Cal., Glendale, Cal. (2) Kelnor 9-oz. iron with balanced angle-head has adjustable-length tip running completely through, for work in hard-to-reach places. Kelnor Mfg. Corp., 215 Kearny St., San Francisco 8, Calif. (3) Eject-O-Matic iron with gun grip uses trigger to feed preset amount of solder from spool in handle to tip. Shown with bench stand in photo. Multi-Products Tool Co., 123 Sussex Ave., Newark, N. J. (4) One of the large line of General Electric industrial soldering irons, with screw type tips. General Electric Co., Schenectady, N. Y. (5) Ungar pencil-type Set 207 weighs 3.6 oz., heats in 90 sec., has 20W element inside tip, for 100W heat. Four tip styles. Ungar Elec. Tool Co., Inc., 611 Ducommun St., Los Angeles 54, Cal. (6) One of the Hexacon line of irons from 40W to 700 W, with screw or plug tips, including the balanced-weight hatchet type. Hexacon Elec. Co., 195 West Clay Ave., Roselle Park, N. J. (7) Midget model 350 is a mica-wound steel-core 35W iron 6 1/2" long, for delicate connections. Drake Elec. Works, Inc., 3656 Lincoln Ave., Chicago 13, Ill.

feature is not present when metal-top worktables are used. In many other cases, specially-fitted stands are supplied, such as with the Eject-O-Tip, Kwikheat and Transvision tools.

Casting an eye at the current offerings, every old-time servicer feels

a great urge to say "gimme one o' each". With a little planned thought, however, a group of three or four can be worked out, which together can save a good deal of time and cost, not to speak of the ability to do a better job with a correctly-chosen tool.

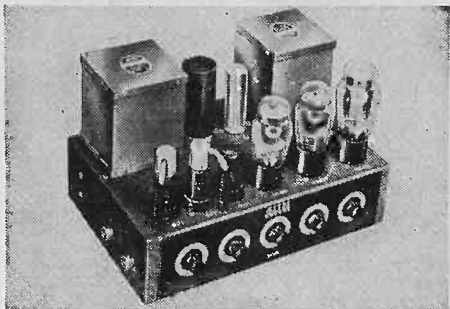


(1) Thermo-Grip Soldering Set has a variety of carbon electrodes for the plier-type handle, carried in step-down transformer housing. Ideal Industries, Inc., Sycamore, Ill. (2) Fingertip-control 3-oz. iron heats to 200W equivalent in 20 sec., retains 1 min. Comes with various tips, 6-volt transformer and stand. Transvision, Inc., 385 North Ave., New Rochelle, N. Y. (3) Flash soldering gun with screw tip assortment weighs 6 oz., with heat trigger in balanced handle. Baker-Phillips Co., 2816 Aldrich Ave. S., Minneapolis 8, Minn. (4) Esico Midget Green Label iron model 416 has 1/4" tip, weighs 6 oz., draws 60W. Elec. Soldering Iron Co., Inc., Deep River, Conn. (5) Tip-Saver heat-control stand has fins to absorb and radiate excess heat when not in actual use. Beyer Mfg. Co., 2866 Farnam St., Omaha 2, Nebr. (6) American Beauty No. 3158 has chrome-nickel element for plug tip, cool-handle baffle plate, draws 200W. American Electrical Heater Co., Detroit 2, Mich. Not illustrated, is Eagle element-in-tip 50W iron, made by Eagle Elec. Mfg. Co., 23-10 Bridge Plaza South, Long Island City 1, N. Y.

Newest PA Units Show Flexibility

Altec Lansing AMPLIFIER for FM

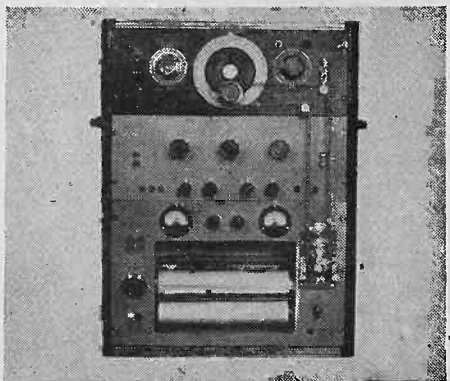
Model A-323B is designed for use with FM tuners and duplex loudspeakers. Built in equalization is preset for use with the G.E. variable reluctance and Pickering magnetic cartridges. A treble tone control



is adjustable by steps to give a sharp cut-off of noise frequencies and yet allows all other phonograph record highs to pass. A hum-balancing potentiometer is provided. 15 W of audio flat within 1 db from 35 to 12,000 cycles, and an overall response from 20 to 20,000 cycles make it particularly usable in custom-built home systems. Altec Service Corp., 250 W. 57th St., New York 19, N. Y.—RADIO & Television RETAILING.

Sound Apparatus Co. IMPEDANCE VECTOGRAPH

A direct graphical recording of resistive and reactive components of an impedance as a function of frequency is made by the Vectograph, when used with a beat frequency oscillator and a two-channel visual recorder. Resistance and reactance can be separately measured from 1 to 4000 ohms in 6 ranges, while a check on the reactance is provided, to determine whether it is capacitive or inductive. Sound Apparatus Co., 233 Broadway, New York, N. Y.—RADIO & Television RETAILING

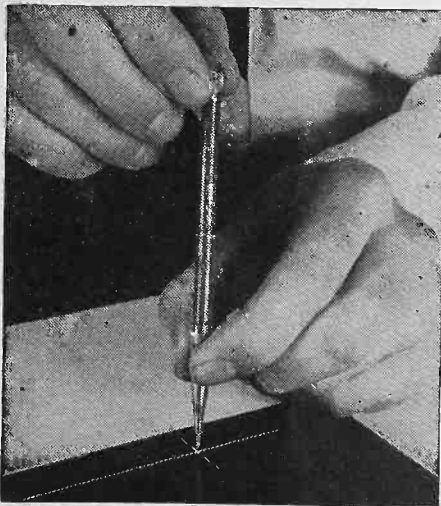


ACA TONE ARM With New GE PICKUP

Two types of tone arms, equipped with the General Electric DL 1RM 6C variable reluctance pickup, are offered: the Studio Transcription model 160GE, for records up to 16" in diameter, and the Program Phono model 120GE, for records up to 12". The Studio model includes a new type of swivel base for raising or lowering the arm to the desired height. Amplifier Corp. of America, 396-7 Broadway, New York 11, N. Y.—RADIO & Television RETAILING

Satterlee PUNCH

Wide-range automatic control of the force with which the point is driven into the work is a feature of the Impact self-acting center-punch. The small knob atop



the punch is pulled out to a measured distance, and released, imparting a sharp blow of predictable force to the point. Satterlee Products, 755 Boylston St., Boston, Mass.—RADIO & Television RETAILING

Electro-Voice DYNAMIC MIKE

Especially designed for recording, moel 635 is a high-fidelity moving-coil microphone, omnidirectional below 2000 cps, becoming directional at higher frequencies. Flat within 2.5 db. from 60 to 13,000 cycles, its output is -53 db. A recessed impedance-selector switch in the microphone stud permits a choice of 50 or 250 ohms impedance in the one microphone. Furnished with 20' shielded rubber covered cable. Electro-Voice Inc., Buchanan, Mich.—RADIO & Television RETAILING

Portelec SOUND STRIPFILM

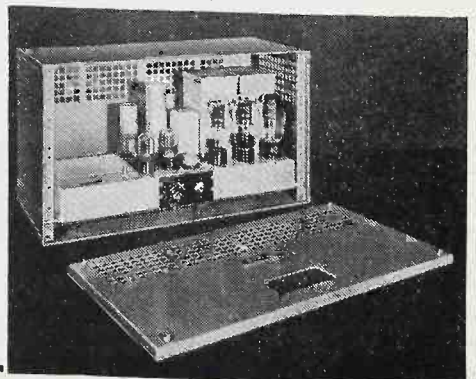
Model 41M is an instruction device used in job training, and is sold by many sound dealers. The 300W projector for 35 mm stripfilms is worked in synchronization with a recorded message played on a dual speed turntable, through a 10W push-pull output amplifier. A 12" PM speaker in



the lid is detachable for extension at the end of a 50' cord, for mounting behind the screen, for realistic sound perspective. A mike input jack and separate control permits injected comments, and allows use of the equipment for ordinary PA work. Pacific Sound Equipment Corp., 130 North Beaudry Ave., Los Angeles 12, Calif.—RADIO & Television RETAILING.

Western Electric AMPLIFIER

Type 142A amplifier is a 25W basic power amplifier unit for PA and sound distribution. A wide variety of input circuits may be employed, while the frequency response meets standards for FM reproduction. The amplifiers may be mounted either in racks or in general purpose cabinets for fixed or portable applications. Western Electric Co., Inc., 195 Broadway, New York 7, N. Y.—RADIO & Television RETAILING



NEW ELECTRICAL APPLIANCES, pp. 86 and 87 NEW RADIO SETS, pp. 48 to 50

All the features of a tube tester plus a complete VOLT-OHM-MIL-AMMETER



Look at that picture again. There are twenty-three distinct features to give you everything you need in a combination tester.

Note the new up-to-the-minute, no back-lash roll chart, for quick, complete and accurate reference. Note the individual sockets for *all* tubes, including the new 9-prong and hearing aid types. Exclusive lever-switching provides individual control of each tube element, and enables you actually to "picture" your circuit!

Note the complete Volt-Ohm-Mil-Ammeter—18 ranges on a large 6" meter to cover all your requirements. With Model 3480 you've got a tester that's good for dozens of jobs, beautiful...and a standard for accuracy. Buy it at your jobber. Or write for bulletin No. 3480. Address Dept. Q117.

Model 3480

Combination Tube Tester
and Volt-Ohm-Mil-Ammeter

TRIPLETT ELECTRICAL INSTRUMENT COMPANY, BLUFFTON, OHIO

PRECISION FIRST... TO LAST

Triplet

TRIPLET

New Aids Speed Up Servicing

RCP DYNATRACER

Model 776 Dynatracer is a signal tracer which has negligible outside pickup noise or hum. Sensitive enough to pick up broadcast signals with 18" of wire, it



checks noise pickup at antennae, checks operation of AVC, AFC, link and filter circuits in AM, FM and television receivers, and can test microphones and phonograph pickups through terminals provided for their easy attachment. Radio City Products Co., Inc., 127 W. 26 St., New York 1, N. Y.—RADIO & Television RETAILING

Vitamite BATTERY

Termed the world's smallest and lightest wet cell, the Vitamite 1-ounce rechargeable battery is completely non-spill, containing no free-flowing electrolyte. In a moulded plastic case, the battery is smaller than two pen-light dry cells, but delivers more wattage on a single charging than two class "C" dry cells. The Vitamite Co., 227 W. 64th St., New York 23, N. Y.—RADIO & Television RETAILING.

Telectro KINESCOPE MASK

A plastic mask which combines the film of safety between cathode-ray tube and audience with a smooth mask extending from the edge of the tube to the cabinet is available in various sizes to fit all tubes. A great deal of labor involved in mounting, breakage, and weight is eliminated. Telectro Components Co., 141 Belleville Ave., Belleville 9, N. J.—RADIO & Television RETAILING



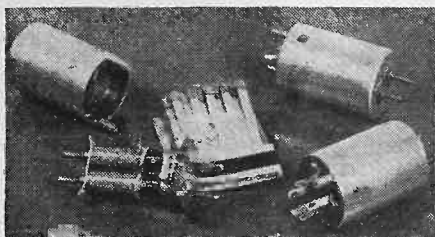
Transvision IRON

The new Transvision iron weighs 3 oz., heats in 20 seconds, producing equivalent heat of 200W. Finger tip button control, cool grip, and 1-minute retaining of soldering heat are features of this 6-volt long-point tool. Supplied with transformer for operation off 100V a-c line. Transvision, Inc., 385 North Ave., New Rochelle, N. Y.—RADIO & Television RETAILING.

