

RADIO *Retailing* TODAY



MARCH 1944 ★ RADIO & TELEVISION TRADE DIRECTORY
Radio and Appliance Merchandising
Maintenance • Record Selling *ISSUE*

Two Suggestions

... On How To Replace Bias Type Volume Controls with the 10,000 Ohm Linear Units

The bias type of volume control circuit makes use of a variation of bias voltage applied to the tubes to control the volume of the receiver. Several forms have been used, such as grid return to the negative "B" potential, cathode connection to voltage divider tap, etc. However, the most popular was the simple variable resistor usually connected in the cathode return of RF stage or stages. The "Original Circuit" illustrates this system.

Here are two suggestions for using a 10,000 ohm linear control, either carbon or wire wound type, for applications using resistance values of 2,000 to 20,000 ohms in the bias control system. Care should be exercised with installation of the carbon type in cases where two or more stages are controlled through the unit, or where a considerable bleed current is employed.

The possibilities of wartime substitution are many. For special assistance on problems of this kind, write the Mallory Technical Information Service. We'll be glad to help.



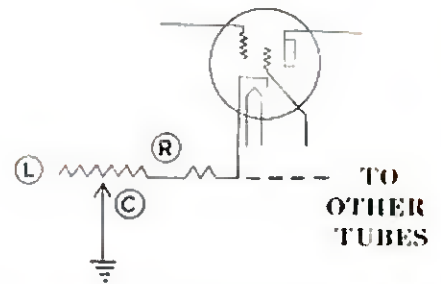
Buy More War Bonds

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

P. R. MALLORY & CO. Inc.
MALLORY
 Approved Precision Products



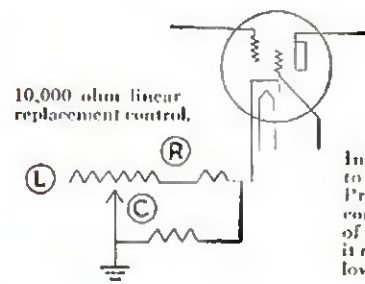
Original Circuit



Original Control has a resistance of 2,000 to 20,000 ohms; usually a right-hand taper, although a few are linear.

Replacement Suggestion No. 1

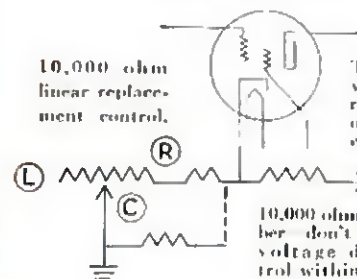
(Where Original Control Has a Value of 10,000 Ohms or Less)



Install shunt resistor to give taper action. Proper value will compensate the use of 10,000 ohms where it replaces original of lower value.

Replacement Suggestion No. 2

(Where Original Control Has a Value of More than 10,000 Ohms)



This resistor, of proper value, will bleed current through the 10,000 ohm control to duplicate the voltage drop required where control was over 10,000 ohms. A point to remember—don't overdo it, keep the voltage drop across the control within its power rating.

Shunt resistor may assist in taper action.

Mallory Helps for the Radio Service Engineer



MVE TECHNICAL MANUAL—108 pages of complete data on capacitors, noise suppression, receiving tubes, loud speakers, vibrators, phono-radios, automatic tuning and other valuable information. Available from your Mallory distributor...Price, \$2.00.

4TH EDITION RADIO SERVICE ENCYCLOPEDIA... Complete information on repairing any make or model of receiver. Circuit references, original part numbers and recommended replacements. Available from your Mallory distributor... Price, 95 cents.

Building the **VOICE** and **EARS**
of **VICTORY**

... with an **EYE** on the **FUTURE**



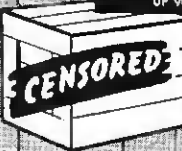
TUNE IN
2:30 P. M., EWT, Sundays for
Admiral "World News Today"

ADMIRAL AT WAR WORK

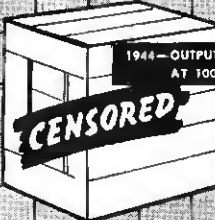
1942—OUR BIGGEST
PEACE TIME YEAR



1943—WAR PRODUCTION
UP 90% OVER 1942



1944—OUTPUT ESTIMATED
AT 100% OVER 1943



Today at Admiral, practically all 100% war production of communications equipment goes directly to the war fronts, serving as the "voice and ears" of invasion. We've "stepped-up" and "re-stepped-up" production schedules to meet the needs of our only customer, Uncle Sam. New standards of precision engineering have been introduced and new machinery installed to further the cause of Victory.

Admiral's expanded production facilities will permit in the post-war days to come the addition of a line of major household appliances that will be revolutionary both in quality and price. Plans are being completed and we soon will have an interesting story to tell to merchandising minded distributors and dealers. If top-flight merchandise and profits interest you, you'll want to get aboard with...

Admiral Corporation

Peacetime Makers of Admiral Radio - America's Smart Set
3800 CORTLAND STREET - CHICAGO 47, ILLINOIS



World's Largest Manufacturer of Radio-Phonographs With Automatic Record Changers

Here's Proof Majestic



**Fibber McGee Tops
How the Stars Rate
FM — Postwar Reality**

Ratings

Fibber McGee is currently the nation's first choice in radio programs according to the Hooper Radio Report figures just released. Bob Hope is second, Charlie McCarthy third. Most progress was shown by Jack Benny who jumped from 8th to 4th place since the previous report.

About the Ratings

Sports fans always know how the big league teams stand. Football followers, basketball and hockey devotees can tell at a glance how their favorites are doing. How radio fans, who remember all sports team combined, can also have an accurate gauge by which to rate their choices.

Majestic Radio brings you the standings of the top stars compiled from the radio industry's most widely used statistics. These standings will be published twice monthly in the Hooper Radio Report, a national radio annual rated by sponsors and stars alike follow program "box office" from the basis of these semi-monthly ratings.



A comprehensive analysis of radio listening habits is made on a continuous schedule. In 23 cities from coast to coast, Hooper investigators make 200 telephone calls per hour from 8:00 A.M. to 10:30 P.M. This huge listening sample reveals what America listens to and gives a clear picture of the relative popularity of various radio shows. Principal settings will be those of the 15 most popular night-time shows, but periodic ratings of daytime shows will also be published.

EXCLUSIVE!

Majestic has been given the exclusive right by C. E. Hooper, Inc., to publish the Top Hooperatings in consumer publications. The Hooper Radio Reports on which the standings are based are the nation's most widely used radio statistics and are generally recognized as the official index of radio program "box office."

TWICE A MONTH!

The Official Hooperatings are tabulated at the middle and end of each month. Majestic gets and publishes the figures immediately.

ON RADIO PAGES!

Majestic believes the best time to talk radio is when the consumer is thinking of radio. So the Majestic Radio News appears on the radio pages of leading newspapers... one page of the best read pages of any newspaper... any day!

MERCHANDISING POWER!

There's tangible usable power in the Majestic Radio News—vast potential merchandising power adequate to stimulate interest in your store... powerful enough to establish any Majestic outlet an official radio headquarters!

NO GUFF! NO FLUFF!

This is all about radio... the standings of the stars, news of favorite programs, news of radio interest, news about Majestic. No big talk on vague subjects, no boasting, no hard-to-keep promises!

ARE PEOPLE INTERESTED?

Look at what appears every day in newspapers throughout the country... baseball standings—football standings—hockey standings.

And there are more people interested in radio than in all these sports combined!

Majestic Radio News No. 1
January 30, 1944

THE STANDINGS OF THE STARS

National Program Ratings of your
15 Best-Liked Shows from
Hooper Radio Reports

PROGRAM	Wen	Thu	Fri
Fibber McGee & Bob Hope	1	2	3
Charlie McCarthy	4	5	6
Jack Benny	7	8	9
John Drake & Jack Haley	10	11	12
Alfred & Cordelia	13	14	15
Mr. District Attorney	16	17	18
Fred Morgan & Fanny Brice	19	20	21
Walter Winchell	22	23	24
Big Conkey Black Ball	25	26	27
Key-Stroke	28	29	30
That'll be Lovell	31	32	33
Fred Allen	34	35	36
Your Girl Parade	37	38	39

Note: Next Radio Report will be published in February. Ratings are for the week ending Feb. 1, 1944.

100,000,000 radio fans listen, talk, think and argue about radio! And Majestic will talk to your future customers about radio in terms they understand.

will give people what they want!

Majestic's 1944 Advertising Features Majestic Radio News

"THE STANDINGS OF THE STARS"

All the Evidence is Clear as to the kind of operation Majestic will set up for building and selling radios.

The Controlled Distribution Plan assures dealers of the kind of selling practices that the radio business has needed for a long time.

The Controlled Production Plan makes it clear that before a radio is started down the production line, there is definite knowledge that it can be sold, and sold quickly, at a profit to you and to us.

And now Majestic's Opening Gun in Advertising is further proof that Majestic is direct, and has its feet on the ground. It's further proof that Majestic is ready, willing and able to assume its place among the leaders in the radio business.

If you think Majestic is right . . . if you're interested in our way of doing things, write us for further information.

**Majestic Means Business
. . . and lots of it!**



**MAJESTIC RADIO & TELEVISION CORPORATION
2600 WEST 50th STREET, CHICAGO 32, ILLINOIS**

"Built-in Fight"

Characterizes a

TURNER MIKE

MODEL 22D

TIME TO TURN TO TURN
PIONEERS IN THE COMMUNICATIONS FIELD



BUILT to stand up and deliver under the roughest, toughest treatment, Turner Microphones are rugged instruments which give clear, crisp, sharp performance under any and all acoustic and climatic conditions, — indoors or out, — on the ground or in the air.

For the Paul Reveres of today — the men who must get the message thru and cannot afford garbled communications, Turner Microphones are high favorites for sound engineering.

But rugged dependability and intelligibility are not the only virtues of Turner Microphones. Distinctly styled, their streamlined beauty gives them top billing for P. A. systems where handsome appearance must be considered. Broadcasting studios rely on their efficient performance and prestige-building lines.

For a mike that combines outstanding performance characteristics — a mike with "built-in fight" PLUS eye-catching appeal, choose a Turner such as 22D Dynamic, pictured above.

Crystals Licensed Under Patents of The Brush Development Co.

FREE — We've a Turner Microphone Catalog Here for YOU — Write for your free copy today. Just Address —

The TURNER CO., Cedar Rapids, Iowa

RADIO *Retailing* TODAY

MARCH, 1944

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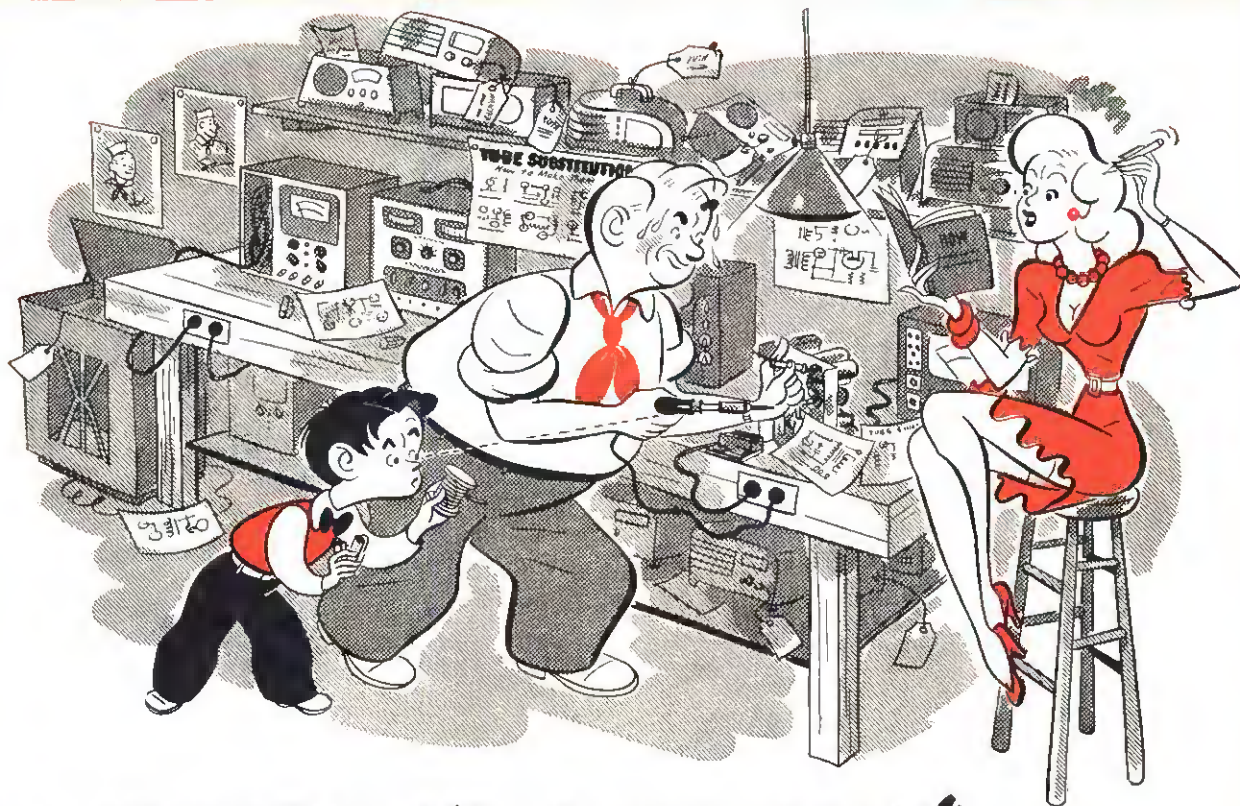
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"THE IMPOSSIBLE TAKES A LITTLE LONGER"

"Pass the solder, Johnny. Is that right, Miss Jones; does it say, 'Substitute a 500-ohm cathode resistor'? Yes? Good! We'll have this one going in a few minutes."

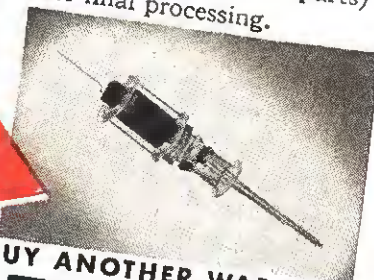
There are no medals for you fellows who—doubling in brass—transform the impossible into a daily possibility, who keep the home radios playing while your former radio servicemen slug it out with the Japs and Nazis. To you, no citations for making available tubes do for vanished types.

You can bet, though, that you have the admiration of your customers—and of Hytron. Although we can do little to help you now, the day is coming when war-proved Hytron tubes aplenty will be yours to keep your customers happy, and to bring you well-deserved profits.

HYTRON HIGHLIGHTS

HYTRON STILL GROWING

Expansion at Salem and a large new plant at Newburyport were not enough. To meet the growing demand by the armed services for Hytron tubes, and to tap new sources of skilled female labor, Hytron has just added two new plants at Beverly and Lawrence, Massachusetts. These "feeder" plants will supply the parent plants with "mounts" (completed assemblies of internal parts) for final processing.



BUY ANOTHER WAR BOND



OLDEST EXCLUSIVE MANUFACTURER OF RADIO RECEIVING TUBES

HYTRON
CORPORATION ELECTRONIC AND RADIO TUBES
SALEM AND NEWBURYPORT, MASS.



Keep an electric eye on your radio future

by don herold

The present has plenty of irritations for any radio service man.

There are such pains in the neck as shortages of help, shortages of parts, shortages of things to sell... and a surplus of impatient customers.

But no business in America has a brighter future than radio.

Just try to keep your electric eye on the future.

There may not be the miracles that some folks expect in radio. Some people think radio will bring them pretty girls on toast for breakfast every morning, robots to do all the housework, and electronic relief for hangovers. Well, radio's future is not that bright—but it is bright.



Even now, the radio industry has enough practical advancements on tap to make most families want new receiving sets when peace arrives. Television is pretty sure to come down to within reach of millions of pocketbooks. And there'll, be

important doctoring to do even on the old sets that live on.

Why not begin now to build lists of prospective customers in your territory? When you do a job, write down names of customers and makes and condition of sets they own. And reach out for other names. Be ready to spring when Victory comes and, with it, Opportunity.



Make a note of it

Include International Resistance units in your plans. As a radio user, I'll say that it bucks up my confidence in a service shop to know that it uses top parts in servicing my sets.

No. 2 in a series of special messages prepared by America's famous business writer, humorist and cartoonist, Don Herold... In sponsoring these Don Herold "broadcasts," IRC pays tribute to the thousands of Radio Service Men who, whenever possible, specify and use IRC resistance units in their work.



INTERNATIONAL RESISTANCE CO.

401 N. Broad St. • Philadelphia 8, Pa.

IRC makes more types of resistance units, in more shapes, for more applications than any other manufacturer in the world.



AN IMPORTANT ANNOUNCEMENT

TO EVERY QUALITY MUSIC
AND RADIO DEALER, ON THE

Philharmonic RADIO-PHONOGRAPH

BACK in 1937, a new radio-phonograph was introduced to the American public. It was designed with one purpose in mind—the *best possible* reproduction of broadcasts and phonograph records. Built to a standard of performance, its specifications were an engineer's dream come true. In one brief year it was acclaimed the finest equipment of its type by *all* leading consumers' organizations. And *every year* thereafter until the war halted civilian production, the PHILHARMONIC Radio-Phonograph continued to win the highest ratings in every important consumer publication, for quality of performance, materials and workmanship.

■ Today, PHILHARMONIC has joined forces with one of the oldest and most distinguished names in industry, American Type Founders, Incorporated. This union of two honored names has brought to PHILHARMONIC an enormous expansion of engineering talent and productive facilities. Some of the finest radio engineers in the industry are today at work in PHILHARMONIC laboratories designing the electronic tools of Victory. These same men will bring to the post-war PHILHARMONIC our organization's tradition for quality, *plus* the best that the electronic art of tomorrow can produce in FM-AM radio-phonographs and television receivers.

What a PHILHARMONIC Franchise Will Mean to You:

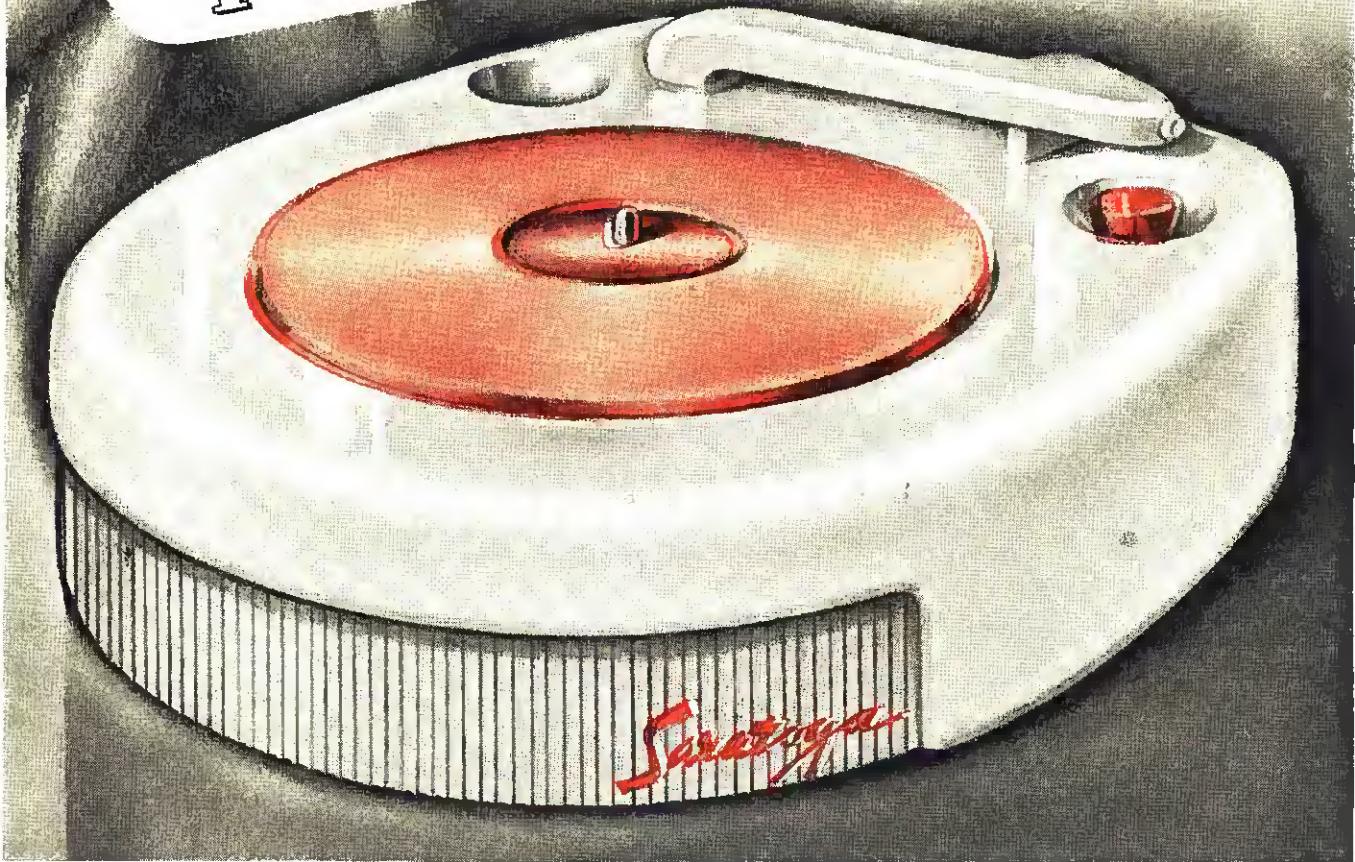
- 1.** Instruments of established reputation and quality, to be sold on a selective distribution basis—through exclusive franchise dealers who will be able to use this freedom from undue competition to its fullest advantage, *for a guaranteed profit.*
- 2.** The support of national advertising in class publications coupled with unusually elaborate promotional material for your own use that will present the specifications of the PHILHARMONIC with dramatic completeness and detail.