Meg-Lite TESTER

With a sensitivity to leakages or resistances up to 200 megohms, the MEG-LITE is a time saver for quick circuit checking. Operates off the line, showing continuity or leakage in capacitors or DC resistance circuits. Variations in the brilliance of the indicator light show the approximate value of the resistance or capacitor under test. Robson-Burgess Co., Omaha, Neb.—RADIO & Television RETAILING

Speco FM-TELE COILS



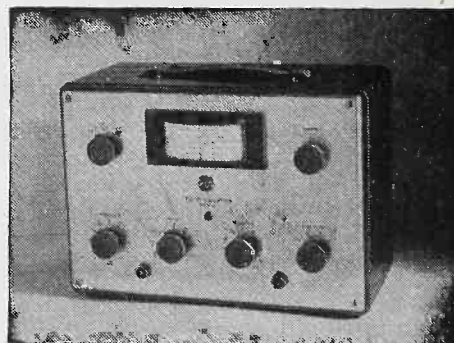
Specocoils, a specialized line of i-f transformers for FM and television receivers and discriminator circuits, feature tuning and alignment from the top, "stone cold" members, short leads, small size and dust-proof containers. Special Products Co., Silver Spring, Md.—RADIO & Television RETAILING

Sprague TELOHMIKE

The TO-3 DeLuxe is a new Telohmike capacity-resistor checker. A bridge-type analyzer with built-in d-c volt-milliammeter, its direct-reading calibrated dial is color coded to correspond with the selector switch. Capacity ranges are from .00001 to 2,000 mf in 4 steps. Resistance ranges are 2.5 ohms to 25 megohms in 3 steps. DC meter ranges are 0-15/150/750V, and 0-1.5/15/75 ma. Insulation resistance range, indicated by direct meter reading, is 0-2500 megohms. Electrolytic leakage test is made at rated d-c voltage, and power factor measurement range is from 0% to 50% at 60 cycles. Sprague Products Co., North Adams, Mass.—RADIO & Television RETAILING

RCA TEST OSCILLATOR

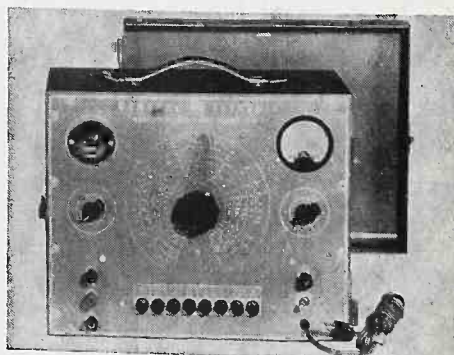
Three fixed frequencies, 455 kc, 600 kc and 1500 kc are provided for quick servicing of AM broadcast receivers in this new instrument. These fixed frequencies are in addition to a full range of variable fre-



quencies, in six ranges covering from 100 kc to 30 mc, with or without 400 cycles of amplitude modulation variable up to 50%. Through the external modulation jack, the audio oscillator is used as an amplifier, while line filters and dual shielding permit the two attenuators to control the output r-f voltage from 4 microvolts to one volt without changing leads, even for feeding audio voltage to the circuits under test. RCA-Victor Co., Camden, N. J.—RADIO & Television RETAILING

General Electric CAPACITY-RESISTANCE BRIDGE

Type YCW-1, with push-button switching, is used to measure capacity, resistance and transformer turns ratios. From 5 mmf to 200 mf may be measured in



three ranges, while resistance from 5 ohms to 20 megohms are covered in two ranges. Insulation resistance, leakage current and power factor of capacitors are also indicated. General Electric Co., Wolf St. Plant, Syracuse, N. Y.—RADIO & Television RETAILING

DESIGNED FOR THE BETTER SERVICE SHOP...



RCA's NEW FM SWEEP GENERATOR
... third unit of a
revolutionary new line

**Provides every signal you need
for fast, accurate FM alignment**

THE WR-53A removes the last element of doubt from FM receiver alignment... regardless of band-width requirements. You bring the recognized advantages of the sweep method of alignment to every FM job—speed, accuracy, and reliability that add up to a perfect job every time, in less time.

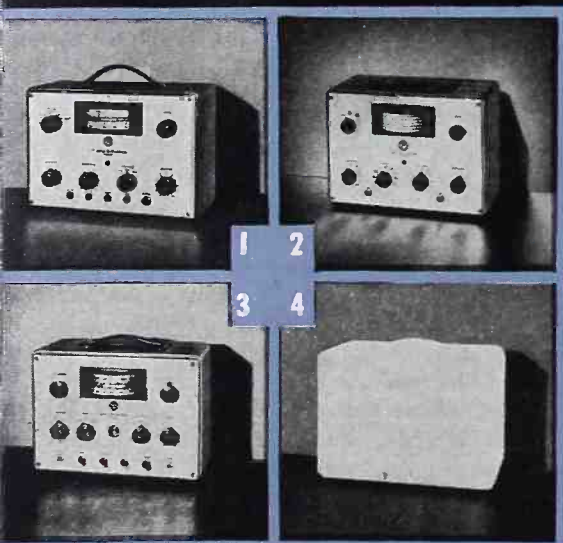
It's packed with features to make your work easier. Here's a quick check list:

- ... i-f center frequency, 8.3 to 10.7 mc
- ... adjustable i-f sweep width ... internal and external frequency modulation ...
- ... r-f range continuously variable from 85 to 110 mc ... provides AM or c-w signals ...
- ... includes step and fine attenuators ...
- ... a scope phase control permits centering of sweep patterns.

With the i-f sweep section, you can align i-f stages by the variable-frequency or visual method. When used with an oscilloscope or VoltOhmyst, you can quickly adjust an FM discriminator circuit by either the visual or single-frequency method. Alignment of r-f, local-oscillator, ratio-detector, and mixer circuits all become simple, routine jobs.

Here's an instrument that's comparable in performance yet half the price of similar laboratory-type equipment. It's a "natural" for the receiver manufacturer's laboratory as well as the radio service shop.

A new bulletin is yours for the asking. *Keep in touch* with your RCA Test Equipment Distributor.



IN THE WAY—a superior line of test equipment that puts time-consuming service jobs on a profitable, production-line basis... that anticipates all FM and television needs. Matched styling of all instruments permits attractive, convenient grouping. Watch for announcements of the other units in this new line.



TEST AND MEASURING EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Horizontal Sweeps

(Continued from page 103)

approximately 130 volts, a square wave is produced on its plate. This voltage is differentiated by C176 and R202, and the pulse so obtained is applied to the 6SN7 discharge tube.

The discharge is normally cut off due to bias produced across the high-valued R203 (220,000 ohms) by grid rectification of these incoming pulses. The pulse from the oscillator overcomes this bias and drives the tube into heavy momentary conduction. During this period the plate voltage falls nearly to cathode potential and C179 discharges rapidly.

The Peaking Process

Since the period of conduction is quite short, C179 is not completely discharged due to the time constant introduced by R187 and R210 in series with C179. Then, when the discharged tubes becomes non-conducting, the plate voltage rises quickly to a value determined by the charge remaining on C179.

From this point the plate voltage rises slowly and approximately linearly as C179 charges through R204. This voltage is fed to the horizontal output and reaction scanning circuits described in the June article of this series.

The same general type of circuit as above is used on the new DuMont Telesets, such as the models

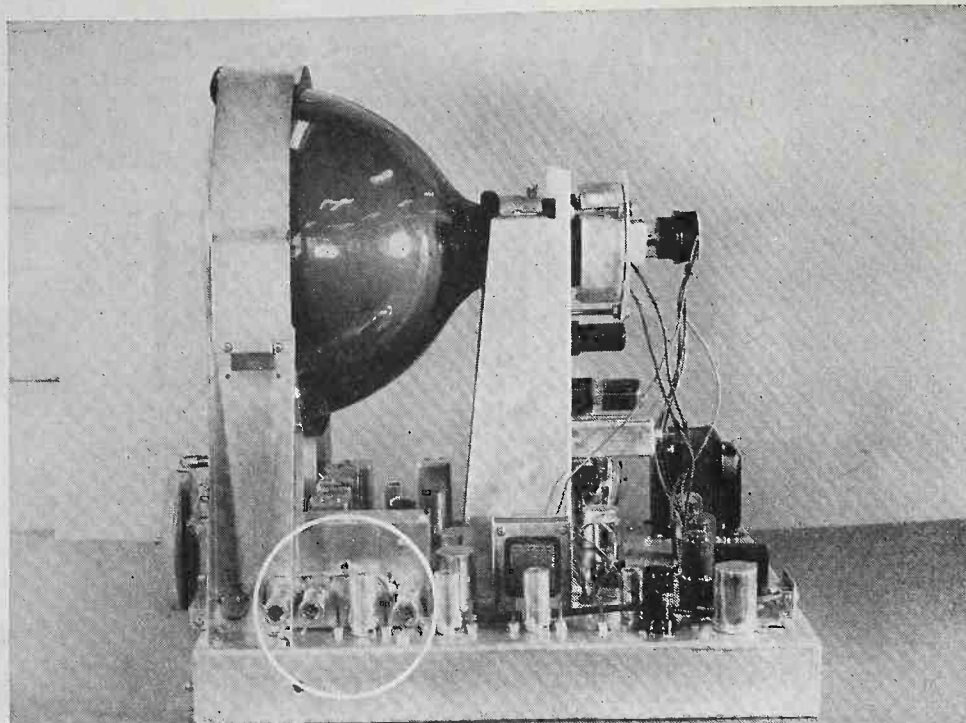


Fig. 3—DuMont 12" television receiver using flywheel synchronization mounts the components in a special assembly, seen encircled above. No space is wasted in this compact chassis.

in this set is a 6SN7GT in a conventional cathode coupled multivibrator circuit. The synch pulse is fed through a similar automatic frequency control (AFC) as that described above.

The AFC voltage is developed by the diode-connected triodes V10A and V15A by mixing the horizontal synch pulse at the secondary of transformer T7, with a saw tooth wave form derived at the output of

consists of C92, R32, and C30. The change is relatively slow in controlling the speed, permitting a synchronizing system which is free from noise triggering. The horizontal hold control, R36, controls the speed of the multivibrator permitting the free running speed to be set near the correct frequency during the time when no synch pulse is available.

One further important point is the waveshape relations within the output section. See Fig. 5.

At upper left is seen the shape of the voltage wave which is fed to the grid of the horizontal output tube in any type of receiver using magnetic deflection. The plate current, however, does not follow the grid variations in a linear fashion, but flows in a form more like that of the lower left sketch.

The sudden current cutoff shown shock-excites the deflection coil's inductance, causing a negative pulse, needed for rapid retrace. The corresponding positive half-cycle shown dotted at A, however, is damped out by a 5V4 reaction scanning rectifier and becomes part of the regular trace curve.

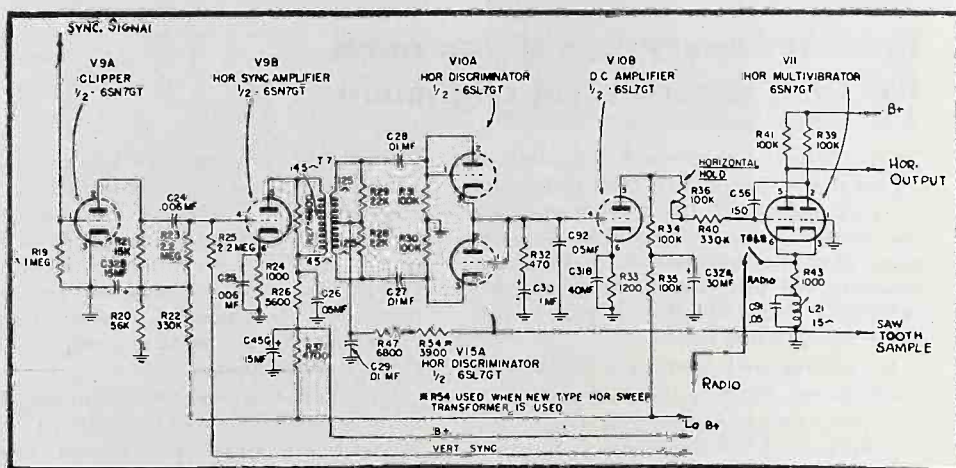


Fig. 4—General Electric model 801 uses a discriminator to compare a saw tooth sample from the horizontal sweep output transformer with the incoming synch. Resultant d-c voltage acts through the d-c amplifier to control the horizontal multivibrator frequency.

RA-101 and RA-102, which therefore feature the "flywheel" stabilizer. The output stage of the horizontal scanning circuits, however, consists of two type 807 tubes in parallel, to deliver greater power.

An interesting variation of the general method is presented by the General Electric model 801, seen in Fig. 4. The horizontal multivibrator

the sweep amplifier, amplified by the d-c amplifier V10B, then applied to the grid of the multivibrator. This change in d-c voltage on the grid of the multivibrator will cause it to speed up or slow down and so cause the saw tooth wave to combine with the incoming synch pulses until the correction voltage becomes zero.

The important integrating filter

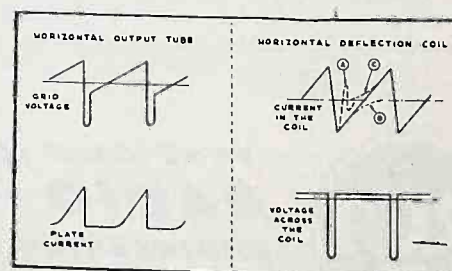


Fig. 5—Comparing horizontal output waveforms.

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?

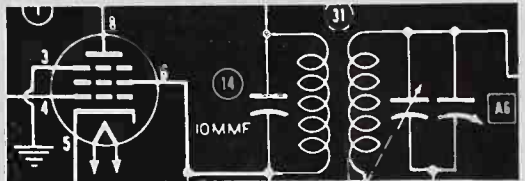
4. Does the data service give me *accurate* replacement listings—or do I have to guess what I should order from my parts distributor's stock?"

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. 23-28 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 \$4.95 cover; opens flat. Don't be without this manual. ONLY



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.

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My (check) (money order) for \$..... enclosed.

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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.

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Address.....

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

BOSTON, MASS.—George Cohen, general manager of *Northeastern Distributors, Inc.*, has announced their appointment as distributors in the northeastern New England area for the new Lewyt vacuum cleaner made by Lewyt Corp., of Brooklyn, N. Y. Mr. Cohen said that "This cleaner's efficiency and many new features will distinguish it from any cleaner now on the market."

MEMPHIS, TENN.—G. G. Doyle has joined the sales department of *Mills-Morris Co.*, in the radio and appliance division.

CHICAGO, ILL.—The new plant of the *Sampson Co.*, 3201 S. Michigan Ave., which is described as "the finest building in the country devoted to our type of business," is now completed and in operation. Officials of the 26-year-old company have made a historical collection of letters from friends, product photographs, early reports, etc., sealed in a bronze container and encased in concrete. This "capsule" has been buried at the plant entrance, and registered in Washington. The stunt is dedicated to the philosophy that "a business institution is made by people working together."