FOR COMPLETE DETAILS, WRITE US TODAY

PHIL-AMERICAN, INCORPORATED
216 WILLIAM STREET • NEW YORK 7, N.Y.

YOUR POST WAR PORTABLE

PHONOGRAPH



THE *Saratoga*
MIRROR-TONE

When the dirty job of war is over there'll be music, light and laughter—and some of the sweetest music of all will come from the sales records of this "Saratoga" model. A product of Meck engineering skill, it is a forerunner of the new Meck Mirror-Tone line of music and voice re-creating instruments. It will be priced and packaged *right* to meet the pent-up demand that will flood over at peacetime.



JOHN MECK INDUSTRIES

CRYSTAL SERVICE DIVISION • MIRROR-TONE DIVISION • AUDIOGRAPH DIVISION • WEBER DIVISION

PLYMOUTH, INDIANA... TELEPHONE PLYMOUTH 33



the extra
measure

of GAROD Fidelity

Fidelity, as applied to radios, can be interpreted in two ways. There is fidelity of tone, and fidelity of operation. But these qualities cannot be easily defined on paper. They must be experienced—not for a second or a month, but for years. Garod radios are consistently superior.

Rich, lifelike is the Garod tone. Uninterrupted is Garod operation. They are the results of unique standards of planning, engineering, manufacturing. So precise are these standards that the military services have chosen us for the production of varied ultra-intricate equipment. When Garod radios are available again, the extra measure of Garod fidelity will be apparent to an even greater degree than in their predecessors. Inquiries regarding postwar franchises are invited.

Buy an extra measure of security . . . invest in war bonds

GAROD RADIO

FOR THE EXTRA MEASURE



GAROD RADIO CORPORATION, 70 Washington Street, Brooklyn 1, N.Y.

“End of the Line” is only the Beginning



• This is the end of the Sylvania Radio Tube production line.

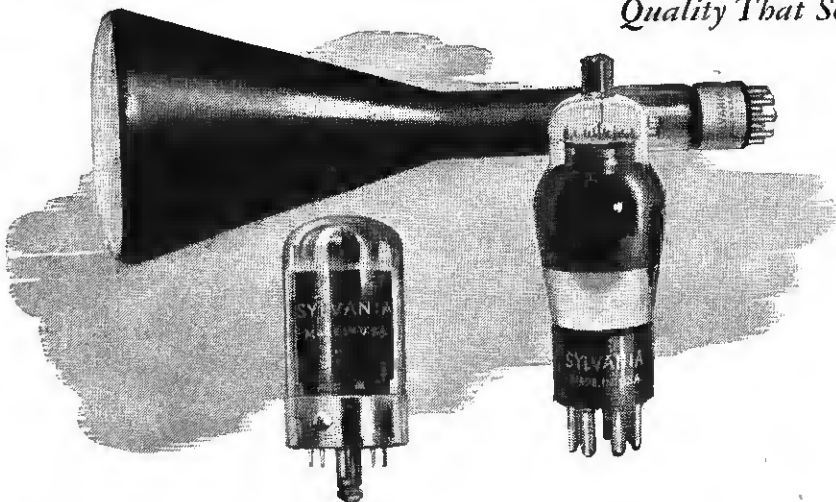
Here trained operators begin a series of tests designed to safeguard high-quality manufacture from any bit of human error.

Standardized precision testing instruments enable them quickly to determine basic radio tube fitness. The slightest defect dooms a tube to instant destruction.

Then come more exhaustive and specialized tests for any deviation at all from specification in the quality inspection and customer inspection departments.

Every Sylvania Radio Tube must pass these rigorous tests — and pass them with a perfect score — before shipment from the factory. This painstaking precision test system is your insurance for Sylvania quality that you can sell with complete confidence.

Quality That Serves the War Shall Serve the Peace



RADIO DIVISION  EMPORIUM, PENNSYLVANIA

SYLVANIA

ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES

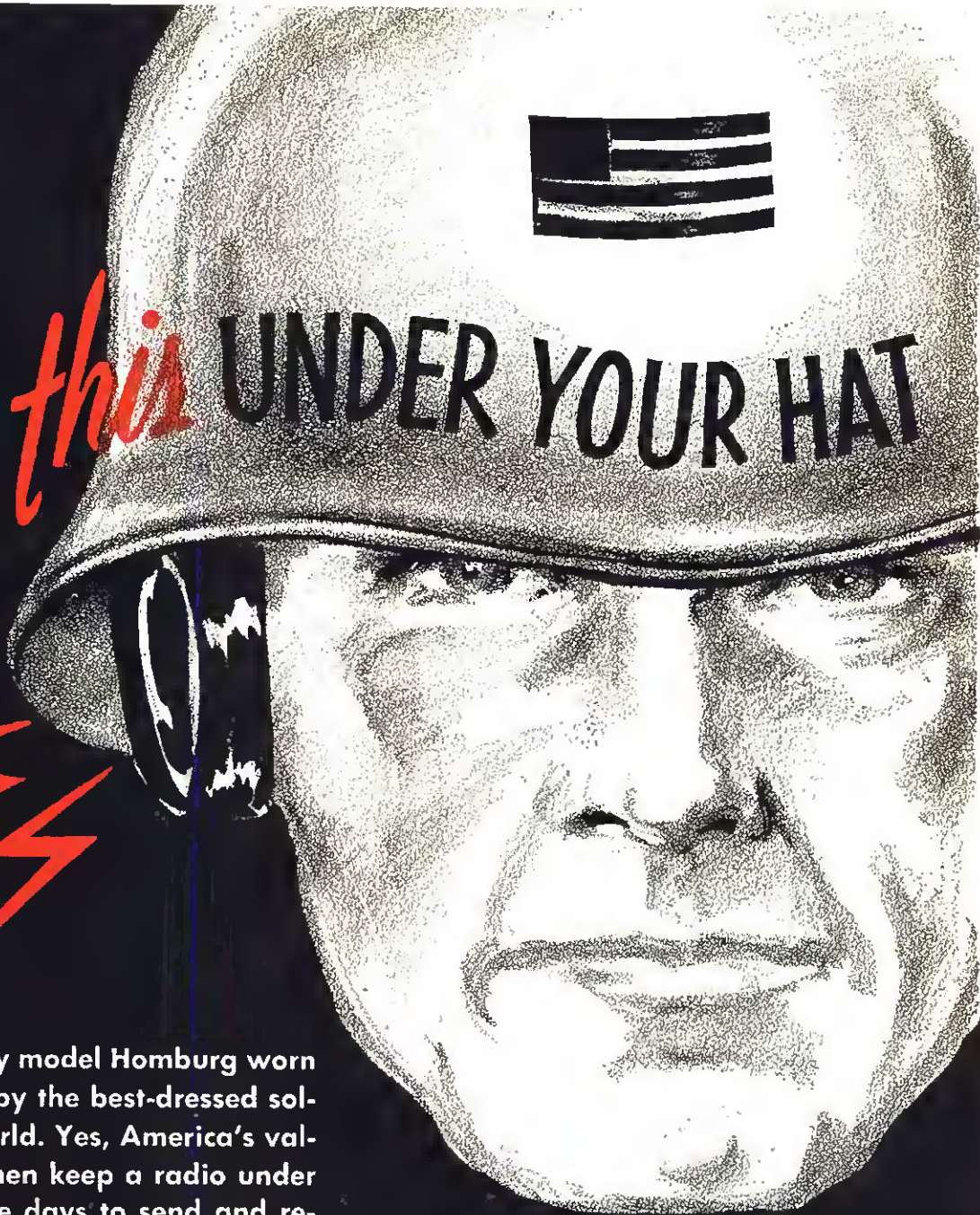
RADIO Retailing TODAY • March, 1944



KEEP

this

UNDER YOUR HAT



This is a Victory model Homburg worn "to business" by the best-dressed soldiers in the world. Yes, America's valiant fighting men keep a radio under their hats these days to send and receive the terse messages that direct the movements of charging battalions, lead bombers to the target and safely home again, guide submarines and tanks to the places where they'll do the most harm. Tomorrow, the miracles born of the exacting demands of war will be interpreted by FADA in peace radios of unbelievable tonal faithfulness and enduring beauty.

PLACE YOUR FAITH IN THE

FADA
Radio

OF THE FUTURE

Famous Since Broadcasting Began!

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

NORGE "Line" for '44

*Largest and most spectacular
we have ever offered!*

The engineering skill and precision workmanship required to build intricate products to Army and Navy specifications illustrate the flexibility of the Norge manufacturing operations. The fact that Norge can produce so many and such a variety of products augurs

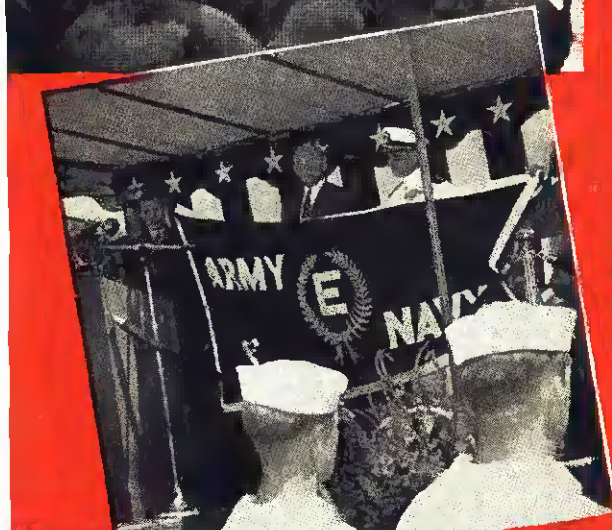
well for the peacetime production of home appliances. The new knowledge, skill and techniques acquired while working for Uncle Sam will be reflected in the postwar products made available to Norge dealers when peacetime production is resumed.



Left: Camouflaged marines approach their objective in a landing boat equipped with marine transmission built by Norge. (Official U. S. Navy photograph.)



Right: A battery of Norge-built transmissions being tested on landing craft engines.



Left: Norge has been awarded the coveted Army-Navy "E" flag "for outstanding war production." To date one star has been added.



Right: Curtiss Helldivers in flight formation. For these famous planes Norge builds carburetor air scoops and flexible gun turrets.



Left: Lt.-Comm. Robert B. Kelly of "They Were Expendable" fame on the deck of a PT boat equipped with gun mount of a type built by Norge. (Official U. S. Navy photograph.)



Right: U. S. Navy PT boat. Norge builds .50-cal. twin machine gun turrets for similar craft. (Official U. S. Navy photograph.)



Left: Marines grab a bite during a lull in battle. Mounts for this 20-mm. anti-aircraft gun are made at Norge. (Official U. S. Navy photograph.)

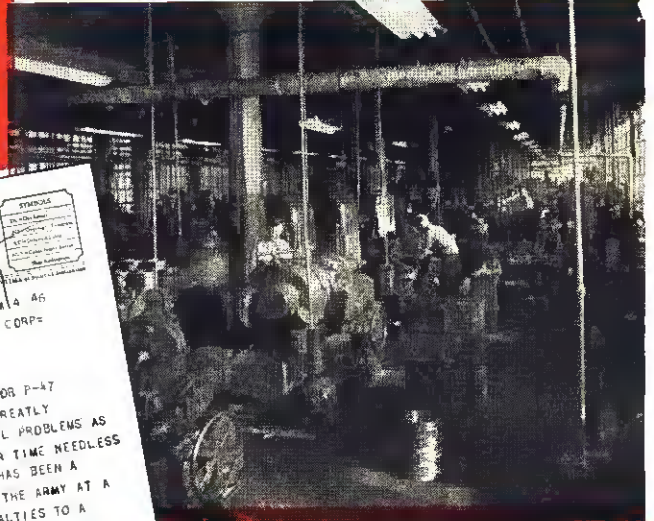


Right: Castings at the Norge plant prior to machining into pedestals for Mark IV Oerlikon gun mounts.



Left, below: Transmission gears for this 1 1/2-ton Army truck (Ford) are among the 40-odd war items made by Norge.

Right: In this Norge plant are machined the transmission gears used in the Ford 1 1/2-ton Army truck.



WESTERN UNION

Class of Service: Day Night

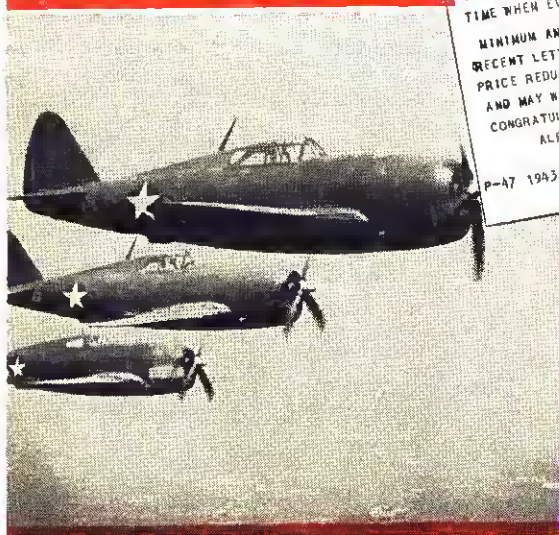
The following is a list of the messages received by this office during the past 24 hours:

NB281 LC-8 WUX TOM FARMINGDALE MI 83 1229 JUN 21 PM 14 46
 H E BLOOD-PRESIDENT NORGE DIVISION BORG WARNER CORP
 670 EAST WOODBRIDGE ST DET-

YOUR ACCOMPLISHMENT IN DELIVERING ASSEMBLIES FOR P-47 THUNDERBOLT RIGHT UP TO SCHEDULE IN 1943, IS GREATLY APPRECIATED. YOUR WILLINGNESS TO MEET UNUSUAL PROBLEMS AS THEY DEVELOP HAS BEEN DEMONSTRATED TIME AFTER TIME NEEDLESS TO SAY THE COOPERATION OF YOUR ORGANIZATION HAS BEEN A TREMENDOUS HELP IN BUILDING THUNDERBOLTS FOR THE ARMY AT A TIME WHEN EVERY PLANE COUNTS IN KEEPING CASUALTIES TO A MINIMUM AND SOFTENING THE DEFENSES OF OUR ENEMIES YOUR RECENT LETTER ANNOUNCING A THIRD VOLUNTARY AND SUBSTANTIAL PRICE REDUCTION IN COST OF THESE ASSEMBLIES, HAS BEEN RECEIVED AND MAY WELL BE CALLED PERFORMANCE "BEYOND THE LINE OF DUTY." CONGRATULATIONS AND THANKS FOR A FINE JOB.

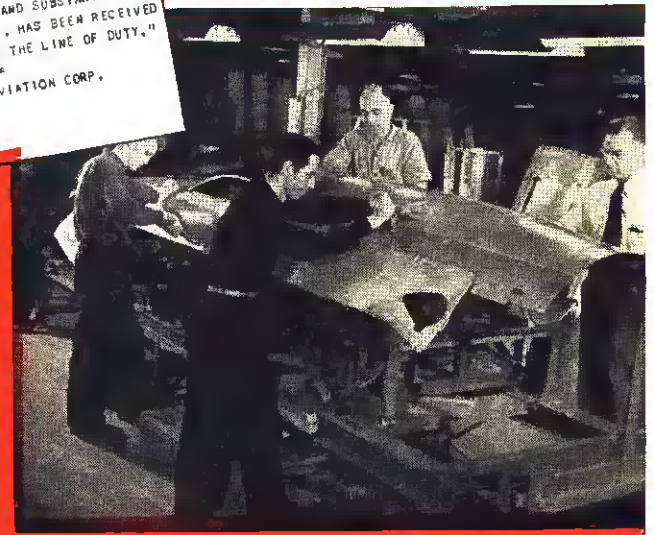
ALFRED MARCHEV PRESIDENT REPUBLIC AVIATION CORP.

P-47 1943.



Left: The famous Republic P-47 Thunderbolt, for which Norge makes bottom cowl and exhaust shroud assemblies.

Right: After fighting Japs on New Guinea for 20 months, one of these men now helps build the belly cowl for the P-47 Thunderbolt in the Norge plant.



Above are just a few of 40 important war assignments of

NORGE

A BORG-WARNER INDUSTRY

NORGE DIVISION, BORG-WARNER CORPORATION, 670 EAST WOODBRIDGE ST., DETROIT 26, MICH.
 Only prewar producer of a complete line of ROLLATOR REFRIGERATORS ★
 ELECTRIC RANGES ★ WASHERS ★ GAS RANGES ★ HOME HEATERS ★ COMMERCIAL REFRIGERATION



Shure Microphones Speak for the Nation

*W*hile our wartime job is to place Shure Microphones all over the map of Europe, Asia, Africa and Australia—while Shure Microphones travel the seven seas and the air—may we pause long enough to show you the Broadcast Map of the good old United States? ★ Each pin on the map represents a radio station. Each of these radio stations are users of Shure Microphones. ★ On the battle fronts—on the home front—Shure Microphones have won their prestige through proven performance.



SHURE BROTHERS, 225 West Huron Street, Chicago
Designers and Manufacturers of Microphones and Acoustic Devices



The **FUTURE** is Founded on **TODAY**

LONG before Pearl Harbor, Raytheon tubes were serving in the Army and Navy. Many Raytheon dealer-servicemen joined the armed forces as expert technicians, and found Raytheons on the job giving the same "Plus-Extra" performance that they had known so well in civilian life.

After Victory manufacturers of radios and of industrial electronic equipment will reap the benefit of

DEVOTED TO RESEARCH AND THE MANUFACTURE OF TUBES FOR THE NEW ERA OF

Raytheon's wartime experience and exceptional production record. Indeed, this wartime experience is an extra assurance of the "Plus-Extra" performance of *postwar* Raytheon products.

Victory is first—but the future is a-building now.

Raytheon Production Corporation

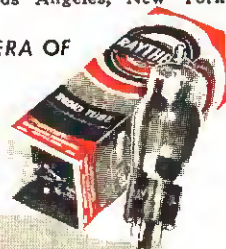
Newton, Mass., Los Angeles, New York, Chicago, Atlanta

ELECTRONICS



All Four Raytheon Divisions Have Been Awarded Army-Navy "E"—Plus Stars

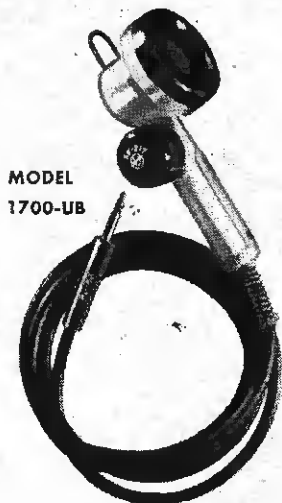
RAYTHEON
High Fidelity
RADIO & ELECTRONIC TUBES





History of Communications Number Two of a Series

COMMUNICATIONS BY ROMAN POST RIDERS



MODEL
1700-UB

In the early days of the Romans and Phoenicians the fastest means of communication was the post riders, who carried news and War dispatches from the battle front. As fleet as their horses might have been, their speed does not begin to compare with electronic voice communication. The twist of a dial and the pressing of a button—in the flash of a second the message comes through. Clear cut speech transmission with Universal microphones reduces error and expedites the delivery of the message.

Today Universal microphones and voice communication components are being used throughout the world on every battle front filling a vital need and “getting the message through.”

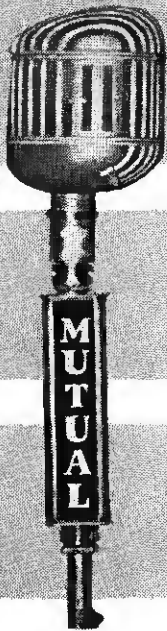
< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE CO., LTD
INGLEWOOD, CALIFORNIA



FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA • CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

APPLAUDED!
A GREAT RADIO PROGRAM



"GREEN VALLEY, U.S.A."



PRESENTED IN BEHALF OF

EMERSON RADIO DEALERS AND DISTRIBUTORS

From wives, mothers, fathers... from educators, clergy... from people high in public life... praise is pouring in for Emerson Radio's new, thrilling program "Green Valley, U.S.A." All America has taken "Green Valley" to its heart... because "Green Valley, U.S.A." is the heart of America... the story of its sons and daughters... of their loves and triumphs... their hope and courage... "Green Valley, U.S.A."... the living pulse beat of the land we love.