Flying Fox



Fox Radio Co., Corpus Christi, Tex., distributors, often make deliveries via air. Eddie Fox, Jimmy Wallace and Bob Atkins of the Fox firm are shown loading Masco amplifier.

Jobbers in Action

Bulletins on U. S. Radio & Appliance Distributors

CLEVELAND, OHIO—A new store has been opened here by *Olson Radio Warehouse, Inc.*, at 2020 Euclid Ave., which Olson calls "a beautiful new addition to an old established house." Headquarters of the well known firm are at 73 E. Mill St., Akron 8, Ohio. Irving J. Olson is president.

NEWARK, N. J.—The newest move to be made by the aggressive *Krich-Radisco, Inc.*, is a comprehensive program for training prospective house-to-house salesmen for its dealers. To rebuild an outside selling force in order to keep sales volume at its peak, the company is currently running a series of help wanted advertisements in key cities throughout its trading area. The copy tells of the lines distributed by the company and invites interested persons wishing to make a career of house-to-house selling to contact the K-R sales training director.

ATLANTA, GA.—The strictly modern new building of *Schiffer Distributing Co.*, jobber for Stromberg-Carlson radios, television and appliances, at 316 Ivy St., N. E., is now a radio showplace here. The building has a 25 x 100 ft. display and listening room, and with the service department and general offices, has a total of 5,000 sq. ft. Quarters are air-conditioned and 96% sound proof with Georgian style decorations. Service department is headed by a graduate engineer.

NEW YORK, N. Y.—Fred Rosenstein, formerly sales manager of *Krich-Radisco, Inc.*, RCA distributors of Newark, N. J., has rejoined the sales staff of the *Terminal Radio Corp.*, distributors of radio and electronic equipment, 85 Cortlandt St. Mr. Rosenstein will concentrate on promoting sales of electronic equipment to industrial users.

PITTSBURGH, PA.—The *Anchor Distributing Co.* has now completed the job of modernizing their showrooms and offices at 955-957 Liberty Ave. New lighting, air conditioning, modernistic shadow box display arrangements, and photo murals picturing Anchor's chief suppliers, are features of the ground floor showrooms.

The firm is the exclusive wholesale distributor in parts of four states for Crosley Shelvador refrigerators, radios, Frostmaster home freezers and gas and electric ranges; Apex washers, cleaners and ironers; Coleman heating equipment; Domestic sewing machines; Sloane-Blabon floor covering; Sanitas wall covering and other nationally advertised merchandise. Harold W. Goldstein is president.

TOLEDO, OHIO—The new distributor here for Garod Radio Corp., is *Shank-Cobley, Inc.*, with headquarters at 1017 Madison Ave., according to Garod's sales manager Lou Silver. Shank-Cobley will cover the following counties in Ohio: Williams, Fulton, Lucas, Defiance, Henry, Wood, Ottawa, Sandusky, half of Erie, Paulding, Putnam, Hancock, Seneca, Van Wert, Allen, Hardin, Wyandot, Crawford; and in Michigan, the counties of Hillsdale, Lenawee, and Monroe.

BOSTON, MASS.—After 20 years in radio, the *Louis M. Herman Co.* has enlarged its store at 885 Boylston St., and has introduced a number of ultra-modern methods for handling radio and parts. The new set-up has separate racks for test equipment, similar displays for record changers, shelf divisions for each tube type, basement chute, separate sections for batteries, mikes, auto aerials, etc., a special demonstration room for radio, in addition to other merchandising features. President Louis M. Herman says that "we carry a high-class line of all standard brand merchandise and also carry surplus parts in order to keep trade of this area buying in its own market."



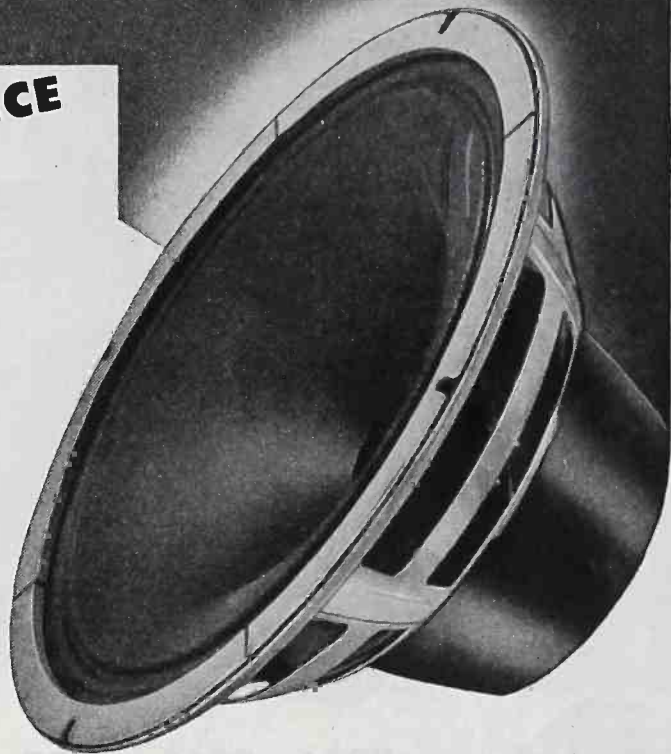
The corner of the new Herman establishment where sound equipment and accessories are shown.



SPEAKERS

ALUMINUM FOIL BASE VOICE COILS PROVIDE

**PERFORMANCE
QUALITY
FIDELITY
DURABILITY**



EVERY General Electric Speaker—from the smallest to the largest—has aluminum foil base voice coils. This G-E development makes possible their high quality performance, tone fidelity, and operating durability. Whether you use them by the hundreds of thousands in production lines, or purchase a single unit for an individual replacement, your customers will appreciate the extra quality performance of G-E Speakers.

G-E Speaker construction gives you these excellent features which assure dependable performance and fine quality reproduction:

- High wattage handling capacity. The metal construction provides much better heat dissipation. This permits operation of the speaker at increased wattages.
- No warping of voice coil. The metal base will not introduce internal stresses, and it is not subject to separation of laminations or to other adverse effects which might result in distortion.
- The aluminum foil base voice coil will not absorb moisture under high humidity conditions.
- Internal stresses which result in dimensional distortion are eliminated through the aluminum foil base voice coil construction.
- Metal construction assures better control of clearance between moving parts.
- Better tone quality and reproduction.

PLUS...

● **ALNICO-5 PERMANENT MAGNETS FOR OVERALL EFFICIENCY AND SENSITIVITY.**



● **DURABLE CONSTRUCTION THROUGHOUT.**



Write now for complete information on speakers to: *General Electric Company, Electronics Department, Syracuse 1, New York.*

GENERAL ELECTRIC

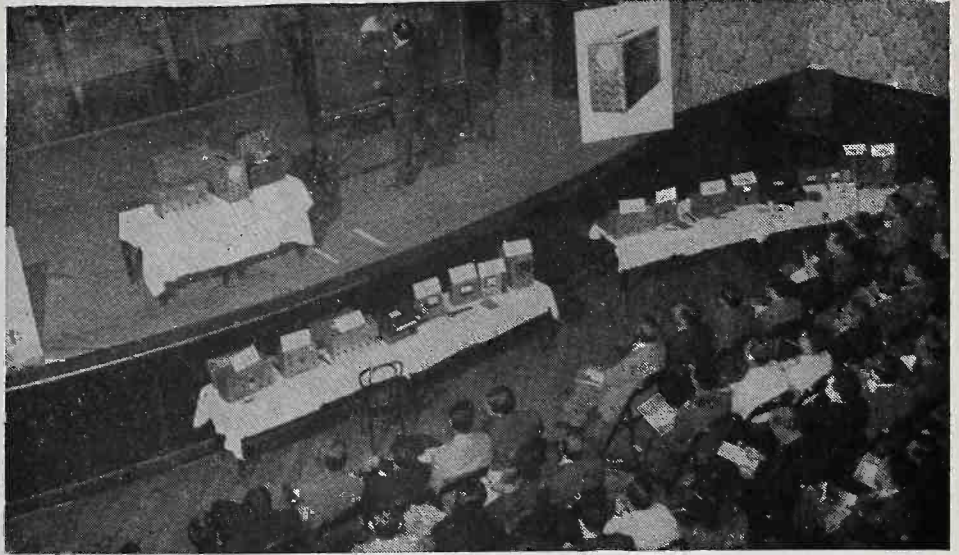
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Servicers Urged to Attend FM Caravan

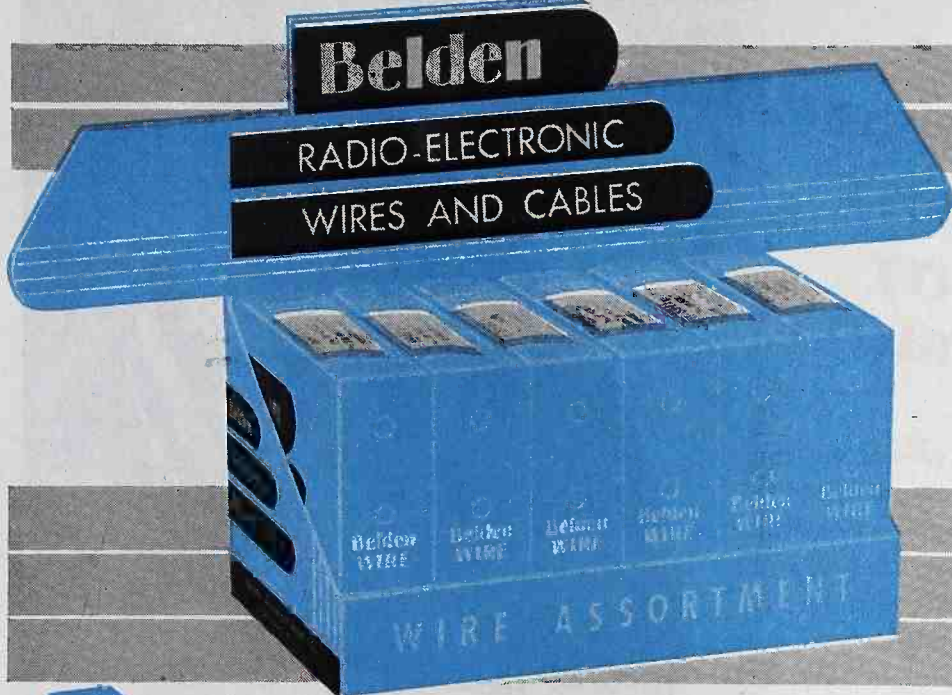
According to a General Electric Co. spokesman, the repair and reconditioning of the 4½ million FM receivers manufactured thus far may be a serious problem by 1948. With another 7½ million FM receivers scheduled for production in the industry during the coming year, the company hopes to avoid an industry setback in this expanding new radio field by conducting a traveling FM radio workshop.

To Cover 35 States

In 33 meetings, covering 35 states by December 4, special technical and educational FM demonstrations will be given in metropolitan centers. Accompanying the 10,000 mile FM caravan will be many company engineers headed by R. D.



FM equipment, experts and circuits doing their stuff at the New York FM caravan meeting.



8864 8865 8858 8859 8860

HOOKUP WIRE ASSORTMENTS

FOR BETTER SERVICE

Belden
Radio WIRE

Payne, sales manager of service test equipment for the Specialty Division.

The three-hour program at each stop will be held in three parts: a description of the characteristics of frequency modulation compared to standard conventional amplitude modulation reception; technical discussions of the servicing operations; actual test steps using a deluxe-type FM receiver where the set is mis-tuned or placed out of alignment.

RMA Holds Annual Fall Meeting in New York

New plans for the promotion of television and FM receiver sales was a major topic at the annual Fall meeting of the Radio Manufacturers Association, held at the Roosevelt Hotel in New York City, Oct. 13-16. Radio leaders from northeastern, east-central, and mid-western U. S. were on hand for the conclave.

The 4-day convention was a series of committee and group meetings, highlighted by the board of directors' meeting on Oct. 15. The directors met at the new headquarters of the Institute of Radio Engineers, at the invitation of Dr. W. R. G. Baker, head of the RMA engineering department and a director. New plans for RMA aid to TV broadcasters and general projects to help the new industry were taken up. RMA President Max F. Balcom presided at the meeting.

Other key meetings of the convention were conducted by Paul V. Galvin, J. J. Kahn, R. E. Carlson, S. P. Taylor and Victor A. Irvine.

Berry Introduces New Indoor TV-FM Antenna

The development of a new television-FM antenna for use indoors, has been announced by John J. Berry, president, Berry Television Corp., 1381 Lexington Ave., New York, N. Y.

Mr. Berry stated that this new type antenna has a gain of 3 db over the entire FM band, and drops only 1 db on the television band.



A Sign of Successful Servicing



Howick's has All Fifteen RIDER MANUALS

(and Vol. XVI on order)

No one knows better than the local parts jobber those servicing shops in his territory which are outstandingly efficient and successful. Thus, it is significant that Standard Radio & Electronic Products Co. of Dayton and Springfield, Ohio, featured Howick's of Celina, Ohio, in their "Srepcu News", saying, "It is one of the most orderly it has been our pleasure to see, having up-to-the-minute test equipment and service manuals, which are paying dividends."

Efficient, profitable, successful, servicing shops are invariably equipped with a complete set of Rider Manuals; the only single source of authoritative* information for data which is needed to diagnose quickly the ills of all receivers issued since 1920.

Rider Manuals are investments. Copies of Volume I, bought seventeen years ago, are still paying dividends to their owners. Be sure your shop has the sign of Successful Servicing—all sixteen Rider Manuals.

NOW AT YOUR JOBBERS' VOL. XVI RIDER MANUAL

Volume XVI is the first of the three-a-year Rider Manuals. Picking up where Volume XV leaves off, it inaugurates our new publishing schedule, which will bring you authentic servicing data on current receivers at the earliest possible moment.

Its 768 pages contain data from 94 manufacturers and include many private-brand name products.

In Volume XVI the percentage of time-saving, Rider-exclusive, "clarified schematics" has been increased because of the great number of new multiband receivers—and every one of these is broken down into its respective bands. Photographs of small table models are generously represented to aid in quick identification—and

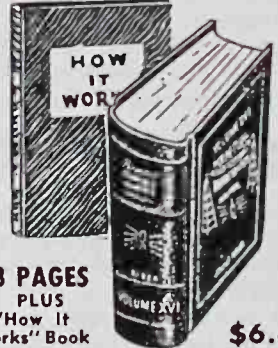
the separate "How It Works" book explains the characteristic kinks of the newer receivers.

Thus the traditional understanding of your problems, which has characterized Riders' "Seventeen Years of Continuous Service to the Servicing Industry", carries on in Volume XVI, bringing you complete, authoritative servicing data at the earliest necessary date—at the minimum investment.

For, though the binding is the same custom-made binder that matches your other Rider Manuals, and the contents are of the usual high standard, supplemented with "clarified-schematics" (and the "How It Works" book is included at no extra cost) Volume XVI is yours at less than a penny a page.

Your jobber has it in stock. Order it. Now!

*Rider Manual data is the OFFICIAL AUTHORIZED servicing data right from the servicing departments of the companies that made the sets. No one knows, better than the manufacturer, what servicing procedures are best for his products. That is the basis for the authority and success of Rider Manuals.



768 PAGES PLUS "How It Works" Book \$6.60

BE SURE YOU HAVE ALL 16 RIDER MANUALS

Volume XVI.....	\$ 6.60	Abridged Manuals I to V (one volume)....	\$17.50
Volume XV.....	18.00	Record Changers and Recorders.....	9.00
Volumes XIV to VII (ea. Vol.).....	15.00	Master Index, covering Rider Manuals, Volumes I to XV.....	1.50
Volume VI.....	11.00		

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See the NOVEMBER Issue of "SUCCESSFUL SERVICING" for Winners in the \$4325 Rider Manual Contest



MODEL
22

Microphones of **DISTINCTION**

● When you select a TURNER Microphone for better performance you automatically choose the leader in style and dependability. The accurate pickup, smooth response, and enduring reliability of TURNER design and construction is recognized the world over. Where performance counts most you'll Turn to TURNER.

THE MODEL 22—This handsome streamlined unit gives "smooth-as-silk" performance. Adds distinction to any installation. Ideal for both voice and music pickups. Widely used for all-around recording, public address, call system, and communications work. 90° tilting head permits semi- or non-directional operation. Available in a choice of high quality crystal or dynamic circuits. Complete with 7 ft. removable cable set. Ask your dealer.

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903 17th Street N. E. • Cedar Rapids, Iowa

MICROPHONES LICENSED UNDER U. S. PATENTS OF THE AMERICAN TELEPHONE AND TELEGRAPH COMPANY, AND WESTERN ELECTRIC COMPANY, INCORPORATED. CRYSTALS LICENSED UNDER PATENTS OF THE BRUSH DEVELOPMENT CO.

Nate Hast Heads Brunswick Sales

The announcement that Nate Hast has been appointed as general sales manager for the Brunswick Radio-Panatrope and the new Brunswick television receiver, has been made by David E. Kahn, chairman of the board of Radio & Television, Inc., 244 Madison Ave., New York 16, N. Y. The firm will shortly show two new units—"The Glasgow" and "The Wedgewood" in addition to the new TV set.

Mr. Hast is widely known in the trade as the former sales head of Emerson and more recently, of the Lear firm.

Herbert L. Weisburgh, president of Brunswick, said that the company's new sets were designed "in response to consumer demand for fine-furniture period cabinets in Adam and Chippendale styles . . . they will be followed early in 1948 by more authentic reproductions each containing the Brunswick AM-FM set and phonograph with Panatrope automatic record changer."

Sams Shows Exclusive New "Standard Notation"

Heralded in the latest issue of the PHOTOFAC Servicer as one of the biggest advances in service literature in twenty years, the distribution of PHOTOFAC Folder Set #23 marks the first appearance of the new system of schematic designations called by Howard W. Sams & Co., 2924 E. Washington St., Indianapolis 6, Ind., the "PHOTOFAC Standard Notation."

Created in great part on the basis of a nationwide poll of servicers which accompanied PHOTOFAC Folder Set #18, the new system, it is believed, will save much time and study on the part of servicers using schematics in their daily work. As pointed out by Sams, the Standard Notation is designed to eliminate those cases where the servicer "bangs his skull" against a queer-looking diagram, only to find belatedly that the novelty is in the drawing, and not in the set.

On Foreign Markets Tour

Robert Schasseur, export representative for Tele-tone Radio Corp., has left the U. S. for an extended trip through France, Brazil, Argentina, Colombia, Venezuela, Central America and Puerto Rico.

Judson Sayre Gets a New Lincoln

One of the most unusual awards ever made in the business took place at a distributor convention in South Bend, Ind., recently, when the 78 jobbers of Bendix Home Appliances, Inc., presented President Judson S. Sayre with a Lincoln Continental automobile.

Irving Sarnoff, president of Bruno-New York, Inc., made the presentation, as a token of the high esteem with which the distributors regard the Bendix Appliances head.



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



Wherever the Circuit says 

KEEP YOUR IRON
IN THE FIRE



Snyder Reps in Sales Meeting

Rider Lists Set Makers

A list of 94 radio set manufacturers has been released by John F. Rider, publisher, 404 Fourth Ave., New York 16, N. Y., announcing the names of the companies whose diagrams will be contained in the new Volume XVI of the Rider Manuals, now being printed for October, 1947, distribution.

The new volume inaugurates a new policy for these publications, now in their 17th year. Starting with Volume XVI, Rider Manuals will appear three times yearly, instead of once annually, and will be priced at \$6.60 for the 768 page Volume XVI, which will also have a separate "How It Works" book designed to take the kinks out of trouble-shooting.



Above, salesmen learn about advertising values as Snyder Mfg. Co., Philadelphia manufacturers of antennas and accessories, holds its quarterly sales meeting at home office. Left to right, Sam Wiley, mid-west rep.; Ed Miller, general field rep.; Sydney Moss, Packard Advertising Agency; Dick Morris, Snyder sales manager; and Mike Berns, Roburn Agencies, Inc., Snyder export division.

MEISSNER

PRESENTS THE NEW *Brewster Line*
OF TABLE MODEL RADIOS! . . .

Here at last is the outstanding line of table model radios you have been waiting for! Superbly designed, unmatched for sheer beauty of tone, these quality sets reflect the skill and craftsmanship that have made the name Meissner a byword for quality in the trade.

Smartly designed, quality engineered, these new Brewsters are being manufactured for exclusive distribution through parts jobbers only. No quotas, no high pressure tactics, no sales direct to dealers or special distributors . . . nothing that might interfere with your merchandising this exclusively-jobber line to the hilt. And Meissner unconditionally guarantees these new Brewsters against price reduction for the balance of the year.

This line is available for delivery now. Write today for full information, catalog and prices.



Meissner

ELECTRONIC DISTRIBUTOR AND
INDUSTRIAL SALES DEPARTMENT

MAGUIRE INDUSTRIES, INCORPORATED

500 W. HURON ST., CHICAGO 10, ILLINOIS

EXPORT-SCHEEL INTERNATIONAL INC.

4237 N. LINCOLN AVE., CHICAGO 18, ILL. • CABLE-HARSHEEL

RCA-Victor Introduces Three New TV Sets

Now reaching dealers are first deliveries of the new "Anniversary" model table television receiver tagged at \$325—the first of three new TV units being introduced by RCA-Victor. The other two sets, to follow shortly, are both consoles, of the 730 series, priced at \$595 and \$650.

The Anniversary job, Model 721-TS is a superhet with a 10" picture tube producing a 52 sq. in. picture 6 $\frac{3}{8}$ " by 8 $\frac{1}{2}$ ". The unit has 19 tubes plus two rectifiers, tuned r-f amplification, the Golden Throat tone system and Eye-Witness synchronization. Featured also are the automatic station selector, three stages of i-f amplification on video—two on audio—and an electro-dynamic speaker.

The set is available in mahogany or Walnut cabinets, contemporary style measuring 19 $\frac{1}{2}$ " high by 19" wide by 19 $\frac{1}{2}$ " deep. The \$325 does not include tax or the Owner's Policy, which on this set is \$55.

All Plug-In Receiver Ready for Marketing

A five-tube ac-dc radio for AM which group all but a few components and wires into plug-in cans will soon be offered to dealers, announces Cosmo Electronics Corp., 675 Hudson St., New York. With all coils, fixed capacitors and resistors pre-wired into containers resembling metal tubes, radio servicers will be able to troubleshoot and make most repairs in far less time than heretofore, without removing the chassis from the cabinet.

To be sold through established trade channels, the Cosmo-Compo, as it is called, may be purchased by outlying consumers with a complete set of replacement cans. Trade circles believe, however, that most servicing will continue to be done by the dealer, who would stock a quantity of spare plug-in cans as well as the usual vacuum tubes.

In New York City

**AMONG 500 BIG
RETAILERS of RADIOS**

94 %

**Sell ELECTRICAL
APPLIANCES**

91 %

**Operate Their Own
RADIO SERVICE
DEPARTMENTS**

RADIO & Television RETAILING asked 500 big key dealers in Metropolitan New York who sell radio and television—whether or not they sell refrigerators and washing machines, and whether they operate their own radio service departments. The results were as recorded here. The names of dealers used in making the survey are available upon request.

THIS IS IMPORTANT EVIDENCE

re-affirming the fact that—*one*, the *radio-appliance* retailer **MUST** be considered in the marketing of electrical appliances, and *two*, he plays the **BIG ROLE** in radio servicing.

RADIO & TELEVISION RETAILING Magazine today is the only magazine organized and edited to give the radio-appliance dealer, within the covers of a single publication, the merchandising *here's how* and profit-making information and help he needs to operate his radio-record-appliance-servicing business successfully.

With an ABC circulation of 28,000, this publication leads all others in its field in New York and throughout the nation. It is first in preference among radio-appliance retailers everywhere.

It leads all others as a medium for parts and equipment advertising directed at the retailer.

For the appliance advertiser it is a "must" for 1948 schedules in order to get complete and effective coverage of retailers in all forty-eight states who sell appliances.

**RADIO & TELEVISION
RETAILING**

Caldwell-Clements, Inc.

480 Lexington Ave., New York 17, PLa. 3-1340

CHICAGO 6 • LOS ANGELES 5 • SAN FRANCISCO 4

Also publishers of TELE-TECH and ELECTRONIC INDUSTRIES & ELECTRONIC INSTRUMENTATION

Stromberg Dealers at Merchandising Conferences

Gross Distributors, Inc., New York, New Jersey, Connecticut and western Massachusetts distributors for Stromberg-Carlson, have completed a heavily-attended series of annual dealer merchandising conferences held this year at the Belmont-Plaza, in New York City. The purpose of the meetings was to re-franchise the dealers as well as to introduce several new models which round out the line. Dealers reported "keen and unusual interest" in these new models which incorporate a brand new chassis design designated as the 1200-series. This new chassis

marks the introduction of a new method in tuning—permeability tuning . . . the total elimination of the familiar 5-gang condenser.

New Stewart-Warner Lines Accent Cabinet Styles

Presenting the new Stewart-Warner lines as "distinctive pieces of furniture," Samuel Insull, Jr., manager of the S-W radio division, told distributor meetings that "garish cabinets are a thing of the past."

Among the models presented were the Interpreter (see the "New Lines" section), a radio-phonograph console in blond or mahogany finish styled to match



This new Stewart-Warner automatic AM-FM combo Model A92CR6 has 8 tubes plus rectifier, enclosed antennas for both AM and FM, intermix disc changer.

modern furniture designs; a combo addition to the Stewart-Warner 18th Century group for use with period furniture; the New Minstrel console and the compact "Country Gentleman" table model battery set.

The tone reproduction of Strobe-sonic sound, and a "shadow box" dial recessed in the cabinets to permit improved visibility were among the features stressed. The record players, which handle ten 12-inch or twelve 10-inch records or ten of both intermixed and which shut off automatically when the last record is played, feature the electro-hush reproducer, which eliminates needle noise and automatically retracts the needle point if dropped or pushed down on a record.

In addition to the radio models, a combination television, AM-radio and record player console was shown plus two plastic table model AM-FM sets and a portable.

On the program at the presentation in addition to Mr. Insull were regional managers and Kenneth W. Sickinger, advertising manager of the S-W radio division.