*Listen in every Sunday afternoon over the coast-to-coast Mutual Network.
5:00 p.m. Eastern War Time—4:00 p.m. Central War Time—3:00 p.m.
Mountain War Time—2:00 p.m. Pacific War Time.*

TUNE IN TO GREAT RADIO STARS LIKE THESE:



SYLVIA SIDNEY



RALPH BELLAMY



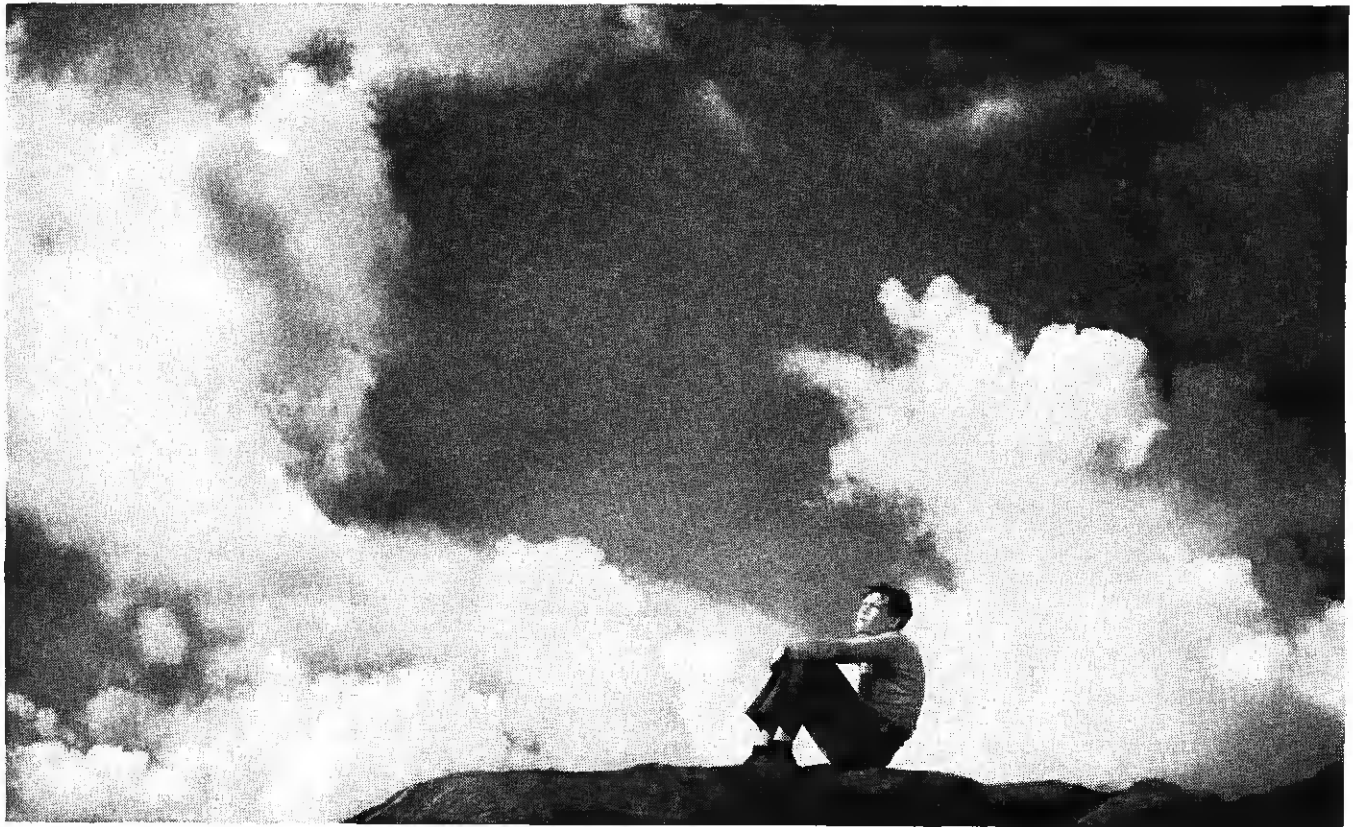
WENDY BARRIE

Emerson Radio

IN WAR... maker of radar - electronic equipment for our fighting forces.

IN PEACE... world's largest maker of small radios.

EMERSON RADIO AND PHONOGRAPH CORPORATION, 111 Eighth Ave., New York 11, N.Y.



What is this thing called *Radio*?

WHAT is this thing called radio? Is it that magical box of wood and wire and tubes and dials? . . . Yes . . . but radio is more . . . much more.

Radio is the farmer at eventide—his eyes glancing apprehensively to the sky.

It is the mother, with "V" mail overdue, every fiber of her being eagerly awaiting word of the 5th Army.

Radio is music at the close of a hard-pressed day.

It is the speech in the town hall—given a national audience.

Radio is song and literature and statecraft—letters and manifestoes brought to the intimacy of your living room for you to hear, digest, accept or reject.

It is the plaint of people who are

suffering and the glorious voices of free men released from slavery.

It is the cry of hunger across the seas and the song of plenty in America.

Radio is life.

It is around the corner—it is national—it is global.

Radio is America—with sound.

Listen!

ALL the talents and skills and facilities of the stations of the Blue Network are dedicated to one single, impelling task—to furnish a bridge between the world and *you*. For *you* are the compelling power of the world. *You* cause world leaders to sit through long hours putting thoughts into ringing words for radio. *You* impel writers to work with words that will make *you* laugh.

You are the reason actors step to the microphone and pour out every ounce of their talent. Yes—every second of radio broadcasting from every spot on the earth is directed at *you*. And so *you* are the power that gives direction to the Blue Network—and to the world.

No better evidence of the importance the Blue Network places on the relationship of its life to yours—is the fact that among the Blue's musical activities *you'll* hear:

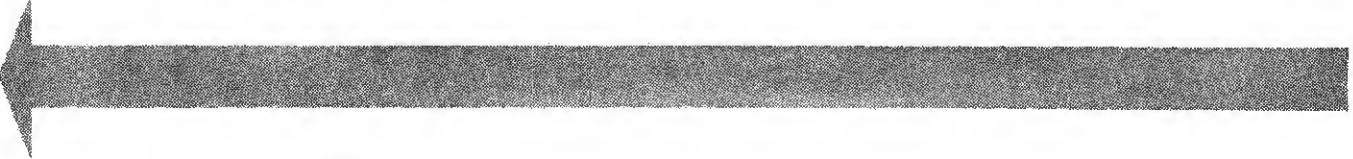
The Metropolitan Opera	Keepsakes
Early American Dance Orchestra	The Boston Symphony
Metropolitan Auditions	Greenfield Village Chapel Service
Lower Basin Street	The Spotlight Bands
Musical Steelmakers	Paul Whiteman
Guy Lombardo	Meet Your Navy
Horace Heidt	Morton Downey
	Nancy Martin
	Music America Loves Best

Add to all this—Comedy, Education, News, Drama, Forum!

THIS IS THE *Blue* NETWORK

TO your left is a reproduction of the first advertisement in The BLUE Network's new national advertising campaign—planned to run the year-round in newspapers and magazines clear across the country—and on the air over BLUE stations—in recorded spots by Milton Cross and Hugh James.

Why are we doing it?



FIRST: We believe (and anyone who has followed broadcasting's history in the past three years will agree) that Radio needs an over-all job. Not just a series of program ads. But a campaign that will talk radio in close-to-the-heart terms. This is it.

NEXT: We tell the listening public that we mean to serve them in more and better ways than ever before.

THIRD: We will establish greater recognition of The BLUE and its affiliated stations. And we hope the campaign will get people to spend more time listening to The BLUE.

FOURTH: By doing this, we increase the audiences to our programs; we hike our ratings; we do a better job of delivering buying power to our advertisers. We do ourselves a lot of good—but (and this is more important in the long run) we do our advertisers a lot of good. We deliver more for their money—more listening, better ratings, more sales, more value for every dollar they invest in The BLUE.

All of which is vitally important to the men who are servicing the radio sets of America's homes.

The Blue is proud to have Philco Corporation and RCA as clients.



PHILCO, THE LEADER ... AND TELEVISION!

Much is being said today in the public and trade press about Television, the "billion dollar industry" of the future. Where will Philco, the industry leader, stand when Television is here for you to sell?

Since 1928, for sixteen years, Philco engineers have devoted millions of dollars to research in the field of television. More than any other research group, they have been responsible for constant improvement in the clarity, sharpness and detail of the television picture. Their pioneer contributions have helped to bring television to maturity, ready for rapid expansion after the war.

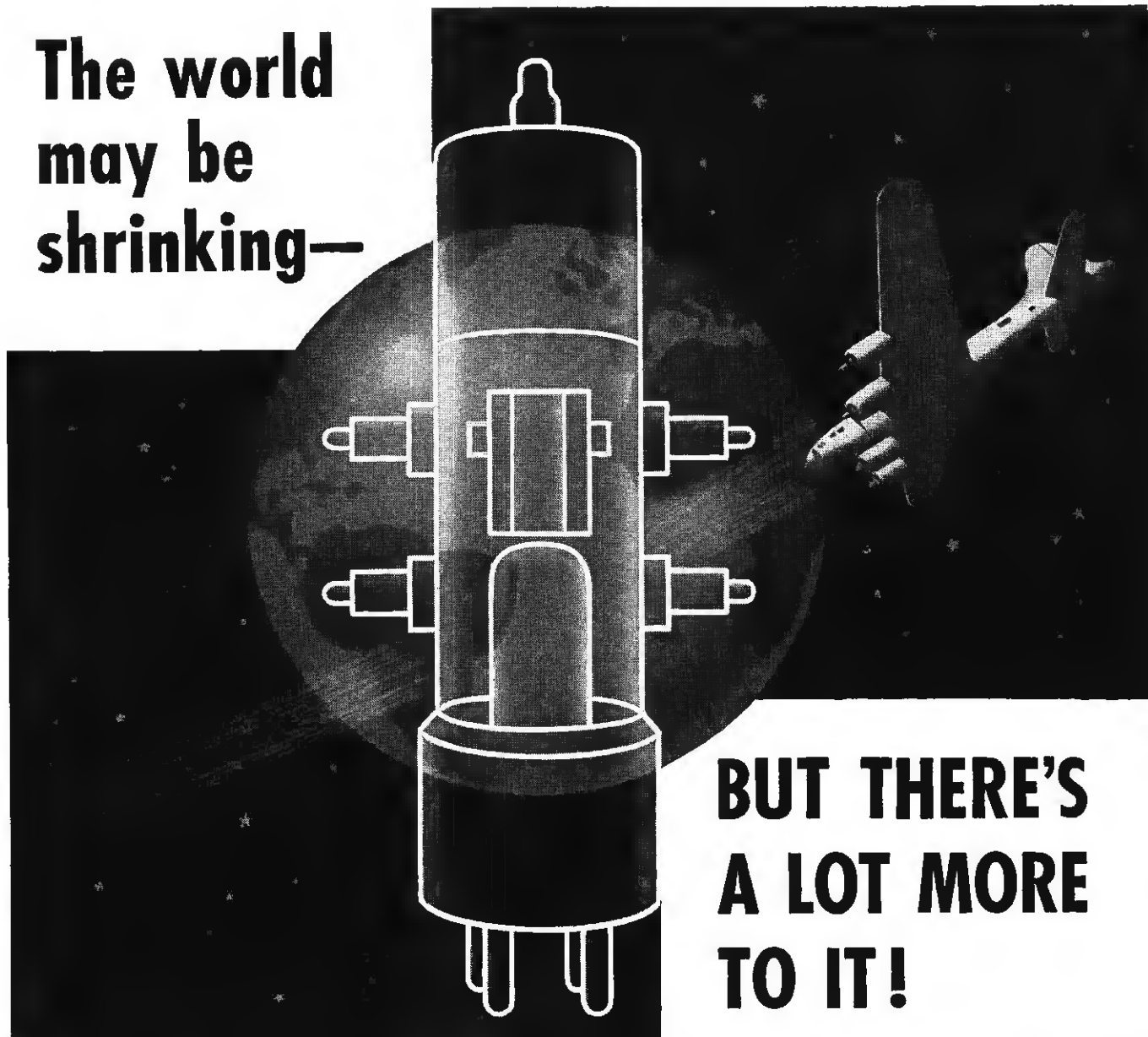
In this and many other directions, Philco has been in the forefront of the developments that make television a bright hope for the future to appliance dealers. And when it is ready to sell in your community, you can depend on Philco to fulfill the obligations of leadership.

PHILCO TELEVISION STATION WPTZ

Since 1933, Philco has owned and operated its own television station in Philadelphia, sending out studio programs and sports events direct from the scene. It has also re-broadcast programs from New York, establishing the technique upon which future television chains can be built. All this has been a rich laboratory of experience through which Philco engineers will help to make television, some day, a nationwide service.

PHILCO CORPORATION

**The world
may be
shrinking—**



**BUT THERE'S
A LOT MORE
TO IT!**

Right now, in action on ships and planes and vehicles, there are radio and electronic applications that were vague dreams a few short years ago. They were built for war, but their principles promise new products and refinements to enrich the peace that follows.


It has been Delco Radio's privilege to work closely with Army and Navy engineers in exploring the possibilities of radio and electronic equipment. Many problems of design have been solved through cooperative research—many problems of production overcome by Delco Radio's experience as a large manufacturer of precision radio instruments. From laboratory to drawing board to production line, Delco Radio has been in on the job of making electronics

practical for mobile artillery, tanks, aircraft, ships and field units.

This accumulated experience is a reservoir of technical knowledge that will add a lot to the world of tomorrow.

**Put your dollars "in action"
BUY MORE WAR BONDS**

Delco Radio
DIVISION OF
GENERAL MOTORS



**"HEY MAC--
GET IN ON THIS!"**

Service Men...

KEEP SENDING THOSE LETTERS!

"Bill Halligan says that all the contest entries he's received so far have been swell—he wants more letters tellin' about actual experiences with all types of Radio Communications equipment built by Hallicrafters including the SCR-299!"

RULES FOR THE CONTEST

Hallicrafters will give \$100.00 for the best letter received during each of the five months of November, December, January, February and March. (Deadline: Midnite, the last day of each month.)

For every serious letter received Hallicrafters will send \$1.00 so even if you do not win a big prize your time will not be in vain.

Your letter will become the property of Hallicrafters and they will have the right to reproduce it in a Hallicrafters advertisement. Write as many letters as you wish. V-Mail letters will do.

Military regulations prohibit the publication of winners' names and photos at present . . . monthly winners will be notified immediately upon judging.



BUY MORE BONDS!

hallicrafters RADIO

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO
AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.



LIKE RADIO GUIDES HIS COURSE

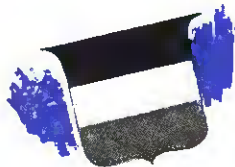
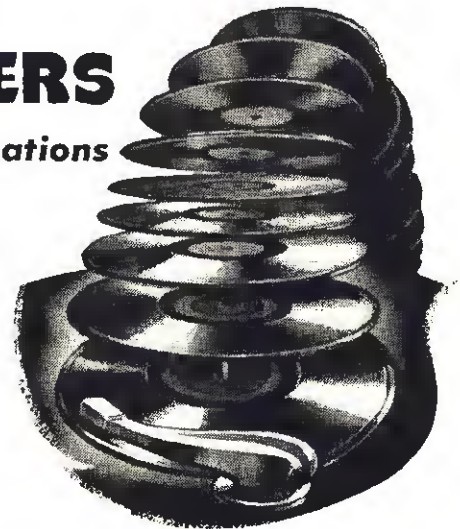
Let

WEBSTER RECORD CHANGERS

guide your choice of postwar radio-phono combinations

Choosing your postwar lines wisely will not be simple—because you will be hearing a variety of conflicting claims. In such a situation, you will certainly be glad to have Webster Record Changers as a reliable guide in your choice of the radio-phono combinations you will sell. They will still be the same dependable, long-service changers you have learned to expect from Webster . . . even though they will incorporate important developments we have all desired.

As the largest manufacturers of record changers in pre-war years, Webster accumulated a huge background of experience . . . about what you want and need. We have kept in touch with the situation during the war through our service department's cooperation with dealers . . . supplying parts to keep Webster Record Changers operating perfectly. All this experience is translated by our expert personnel—working with precision equipment—into record changers of the simplest possible design for greatest reliability of action. The result is record changers giving trouble-free, long-lived service that save you time and money by minimizing service calls. Surely, that's reason enough for you to look for Webster Record Changers in the postwar radio-phono combinations you choose to sell.



HELP SPEED VICTORY

Buy MORE War Bonds

WEBSTER



PRODUCTS

3825 W. ARMITAGE AVE.

CHICAGO 47, ILLINOIS

FOR YOUR TELE

DUMONT

To pave the way for *your* Television future, DuMont is acquainting millions of potential buyers with the facts of Television. National advertising, like the entertaining "Alec Electron" ad above, is a popular part of the big, new DuMont Television sales program.

This ad and many others have appeared in major quality publications and leading newspapers. More ads are on the way... quality advertising aimed at customers who want and can afford the finest, truest Television Receivers. Unmatched quality in DuMont Television Receivers is assured by DuMont achievements in Television and precision electronics.

You'll find DuMont's great advertising program helpful...and eventually profitable. Alec Electron, for example, can be most helpful as a "customer explainer." You're welcome to a jumbo reprint of the "Alec" ad shown above. Just write for it...there's no charge.

"Let me help you explain Television to your customers... send for my feature ad: What Is Television?"

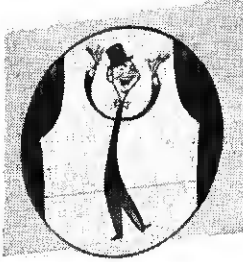


DuMont Television Receivers... A Division of Allen B. DuMont Laboratories, Inc. General Offices and Plant.

VISION FUTURE!

WHAT IS TELEVISION?

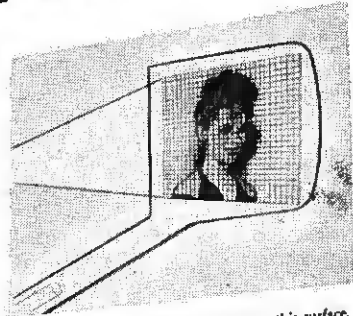
Alec Electron is back and this time he has his own over-simplified explanation of this question



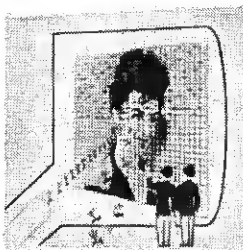
Here I am again - Little Alec Electron
I'm the works in Television—and how!



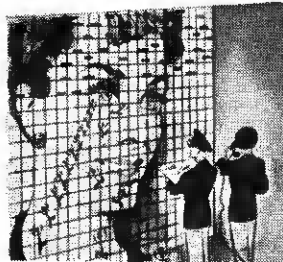
Paulette Goddard* is being televised by a camera which has, instead of film, a vacuum tube with a flat surface of tiny particles of an unusual substance. Here we electrons are comparatively free. When light hits us, some of us absorb enough energy so that we're able to jump off.



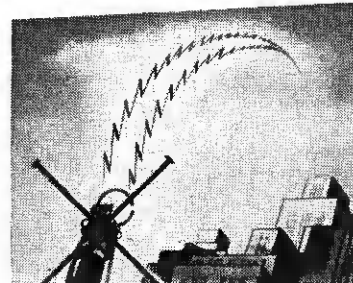
When the light of Paulette's image falls on this surface, we jump with joy, and jump right off! It's really the light that makes us leave; and the stronger the light, on each point of the image, the more of us jump from that point. Thus we re-create her image in lights.



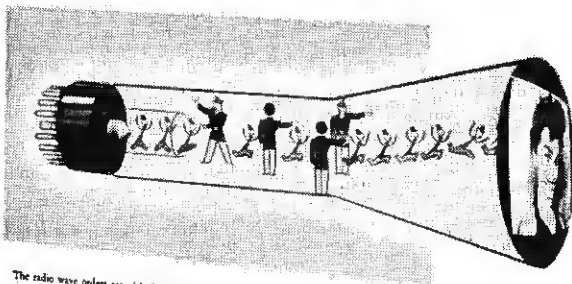
Now, this tube has a squad of Military Police electrons who check up on us. They act as a Cathode Ray beam, and with it thirty times each second they scan the whole flat surface left to right, top to bottom, reading the whole picture—exactly as you'd read the page of a book.



They send out messages which tell just when each new "scanning" starts (scientists call it the synchronizing signal). And as they scan the picture they also send to the M.P.'s in your receiving set information as to the number of us jumping from each point.



These messages, both starting signals and the number of electrons leaving each point are sent to the television transmitter and pumped into the air as radio waves. They are instantly intercepted by your antenna and sent into your receiving set, where the pictures are reproduced.



The radio wave orders are picked up by Grid Sergeants in the Cathode Ray Tube in your receiver. This Cathode Ray Tube is the heart of the television set, and was conceived by the Allen B. Dumont Laboratories. When these Sergeants get their signals, we electrons get ordered around. As the Sergeants respond to the radio signal they maneuver us to scan the fluorescent

* Seen in *Appear in Personals*, "Standing Room Only"

screen in perfect coordination with the electron beam in the camera tube. As directed, they send exactly the same number of us to each point of the screen in your set, as was on each point of the screen in the television camera. When we hit the screen we produce a point of light in proportion to our number, shading through light and dark areas, the contours of a picture.



That's how we reproduce the same picture in your television set almost at the same instant it is "scanned" in the studio. Back in the station those pictures every second. Of course, nobody's eyes work that fast, so the effect you get is of one continuous moving picture—or television.



ALLEN B. DUMONT, THE MAN WHO MADE TELEVISION PRACTICAL, IS WAITING ONLY PEACE TO PRODUCE YOUR HOME TELEVISION RECEIVER

DUMONT Precision Electronics and Television

© 1943, Allen B. Dumont Labs., Inc.





THE WICKED WOMEN...

• Few women were daring enough, fifty years ago, to brave the withering blasts they faced by working. A prominent author of the time wrote: "Men still prefer, and always will prefer, the home girl to any other kind. They want a girl who has not . . . rubbed off the peach bloom of innocence by exposure to a rough world. It will be seen how many times greater are the chances of a girl who stays at home of retaining her virtue." How times have changed! In this, our fiftieth anniversary year, more than half the people producing radios, telephones and sound equipment at Stromberg-Carlson are women! These women are becoming more and more important factors in applying the craftsmanship that enables us to say: "*There is nothing finer than a Stromberg-Carlson!*"

STROMBERG-CARLSON

ROCHESTER 3, NEW YORK

A HALF-CENTURY OF FINE CRAFTSMANSHIP



OUR PLEDGE FOR TOMORROW TO STROMBERG-CARLSON DEALERS

ONE: Soon after this war is won you will have a fine line of Stromberg-Carlson radios to sell . . . a line that will win customers and retain their good-will . . . a line that will offer value and fine performance in a range of prices.

TWO: The Stromberg-Carlson name in radio will be even more widely and more favorably known than ever before.

THREE: The Stromberg-Carlson policy of distribution will permit every authorized dealer to have a real opportunity for profit on the Stromberg-Carlson line.

O. H. CALDWELL, EDITOR
 M. CLEMENTS, PUBLISHER
 480 LEXINGTON AVE.,
 NEW YORK 17, N. Y.



RADIO & TELEVISION
 TRADE DIRECTORY
 IN THIS ISSUE
 (See page 79)

WHITER PAPER IN THIS ISSUE—Continuing our efforts to present a more attractive magazine to our readers, the publishers this month are trying out a new whiter printing paper. It is a titanium-filled stock which costs nearly twice as much as the paper formerly used.

This better-looking printing stock is of the same net weight as the printing paper used in recent issues of Radio Retailing Today and so continues to conserve our paper tonnage at the very least possible consumption,—in line with the quota imposed upon us by the WPB.