Mallory Named Winner in Annual Report Contest

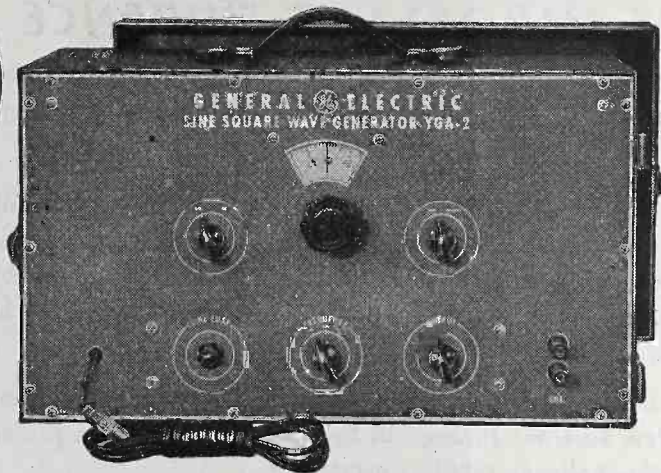
A bronze "Oscar of Industry" trophy was presented to P. R. Mallory, board chairman of the P. R. Mallory Co., Indianapolis, Ind., at the Annual Report Awards Banquet held in New York City on Oct. 10th. The Mallory firm was selected by the judges of the *Financial World* annual report survey as having the best 1946 annual report in the electronics and radio industry.

In this industrial classification, Radio Corp. of America was second, and Stromberg-Carlson came in third. This year, the competition was the keenest in the history of the survey, as over 3,500 brochures and booklets were submitted. Winners in each classification were then considered for the "Best of All Industry" awards—gold and silver trophies announced at the annual banquet.

Pacific Rep Expands

Perlmuth-Colman Associates, 942 Maple Ave., Los Angeles, Calif., sales reps on the Pacific Coast, have added Ray James to their sales staff in the San Francisco Bay area.

**NEW!
TIME-SAVING!
VERSATILE!**



Sine or Square Wave at the Flick of a Switch!

Now—the General Electric Sine-Square Wave Generator YGA-2 provides you with greater facilities for better, more efficient service work. A top quality equipment, it incorporates two units in one; a high quality, stable oscillator and a square wave generator. It features a low distortion sine wave, stable RC oscillator and instantly available square waves.

SINE WAVE APPLICATIONS

Testing and adjustment of audio amplifiers, transformers, phase inverters, audio filters, etc.

SQUARE WAVE APPLICATIONS

Two point testing of response and characteristics in audio devices. Checking frequency response of wide band amplifiers. Determination of phase shift, distortion and high frequency peaks in audio equipments.

For complete information on the Sine-Square Wave Generator and other General Electric Service Test units write today to:
General Electric Company, Electronics Park, Syracuse, N. Y.

GENERAL  ELECTRIC

1C4-F7

Field Sales Line-Up for RCA Home Instruments



Shown with Joseph B. Elliott, vice-president in charge of the RCA Victor Home Instrument Dept. on the right, and Henry G. Baker, general sales manager for the Dept., on the left, are the firm's field salesmen. Rear row, Mr. Baker, W. F. Huntington, C. V. Bradford, E. O. Mount, C. C. Thaw, J. N. Jones, T. W. Lentz, W. W. Cone, and Mr. Elliott. Front row, M. J. Pelikeff, A. J. Hammer, C. J. Walker, F. G. Wright (field sales manager), D. E. Scott, R. W. Saxon and N. F. Bass.

New Hoffman Lines Being Shipped

Hoffman Radio Corp., Los Angeles, has announced its complete new 1948 line to distributors and dealers. First in the group are the C-506 and C-507, called the Sheraton Symphonic, each a radio-phono combination with AM-FM. The C-506 has a wire recorder. (See "New Lines" section.) These models have 12 tubes, plus rectifier, push button control for the AM band; push pull power amplifier; a built-in antenna for AM and one for FM; 12" electro-dynamic speaker, etc.

The new C-509 and C-510 are also AM-FM, the C-509 being known as the Chippendale. These models, both with automatic record players, have nine tubes plus rectifier, 10" speakers, built-in loop antenna for AM, folded dipole antenna for FM, push pull output, etc.

The new Malibu series comes in two cabinet styles, modern and traditional. C-511 is a combination with AM and two short wave bands; C-512 standard broadcast bands and FM; C-513 is AM and Musicord (the new Hoffman professional home recorder) and C-514 is AM-FM with the Musicord.

Dealers Being Franchised for Sightmaster TV Sets

A new "Sightmaster" television receiver line aimed at the quality market is now offered retailers on a franchise basis by the Sightmaster Corp., 220 Fifth Ave., New York 10, N. Y. Featured in the line is a 10" TV combination with FM, listing at \$375.

This receiver covers all television channels, has a 9" speaker, and produces "a firm, bright, stable picture." It is offered in cabinets of hand-rubbed walnut, mahogany, or blonde.

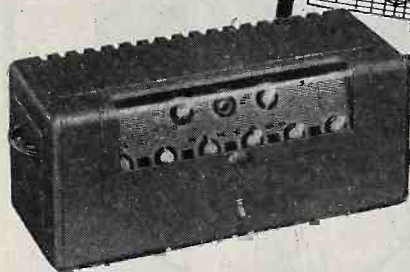
Sightmaster Corp., has announced an extensive merchandising and advertising program in support of its dealers.

Mautner Heads Tele-tone Television Division

In preparation for the marketing of its new low-cost television receivers, the Tele-tone Radio Corp., New York City, has announced the appointment of Robert S. Mautner as chief engineer of its television division. The firm has recently converted one of its plants for TV production.

Mr. Mautner was formerly with RCA and previously had been with CBS. He is a specialist in high-voltage cathode ray power supplies and in the development of other circuits for video. He is the author of many published articles on these subjects.

Performance curves like this prove the superiority of Newcomb Amplifiers...



Deluxe Model KX-60

For the most faithful reproduction of music or speech at any volume level, the KX-60 is unexcelled. It is unique among high powered amplifiers. Its superiority is complete from every angle, whether it is frequency response, distortion at low or high outputs, power at all frequencies, tone control action, mixer response, operational features, portability or any other factor.

NOTE SPECIFICATIONS

POWER OUTPUT: 60 watts at less than 5% distortion with wide flat power output versus frequency curve and extremely low distortion at any volume level. **FREQUENCY RESPONSE:** 20 to 20,000 cycles within 1 d.b. **INPUTS (5):** 3 for mikes, 2 for phono. **INPUT IMPEDANCES:** Mikes 2 meg.; phono 1/2 meg. (Microphone inputs instantly convertible to low impedance by use of TR-91 plug-in transformer). **OUTPUT IMPEDANCES (6):** 3, 4, 6, 8, 16 and 250 ohms to terminal strip and four bakelite molded sockets. **GAIN:** Mike inputs: 126 d.b. Phono inputs: 78 d.b. **TONE COMPENSATION:** Bass range from -17 to +24 d.b. Treble range from -24 to +24 d.b. **CONTROL PANEL:** Etched metal, fully illuminated. **CONTROLS (9):** 3 mikes, 1 phono fader for 2 pickups; 1 master, 1 bass, 1 treble, 1 volume indicator,

1 power switch. **CONTROL COVER:** Thru- vision plastic keylock cover protects controls from misadjustment. **VOLUME INDICATOR:** Electron Ray tube coupled to calibrated control provides full scale deflection from 2 to 60 watts. **OVERLOAD INDICATOR:** Electron Ray tube indicating slightest overload of output tubes. **MISC. FEATURES:** All resistance capacity coupling; multi-stage inverse feedback; plug-in filter condensers; electronic type dual tone controls with resonant bass and special shaped curves; crystal pickup equalizing networks in each phono-graph input; regulated screen power for output tubes; accessible fuse in insulated post type holder; AC outlet socket connected with main switch; thoroughly impregnated heavy duty transformers; multiple winding output transformer with uniform output from all taps; heavy gauge welded steel chassis and cabinet; cabinet finished in durable, easily cleaned baked enamel, gray Ham-meroid finish. DIM.: 8 3/4" x 8 3/4" x 20 1/4".



Dept. A, 5824 Lexington Avenue • Hollywood 38, California

AMERICA'S TOP QUALITY AMPLIFIER

News in the Parts Field

Micamold Announces Jobber Division

Micamold Radio Corp., Brooklyn, N. Y., has established a new division for distributor sales. The new department will supply jobbers with a complete line of fixed capacitors for resale, and is also releasing a complete line of popular priced radio amateur equipment. The appointment of William E. Boyce as sales manager of the division was announced by Edmond B. Tyler, general sales manager of Micamold. A catalog is available and sales representatives are already at work in most areas.

New Pyramid Line

The new "Tube-U-Lar" paper capacitor line marketed recently by Pyramid Electric Co., 155 Oxford St., Paterson, N. J., are being produced in a wide range of values from .001 mf to .5 mf, 600V d-c working. With list prices from 25c to 80c, the advantages of moderate cost, ultra-compactness, long life and large, legible markings are featured.

Cooper-DiBlasi Appointed

Cooper-DiBlasi, 259 West 14th St., New York City, veteran "rep" firm, has been appointed as exclusive sales rep-

Higher Voltages



Handy midget-can electrolytics or Dandeeds by Aerovox Corp., New Bedford, Mass., are offered now in higher voltage ratings of 500, 600 and 700 VDC working, in sizes of 8 to 16 mf. Particularly useful to television and oscilloscopes, the compact units have a waxed-paper jacket with ends spun over the can rims, insulating it from leads bent close to the capacitor.

representatives for Thordarson, Radiart and Meissner, Divisions of Maguire Industries, Inc. The organization consists of Charlie Cooper, John DiBlasi, Jack Sullivan and Carroll Banfield. The firm had represented both Thordarson and Radiart from 1930 to 1945.

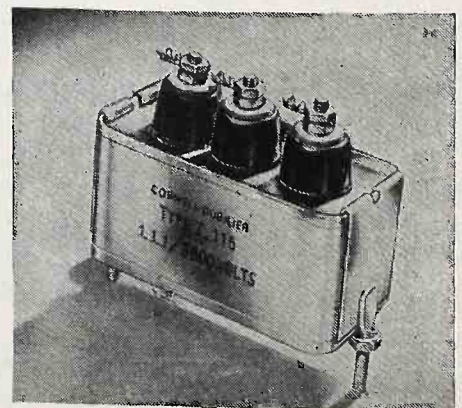
JFD Assembles Line of Card Displays

Serve-yourself 9" x 12" display cards will simplify selling for the dealer and buying by the servicer, as all smaller radio parts made by JFD Manufacturing Co., Inc., 4117 Ft. Hamilton P'kway, Brooklyn, N. Y., are incorporated into their new line. Thus far, about 50 cards have been prepared for distribution, covering such items as phono needles, small tools, dial pointers, drive springs, grille cloth and test leads, while another 200 are envisioned.

Gets Motorola Line

Electric Products, Inc., 5929-31 Baum Boulevard, Pittsburgh, has been appointed exclusive distributor for Motorola products, according to William H. Kelley, Motorola general sales manager. Electric Products began in 1940 with R. E. Steffan, president; A. J. Curry, vice-president; H. E. Schreiber, treasurer; and Miss M. A. McMaster, secretary.

TV Capacitors

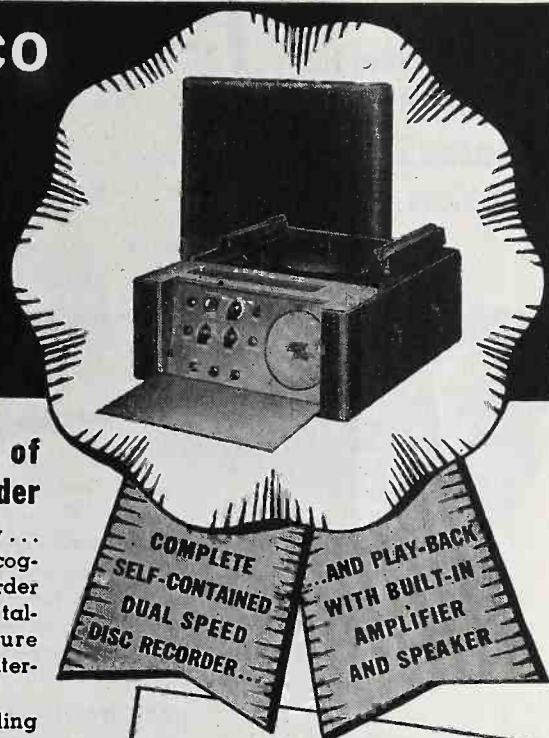


Newest in the expanding line of television capacitors manufactured by Cornell-Dubilier Elec. Corp., South Plainfield, N. J., is type T-115, 3 X .1 mf, 3500 VDC working, in dimensions of 1 3/4" x 3 3/4" x 2".

Another MASCO

PRIZE WINNING PACKAGE OF PROFIT

Dual Speed PORTABLE DISC RECORDER With Single Play-Back



NEW! With Every Facility of the Professional Type Recorder

Sensation of the Chicago Show... because distributors and dealers recognized the big market for this disc recorder and play back... broadcast stations, talent agents, schools, churches, lecture halls, night clubs and people who entertain at home.

It has 3 separate input jacks, providing for 1. direct recording from microphone, 2. direct recording electronically from a phonograph (dubbing), 3. direct recording from radio to record. Selector switch on panel allows for simple change of function.

Volume level indicator eye assures accurate recording level. Separate volume and tone controls allow for any desired volume or tone setting.

Complete with heavy duty 6 in. P.M. Alnico V Speaker and kit of 5 matched tubes. List Price \$135.00

Add 5% West of Rockies

Contact your local Masco distributor for immediate delivery. For descriptive literature or other information write directly to factory, Dept. D

COMPLETE SELF-CONTAINED DUAL SPEED DISC RECORDER... AND PLAY-BACK WITH BUILT-IN AMPLIFIER AND SPEAKER

FEATURES

- Combined recorder and P.A. system.
- Recording and play-back both 78 and 33 1/2 RPM.
- Electronic volume level indicator.
- Heavy duty 6 in. Alnico V Speaker.
- Separate volume and tone controls.
- Five tubes including rectifier.
- Separate jack for external speaker.
- Adjustable cutting head.
- Separate motor switch.
- Fused circuit.

• U.L. APPROVED

MASCO

MARK SIMPSON MANUFACTURING CO., Inc.
32-28 49th Street, Long Island City 3, N.Y.

SOUND SYSTEMS and Accessories



RAvenswood 8-5810-1-2-3-4

Heads Chicago NEDA



Jack E. Snyder, assistant general manager, Concord Radio Corp., is the new president of the Chicago Chapter, National Electronic Distributors Ass'n. He calls for members "to suggest specific problems, with facts and figures, to be placed on NEDA meeting agenda."

Cannon Names New XL Distributors

Twenty-four new distributors in the California and West Coast area have been announced by the Cannon Electric Development Co., Los Angeles 31, Calif. These California firms are special "XL" jobbers, as follows:

In Bakersfield, Kack C. Ar buckle and Valley Radio Supply; in Berkeley, Dealers Supply Co.; in Beverly Hills, Figart's Radio Shop; in Fresno, Martin Distributing Co., Inc.; in Hollywood, Otto K. Oleson; in Long Beach, Fred S. Dean Co.; in Los Angeles, Kierulff & Co., Radio Television & Supply, Inc., and Universal Radio Supply Co.; in Oakland, W. D. Brill Co., Electric Supply Co., and E. C. Wenger; in Pasadena, Dow Radio; in Sacramento, C. C. Brown Co., E. M. Kemp Co., and Sacramento Electric Supply Co.; in San Carlos, Ampex Electric Corp.; in San Francisco, C. C. Brown Co., Offenbach-Reimus Co., Pacific Wholesale Co., San Francisco Radio & Supply Co., and Zack Radio Supply Co.

Free Parts Cabinet

The "Junior Control Cabinet," a new popular-price kit of controls, has been introduced by the International Resistance Co., 401 N. Broad St., Philadelphia, Pa. An assortment of nine 1/2, 1 and 2 megohm controls plus four switches and four special shafts, it comes packed in a sturdy cardboard cabinet finished in blue, yellow



New IRC cabinet has 12 compartments.

and silver, having four drawers with twelve compartments individually identified. The cabinet is furnished at no extra charge.

Rochester Guild Plans State Federation

The Radio Technicians Guild of Rochester, N. Y., will stage a two-day meet for radio servicers of New York State, designed to organize a State Federation of Radio Technicians, on Saturday and Sunday, November 15 and 16, 1947, at the Seneca Hotel, Rochester.

At the first session, which will be called to order at 11:00 A. M., representatives of all radio service organizations as well as individual servicers interested in join-

ing, will meet. Believing that the radio servicer "is capable of setting up and running his own organization," invitations are being offered only to men now deriving their livelihood from the maintenance and sale of radio receivers, according to Bertram L. Lewis, past president. Registration for the meeting is being handled by the Radio Technicians Guild, 703 Temple Bldg., Rochester 4, N. Y.

Canada Rep Named

Sound Apparatus Co., 233 Broadway, New York 7, N. Y., has established a Canadian representative for its products. Harris Pound, 2235 Addington Ave., Montreal 28, P. Q., Canada, is in charge.

TELEVISION

STEADY

CLEAR

BRIGHT

No Eye Strain

IN SIMPLE ASSEMBLY FORM

For the first time — a 10" Flat Surface Screen Picture unit available in assembly form. This is not a kit but a complete assembly. Picture is 51 square inches.

A 12" Screen picture, 75 square inches, at a slight additional cost.

Superior performance is obtained with a new IF Video & Sound Strip (pat. pend.), aligned, wired, pre-tuned, tubed and tested. All the above circuits are contained on one chassis, ready to use when delivered. This unit designed and constructed by engineers. Licensed by Western Electric & Radio Corporation of America.

IF STRIP

FRONT END

GUARANTEED

To operate to your satisfaction when simple directions are followed.

10" FLAT SURFACE ALSO AVAILABLE

C R TUBE INCLUDED 12" C R TUBE INCLUDED

\$229.50 **\$259.50**

COMPLETE WITH ALL TUBES AND COMPONENTS

F.O.B. OUR FACTORY

- FRONT END will handle 13 Television Channels. It is so flexible that any number of channels from 1 to 13 can be used. We are now supplying channels 2 - 4 - 5 - 7 - 9 - 11 - 13 with this front end. Install the other channels as desired. Aligned and tested, ready to use when delivered. Merely connect B plus filament and output IF leads to the television chassis. It is not necessary to make any R.F. alignments.
- 29 RCA Tubes included plus 10" flat faced CR tube or 12" CR tube
- Heavy Duty RCA 6.8 oz. slug 12" PM speaker
- Specially designed dipole antenna with 60 foot lead in.

- 4.5 mc band width for greatest picture definition.
- Approximately 10,000 volts second anode potential for better contrast and brightness.
- 5 IF picture stages
- 2 sound IF stages with Limiter and Discriminator
- High fidelity obtained with FM sound reproduction
- Overall chassis size 17"x19"x3"
- Complete pictorial and schematic diagrams supplied with assembly
- IF frequency — Audio 21.6 Picture 26.1
- Only nationally advertised components used in our assembly.

TERMS: 10% WITH ORDER — BALANCE EXPRESS COLLECT

TELEVISION ASSEMBLY CO.

387 Bushwick Ave.,
Brooklyn 6, N. Y.

News in PA Circles

Sound Specialist Joins David Bogen

Robert Y. Chapman, a sound equipment expert whose work in scientific research has been in all parts of the world, has been appointed by David Bogen Co., 663 Broadway, as executive engineer. The Bogen firm is a specialist in amplifiers, sound systems and intercommunicating systems.

Since 1945 Mr. Chapman has been associated with the U. S. Naval Underwater Sound Laboratory, New London, Conn. At Bogen, he will be active in industrial, marine and government fields.

UL Lists New Talk-A-Phone Units

Underwriters' Laboratories, Inc., Chicago, have now listed the new model KRUL-40 "DeLuxe" line of inter-communication systems of the Talk-A-Phone Laboratories, Chicago 23, Ill. The system consists of one master station, which delivers a maximum of 2½ watts of "Voice Range" power. Basic systems, consisting of one master and one sub-station, may be built up progressively, adding sub-stations as they are needed.

An operator, through the use of his central master station, can communicate in a fraction of a second directly with outlying departments, without going through the switchboard, thus saving time

Tartak Returns



Paul H. Tartak, widely known figure in the loud-speaker industry, has returned to the business as head of Tartak Speakers, Inc., formerly called United Speakers, Inc. Complete line of radio speakers for jobbers and manufacturers is now offered by his firm, located at 3120 E. Pico Blvd., Los Angeles 23, Calif.

and labor. Individuals can answer the operator though they may be working as far away as 50 feet from their sub-stations.

Big PA Market Awaits Sellers

Evidence that nearly one quarter million custom-assembled sound systems are needed in one dozen market categories alone was offered recently by Harold R. Ellis, Service & Sound Editor of RADIO & Television RETAILING.

Speaking before the week-long Graybar-Western Electric national sales conference held at New York's Barbizon Plaza

Hotel, Sept. 8-13, Ellis gave a preview of some of the statistics on requirements for higher-priced public-address and amplified music installations currently being surveyed in preparation for the magazine's statistical issue.

Emphasizing the leading role of the 4-Way Radio-Appliance-Record-Service dealer and retail sound specialist, Ellis presented a figure of 248,000 institutions or enterprises who are prospective buyers of sound systems. This number, he explained, represents the total of only the first 12 markets investigated, and includes schools, churches, hotels, hospitals, airports, department stores, restaurants and factories.

Over a Million

RADIO & Television RETAILING'S estimate of the total number of active organizations in the 12 fields is more than 1,340,000, said Ellis, indicating that the majority were eliminated on the basis of small size, while many more were found to have already purchased such equipment. In view of speedy technical developments in sound systems and recording devices, Ellis pointed out, a large portion of the latter category, using equipment purchased before the war, could already be counted as a market for additional or replacement systems.

The figures presented thus far, it was noted, do not include such important markets as general business and governmental offices of which there exist 1,000,000, courtrooms, warehouses and yards, passenger and freight motor and rail ter-

"I Like Your Line, Leander"

Leander is a portable you can recommend with confidence—at a mark-up that allows a worthwhile profit. When you sell Leander, you're free of franchise obligations . . . free to merchandise the way you prefer.

Leander 3 Way Portables (AC-DC-Battery)

Model 707 (illustrated)

\$21.95
List

West of Chicago — 22.95 List

Model 700 — 26.95 List

(Deluxe case, plastic fittings)

Prices F.O.B. factory —

subject to usual discounts

- ★ 4 tubes plus selenium rectifier.
- ★ Operates on 110 volt AC-DC or battery.
- ★ 5" Alnico V speaker.
- ★ Advanced superheterodyne circuit.
- ★ Slide rule dial.
- ★ Handsome leatherette covered cabinet.
- ★ Size 10" x 5" x 6¼", Wt 5½ lbs.
- ★ Economical battery replacement (1-67½v "B", 1-4½v "A").
- ★ Standard RMA guarantee.

Newspaper mats, copy and layouts on request.

Leander INDUSTRIES Inc.
Virginia 9-4217

130-43 91st Avenue • Richmond Hill 18, L. I.

ORDER NOW! Immediate delivery for Christmas sales.



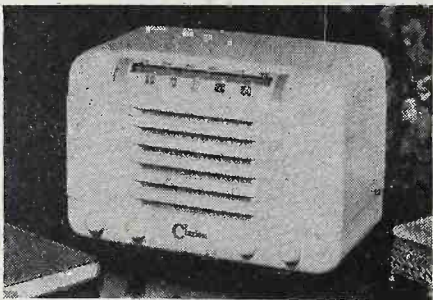
Part of the crowd on hand for the PA presentation made by Technical Editor Ellis.

minals, fairs, concert halls, parks, railroad trains, broadcasting stations and theatres. Other sound equipment markets, such as that for portable, semi-portable and mobile installations, will be charted in the near future, Ellis promised.

Clarion Shows String of 1948 Radio Models

The 1948 lines of Clarion radios have been introduced by Warwick Mfg. Corp., 4640 W. Harrison St., Chicago 44, with a great variety of units in the offering. In the set-up are seven table models, including the "Aristocrat" Model 13101 AM-FM job at \$69.95, and a string of freshly styled AM units starting at \$15.95. These are in plastic cabinets available in ivory, walnut or mahogany except for the table combination, Model 11305, which is a compact automatic job housed in a richly grained walnut finish cabinet.

The console combos start at \$99.95 (see the "New Lines" section) for the new Clarionette billed as "the world's most compact radio-phono console." The FM-AM "Masterpiece" is \$239.95 and the other two combos are tagged at \$189.95 and



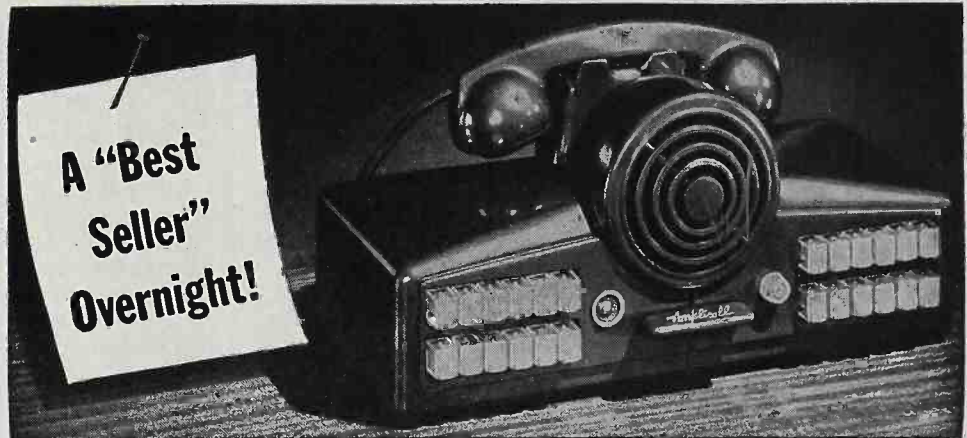
Clarion's new AM-FM table superhet unit, Model 13101, has 10 tubes plus selenium rectifier, 6" speaker.

\$219.95, respectively. Two portables were also included, one of them, the "Chum" model, at \$44.95.

As a part of its promotional campaign, Clarion introduced a new neon tubing sign for dealers, using the "Calls the World to Your Door" trademark in an 11" by 21" eye-catcher. Also available is a new floor display with two shelves and room for six table models.

New Record Changer in Simplified Design

A new model 700 automatic record changer, produced by General Instrument Corp., Elizabeth, N. J., is now ready "to be sold to set manufacturers for substantially less than the current model which it surpasses in efficiency and durability." According to this announcement by GI executive vice-president Richard E. Laux, the lower price follows the simplification of the changer design, in which 105 parts are now used as against the previous 240. Only one gear is used, instead of a dozen, according to GI, who expects to be in full production on the unit before the close of 1947.



THE NEW

ELECTRONIC
AMPLICALL
INTERCOMMUNICATION

With the Exclusive Features that Sell for You!

America's Finest Business Communication System is a selling sensation! Overnight, businessmen everywhere are asking about, *buying* the New AMPLICALL. The reasons are obvious: Irresistible plastic styling—exclusive new advantages—simon-simple operation—incomparably natural speech. Add them up, and you get an exclusive selling appeal that puts profits in your pocket. The New AMPLICALL gives you "selling horizons unlimited"—a complete line with systems available for every conceivable requirement—exclusive features never before made available. Here's your opportunity to sell Intercommunication as you've never sold before!