Unfortunately, only a limited quantity of this titanium-filled whiter paper is obtainable in today's tight paper market. Therefore, we cannot promise how long this improved paper stock can be continued during the present war emergency.

At all events, when paper-tonnage restrictions are lifted post-war, this magazine will be back on its former fine coated stock.

THAT FOUR-COLOR COVER—Meanwhile to raise our printing standards to those of the most up-to-date popular magazines, we are also experimenting with four-color printing on our front cover. Your publishers feel that Radio Retailing Today has a big destiny to fulfill with the return of radio, FM, television and electrical appliances, and we are determined to serve our readers with the very best printing facilities now available.

Pictured on the cover of this issue is radio and appliance retailer Ed Newmark of Newmark & Lewis, Hempstead, N. Y. The story about this firm's wartime activities and their plans for after Victory appears on page 28.

Radio Dealers Ready for Post-War Appliance Selling

To America's radio-electrical dealers, congratulations are due.

For these radio-electrical merchants—22,000 of them—have brought their business safely through heavy weather that has sunk a lot of other dealers left without merchandise to sell.

Facing the tough situation of the last two years—with radio stocks shrinking, radio men resourcefully turned to radio maintenance and to emergency merchandise lines. Because no new radio sets were to be had, radio repairs became a "must." A frantic public quickly beat a path to the radio man's door,—and has continued coming.

As a result many a radio dealer to his surprise has found his '42, '43, and '44 business pushed to dimensions that have overtaxed his remaining staff.

So, though working long hours and with store aisles often piled full of sets awaiting repairs, the radio man is presently very much on the job, as he was before Pearl Harbor. And today *he is still doing business at the same old stand!*

Redoubled Public Good Will, Too

Because these radio dealers have thus won the confidence of their customers during the dark days when any radio repair or replacement meant everything to the customer, such radio men now find themselves possessed of a new equity in their communities. Their standing and good-will franchise is in fact doubled in value.

And as they make plans to stock up, after V-day, with new radios, FM, television, and major and minor electrical appliances, they are finding that they have enlarged personal clienteles ready to take the merchandise as fast as it can be delivered.

Thus the radio-electrical dealer will play a larger part in his community, postwar, than ever before. He has become the logical and expected outlet for electrical appliances and home labor-saving devices in all the many homes that already are regular purchasers of his radio knowledge and skill.

Figure for Yourself What Demand Will Be After V-Day!

	Manufactured in 1941	Production ceased in '42
Radios	13,800,000	April 22
Electric Irons	6,000,000	May 31
Electric Clocks	5,500,000	June 15
Refrigerators	3,500,000	April 30
Toasters	2,600,000	May 31
Vacuum Cleaners	2,200,000	April 30
Washing Machines	1,900,000	April 15



RADIO-REFRIGERATOR MERCHANDISE

Use Plenty of Sales Inducement to Keep Their Customers Coming In — And Buying!

"A place for everything and everything in its place" might be one of the rules followed by this pair of retailers in presenting so many different items to their customers without confusion!

Messrs. Ed Newmark and Mal Lewis do just that at their store, Newmark & Lewis, Inc., 43 Main St., Hempstead, N. Y.

Merchandisers of radios, refrigerators and electrical appliances for the home, they now have the following lines in stock:

- Airplane Luggage
- Army Regulation Trunks
- Coal Heaters
- Coffee Brewers
- Coolerators
- Dressing Table Sets
- Easy-Aid Chimney Sweep
- Fire Extinguishers
- Floor Mops
- Glass Cocktail Sets
- Glass Tableware
- Grills
- Hurricane Lamps

- Lamps, Electric
- Leather Picture Frames
- Money Belts
- Music Boxes
- Pen and Pencil Sets
- Pianos
- Playing Cards
- Poker Chips & Holders
- Radios
- Ranges
- Records
- Record Cabinets & Cases
- Record Players
- Rubber-Life for Tires
- Sheet Music
- Spotray Bed Lamps
- Sun Lamps
- Toasters
- Vacuum Cleaners
- Wallets & Soldiers' Kits
- Walt Disney Cardboard Cut-Outs

Inviting display and thoughtful arrangement in grouping these lines are the contributing factors which give the customer an easy "buyer's" view of this merchandise.

Group Displays

In the diagram to the right Newmark & Lewis' floor display is shown. Notice allied articles are placed together: (A) radios, (B) airplane luggage and army locker trunks, (C) large appliances and their wartime substitutions, (D) sheet music, (E)

well-lighted display case for the more expensive, small items, (F) and (G) are close together and right across from the showcase, inasmuch as they contain items which can be called "gift" lines, and (H), record department, entirely self-service, is located at the rear of the store where customer browsing will not be interfered with by individuals crossing through to other departments.

Substitute Lines

Constantly on the alert for new merchandise, these partners have been successful in obtaining plenty of merchandise to replace lines formerly carried. Mal Lewis, at one time with large appliance operators represented in several sections throughout New York State, does the buying. Ed Newmark is the "inside" man for this team. With the assistance of store manager Lewis Winston, record department manager S. Sheldon and his assistant Beth Abouaf, he supervises this smoothly run retail establishment.

As far back as 1941 Newmark & Lewis obtained the Hempstead agency for Waterman and Eversharp pens and pencils. With the large Army station at Mitchell Field in



Newmark & Lewis' windows on Main St. of Hempstead, N. Y. Note: Well-lighted, carefully arranged articles are tagged with cards showing brand and price.

from a dollar to two-fifty, whereas this retailer's stock in wallets starts with the five-dollar bracket.

In business in Hempstead for the past 16 years, these partners saw the advent of chain store competition about 6 years ago. Their answers to this threatened inroad into their business have been (1) to shop the chains

leather goods, pen and pencil sets, and records. They will resume their local leadership in the sale of radios and major and minor appliances.

Newmark & Lewis' present service department is limited to the work that can be turned out by two technicians, and is currently maintained for customer service only. Enlarge-

RS

mind, locker trunks, soldier kits, games, picture frames and wallets were added.

Mr. Newmark reports that among the new lines, the biggest success is with records. An extensive inventory is maintained and is well over the \$10,000 mark. In prewar days, this department was carried merely to accommodate "combination" purchasers and was never larger than \$3,000. The present record department encourages self-service and is arranged to invite browsing. Every advantageous display use is made of the color in album covers, spot lighting in the different divisions of discs, and customer convenience is considered in the placement of chairs and ashtrays for listening.

Chain Competition

It is interesting to note that Hempstead is just far enough from New York City to warrant the establishment of representatives of the large chain stores. Many of the lines carried by Newmark & Lewis are duplicated in these stores. One difference is, however, that Newmark & Lewis carry only the most expensive in these lines. Chain stores carrying wallets, for instance, have the grades priced

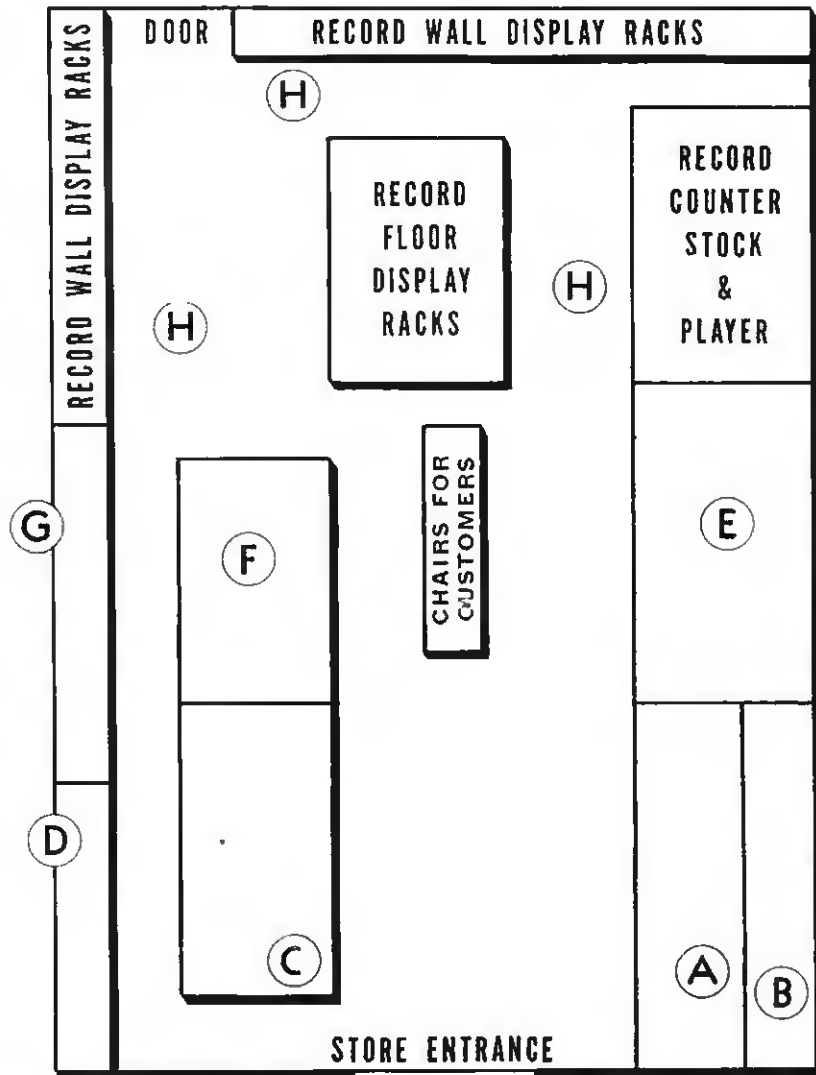
for price and sales methods, (2) to stock only the quality lines of merchandise carried by the chains where duplication is encountered, (3) to allow "credit" buying, (4) to assure and make good on proffered service, (5) to be careful to establish and to preserve "customer contacts".

The new lines which these retailers will retain after the war are luggage,

ment is planned after Victory.

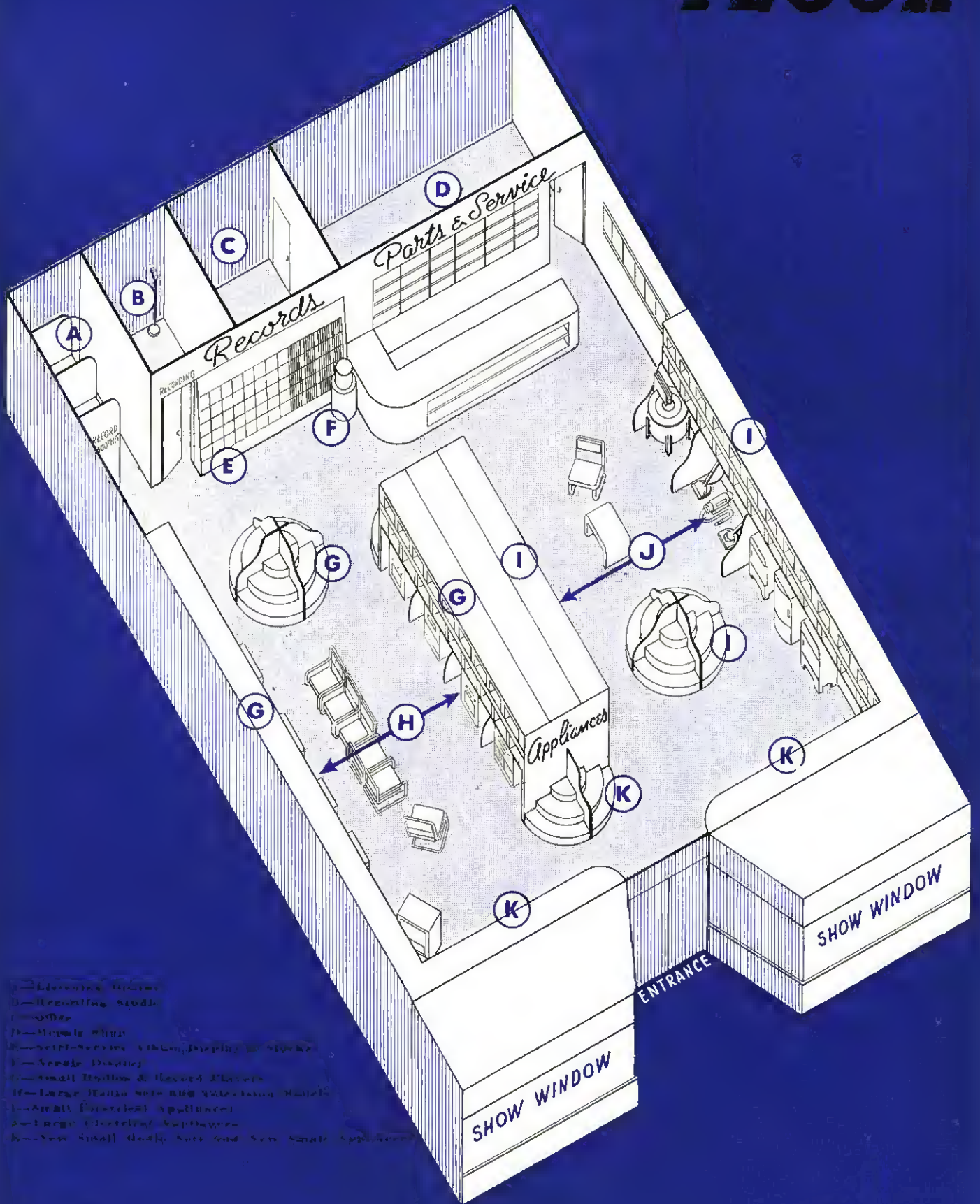
Refrigerator repair is handled by an outside agency for Newmark & Lewis, but they assume the responsibility to the customer, and simply farm the work out to a specialist.

Many of Newmark & Lewis' customers have been "on the sales side of the ledger" since the firm's start in business in this location.



- (A) Radios
- (B) Luggage shelf above radios
- (C) Ranges, Iceboxes, Coal-heaters, Cleaners, Sun-lamps
- (D) Sheet Music Display Racks
- (E) Display Case for Wallets, Kits, Pen & Pencil Sets
- (F) Display Table for Games, Picture Frames, Glass Cocktail Sets
- (G) Wall Shelves and Table below for Glassware and Picture Frames
- (H) Record Department

FLOOR



- A—Recording Studio
- B—Recording Studio
- C—Office
- D—Repair Shop
- E—Retail Service Counter (Display of Records)
- F—Record Display
- G—Small Radios & Record Players
- H—Large Radios with and without TV Sets
- I—Small Domestic Appliances
- J—Large Domestic Appliances
- K—New Small Radios and New Small Appliances

PLAN FOR TOMORROW

Study Now the Importance of Display in Merchandising Prepare for Arrangement of YOUR Floor Space When Full Lines Are Again Available

• The arrangement of your store and the display of your merchandise are the important factors in the building of your business, in the cost of selling, and in increasing sales.

Store arrangement naturally depends upon the size and shape of the store. Display methods and fixtures must depend to a large degree upon the type of merchandise and the immediate purpose to be accomplished. But there are many factors which are common to all stores.

Let's survey them and see how they apply to our store, a radio and appliance store, also selling records, tubes and service. Most wanted, repeat, pick-up merchandise, such as records, and service, should be at the rear of the store, so as to expose each customer to the largest amount of other merchandise displays.

Small Articles, New Stock

Small merchandise, such as toasters, irons, coffee-makers, and other small appliances, should be sold from "assortment" displays, where customers may easily see various models and types together.

New merchandise should be in well-lighted, preferably closed, display cases. An excellent arrangement is in a series of niches, built into the side walls, with sliding glass doors, and lighted by concealed fluorescent lights.

New merchandise should always be displayed prominently, near the door, or along the main aisle to the "traffic" merchandise. Attention can be focused on such displays by using a pedestal and "wings" of a contrasting color to the rest of your fixtures.

Large merchandise, such as console radios, television, washers, ironers, etc., are best sold under conditions where attention and selling can be focused on any model.

Light, Color, Fixtures

Lighting is important, and for best results, should be as inconspicuous as possible. The best lighting is uniform—with no shadows, no light sources visible, and no impression on the eye or mind.

Color, too, has a bearing and in-

fluence on your customers. Light colors are receding, fresh, pleasant. Two tones of green, blue, buff are appropriate, and must always be in harmony.

Display should be flexible, easily moved and changed, and facilitate selling. Fixtures should be functional, sectional, portable. Self-service fixtures, such as the Record Bar, can greatly increase sales and decrease selling cost. Step fixtures will adequately display three to four times the quantity of small wares per square foot of floor space as can be done with tables, and are particularly valuable to small stores.

Keep Display New, Fresh

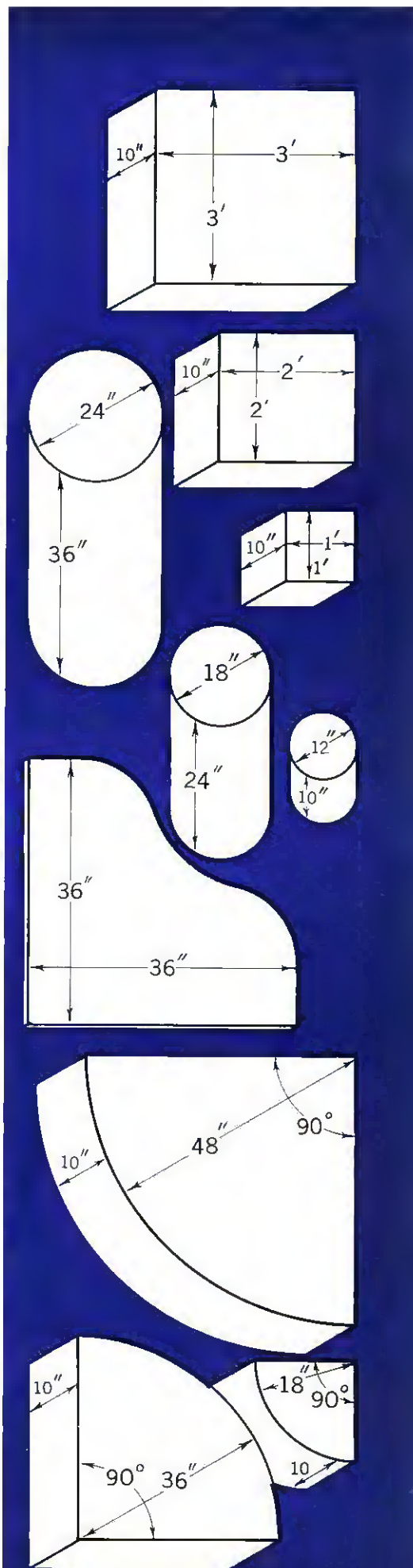
A series of fixtures, as shown on this page, at right, offers infinite flexibility to keep the store arrangement fresh, new, and keep your displays from becoming monotonous. A series of rectangular "boxes" of various sizes to make square step fixtures—of quarter segment circular step fixtures—and triangular partitions to be used alone as background separators for the step fixtures—makes an ideal, economical, flexible group, easily made, easily moved, easily painted. With such fixtures you can change your arrangement and interior display as easily and as frequently as you change your window display.

This type of fixture also tends to keep your display in order, always presents a much neater appearance than a series of tables on which the displays are constantly handled, shuffled and mussed up.

With this type of fixture and a little ingenuity and imagination, an infinite number of combinations will keep your store interior new, alive, fresh; and this will do much to make people like to come to your store.

Keep everything you have to sell where people can see it, and many will buy what they had no thought of buying when they came in.

The self-service displays of the five-and-ten and variety stores have been highly successful, and have been applied to many other lines, too, including radio, records and small appliances.



DEALER DOINGS

Cross-Country Spot News About Radio and Appliance Dealers' Success

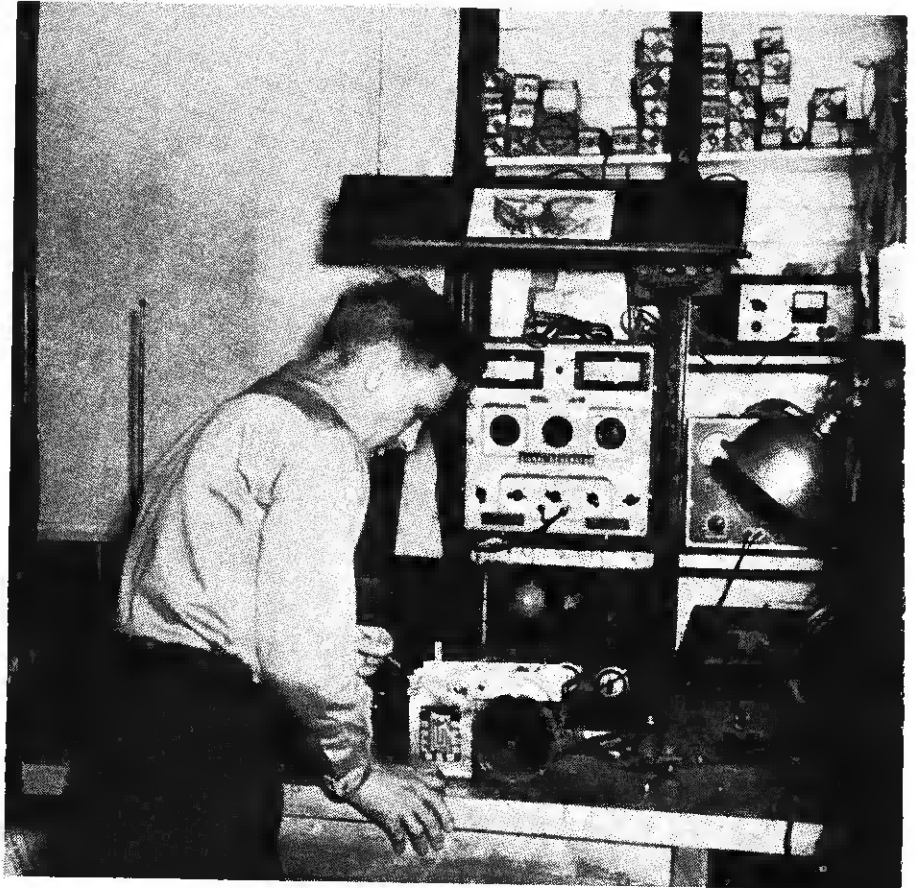
SAN FRANCISCO, Cal.—West Portal Radio and Record Store, 78 West Portal Ave., ranks very high among the independently owned music stores. Situated in a wealthy residential district, it had for years consistently served an exacting clientele in quest of fine radios and records. Now activities have narrowed down to radio repair, records and record accessories, but in these fields West Portal is second to none in the residential areas.