Striking Plastic Beauty—a "hit" on sight—because it creates an immediate desire for possession.



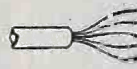
"Busy" Signal—neon bulb visual signal—indicates instantly when station being called is busy.



Handset—professional type for complete privacy—optional with Master Stations.



Translucent Volume Control—lighted to indicate that Master Station is turned "on."



Balanced Line Cable—cuts wiring costs—eliminates shielded line to Remote units.



Plug-in Type Masters—allows quick transfer or exchange of Masters—cuts installation wiring costs by one-third.

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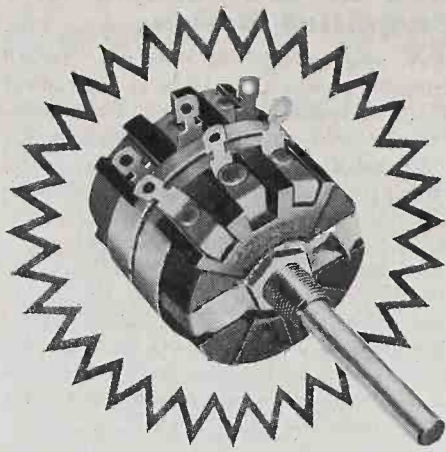
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Sound-System CONTROLS

★ If it's the highest quality sound reproduction you're after, use Clarostat sound-system controls to insure self-compensating attenuation. It's simple. It's inexpensive. It's the correct thing.

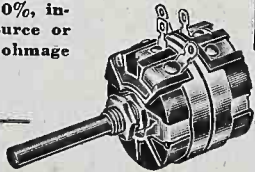


OUTPUT ATTENUATOR

★ Series CIB is a constant-impedance output attenuator. Handles considerable power without measurable insertion loss. Dissipates 10 watts. Used for output level control or for input to loudspeakers. 8 to 500 ohm values.

L-PADS and T-PADS

★ Series CIL (L-pads) and Series CIT (T-pads) keep input or output impedance of associated equipment in circuit within limits of constant required value. 2.5 watts. Continuous range from 0.5 to 30 db. attenuation in 90% of rotation; last 10%, infinity. Used at source or load. Popular ohmage values.



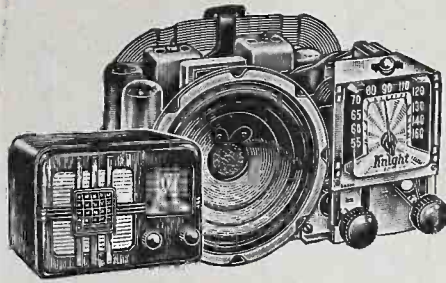
★ Ask your jobber...

Ask for Clarostat Sound-System Controls. Use them not only in your P-A work, but also in high-grade broadcast receivers for "tops" in sound quality. Catalog on request.



CLAROSTAT MFG. CO., Inc. • 285-7 N. 6th St., Brooklyn, N. Y.

New Superhet Kit



The new Knight Ranger radio receiver kit is an ac-dc superhet, Model X83-275, offered complete with walnut plastic cabinet, construction accessories, instructions, etc., for \$14.95. This easy-to-build unit comes from Allied Radio Corp., 833 W. Jackson Blvd., Chicago 7, Ill.

Station W2XJT Completed in Jamaica, N. Y.

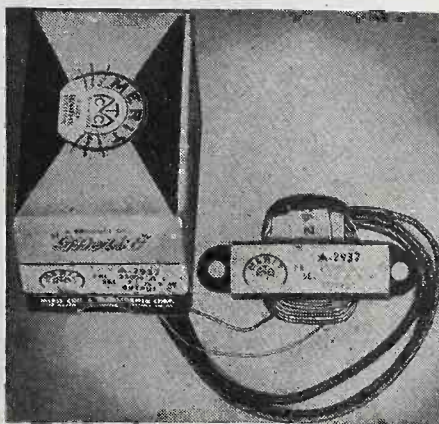
William B. Still, the television pioneer who is well known locally for his persistent and high-standard TV design and installation work at the Jamaica Radio Television Co., 148-18 Jamaica, L. I., N. Y., has now completed his experimental tele station, W2XJT. The transmitter operates on Channel 13, 210 to 216 mc.

Mr. Still designed the first video system for use in banks, when he made a novel installation at the Franklin Square Saving Bank in Hempstead, L. I. A camera was installed in the cashier's cage and a TV receiver in the bookkeeping department. With a system of signals added, the validity of documents could be checked instantly.

"Pixie" Flies to Jobbers

The new "Pixie" portable radio made by Jewel Radio Corp., 583 Sixth Ave., New York 11, N. Y., is now being shipped to jobbers by air. One such order was placed by Reliance Merchandise Co., Los Angeles, distributors, who got the sets via Slick Airways. D. J. Ferraro, Jewel president, reports "enormous acceptance" for the unit.

Convenient Data



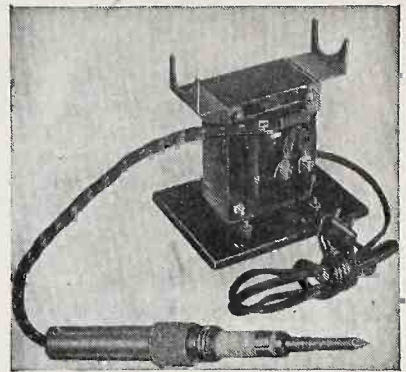
Duplicating information heretofore placed only on containers, Merit Coil & Transformer Corp., 4427 N. Clark St., Chicago 40, affixes a strong strip self-annealing to metal, showing all data, to the top of the transformer, thus preventing loss.

Now... a revolutionary soldering iron that combines extreme lightness with numerous new features:

TRANSVISION

offers this new

Featherweight Soldering Iron



- WEIGHS ONLY 3 OUNCES, YET DOES THE JOB OF 200 WATT IRONS
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- EASY TO USE FOR EVERY TYPE OF SOLDERING.

Note These New Features:—

- Weighs only 3 ounces (without the cord).
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- Tips are interchangeable to suit work at hand.
- Ready for attachment and operation on 110V AC, 60 cycles, from our 6-8 volt transformer furnished with this iron and including soldering tip.

TRANSVISION Featherweight SOLDERING IRON List \$13.95

(5% additional west of the Mississippi. Price fair traded.)

See your distributor, or for further information write to

Transvision, Inc., Dept. RR
385 North Ave., New Rochelle, N. Y.

Crosley Radio Manager



Stanley Glaser is the new manager of the radio section, Crosley division, Avco Mfg. Corp. Before joining Crosley, he was for 15 years the radio and record buyer for the 15 retail outlets of Goldblatt Bros., Chicago chain.

Brunswick TV Unit Has Screen 3 x 4 Feet

At press showings in New York City, the Brunswick line of television receivers for 1948 was announced as featuring a set with a picture screen measuring 48" by 36". David E. Kahn, chairman of the board of Radio & Television, Inc., manufacturer of Brunswick radio and television, announced that the super-screen television set, for public places and large homes, is now in production.

The large model will include a record changer, AM-FM radio, and a wire recorder, all optional. The company will install the receiver on what amounts to a custom-built basis. Price range on the model has been set tentatively at from \$2,000 to \$3,000. The television line also will include receivers with 15" and 10" picture tubes, both in console models. The price range on the first will be \$750 to \$1,100, and on the second, from \$375 to \$700, depending on the amount of additional equipment wanted. They will come in a choice of authentic period designs.

Reports Portable Sales on Increase

In a report on the sales record of Sentinel's "Treasure Chest" 3-way portable, E. G. May, sales manager for Sentinel Radio Corp., said that "At no time have 'Treasure Chest' shipments, which have reached as high as 2,000 sets a day, equalled demand." He added that, although production began only last April, output of the set is now 212.3 per cent higher than on any other Sentinel model for a like period.

Cobra on Juke Boxes

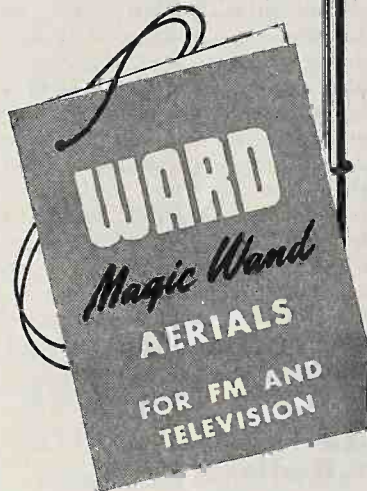
The Cobra Tone Arm, used by Zenith on its record-playing units, is now being used on coin-operated music machines offered to the trade by the Rudolph Wurlitzer Co. Wurlitzer officials said that the Cobra improves the overall quality of Wurlitzer phonograph music, cuts record and needle costs, and reduces operators' service calls.



EXTRA PROFITS
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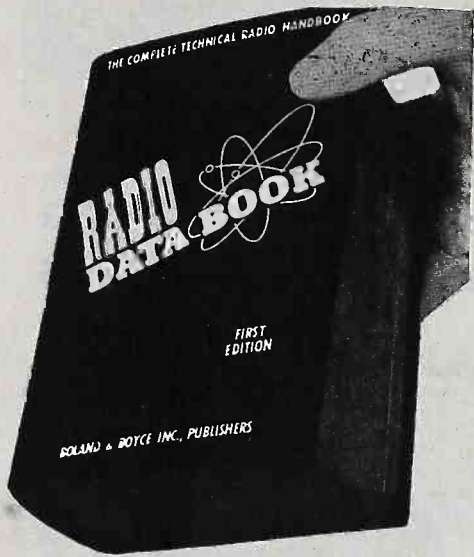


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Large-Screen Sales Expanded by ITI

Industrial Television, Inc., 34 Franklin Ave., Nutley 10, N. J., after reporting wide sales in the New York area with "the largest direct view type receiver on the market," has entered a new sales field. Edwin B. Hinck, company sales director, announced that Television Engineering Co., Washington, D. C., has been named ITI dealer for the Capital City, Baltimore and vicinity. The firm inaugurated its Washington service by shipping the first receiver via air.

Mr. Hinck said that dealers will be named in Philadelphia, Boston, Albany and other cities along the Atlantic seaboard shortly. Receiver production has been doubled within the last month, he stated, to meet the demands of dealers.

The receiver is designed for use in public places. One of its features is a remote control unit, which makes possible the installation of multiple viewing screens, permits the operator to control the receiver from his usual working location, prevents the public from tampering with the controls and allows high placement of the viewing screen.

ITI at present manufactures two receivers, using 15- or 20-inch cathode-ray tubes. The latter produces a 13 by 18 inch picture and the former 10 by 13.

One Ad Sells Over 2,000 Radios

A newspaper ad promotion which recently met with "phenomenal results" was used by Spear's, Pittsburgh, Pa., on their current line of Tele-tone radios. The results are reported, as a help to its other outlets, by Tele-tone Radio Corp.

Tele-tone reveals that 2,126 of the sets were sold by the store following the appearance of a big ad in the *Sun-Telegraph*. The management of the store was so impressed with this response that they ran another ad in the same newspaper two weeks later, with even better results.

Disc Changer Data



New 400-page volume by Howard W. Sams & Co., Inc., Indianapolis 6, Ind., publishers of the PHOTO-FACT Folders, covers the servicing of more than 40 different automatic record changers, including wire, ribbon, tape and paper disc recorders, compiled from actual analysis in the Sams PHOTO-FACT laboratories. Available at radio parts jobber for \$4.95.



Serving the **RADIO TRADE** since 1929



TUBE SHIELDS

All types, including ST-12, ST-14, T-9, miniature and loktal tube shields. Sold individually and in package of 100 assorted for Tube Dealers and Servicemen.

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JFD POCKET ALIGNING KIT

Handy leatherette case, contains 4 different useful aligning wrenches and screw-drivers.

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JFD RADIO INTERFERENCE FILTER



Exceptionally effective. Used on 110 volts AC or DC up to 5 amps. Inductance-capacitance filtering action. Handsome brown wrinkle case, 6 1/2-ft. cord.

No. ST-1040 List \$7.50

JFD FLUORESCENT LIGHT NOISE SUPPRESSORS

Underwriter's Lab approved. Easily installed. Suppresses fluorescent lamp noise, as well as interference from electrical appliances.

No. ST-1030 List \$1.50



Buy these essential JFD parts from your Nearest Parts Jobber



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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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Philco to License Other Manufacturers

Philco Corp., is now offering formal licenses to all set manufacturers to use, subject to royalties, its patents and inventions in the radio receiver, electrical phonograph, and television receiver fields, according to word from John Ballantyne, president.

This will make some 700 Philco patents and inventions available to the industry, Mr. Ballantyne said. Included among these are the Philco FM system, the electronic voltage regulator, the Philco large-screen projection television system with the micro-lens screen, and a new method of playing records which is incorporated in the Philco 1201. Radio Corp. of America, General Electric, and Westinghouse have already been licensed to use these Philco patents and inventions, according to Mr. Ballantyne.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946.

OF RADIO & TELEVISION RETAILING, published monthly at Philadelphia, Pa., for Oct. 1, 1947.

State of New York, N. Y., County of New York N. Y. Before me, a Notary Public in and for the State and county aforesaid, personally appeared Orestes H. Caldwell, who, having been duly sworn according to law, deposes and says that he is the Editor of RADIO & TELEVISION RETAILING and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, M. Clements, Rumson, N. J. Editor, Orestes H. Caldwell, Catrock Road and Bible St., Cos Cob, Conn. Managing or Executive Editor, John L. Stoutenburgh, 564 Riverside Dr., New York, N. Y. Business Manager, M. H. Newton, 583 W. 215th St., New York, N. Y.

2. That the owner is (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Caldwell-Clements, Inc., 480 Lexington Avenue, New York 17, N. Y. M. Clements, O. H. Caldwell, Charles A. Petersen, Trustees, 480 Lexington Ave., N. Y. C. M. Clements, Trustee, Rumson, N. J. O. H. Caldwell, Trustee, Catrock Rd. and Bible St., Cos Cob, Conn. Charles A. Petersen, Trustee, 474 Senator St., Brooklyn, N. Y. Peter Kes, 111 Hamilton Rd., Ridgewood, N. J. McGraw-Hill Pub. Co.* 330 W. 42nd St., New York, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

(Signed) Orestes H. Caldwell

Sworn to and subscribed before me this 26th day of September, 1947.

W. Kenneth Reynolds,
Notary Public New York County,
(My commission expires March 30, 1949.)

*Represents minority stock interest which was purchase price for Radio & Television Retailing. Majority stock and control continue in hands of O. H. Caldwell and M. Clements.

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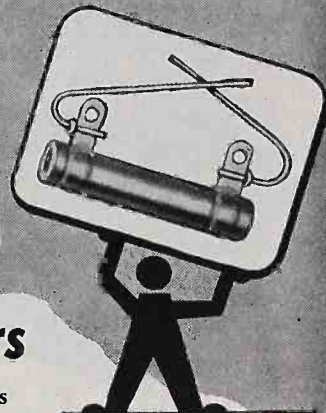
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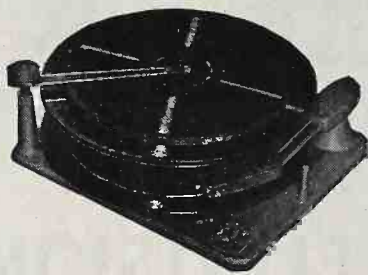
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It is extremely simple to install, since it is pretuned at the factory. No length adjustment is required. It is cut to deliver optimum signal over the entire Frequency Range.

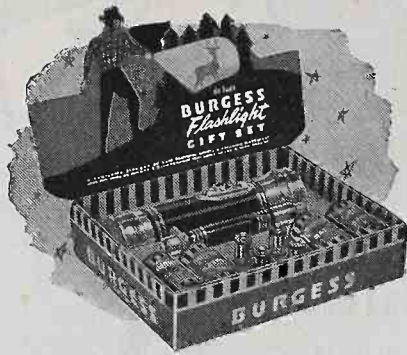
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Burgess offers you extra profits this Christmas with this gift set consisting of matched flashlight and penlight in stunning chrome and maroon, packed in a smart, buy-appealing gift carton.

Long-lasting Burgess flashlight batteries are packed right in this gift box. Extra battery sales are possible without extra wrapping or extra selling.

Each gift box contains:

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Priced right for quick sales. Retail at \$2.98 complete in smart gift box.

Stock of this gift hit is limited. Order now for the holiday season.



BURGESS BATTERY COMPANY
Freeport Illinois

Two New Jobbers for Farnsworth

Two new distributors have been announced by Farnsworth Television & Radio Corp. Walder Radio & Appliance Co., 1809 N. E. Second St., Miami, Fla., will cover six Florida counties—Dade, Broward, Palm Beach, Martin, St. Lucie and Indian River. Officers of the Walder firm are Roy J. Schneider, president; W. L. Obenchain, vice-president, treasurer and general manager; Dorothy P. Schneider, secretary.

Nelson & Small, Inc., 68-78 Union St., Portland, Me., was named Farnsworth distributor for the entire state of Maine and for Coos, Grafton and Carroll counties in New Hampshire. Harold P. Nelson is president and sales manager of the Portland outlet, Irving E. Small is vice-president, and Arthur J. Nelson, treasurer.

Pair of Southern Reps for Mallory

Walter E. Harvey, manager of the wholesale division, P. R. Mallory & Co., Inc., Indianapolis, Ind., has announced the appointment of two new representatives to cover sales territories in Southern states.

Grady Duckett, Atlanta, Ga., will serve Mallory distributors in North Carolina, South Carolina, Georgia and Florida. Porter Holland, Dallas, Tex., has been assigned the territory including Texas, Oklahoma and Louisiana.

Now . . .
INDOOR

TELEVISION and FM ANTENNA

by BERMAC

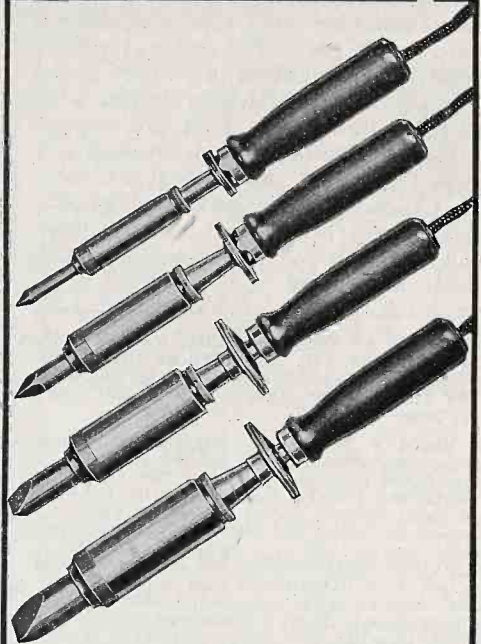
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- 5 minute installation.
- Little or no DB loss.
- Ideal where outside aerials are prohibited.
- Entirely non-directional.
- Can be installed under rug, behind picture, etc.
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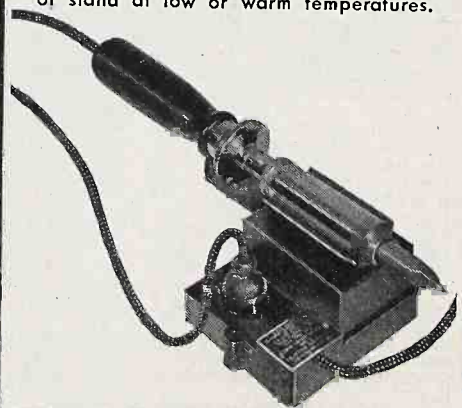


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are sturdily built for the hard usage of industrial service. Have plug type tips and are constructed on the unit system with each vital part, such as heating element, easily removable and replaceable. In 5 sizes, from 50 watts to 550 watts.

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 adjustment on bottom of stand at low or warm temperatures.



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DETROIT 2, MICH., U. S. A.

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(THE IMPROVED PORTA-POWER)



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Get the extra business from the hundreds of battery radio sets in your area. Perma-Power, the modern battery eliminator, is your answer—

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3. when you accept a battery set as trade-in, and you need to modernize the set for resale at a profit.



Dealers everywhere are finding these three methods profitable in adding new customers.

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Features that assure Customer Satisfaction

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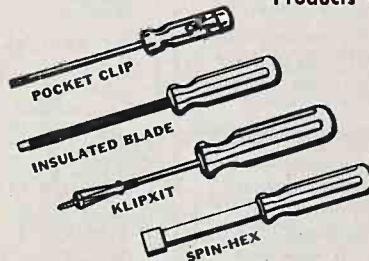
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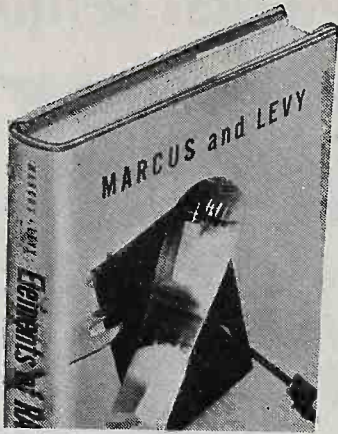
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Two New Wire Recorders by Majestic

Majestic Radio & Television Corp. has announced the addition of two new wire recorder models to its 1948 radio line. These are a table model (7YR753) and a console (7YR772), both combinations, for immediate delivery. (See "New Radios" section.)

The large cabinet of the new table model allows more space for "finer engineering." The features include a High "Q" built-in antenna; beam power output, bass boost circuit and a 5 x 7 inch oval speaker. A 15 minute spool is standard equipment, with hour-length spools available. Retail price will be \$169.95 including tax.

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Kelsey Joins Roskin

S. A. "Si" Kelsey, who until recently was sales manager for Templetone Radio Mfg. Corp., New London, Conn., has joined Roskin Distributors, Hartford, Conn., as sales manager for Philco products in Connecticut and Western Massachusetts.

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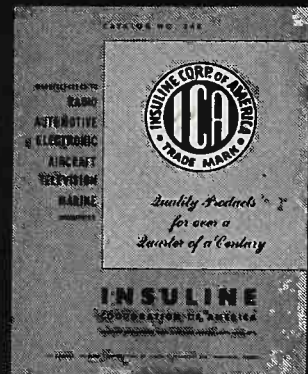


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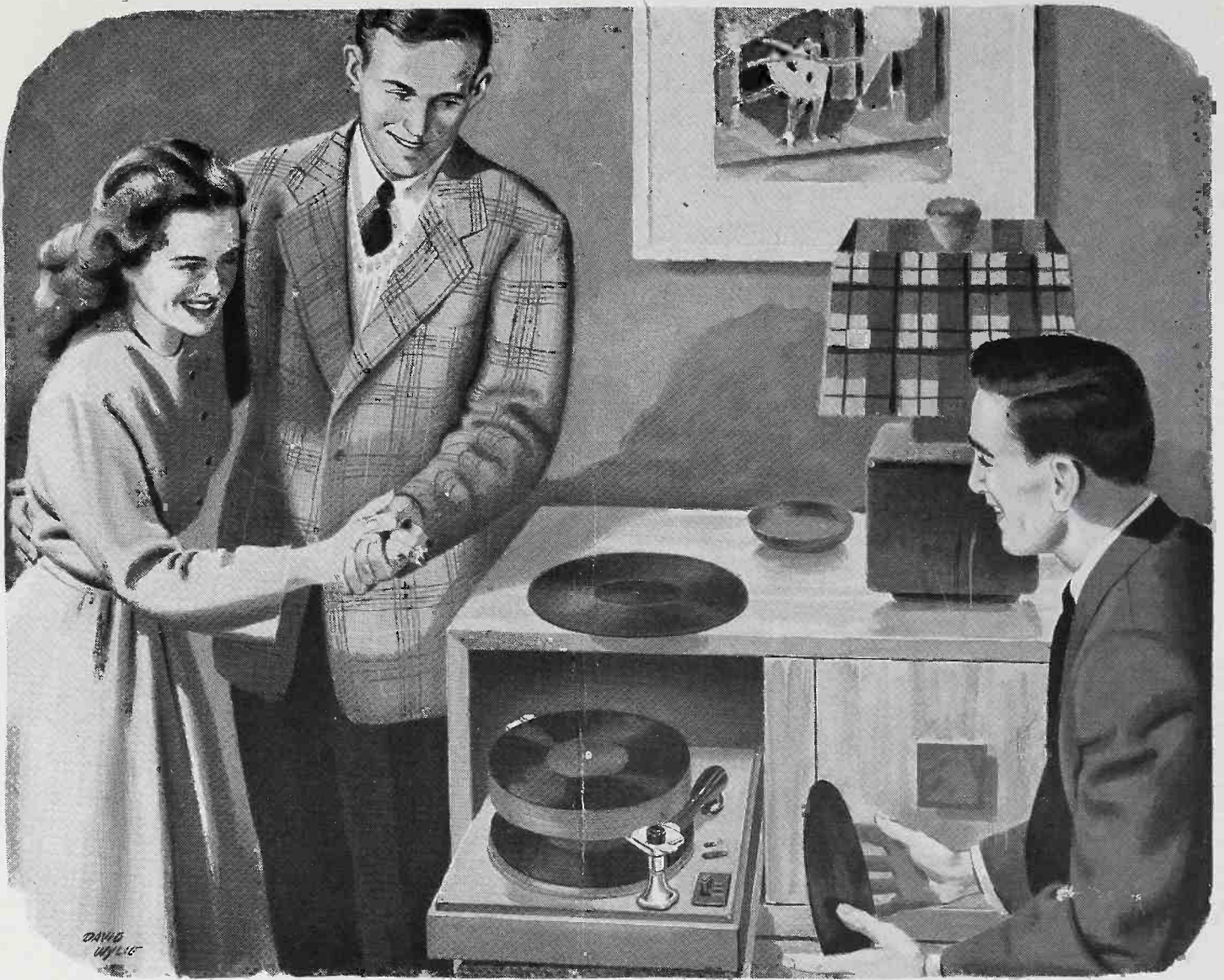
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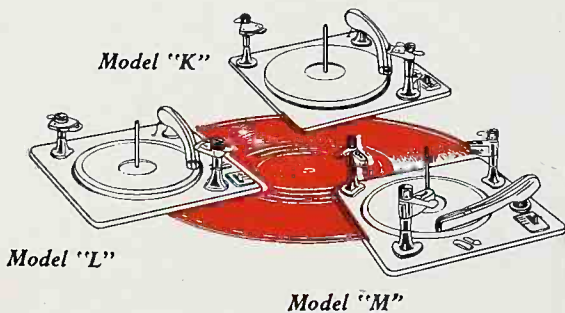
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