Sam Gold, the owner, believes in constant improvements. A little over a year ago, he took larger premises in the same block; now display racks are being installed which will show off effectively decorated albums. Mr. Gold reports that the Oklahoma Album, Decca recording, tops the list of favorites. In single discs, "Holiday for Strings", featuring David Rose (Victor) is perennially in demand, as are the Dorsey and Sinatra records (Columbia).

GREEN BAY, Wis.—Van's Hardware, large appliance firm, is publishing a series of ads urging folk to keep their appliances in good operating condition until new ones are available. One ad said, "Keep your Speed Queen washer functioning at peak performance. It's made to give you the very best of service over a very long time—but like all machinery—things may happen . . . we're trained and prepared to help you. . . ."

PUNXSUTAWNEY, Pa.—E. D. Fry, radio and electrical appliance dealer, moved last June to a store on East Mahoning St., and came up with a bigger volume for the year as a result. He attributes a large part of the increase to the fact that 95% of traffic past his new location is business traffic, carefully estimated before he bought the store.

He also strengthened his line by a large, lucky purchase of radios in 1942, all makes, and by scouting Chicago, and Cleveland for new lines of furniture and household supplies.



DELMAR, Del.—Veteran radio servicer George Baker uses ingenuity and puts in long hours to keep the sets playing in his community. Believes in careful alignment of all receivers for best performance and customer satisfaction. Note good lighting arrangement for clear vision.

HOUSTON, Tex.—M. P. Powell, owner of the Quality Radio Service, 1216 Milam St., has supplemented radio repair service with work on juke boxes. Although transformers have been hard to get, he has been able to get some and he has kept up his radio and automatic music machine repair service satisfactorily.

WHITE PLAINS, N. Y.—Ray Kline, Mamaroneck Avenue appliance dealer, has had a few refrigerators released, but reports no radios for sale and radio repairs going slowly because of an absence of parts. Mr. Kline has taken on many items which can be tied in with appliances, such as china-ware, cutlery, pyrex and other glass utensils, trays, etc.

HARVARD, Ill.—Richard Churchill and his wife, who operate the Electric Shop here, are working night and day to take care of customers. Although this store sold radios in pre-war days, Mr. Churchill gave up radio service work, preferring to concentrate on other electrical appliance repairs and to service farmers and continue electrical contracting work. His wife remains in the office and is adept at handling customers and in repairing many small appliances, such as toasters, waffle irons, flat irons, mixers, electric fans, etc.

They expect a booming postwar business. Harvard has a population of about 4,500 people and has no shop repairing radios. Such repairs must be sent to other towns.

IN WARTIME

with Emergency Merchandise, Repairs, and Record Sales

MINNEAPOLIS, MINN.—Johnston's Radio Service, Nicollet Ave., Minneapolis, still picks up and delivers. The one truck waits until it gets a load and averages about twice a week deliveries in each section of the city. If no wait for parts is necessary, machines are repaired in somewhat less than a week.

This shop uses no salvaged parts in repair for it feels that new parts are the cheapest for the customers in the long run. It does use two types of used tubes. When these are used a reduced price is made.

AUGUSTA, Ga.—Owing to gas and tire shortages, Oxner's Radio Service no longer calls for or delivers small jobs. However, the firm maintains a "shop on wheels"—a small truck in which is installed a work bench, tools and test equipment. Customers are notified by mail to call or write to the shop when service is needed, and arrangements are then made to do the repair in the home. This method saves one trip and lots of time. Oxner employs two expert servicers.

TOLEDO, O.—Dorsey D. Simmons, electric appliance merchant in the Auburndale, West End district of Toledo, is operating six appliance stores here in a district, now inhabited largely by defense workers. In the past he has sold Norge, Philco, Gibson and Crosley refrigerators; Zenith, Philco, RCA, and Crosley radios; Norge, Maytag and Thor washers; Froggle, Duo Therm, Quaker and Evanoil heaters. At one time he was the largest dealer of oil heaters in Lucas County. This winter he sold more than 300 units, as well as ranges and coal heaters on priorities.

Now he has purchased the former Bank Building at Auburn and Monroe for his seventh store, and headquarters house. He may even have ten stores before his expansion plans have been fully matured, he stated.

The bank building is two stories high. Mr. Simmons plans to remodel the upper floor into the finest radio display rooms in this territory. The lower floor will be used to display electric refrigerators, washers, ironers and the dozens of other appliances.

GREENWICH, Conn.—Craig Electric Company on Greenwich Avenue still has a few large radios and combinations for sale. Mr. Craig finds that war-workers in defense factories now prove the best prospects for expensive radios, in contrast with former days when the many wealthy residents of Greenwich were looked to to buy the costlier items. To encourage defense-worker purchases, the Craig store makes a special offer of one-third down, balance in easy payments. Excuse given by many visitors to Craig store is that people want to wait for newer developments post-war, rather than purchase expensive radios still on hand. The Craig repair organization is now down to its last remaining "crackerjack" serviceman who has to work overtime to maintain radios and appliances. With difficulties in getting repair parts, he is convinced that parts and components should be standardized and that quickly.

ELGIN, Ill.—L. S. Kayston, owner of L. S. K. Radio, is handling a lot of radio repairs, with many sets held up for lack of certain parts. He has a nice shop right in uptown Elgin, and a big sign just inside the door

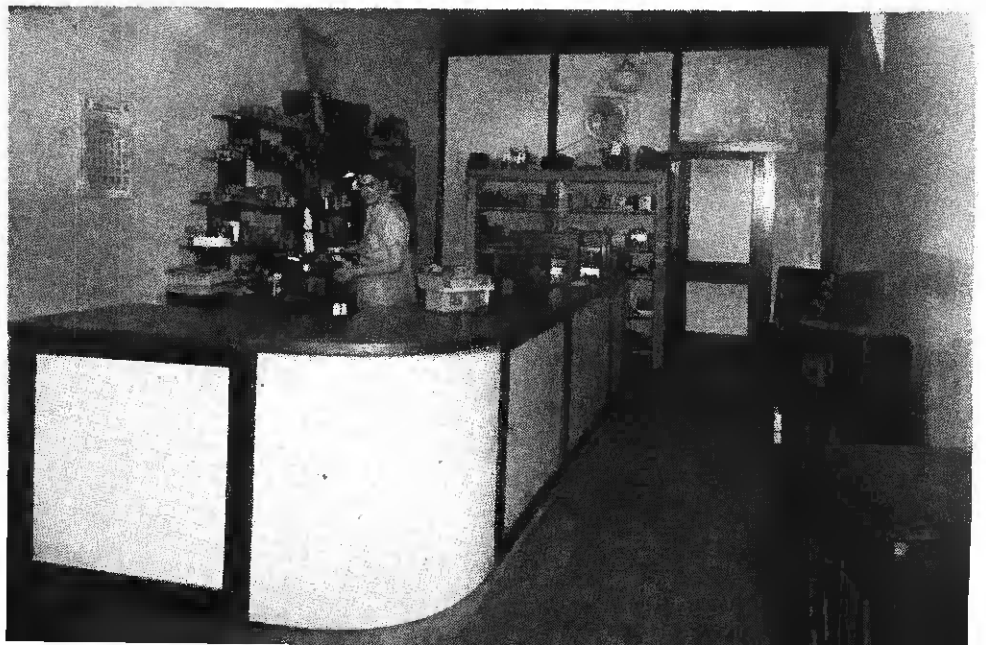
tells customers that minimum inspection charge on radios is \$1, with \$1.50 being the charge on auto service. The same sign also tells folks that parts and service are strictly CASH.

BALTIMORE, Md.—The Moss Electric Co., dealers in radio for many years at 3228 Frederick Ave., headed by Lou Moss, recently moved to 2112-15 West Pratt St., where it is now supplementing its activities with such merchandise items as records, Nu-Enamel paints, a limited amount of furniture, rugs, floor covering, and radio servicing. At the former location, the Moss Electric Co., carried major appliances (including refrigerators, and washers) and smaller items in addition to radios. Go-carts, strollers and walkers, as well as kindred wooden items, have been added. The new location provides the concern with a fairly extensive potential area to draw on.

Mr. Moss says he has been successful in carrying on until now, and with the added supplementary items he is certain to keep going for the duration. He is getting tubes and replacement parts in sufficient amounts.

(Continued on page 54)

CHICAGO, Ill.—M. Roselli, owner of the Austin Radio Shop, 6080 W. North Ave., has enough work in the shop to keep him busy for a month ahead. Two work benches are maintained, one at the front of shop for midget sets, and one at rear for large receivers.



PARAMOUNT IN APPLIANCE SALES

That's What This Omaha Firm Was Pre-war—And What It Plans for Postwar

• Conservatism and a long look ahead are the keynotes of the wartime merchandising policy of Paramount Radio Shop of Omaha, Neb. George L. Roth, president, plays a good poker hand in his business as well as, perhaps, in his recreational life and he feels that now is the time to play 'em close to the vest and copper all bets!

This doesn't mean that he is hibernating for the duration; but it does mean that Paramount Radio is not selling merchandise merely for the sake of volume. As Roth explains it, "There is a danger in handling merchandise that is inferior to prewar standard merely for the sake of volume. If the merchandise we buy does not come up to par, the customers will remember it. We have long been known for giving the customer his money's worth and we don't want to jeopardize that reputation for the sake of sales volume now.

"Consider the plight of dealers building volume now with the new furniture currently available. Many of them are selling it on payment plans, with 20 percent down. If the war should end before these contracts are paid out, and the customer can get furniture again with springs in it, the repossessions are going to be terrific. It looks dangerous to me.

"We're following a policy of keeping our business as liquid as possible, so that when the merchandise is available again we can lay the cash on the line."

Paramount's policy for the duration is a four-sided one: (1) repairs and service, (2) stocking new *quality* lines available, (3) handling good used merchandise, and (4) planning and organizing for the postwar period.

For a number of years before the war, Paramount sold 500 to 600 radios monthly; 100 to 150 washers and refrigerators, and averaged a carload of stoves and ranges each month. With this volume of business in the

territory, Paramount's repair and service business is an important factor in their present activities.

Profit-Sharing in Repairs

The repair department has been reorganized on a profit-sharing basis, in which the repairmen, who pay for their own repair parts bought through Paramount's factory connections, receive 60 percent of the gross profit on repair work. The firm supplies advertising, charges the department no rent, and furnishes lights, heat, telephone, etc. for its 40 percent. This arrangement makes it possible for the repairmen to make good money and carries the fixed overhead items, including rent, for the firm.

Mr. Roth says that he plans to continue this profit-sharing arrangement

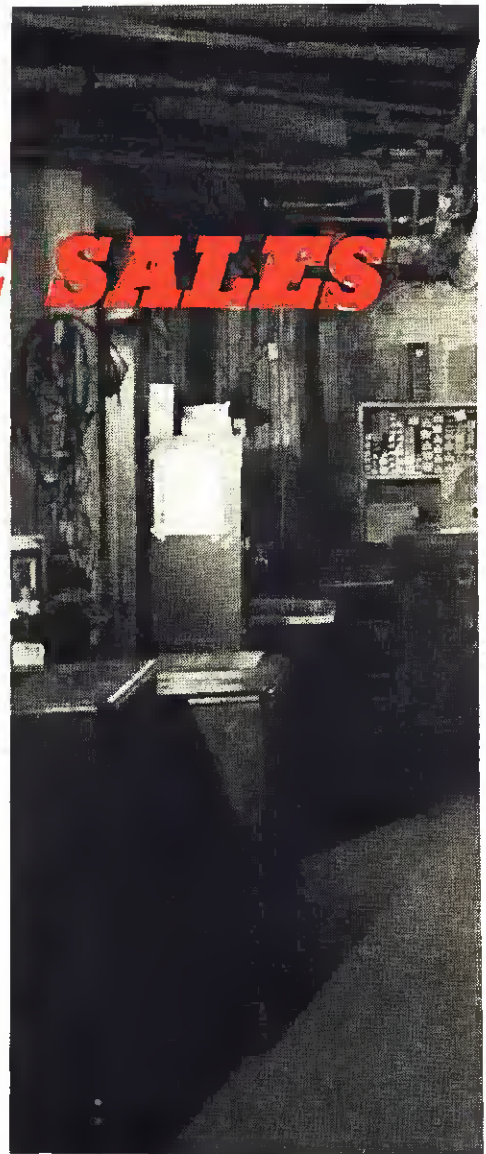
DESIGN FOR SUCCESS!

Before the War, Paramount Radio Shop sold 500 to 600 radios monthly; 100 to 150 washers and refrigerators, and averaged a carload of stoves and ranges each month.

Postwar selling plans are even more ambitious—but today the firm carries on by stressing the following:

- 1. Super service and repair on radios and appliances.**
- 2. Selling carefully chosen available merchandise.**
- 3. Operating repair department on a profit-sharing basis.**
- 4. Rebuilding and selling old radios.**

Tomorrow's plans, now being organized, are unique and dynamic. Read how Paramount's president, George L. Roth, expects to accomplish them.



after the war. One-half of one percent will be set up as a reserve on every sale to cover the cost of servicing during the guarantee period, and then the work will be done by the service department, which will charge the company in the same manner as any other customer, less, of course, the 40 percent share that accrues to the company under the profit-sharing plan.

"Guarantee" Check

Paramount's president feels that this war-born arrangement on service will keep this factor under better control than was the case in the prewar period when the firm followed an easy-going service policy without too much attention to the expiration of guarantee periods on merchandise serviced.

The second phase of his company's wartime program involves the handling of such new merchandise of prewar quality as is available. The firm has followed the general trend



Busy workroom of Paramount Radio Shop, Omaha, Neb., where appliances are put in running order as well as radios.

of the radio field toward furniture, but has strictly limited the items stocked to those that have not suffered quality-wise by wartime restrictions. These lines include lamps, mirrors, and solid furniture.

"Rebuilt" Sales

As in the allegory of the seven fat years and the seven lean years, Paramount had their granary full before the blight of merchandise-less years struck. This was particularly true of radios. During prewar years, almost all radios taken in trade on sales were charged off immediately, and stored in Paramount's warehouse. With the current dearth of radios, this merchandise is now being taken out of the warehouse, rebuilt and refurbished, until it is of as good quality as when new, and then sold as part of the firm's "good used merchandise" program.

The repairing and rebuilding is handled by the company's repair department on the same profit-sharing

basis described earlier. "We're getting from \$29 to \$49 under this plan for radios that before the war we used to 'give away' for \$1 to \$3. Of course we put more into them, but it is still very profitable," says Mr. Roth.

Other used appliances are rebuilt and sold, as well as much good used furniture of prewar construction.

Postwar Plan

The firm's postwar plans involve a merchandising idea that calls for a new location and building of an unusual type in the radio and appliance field. The new building will be a "drive-in" store, with display windows on all sides facing the parking area and patterned after the "super-market" conception of grocery merchandising.

A location has been chosen on one of the main traffic arteries, reasonably near the down-town business district. The building will be in the center of a large parking area with canopied

display windows on all sides. Windows will show massed group displays, with a section for every manufacturer whose line is carried by Paramount. The individual manufacturers will pay a fee for the display space, which will be charged back to the advertising allowances granted Paramount by each. Mr. Roth estimates that these fees will, in a few years, pay the cost of constructing the building. The manufacturers' territorial representatives will have access to the displays in their contacts with other dealers in the territory, so that both the manufacturer and Paramount will use them as a sales medium.

Paramount has long been a heavy user of radio advertising, and Mr. Roth expects that this medium, tied in with a brilliantly lighted location, built on the drive-in "super-market" plan, will get big results.

Buying Pool to Break Competition

The second feature of this firm's postwar plans has to do with the belief that manufacturer-owned outlets and mail order house competition is going to make it increasingly difficult for the distributor in the postwar period. Mr. Roth is now organizing a buying pool among key independent retailers in the Omaha territory, with the aim of alleviating this problem. Purchases will be handled through Paramount's factory connections, and all will benefit from the mass buying this pool will make possible. The program offered these dealers is complete with floor plans, sales training material, and bank arrangements for handling commercial paper.

Paramount's phenomenal success before the war, and their hopes for rapid expansion again in the postwar period, are soundly based on Mr. Roth's unique conception of retail specialty selling.

Great emphasis is placed on the proper training of salesmen. There are no "order takers" nor "ribbon clerks" in the Paramount sales organization. Mr. Roth, who learned his sales methods in the piano business, says, "What the customer can see he will believe"; and on this axiom Paramount's sales policy is built.

Six Stars for

Hitch Your Store Quota



• Decca Records has released the "Winged Victory" album, No. 363, which includes discs No. 29131, "Winged Victory", and "My Dream Book of Memories", both compositions of David Rose; and No. 29132, "Wiffenpoof Song" and "The Army Air Corps Song". This album was recorded by the original orchestra and all-soldier chorus in the Moss Hart play now on New York's Broadway. The finale is pictured on the album's attractive red-white-and-blue cover and on the color-bright accompanying posters available to dealers.

Other Decca discs available this March 16th are Nos. 18593, 18594, and 4437 — "Holiday for Strings", "Back Door Stuff", and "Someday I'll Meet You Again" by top-notch band leaders Dorsey, Lunceford and Long, respectively.



Love interest in "Winged Victory". Decca has recorded original chorus and orchestra in the play's outstanding songs (Album No. 363).

Another Decca hit is the "Merry Widow" album (No. 364) with Wilbur Evans and Kitty Carlisle.

Lauli McIntire and his "Aloha Islanders" band are Sonora's recorders of Hawaiian music (Album MS-457).



Artist picture, "Voice in the Wind" starring Francis Lederer and Sigrid Gurie. "The Moldau" is the thematic music for this story of Nazi controlled Czechs in the picture and affords excellent tie-in for dealers with their local theatres. During March, the "Music You Want" broadcasts will assign a program to the "Moldau" and its use in the film, and a 20 x 20 2-color streamer will be issued to you by your distributor.

Other Victor releases include "Upswing", a Smart Set album, and "Smoke Rings" No. P-147, a collection of 8 favorite lovesongs by leading bands. Two more of those blowups are ready in full color. This time it's Duke Ellington and Hal McIntyre.

New streamer on "All The Things You Are", disc

New note is Dorothy Lamour's forthcoming recordings for Decca of Hawaiian songs.

Another Decca hit recording is the "Merry Widow" album, No. 364, to be released March 30th, containing six-double-face records in automatic sequence, to include "In Marsovia" and the famous Merry Widow Waltz, "I Love You So", among others. Recordings are made by Kitty Carlisle and Wilbur Evans of the road company of this current New York success.

Victor Album No. DM-921, "The Moldau" is an excellent tie-in with the United

Record Sales

to Disc Headliners

No. 20-1561, with Tommy Dorsey on one side and Artie Shaw on the other, will ready you for your tie-in later on with MGM's picture revival of "Broadway Rhythm".

Columbia shipments of their new album "Frankie Carle and his Girl Friends" No. C-97, includes discs 36689, 90, 91, and 92, started on March 15th. The "girl friends" are: Ida, Liza, Charmaine, Diane, Margie, Rose Marie, Louise and Josephine, and are piano solos with rhythm accompaniment.

In this connection a word about Frankie Carle: An accomplished pianist, formerly with Horace Heidt, Carle now has his own band. He opened at the Hotel Pennsylvania in New York last month for a 13 weeks' stay and his music there can be picked up after the late newscasts nightly on the CBS national network. Well known for his compositions "Sunrise Serenade", "Lovers' Lullaby", and "Falling Leaves", he is also known among his competitors as the pianist with the "Golden Touch". This, we are informed by the trade, means not only a good pianist, but good box office.

Sonora's album this month is Lani McIntire's "Aloha Hawaii", No. MS-457. Lani and his Alhoa Islanders are enjoying a long run at New York's Hotel Lexington and have broadcast their music over national networks many times in the past. Then, too, with the popularity of Hawaii right now among our many soldiers stationed there, a lot of American sweethearts "back home" have received presents of the traditional grass skirt, and, according to a recent issue of Life magazine, many of the girls are learning to dance the Hula! We think you have a "natural" in window display here.

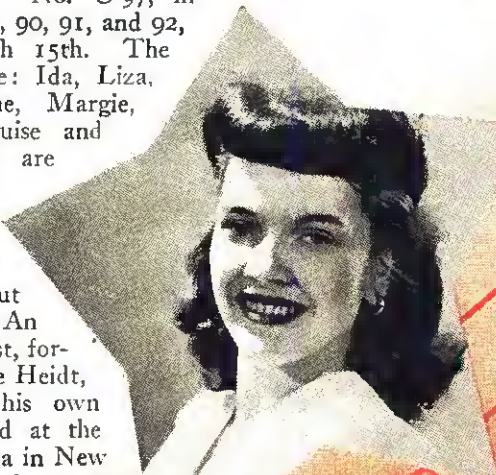
Capitol's releases for March are Nos. 148, 149 and 150. "Mairzy Doats", featuring the Pied Pipers, and "Besame Mucho", with Andy Russell—two of the topping hit paraders—and "San Fernando Valley" with Johnny Mercer and the Barrires.

Dealers will be interested to learn that Capitol plans to issue an album monthly soon. First of these will be "Songs by Johnny Mercer", to release sometime in April and will feature Mercer, The Pied Pipers, Jo Stafford. In addition, later this



Francis Lederer and Sigrid Gurle as they appear in the United Artists picture "Voice in the Wind." See theatre managers for tie-ins with Victor album DM-921.

summer, Capitol expects to release its "Album of American Jazz."



Capitol's Ella Mae Morse of "Shoo-Shoo Baby" (same, No. 142, rated "top" on the stage of New York's Strand Theatre).

March Library Builders

Brahms' Symphony No. 4, E Minor; Tchaikowsky's Nutcracker Suite; Mendelssohn's Violin Concerto; Kern's Gems from Musical Shows; Verdi's "Ah! fors' e lui" (La Traviata)



"Golden Touch" Frankie Carle is Columbia's answer to lovers of popular music. That Frankie Carle rhythm can also be found in "At the Piano," No. C-23, and "Frankie Carle Encores", No. C-70.

Saves Overhead

Radio and Appliance Dealers in Wisconsin Find Plan of Two Firms Under One Roof Promotes Business

• A novel and efficient setup is in effect between Ed Neta Radio Service and the E. W. Tank Electric Co., Oshkosh, Wis. These two concerns are located in the same store, although the companies are not owned by the same men.

Ed Neta rents space from the E.W. Tank Electric Co. and does any radio repair work for them that they may have, as when customers bring in sets purchased from the E.W. Tank Co. Otherwise, Neta gets his own business and has his own customers.

Pre-war Setup

This is not a war measure, but it certainly has worked out very well in wartime. In fact such an arrangement has been in effect for 10 years between Neta and Tank, and both are satisfied with the setup, as it enables one of them to make calls and still have someone in the store.

Mr. Tank has a partner in his firm—Fred Strasser, who handles most of the Tank company's repair work on washers, refrigerators, electric irons and other appliances. There has been a great deal of such work during wartime, and it keeps Strasser very busy. Mr. Tank helps out on this work, and also handles outside wiring and electrical contracting.

Ed Neta, of the Neta Radio Service, does only radio repairs. He does not handle any other make of appliances and does not sell radios. As a result he has built up a fine reputation for service throughout the years.

Until the present time his stock of parts and tubes has held up fairly well. At the moment, however, he has difficulty in getting enough tubes. There is also trouble in getting special oscillator coils and special 2 volt transformers, he reports. However, there are remarkably few sets around his office that are not repaired because of lack of either parts or tubes.

"I handle about 50 to 60 service jobs a week," reports Mr. Neta. "This includes the small jobs and the big ones. I am working as long hours as I can and still remain a normal human being. So far I have managed not to keep customers waiting too long for their sets.

Service Charge

"I set a minimum of \$1.00 on service of any radio. While I try to service radios in the home where folks can't bring their sets to me, I make these calls few and far between. If a customer brings a set to my shop for repair, and then wants me to deliver it, I make an extra charge,



Appliance dealer Strasser cleaning a washer outside the shop.

depending on the distance."

So far as other electrical repairs are concerned, Mr. Strasser of the E.W. Tank Electric Co. takes care of them. Mr. Strasser says that his company gets many washing machine service jobs. The firm maintains a large stock of spare parts, and to date has been able to fix most washers that have come in. The repair of a washer for a customer during wartime has usually resulted in further work on electrical items, such as vacuum cleaners, toasters, irons and the like. Washer repairs range upward from \$5 to \$50 for special rebuild jobs. Many people do not seem to think \$25 to \$40 is too much to get their washing machines in fine operating condition.

Mr. Strasser also points out that the service rendered washing machine customers during wartime guarantees the firm a large list of prospects for new machines in postwar.

Truck Delivery

The E.W. Tank Electric Co. has a small truck for making washing machine calls and deliveries. Most city people ask to have their machines called for and delivered, for they have no facilities for transporting them. On the other hand, many farmers bring in their machines for repair, transporting them in light farm trucks. Such farmers frequently come to town on shopping trips, even in wartime, and then call for their repaired washers as well.

Dealers Neta, Tank and Strasser think they will continue their arrangement after the war. They see many advantages in having so many electrical sales and repair services in one store, with mutual benefit to all.

Radio technician Neta at his bench.



We're so wrapped
up in our work—
we don't have
much time to
blow our
HORN



WILCOX-GAY CORPORATION

CHARLOTTE, MICHIGAN

Manufacturers of the Recordio, Famous Home Recording-Radio-Phonograph Combination



Leon Wittich talks over record re-orders and a new selection of discs with department manager Dorothy Steigerwalt.

Wittich's Keeps Pace

Records High in Popular Demand

• Typical music establishment is Wittich's, located at 635 Penn Ave., Reading, Pa., and run by the brothers Leon and Carl Wittich. Members of the National Association of Music Merchants, of which Carl Wittich is a vice president, this store is among the oldest of its kind. The business was founded by their father in 1840.

Originally sales specialists in piano, organ, and musical instruments of all kinds, they added radios when sets became popular. The four-story build-

ing is a most complete layout for the sale of everything musical. In addition to the foregoing, Wittich's now carry instrument cases, sheet music, records, and all the record accessories.

The first floor of Wittich's, despite merchandise shortages, does a lively business, in which the merchandising of records plays a large part. Miss Dorothy Steigerwalt is record department manager and does a good job of buying the large stock that is needed to do a good all around business in

discs. Populars and classics do equally well and display is a factor.

Other sections of the building house piano repair, instrument reconditioning. Radio repair is farmed out, due to the help shortage. One complete floor of practice studios are in frequent use, and Wittich's have connections with about fifteen music teachers.

When radio retailing again becomes a really active field, Leon Wittich hopes that one of its greatest drawbacks—price-cutting—may be successfully combated by a more general movement towards closer cooperation on the part of local merchants in their various sections of the country. Music merchant Wittich is also a firm believer in open meetings between dealer and manufacturer and advocates its promotion by all retailers of musical merchandise.

Advertising in connection with records has been very successful. "The American public knows what it wants today, more than ever before. Our problem is to get enough stock. Record sales have been a good mainstay," concluded Mr. Wittich.

Wittich's window shows variety and a good representation in records.



AND NOW

Winged Victory



SOLD OUT, EVERY PERFORMANCE *

Recorded by the original "Winged Victory" chorus (Lt. Leonard de Paur, director) with orchestra.

WINGED VICTORY

Decca Album No. A-263 - List, \$2.50

Price does not include Federal, State or Local taxes.

Selections

- 29131 WINGED VICTORY
- MY DREAM BOOK OF MEMORIES
- 29132 WHIFFENPOOF SONG
- THE ARMY AIR CORPS

Playwright Moss Hart flew 37,000 miles, lived for months as an Army Air Forces cadet to make *Winged Victory* authentic — and a standing-room-only hit!

The same authenticity, the same sell-out entertainment on Decca records—made by the original *Winged Victory* chorus, (Lt. Leonard de Paur, director) and orchestra—spotlights *Winged Victory* (Decca Album 363) as another best-seller in the famous series of Decca "original-cast" albums. A series which includes *Oklahoma!*, *Porgy & Bess*, *This Is the Army*, *One Touch of Venus* and others.

Order *Winged Victory* from your regular Decca Branch.

*Since opening night, November 20, 1943



DECCA

DISTRIBUTING CORPORATION





"Sew Up" Appliance Sales NOW

Get "Commitments" from Customers—
Use Factory Postwar Promotion Plans

• The radio-electric appliance dealer who has an efficient service-to-the-home-soon-as-possible department during these trying times, is not only the customers' Man Friday, but he is their Samaritan—"Sunday, Monday and Always."

That is—right *now* he is!

But what about *tomorrow*? Will all his customers reward the faithful servant by buying all their needed ap-

pliances from him in the postwar period?

The smart dealer knows the answer to that. He knows some are going to remember him—he knows lots more are *not*. The grateful patron sincerely *means* to patronize the present loyal dealer with business in the future, but being human, may well overlook the deserving merchant when the emergency is over, unless

the latter takes steps now to prevent his becoming the customer's "forgotten man."

There is an old saying, which, unfortunately, applies to nearly all of us: "The devil was sick, the devil a monk would be—the devil was well, the devil a monk was he."

Today's grateful customer is *now* in the mood to give future business to the man keeping his home appliances working. But the dealer cannot count on the future business of those who now owe him a debt of gratitude.

Merely rendering good service today is undoubtedly building goodwill for any dealer. But the merchant who is desirous of "sewing up" a lot of future sales is now casting about for suitable ways and means.

There are many ways the present-day dealer can insure a considerable volume of postwar appliance business. For one thing, he can obtain and study the many valuable retailing promotion plans now being offered by radio and appliance manufacturers.

Another idea is the customer "questionnaire." In normal times, getting a person to fill in a questionnaire to be used in selling, was a tough job. *Today's* grateful customer is more receptive and cooperative, so the accompanying sample form, worthwhile to the dealer from a number of angles, may be employed with valuable future results.

The next time you make a "hot" refrigerator cold or a "cold" oil-fired heating boiler "hot," and the customer expresses the wish that he could *do something* for you—tell him he *can*. Tell the customer you'd like an opportunity to bid on his *future* replacement business. That you hope to sell him new radios, new refrigerators, new oil burners, or whatever else you'll be selling, when the market opens up again.

CUSTOMER "PRIORITY" PLAN

Blank Electric Company

Dear Customer:

We have endeavored to render the best possible service to you. We appreciate your forbearance and understanding during these trying times, and thank you for your valued patronage.

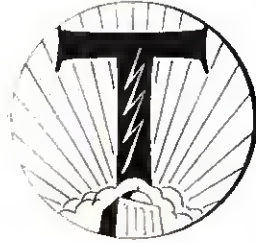
When appliance manufacturing is resumed, production will probably be *limited*. There is a large *pent-up* demand now for appliances. If you will fill in the questions on this sheet, we will place your name on our **PREFERRED LIST**, and will offer you the articles you want as *soon* as they are available.

Filling in this questionnaire helps in several other ways: We often have used, rebuilt appliances, and if we know what you need *now*, we will be on the lookout for them for you. If we know makes of appliances you now own, and any need service, the information helps save time. The answers will help us gauge our potential postwar market, and will aid us in choosing our future lines. Filling in this form will give you the opportunity of buying *all or most* of your needs from one dealer, thus simplifying service problems, and will save you time and the inconvenience of shopping in a *congested* market.

RADIOS	Make	Approximate Age	Condition	Need New One?	May we call on you when article is available?
REFRIGERATOR					
WASHER					

(Dealer should list all major and minor appliances he sells—or expects to sell in future)

Customer's name



Here...

F M

will also mean-

Here **FM** will also mean—

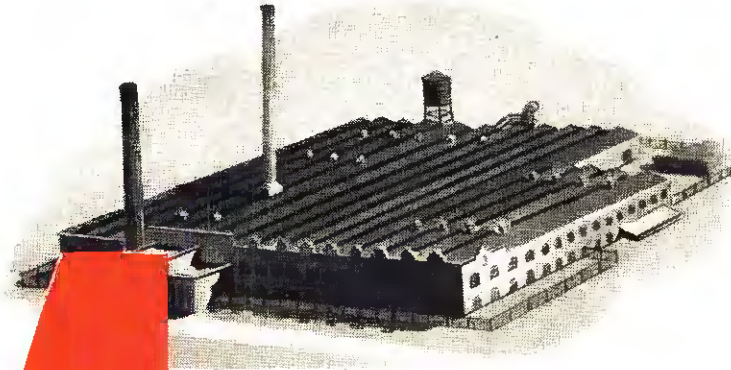
F *inest*

TODAY.
One Customer:
UNCLE SAM

Today, all Temple engineering and manufacturing facilities are devoted 100% to the production of vital war equipment for our armed forces.



Official U. S. Army Signal Corps photo showing member of a forward observation platoon doing winter maneuvers.



Made!

"It must be FM to sell in the postwar market", says the industry at large . . . "It must be FM to sell me in the postwar days", says the potential consumer . . . "It must be the finest FM radio made post-war", promise Temple engineers and craftsmen. And it will be, by every established concept of designing skill, precision manufacture and proven performance. No other will ever leave the Temple plants.

TEMPLE TONE RADIO COMPANY, MYSTIC, CONN.

FM...TELEVISION...RADIO-PHONO' COMBINATIONS



licensed under Armstrong and RCA patents.

**Buy
U. S. War Bonds**

IT WILL PAY YOU TO

*Team
Up
With*



TEMPLETONE RADIO COMPANY, MYSTIC, CONN.

FM

TELEVISION, RADIO-PHONO' COMBINATIONS



J. F. Stone manages to keep a whole town's sets in working order and to keep smiling, as well!

"Prescription" for Service

**Alabama Radio Doctor, Draft Deferred,
Devotes Long Hours to His "Patients"**

• Radio doctor to the whole community—that is J. F. Stone, proprietor of Stone Radio Shop, 11-year-old concern of Sylacauga, Ala. There were three shops in the town, but proprietors of the other two went into war service, and that left only Stone. He would have been gone too, but for deferments granted by his draft board, which correctly figures there ought to be at least one radio repairman in the city.

Under these circumstances Mr. Stone feels his obligations to his customers very heavily, just as does the physician who has to look after the health of the community, or any other professional man with a similar responsibility.

18-Hour Day

Back in the prewar days if Stone got 8 or 10 radios a day to repair he thought he was doing well. Now sets just pile in on him. So much so that his shop sometimes looks like a radio warehouse. It is very difficult to get any help, as he is located in a war center with a big explosive plant at Childresburg, only 15 miles away, employing thousands of persons. So Stone has put himself on double shift, working about 18 hours a day in order to get the repairs out.

"With such a rush of work, I have

adopted the policy of first come, first served," said Mr. Stone. "Sometimes I get as far behind as 10 days to two weeks, but if a customer wants to leave his set with me with a 'go-ahead' order, then I will fix it when I get to it. That is the best I can do."

Time Is Rationed

On account of these conditions Mr. Stone doesn't have time to fool with "finicky" folks. His time is valuable and must be rationed out among as many customers as possible. That is why he charges \$1.50 for checking a set. Before he put that charge into effect, some people would ask him to check a used set before buying it from some furniture house or other dealer. He doesn't have time for that. His minimum service charge on all radios repaired is \$1.00, plus the cost of parts. He assesses this charge, even though he does nothing but install a tube because just handling and testing a radio takes time and trouble.

"It used to be that each leading manufacturer endeavored to have a dealer and service set-up in each community," said Mr. Stone, "but that system has broken down. I am servicing all comers, including those who bought radios from furniture and

chain stores, which no longer give service. Manufacturers and jobbers have been very cooperative as a whole, and I might say to them 'Give us the parts without too much red tape or delay and we will keep the radios in our territory operating.' That is a pretty big promise, but we have done it so far."

Mr. Stone said he was getting more radios on which major overhauls are necessary. Some of these are very old models, perhaps brought out of attics or basements, and not just requiring minor attention, such as a new tube, knob or pilot light, but many need new transformers and other major replacements.

Bettors System

However, he has his work much better organized than he once did, and turns out three times as many sets. Part of this is due to the longer hours worked; part to laying out his day in advance and seeing that he has replacements, and part to letting his girl assistant wait on the trade while he keeps busy at the bench. "There is no substitute in this business for actual hours spent working over a radio at the bench," commented Mr. Stone, "... no short-cut to a good job of radio troubleshooting."

Jobbers Defy Shortages

**Norfolk, Va., Wholesalers Supply Industrial Plants
News of the Radio and Appliance Distributors**

• Though H. B. Bennett and W. D. Jenkins, trading as Radio Supply Co., 711 Granby St., Norfolk, Va., are doing a big industrial business, they have not forgotten their dealer accounts, and are still giving 24-hour service on mail orders. Industrial work, however, is not new for this firm, as about half of their business has been in this line in the past.

Similar to other distributors in the territory, Radio Supply Co. is up against the proposition of trying to operate on manufacturer quotas based upon peacetime demands.

Radio Supply Co. officials declare that they have lost scarcely any dealer accounts since 1941, and believe that the situation has adjusted itself to a point where the dealers and servicers are now "staying put."

This firm is able to supply its customers with considerable quantities of material for the manufacture of socket adapters.

"Assortment" selling tactics are out so far as this organization is concerned. Critically needed tubes and parts are divided as equally as is possible amongst the firm's customers,

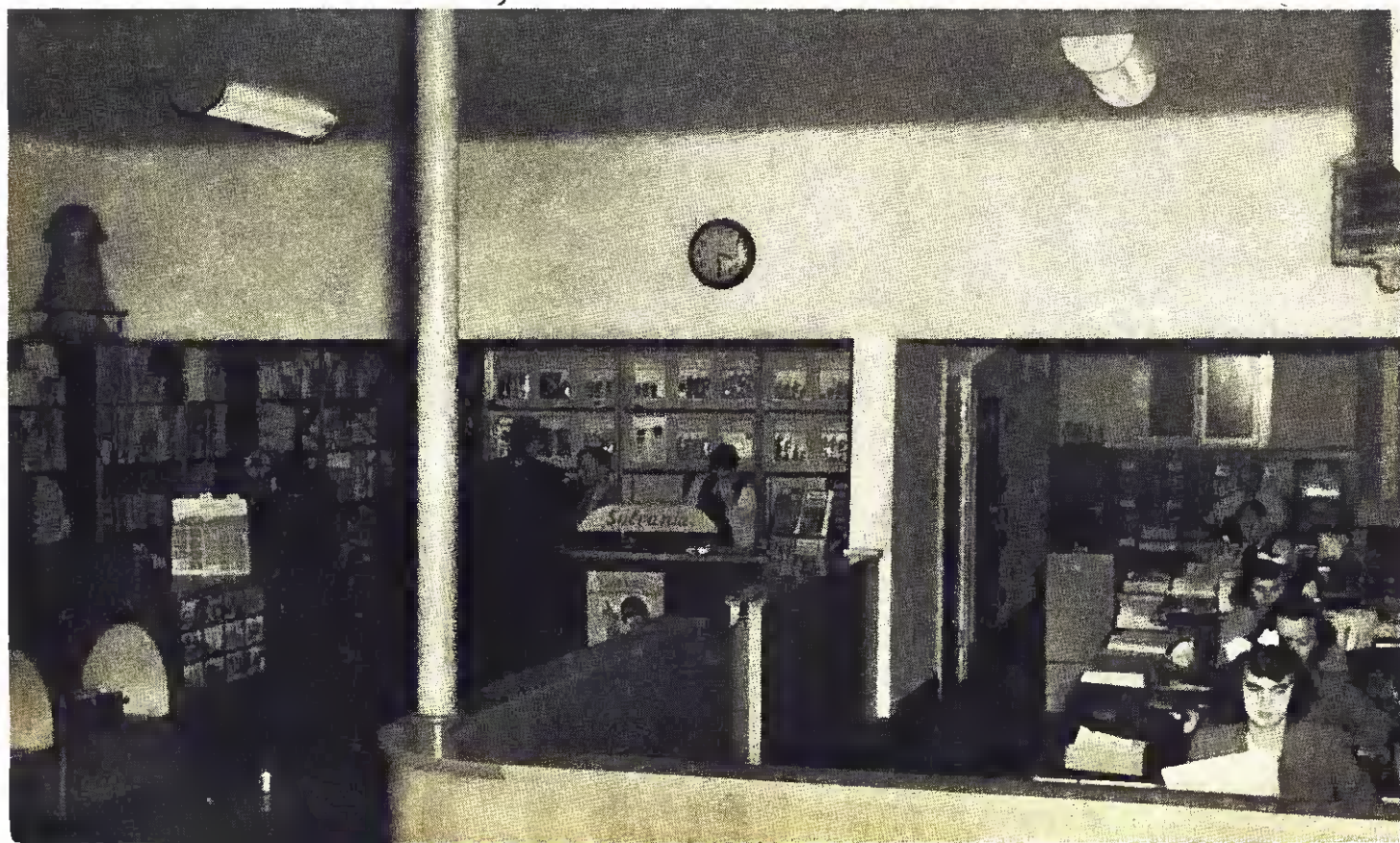
and never is an attempt made to load an order with unwanted stock.

Distributor News

The GRAYBAR ELECTRIC CO., INC., has been appointed distributor for THE CROSLEY CORP., in the state of Florida, with L. G. FIELDS, Peninsula district manager, in charge of the district office at Jacksonville. Branches are in Miami, Tampa and Orlando. . . . WESTERN MDSE. DISTRIBUTORS, Buffalo, N. Y., named exclusive wholesalers in Western N. Y., and several counties in Northwestern Pennsylvania for LANDERS, FRARY & CLARK'S "Universal" appliances. . . . C. V. (VINCE) FLEISHELL, for many years appliance service supervisor for Washington, D. C., branch of GENERAL ELECTRIC SUPPLY CORP., promoted to district appliance service supervisor for the Chesapeake division of the organization. . . . CENTURY RADIO Co., Philadelphia, predicts in its house organ that manufactureres will ship more MR tubes. . . . during the first six months of 1944 than they did during the last six months of 1943. . . . CARLES ROBBINS, EMERSON'S vice

president, makes interesting observation, stating that "the mortality rate among our distributors has been practically nil." . . . J. H. RASMUSSEN, commercial manager of THE CROSLEY CORP. announces the appointment of the DUTTON-LAINSON CO., Hastings, Neb., as distributor for CROSLEY in central Nebraska and part of Kansas. The firm wholesales radio parts, major appliances, etc. . . . They've been talking postwar at EMERSON RADIO & PHONO. CORP. office in New York. Some of the jobbers taking part in the discussions were R.B. WALL, president R. B. WALL Co., Wilkes-Barre, Pa., RAY COX, radio sales manager SUNSET ELECTRIC Co., Seattle, Wash., FRED BOTTOM, sales manager ARTHUR FULMER, Memphis, Tenn., JACOB GOODMAN, vice president GOODMAN ELECTRIC SUPPLY Co., Norfolk, Va., RAYMOND GOLDMAN, vice president ELECTRICAL PRODUCTS, INC., Baltimore, Md., LAWRENCE WILLENBRINK, sales manager SUTCLIFFE Co., INC., Louisville, Ky., and IRVING WITZ, president EMERSON RADIO of Penna., Philadelphia, Pa.

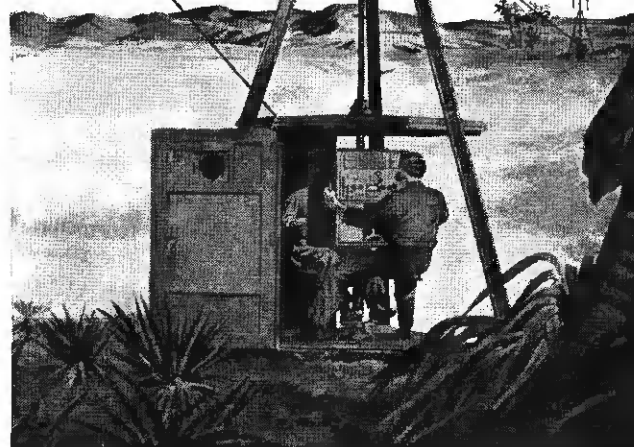
Attractive Offices and Showroom of Radio Supply Co., Norfolk, Va., owned by H. B. Bennett and W. D. Jenkins.



POSTWAR RADIO INDUSTRY
WILL FIND MAGNAVOX
ON THE BEAM

MAGNAVOX was well prepared for its important wartime role, having made many technical contributions to the radio industry during thirty-three years of pioneering.

This wartime experience, in turn . . . designing, developing, manufacturing . . . prepares Magnavox to contribute even more in the peacetime developments to come, in all phases of electronics. Our skills and the excellent facilities of the new, modern six-acre plant will be ready, at the very peak of their efficiency. The Magnavox Company, Fort Wayne 4, Indiana.

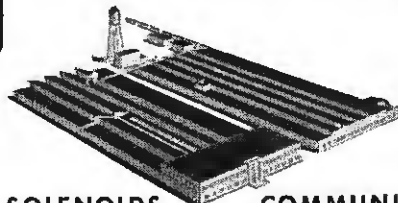


RADIO DIRECTION FINDERS help bring our fliers home safely, and locate enemy transmitters in the air, at sea or on land. These are among the many scientific instruments of war made by The Magnavox Company . . . equipment ranging from gun firing solenoids to the most intricate radio communication systems.

FOR 33 YEARS

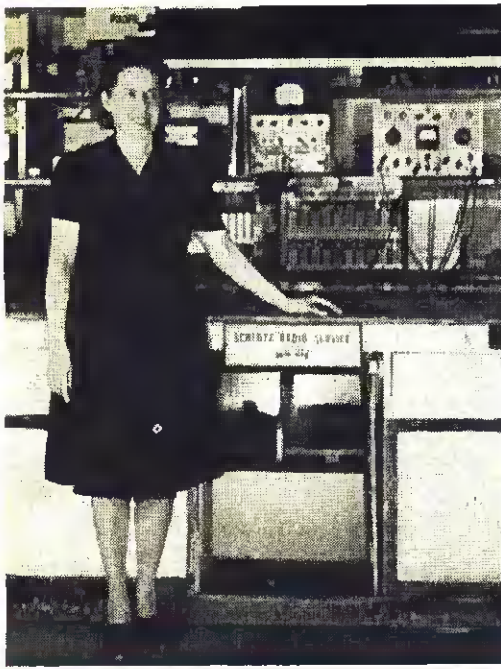
Magnavox

HAS SERVED THE RADIO INDUSTRY



LOUD SPEAKERS • CAPACITORS • SOLENOIDS

COMMUNICATION & ELECTRONIC EQUIPMENT



Mrs. Schlotz, poetess, home-maker, canner of Victory garden vegetables, and radiowoman.

theatre was provided with real competition as a result.

Each "broadcaster" received a free record of his part in the program.

Many customers for radios and appliances were secured through these programs. Peacetime lines carried in the Schlotz store included Zenith, Crosley and RCA radios, Crosley refrigerators and Horton laundry equipment.

Due to unusual business conditions, and a great rush of repair work, the Schlotz organization had to drop using the plan for a while. "We will use the 'broadcasting' again as soon as we can spare the time," says Mrs. Ted Schlotz, wife of the proprietor, "as it is the best form of

rent group of empties along Marion's Main Street. Since our shop is located in the Marion Hardware & Auto Supply, we couldn't branch out in those lines, and it hardly seemed logical to overlap lines of others.

"Marion isn't as lively as it was. In a small town where you know everyone—the population, formerly 2000, these days dwindles alarmingly. Every volunteer, draftee or war worker who leaves makes another vacant place that we can't overlook; impressing on the rest of us the fact that we, too, might do something more important.

"My husband, Ted, was baffled by this mental question of duty and by the problems of depleted tube stock, and lack of new radios. But he didn't want to desert his customers, acquired the past ten years, through

Public Address - Main St.

Sound Spells Sales for Schlotz in Marion, Kansas—
Radioman and Family in All-Out Wartime Effort

• Novel use of public address equipment successfully advertised the business of the Ted Schlotz Radio Co., Marion, Kansas.

Saturday night crowds gathered around the speaker in front of the Schlotz store to hear "broadcasts" over a Wilcox-Gay Recordio. Since the performers were all local people, the interest was great, and the events became so popular that the local

advertising we have found."

In the early days of the war, Ted Schlotz and his wife were worried over what course to take in the rapidly changing business picture. How they solved the problem of aiding the war effort and continued to serve their loyal customers, is best described by Mrs. Schlotz, who says:

"We didn't want our business to become another blank space in the cur-

good service, reasonably priced.

"We decided that I could keep the radio shop open, while Ted worked as aircraft electrician at a nearby air base.

"For the past seven months Ted has been driving with a group, making the 76-mile round-trip each day. He is gone 12 hours, then works about three hours in the shop.

"Now, I wait on customers, do coil work, soldering, remove and replace chassis, and test tubes, but I haven't learned to do complete jobs.

"After school our children: Bill, seventeen, helps at our shop, and is assistant operator at the theatre; Don, fourteen, works on the *Marion Record* and June, thirteen, helps with the housework.

"We all worked in our Victory garden. Besides all the fresh vegetables we ate, we canned over 300 quarts, stored 17 bushels of potatoes.

"In my spare time I study radio, short story writing, and write poetry. I do the washing, ironing, and darning for the five of us, and I helped with one Bond Drive.

"So you see we've all been busy Hitting at Hitler. *We are still here,* and plan to expand after the war."



Radioman Ted Schlotz, who joins his family in "Hitting at Hitler", shown with his 3 children, Bill, Don and June.

WILL YOU SELL TELEVISION?

Farnsworth advertising points to an answer



WILL the huge new market of television be yours to handle? When is it coming—and how? Farnsworth—television pioneer—can help you answer such questions.

All Farnsworth advertising is devoted to building demand for the television sets that you'll sell some day. We explain it as *sight and sound*—which means that radio is included. And *that* means that today's radio retailers will have the advantage in distribution.

You know the market—much the same as radio's. You know cabinets—and technical background—and how people buy. Television is a natural for you!

Farnsworth ads point out that war production postpones television for the duration . . . that home television, nationally, won't come immediately after Victory. Every ad explains television from a practical point of view—without overselling—makes the public familiar with its possibilities, builds understand-

ing and confidence, establishes a trade name, Farnsworth, that will help you sell a brand-new product.

Our 100% war production is enlarging our plants, advancing our knowledge and skill. Our ads are making your market. *Your selling skill will make television a really great business!*

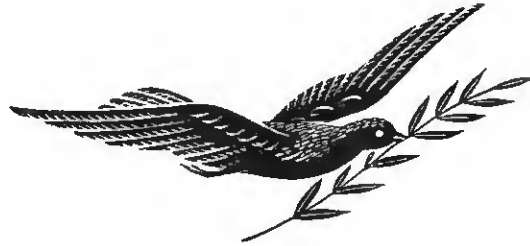
. . . .

Look for the Farnsworth television advertisements in February 26 and March 25 *Collier's*, March 6 *Newsweek*.

FARNSWORTH TELEVISION



Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.



In War and Peace

ZENITH

IS THE CONSISTENT LEADER!



...past performance

...present production

...future planning

ZENITH
•LONG DISTANCE•**RADIO**
RADIONIC PRODUCTS EXCLUSIVELY-
WORLD'S LEADING MANUFACTURER



Radionics Exclusively

PAYS OFF!

Zenith's consistent policy of devoting all its research, experience, manufacturing facilities and manpower to the manufacture of radionic products exclusively has always meant a fast moving, profitable radio line to Zenith franchised dealers.

Today, Zenith is doing its part in the war effort as every patriotic manufacturer should—it's our simple duty—so we are not bragging about it. The point is, that through our present efforts we are maintaining our hard-hitting staff and field organization intact, expanding our facilities and gaining an experience that will mean an even finer line of Zenith Radios than ever before—Zenith, continuing in war time its long established policy of Radionics exclusively will not have a long drawn-out re-tooling period. When the word is given, we shall be ready to go—on civilian radio—as we now operate on war material—radionics exclusively—full speed ahead!

Zenith Radio Corporation • CHICAGO 39, ILLINOIS



Better than Cash * **WAR SAVINGS STAMPS AND BONDS**

"Opening" vs. "Closing"

(Last month's issue of RADIO RETAILING TODAY carried an article reporting wartime "openings" and "closings" of radio shops from widely separated areas of the country. Appearing in the first installment, were included reports from Birmingham, Ala.; Chicago; New York City; Del.; Md.; N. C.; Va.; and Northern New York State. While larger upstate cities in this latter area show less than 5 per cent decrease in number, some of the smaller cities have been hit harder . . .)

In these larger cities the percentage of new shops opening is small. Less than 2 per cent is a good "betting" average.

In the smaller cities, however, 10,000 to 40,000 population—(Ogdensburg, Massena, Batavia, Elmira, Johnson City, Cazenovia, Canastota, Norwich, Geneva) the percentage of foldups is greater than is seen in the larger cities. New shops opening in small areas are very few and far between, but in general would not stretch beyond 4 to 5 per cent, according to jobbers and service organizations.

San Francisco Upsurge

The trend in San Francisco and vicinity has definitely become optimistic. During 1942, and the first 9 months of 1943, the mortality rate was heavy. Now a new upsurge of vitality is evidenced, and the tide of shops opening is steadily approaching

the high-water mark of those folded.

Between May, 1942, and November, 1943, a number of new shops have opened within the San Francisco city limits, where the same period of time saw 53 shops close. Some of the newcomers are:

Cliff Barnes, 535 Octavia St.; Byington Electric Co., 1809 Fillmore St.; Central Appliance Service, 721 Irving St.; Columbia Electric Co., 3338 Steiner St.; DeBerry Brothers, 228 Drumm St.; Douglas Radio, 741 Jackson St.; Downtown Radio Service, 351 Ellis St.; El Rey Radio & Appliance Co., 1944 Ocean Ave.; Hale Bros., Radio & Appliance Service, 1955 Post St.; Ingrahm Radio, 10-7th St.; Jackson Radio Repair, 1613 Laguna St.; Walter A. Jakobs, 1944 Ocean Ave.; Mal E. Martin, 901 Chenery St.; Molinari Radio & Electric Service, 554 Columbus Ave.; Nick's Radio Service, 332 Leavenworth St.; Pacific Tire Sales Co., Ltd., Polk & Turk Sts.;

Park Radio Store, 1502 Haight St.; Reliant Radio Shop, 5637 Geary Blvd.; Feliz B. Scralde, 2601 Chestnut St.

Other California Areas

During the period between May, 1942, and November, 1943, 47 radio service shops closed their doors in the California area, including Oakland, Berkeley, Alameda and San Leandro. In this section, also, there is a steady upswing in numbers of shops opening, some of the new ones being:

Atlas Radio Service, 3307 School St.; Dave's Radio & Speaker Repair, 5401 Roberts Ave.; Hauschildt Music Co., 1618 San Pablo Ave.; Doug Hunt Radio Service, 6127 La Salle Ave.; Lovier's Home Appliances, East 14th and Fruitvale Ave.; Modern Electric Co., 1615-7th St.; George M. Perkins, 3214 High St.; Radio & Washer Service, 2580 San Pablo Ave.; Skewis Sound Systems, 186-12th St.; Webber Radio & Electric, 806-54th St.; All Oakland.

Chimes Radio & Electric, 5654 College Ave.; K. W. Curtiss Co., 3450 Telegraph Ave.; C. R. Rodrigues Co., 3916 Telegraph Ave.; All Berkeley.

Ted Williams, 1150 Solano Ave.; Albany.

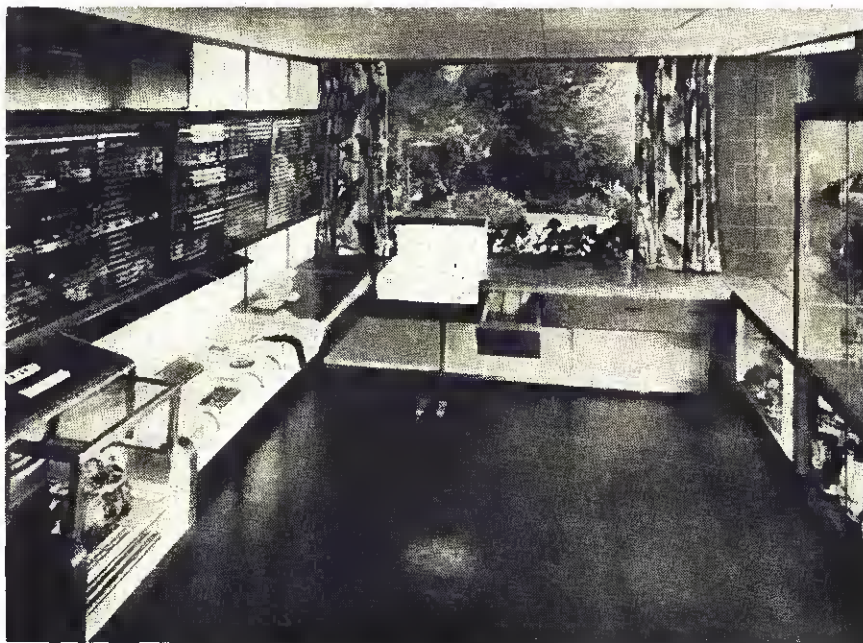
Toledo Hard Hit

There is only one optimistic note in our reporter's summary of the Toledo, Ohio, area. He concludes his story with: "There is a fortune in appliance service today if skilled help were available and WPB would permit the manufacture of a few more parts."

The other side of the story shows that most centers in the Toledo vicinity are extremely short of service shops where radios and appliances are repaired.

New shops — they're almost as scarce as hen's teeth. A check of Toledo brought to light two new shops. Bob Friend has opened the Collingwood Radio Service Shop at Collingwood and Machen. Out in the West Toledo district Benj. Hillebrand has opened the Radio Service Shop at 1136 Sylvania Ave. Neither shop is large, but they are busy! Radios are stacked everywhere.

ANOTHER "KITCHEN OF TOMORROW"



A "Kitchen of Tomorrow" designed by Libbey-Owens-Ford Glass Co., Toledo, O., is currently on display in R. H. Macy's, New York department store, and in other department stores throughout the country. While Libbey-Owens-Ford will not manufacture the electrical equipment shown in this picture, they hope to inspire designers of future electrical appliances by showing the housewife of today just what a "glass" mechanically operated kitchen would be like. Many women are particularly in favor of the glass enclosed oven (see unit at lower left in picture).

America's Finest FM Receivers Will Come From

HOWARD

AMERICA'S OLDEST RADIO MANUFACTURER

Before the war, Howard was one of the few radio manufacturers producing FM Receivers on a production basis. As a consequence, thousands of Howard FM Receivers are today providing superb FM enjoyment for their fortunate owners. When Howard to produce the finest FM Receivers—radios reflecting the experiences of over a quarter century in precision radio manufacturing. Howard's 100% war production program is helping bring Victory sooner—remember Howard in your plans for peace.



HOWARD RADIO COMPANY, 1731-35 BELMONT AVE., CHICAGO 13, ILLINOIS

DEALER DOINGS IN WARTIME

(Continued from page 33)

MILWAUKEE, Wis.—Ben J. Keaton, owner of Ben's Radio Service, 944 Milwaukee St., has handled a war plant job for several years and also takes care of radio repairs nights, Saturdays and holidays. It's quite a schedule, but he has managed to keep most customers satisfied. Ben got a big break just before Pearl Harbor in that he bought large quantities of trade-in radios from department stores and had these tucked away when war broke. As a result he now has tubes and parts which have come in handy repairing sets. Keaton started in the radio business in Chicago in 1915, and opened a shop in Milwaukee in 1923. He recently repaired his 100,000th radio and is mighty proud of the fact.

ALBANY, N. Y.—Wirsing's recommends an "overtime" system! Works all day at regular rates. Customers' sets are serviced as quickly as possible during that time. The owner is busy three nights weekly on juke boxes, and will make house calls at night at "overtime" rates (1½ times usual labor charge plus parts, etc.) If customers call his shop at night, or arrange in advance for personal house service, he informs them of the overtime rate. He figures overtime covers wear and tear on tires, and that it's worth something extra to undergo comments from the family circle who watch him repair the radio.



WOODSTOCK, Ill.—Dacy Electric Co. uses billboards to advise people in this area of the wide scope of the firm's repair activities. Owner John Dacy has "departmentalized" his repair business and finds that more work can be turned out in this manner.

ST. PAUL, Minn.—Better to close for a few days and catch up on work than keep taking in work until one is helplessly behind, is the theory on which numerous radio shops in the Twin Cities are working.

There is the Dolney Company, 155 Snelling Ave., N., St. Paul, for example. This store has recently changed over to repair only, and finds that it has more work that can be done with the amount of help available. Longer hours for the owner of the shop help to solve the labor shortage, yet occasionally it becomes necessary to close the shop for a short time.

HOUSTON, Tex.—A slightly different version of the tube and supply distribution in the Houston area is given by F. C. Maxwell, Maxwell Radio Service, 2406 Fannin St. This radio dealer and serviceman has been in the radio service business for 27 years, 15 years in Houston. He says the tube situation is the most critical of all replacements. He says in part, "There are not enough tubes to meet the demand, but I do believe that tubes are not being properly distributed through the legitimate dealers and service shop operators. The entire 12 series of tubes are very scarce. We have not had any 12SA-7 tubes for 19 months, and only a very few 50L-6s. There have been plenty of times when we could not buy any of these scarce tubes that our customers have gone to the various supply sources and have come away with tubes and parts which we have then installed for them. This may not be black market, but it is certainly not constructive business for the radio industry. Radio manufacturers and distributors have an opportunity to perform a real service, and to evenly distribute scarce parts in so far as possible.

"It seems, too, that some of the merchandise that is now being manufactured is being made to sell rather than to serve. We are getting an inferior type of condenser in the Victory types . . . on one day recently, we installed three of these condensers, and two of them burned out the same day they were installed.

"One thing that radio men on the Gulf Coast and in humid climates must watch is the fact that old radio sets stored away or buried in attics have rusted out, and parts from them will not stand up. Such sets may give service for two weeks, but in this climate the metal deteriorates rapidly and repairing such sets only invites trouble."

SAN FRANCISCO, Cal.—Nick Volkoff, owner of Nick's Radio Service, 332 Leavenworth St., has been in radio servicing for over a decade, but decided only a few months ago to go into business for himself. The new venture is working out very well with repair jobs coming in faster than it is possible to turn them out. Encouraged by his success, Mr. Volkoff is formulating ambitious plans for the future. When peace is restored, he intends to keep his present location for a workshop, but also to have in addition, a larger place where he will deal in new radios.

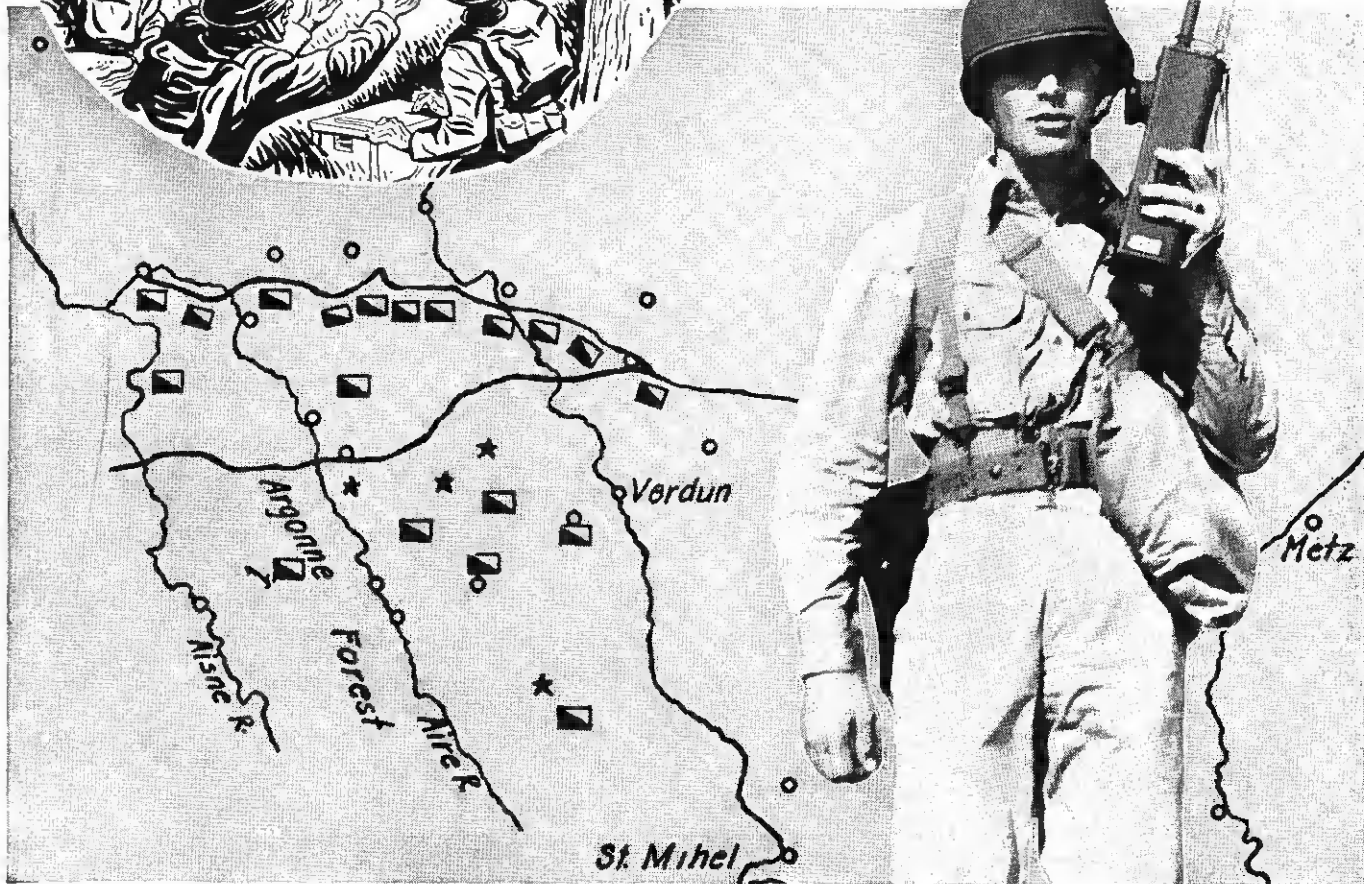
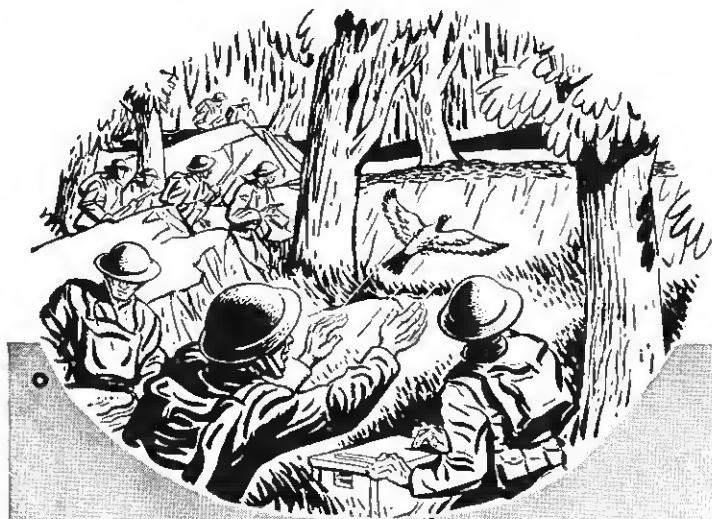


OKLAHOMA CITY, Okla.—The Jenkins Music Co. claims there is nothing like "Oklahoma!" the Decca album of that name. Here is their traffic-stopping window which shows "The Surrey With the Fringe on Top."

The Lost Battalion Had No Radios

1918... Surrounded by Germans in the Argonne Forest, the 550 men of the Lost Battalion were reduced to 194 before rescue came. Communications were one-way by carrier pigeon.

1944... Today, in the thickest jungles, in the remotest outposts, in the air and on the sea, messages are exchanged in a split second—distance is annihilated—thanks to radio and electronic products.



Sentinel

SENTINEL Equipment contributes to the effectiveness of modern radio communications and the prominent part radio is playing achieving victory for the United Nations. Management, engineering and production staffs of Sentinel Radio Corporation are proud of their equipment as it serves on global fronts. When victory comes, distributors and dealers of Sentinel radio and electronic equipment will profit by supplying a long denied demand.

SENTINEL RADIO CORPORATION
2020 RIDGE AVENUE, EVANSTON, ILL.



H. C. Bonfig Joins Zenith Corporation

Henry C. Bonfig has resigned as commercial vice president of the Radio Corporation of America to join the executive staff of Zenith Radio Corp., as vice president in charge of the household radio



H. C. Bonfig

sales division, it was announced by James J. Nance, vice president and director of sales, and Commander E. F. McDonald, Jr., president.

"The appointment of Mr. Bonfig as manager of this important division of Zenith's activities is part of the company's broad plan for postwar expansion in the radionic field," said Nance.

"Mr. Bonfig is a recognized leader in the radio industry with a wide acquaintance among dealers and distributors. He brings to Zenith a wealth of experience and accomplishment in design, distribution, sales and advertising of household radio. Having at one time himself been a distributor of radio, he has an intimate knowledge and understanding of the distributors' problems and possibilities. His assignment as vice president in charge of Zenith's household radio division will enable him to make full use of his experience and ability."

Crosley Employees Set Bond Buying Record

From the pay envelopes of employees of The Crosley Corp., approximately \$1,600,000 has gone into War Bonds during the past year, it has been announced by R. C. Cosgrove, vice president and general manager, manufacturing division, of the company. This does not include investments in War Bonds made by Crosley executives over and above payroll allotments, he said.

Purchase of \$1,075,000 worth of Bonds in the Fourth War Bond Drive by Crosley has also been announced by company officials.

Postwar Servicing Skill Needed, Says Isham

Postwar radio will require more technical ability and better merchandising practice on the part of radio service men, George Isham of Sylvania Electric Products, Inc., told an audience of Buffalo, N. Y., service men. Mr. Isham is division manager for New England and New York State in Sylvania's renewal sales department.

"With the electronics field broadening as never before, with more complicated radio receiver design, with the advent of television, facsimile, frequency modulation and other developments, it takes little imagination to see that the average service man must keep abreast of the times or he will be lost in the highly competitive postwar world," said Mr. Isham.

"Service men have always needed good organization," he continued, "because good organization stimulates the desire to learn, stabilizes market conditions and raises the general level of service work. And after this war service men are going to need organization much more than ever before.

"My advice to service men is this: Be good enough to deserve high prices and be good enough merchant to get those prices. And the first step toward this goal is organization."

Appliance Men Promoted

J. T. Nee, veteran Hotpoint appliance sales official, has been appointed Atlanta district sales manager, according to G. H. Smith, general sales manager, Edison General Electric Appliance Co., Inc.

Mr. Smith has also announced that H. J. Scaife, Hotpoint factory branch manager at Buffalo, N. Y., has been named manager, kitchen sales division of company.

Admiral Appoints Regional Managers

J. H. Clippinger, vice president in charge of sales of Admiral Corp., Chicago, has announced the appointment of



J. H. Clippinger

the following men as regional managers for the complete Admiral line of radios and appliances:

Southeast—Harry Lever
Southwest—John F. Gilbarte
Midwest—Sidney H. Regovin
West Coast—Lou Willis

East Coast—Appointments to be made at a later date.

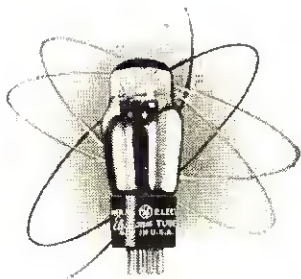
More "E's" for Sylvania

Army-Navy "E" Awards were made to the following three Sylvania plants, according to W. E. Poor, president Sylvania Electric Products, Inc.: Loring Ave., and Boonton St. divisions, Salem, Mass., and the Danvers, Mass., plant.

British Dignitaries Visit Emerson



Left to right: Max Abrams, Gen. Sir Walter Venning, Dorman D. Israel, Sir Andrew Duncan, Col. C. R. H. Firth, Benjamin Abrams, S. W. Gross and A. L. McColl. Benjamin Abrams, Max Abrams, D. D. Israel and S. W. Gross are Emerson officials.



first in radio, television, and electronics

AM, FM and television
transmitters and tubes



Radio and television
receivers and tubes



Industrial electronic tubes



Industrial electronic devices



Electronic measuring
instruments



Public address systems



Electronic insulating
materials



Magnetic wire recorders



Electron microscopes



Police radio equipment



Aviation radio and
electronic equipment



Marine radio and
electronic equipment



Carrier-current equipment



Military radio and
electronic equipment



GENERAL  ELECTRIC

175-C3
GENERAL ELECTRIC IS BUILDING MORE MILITARY RADIO
EQUIPMENT THAN ANY OTHER HOME-RADIO MANUFACTURER

RCA's Film Shows Value of "Sound" in Industry

The first film to portray the uses and accomplishments of industrial music, as produced by Radio Corporation of America, was previewed by Army, Navy, and other government officials interested in war production and by industrial and labor leaders at a luncheon held at the Waldorf Astoria Hotel, New York.

Appropriately titled "Manpower, Music and Morale," the movie pictures the important part which scientifically programmed music has come to play in war plants throughout the country. Filmed in the Botany Worsted Mills, Passaic, N. J., where an RCA plant broadcasting system is in operation, the one-reeler centers its attention on groups of workers in various departments where there are varying noise levels, to portray the beneficial effects of music, particularly in repetitive types of work. In these scenes, the film catches the rhythm of workers whistling, humming and singing at their jobs.

The film also gives a clear picture of the many uses of an internal broadcasting system in an industrial plant. Through instantaneous relaying of messages, the film shows how emergencies are handled, truck traffic is controlled, stoppages are averted, and industrial accidents are minimized. Other uses depicted include the broadcasting of important news reports and management announcements, paging, employe announcements, and lunchtime entertainment.

Philco Show Aided War Bond Drive

A capacity audience of over 3,000 people bought \$7,415,000 worth of war bonds for the privilege of attending Philco's star-studded "Radio Hall of Fame" show transferred from New York to the Academy of Music in Philadelphia in the interests of the Fourth War Loan Drive, it was announced by James H. Carmine, vice president in charge of merchandising for Philco Corp.

Emerson Over the Top

Benjamin Abrams, president of Emerson Radio & Phonograph Corp., has announced that the company has greatly exceeded its quota on the 4th War Loan drive. Final tabulation shows bond purchases and pledges by employees in excess of \$900,000, which is 50 per cent greater than the Treasury Department quota established in advance of the drive.

Joseph Galvin Dies

Joseph Galvin, brother of Paul Galvin, president Galvin Manufacturing Corp., Chicago, died March 7, 1944. Funeral services were held Friday, March 10, at St. Giles Catholic Church, Oak Park, Chicago, Ill.

Air Lip-Mike to Public

The "Lip-Mike," standardized for all Army ground forces, and developed by Electro-Voice Mfg. Co., South Bend, Ind., was given its first public demonstration, Monday night, March 13, on "Vox Pop." The program, over a nationwide Columbia Broadcasting hookup, originated at Groton, Conn.

Hilliard Heads Radio Division of Bendix

The appointment of W. P. Hilliard as general manager of the radio division of Bendix Aviation Corp., at Baltimore, Md. and Red Bank, N. J., was announced by Ernest R. Breech, president of the corporation.

Mr. Hilliard, who has been director of sales and engineering of the Radio Division since its inception in 1936, succeeds Hugh Benet who will assume other responsibilities of a special assignment nature for Bendix.

Mr. Benet has been general manager of the Division since 1939, during which time it has been called upon to carry an exceptionally heavy schedule of production of radio detection and communications equipment for the armed forces. During this period the personnel increased from 600 to its present complement of 7800 workers, and output increased more than 100 fold.

Mr. Hilliard has been active for many years in engineering and manufacturing in the radio field. In 1926 he organized his own company, W. P. Hilliard and Co., of Chicago, which was purchased by Bendix in 1936, becoming part of the corporation's Radio Division.

Hoefler Named Zenith Distributing Group Head

Ray L. Hoefler has been appointed general manager of Zenith Radio Distributing Corp., Chicago area distributors for Zenith Radionic Hearing Aids and other



Zenith sales executive now mapping out company's postwar distributing program.

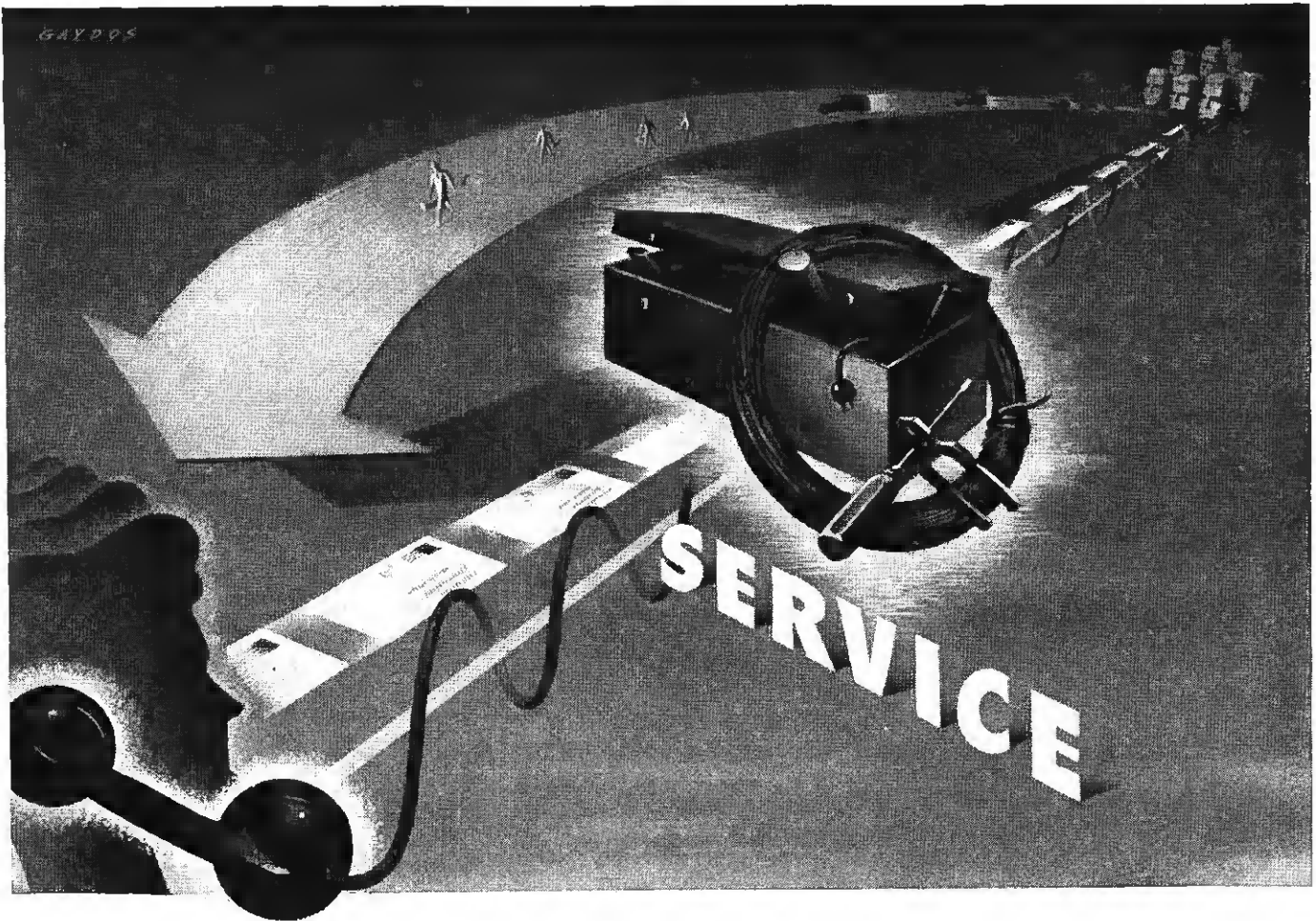
Zenith products, succeeding R. E. McGreevy, it has been announced by J. J. Nance, Zenith vice president and director of sales.

For the past few years Mr. Hoefler has been a member of the Zenith factory field sales organization, and has been in charge of contacting department stores and other large Zenith outlets throughout the country. More recently he came to Chicago to devote his time to Zenith's postwar distribution program.

RAULAND EMPLOYEE IS HONORED



Sgt. Geo. B. Struss, Jr., employee of Chicago's Rauland Corp., until enlistment in Air Corps, and now a prisoner of Nazis, gets proxy presentation of air medal and oak leaf cluster—his mother receiving honor. Left to right, Major L. M. Eek, Mrs. Struss and E. N. Rauland, president Rauland Corporation.



EYES AND EARS IN THE FIELD

The Service Department of Crosley is the eyes and ears of Engineering on the firing line.

First, it tests new products and new developments under actual conditions of use. Then, it goes into American homes as the trouble-shooting squadron of Crosley. There it diagnoses causes of failure, corrects the difficulty and tells the factory how similar situations can be minimized in the future.

These highly-trained people, serving distributors and dealers, are the nucleus that is building solidly and skillfully for postwar markets. Theirs is the task of aiding the control of quality, of reducing faulty equipment from suppliers, of smoothing the path of Management, Engineering and Sales.

This is the seventh of series describing the various departments working together as a team in the Manufacturing Division of Crosley. The subject of this advertisement is Service.

CROSLEY

THE CROSLEY CORPORATION • CINCINNATI, OHIO AND RICHMOND, IND
 Peacetime Manufacturers of Radios, Refrigerators, Household Appliances, and the Crosley Car
 HOME OF WLW, "THE NATION'S STATION"



Substitute Tubes

Circuit Changes to Use Available Tube Types in Converter and Second Detector Position

Tubes are holding up the delivery of the greatest part of sets being fixed. Until critical types become available in volume, it is necessary to use substitute types—or let the set remain dead. In some instances, this means rewiring, and/or changing sockets. Adapters can do the job nicely.

Any wiring changes should be accompanied by (1) a circuit diagram placed in the set or (2) a notice with a warning that certain changes have been made, and your name and address. For one thing this will help to bring the set back to you for further repairs.

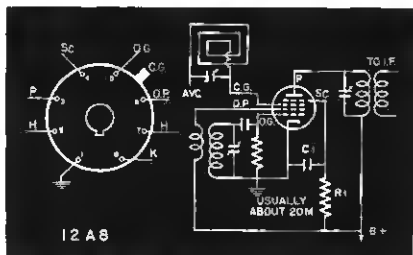


Fig. 1—Conventional 12A8 converter circuit using tickler feedback oscillator and loop RF coil

In every case, it is important that you explain that it is necessary to substitute a tube and that changes will be made.

Replacing 12A8

Referring to Fig. 1, the circuit shows the 12A8 original base diagram and conventional converter. R_1 and C_1 are not always in the original wiring, but the great majority of receivers using this tube contain both of these parts. R_1 averaging about 20M and C_1 about 0.01 mfd. In changing to the 12SJ7 or 12SK7, as shown on Fig. 2, it is recommended that this simple changeover be used on sets with an antenna coil and short antenna, rather than sets with a loop. Experience shows much better performance with the former, although in an emergency the changeover can be made with loop sets. The receiver becomes a strictly local set with this changeover. Change wires in the following order:

(1) Connections to socket pins 1, 2, 6, and 7 are left alone. (2) Lift leads from No. 4 and connect B plus

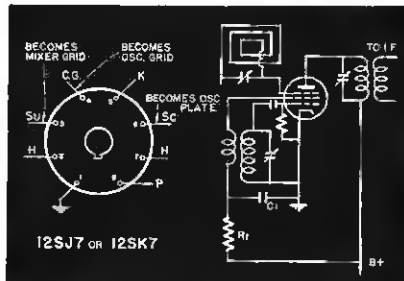


Fig. 2—Changeover circuit using 12SK7 or 12SJ7 to replace 12A8. Sensitivity is considerably reduced with this circuit

end of oscillator plate coil, cutting off original B plus lead. (3) Move leads from No. 5 to No. 4. (4) Move leads from No. 8 to No. 5. (5) Move lead from No. 3 to No. 8. (6) If possible, remove grid cap lead from top of tuning gang section and connect between bottom of stator and lug 3 on socket. Otherwise, cut off grid cap and extend lead to reach lug 3. (7) Realign.

The changeover for the 12A8 to 12SJ7 or 12SK7 shown in Fig. 3 is a little more complicated, but will give better performance than Fig. 2 with less converter hiss. Here the mixer plate also becomes the oscillator plate, and the suppressor becomes the oscillator grid. Two new parts are required, a 1-2 meg 1/2 watt resistor, and an 0.01 mfd capacitor. The AVC bus is disconnected as shown, otherwise, a desensitizing negative voltage will be fed back along this bus to the IF stages.

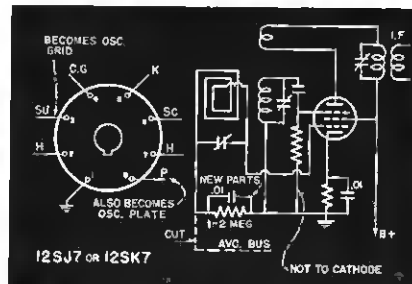


Fig. 3—Another circuit for change from 12A8 to 12SK7 or 12SJ7. Note oscillator tickler in series with IF primary

(1) Connections to socket pins 1, 2, and 7 remain the same. (2) Lift IF IF plate coil lead from lug 3 and con-

nect to B plus end of oscillator plate coil, cutting off original B plus lead. (3) Move lead from lug 5 to No. 3 just vacated. (4) Move leads (cathode) from lug 8 to No. 5. (5) Move lead from lug 6 to No. 8. (6) Move screen leads from lug 4 to No. 6. (7) Cut off control grid cap and connect to lug 4. (8) Realign. Notice that grid leak does not return to cathode, but to circuit ground, unless no cathode resistor is incorporated in original circuit.

Circuits for 12SA7

A simple changeover, similar to that used in Fig. 2, can be used in changing the 12SA7 to 12SJ7 or 12SK7, and is recommended only for emergency use, especially if receiver is other than a loop type. Circuit is not shown but changes are very easy. (1) Interchange No. 8 and No. 3 wires. (2) Lift screen connection from No. 4 temporarily. (3) Lift oscillator grid from No. 5 and connect

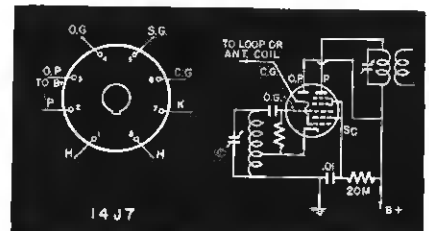


Fig. 4—A 12SA7 may be replaced by 14J7. Above circuit for Hurlley type oscillators. The 12A8 can also be replaced by this tube

to No. 4. (4) Lift cathode from No. 6 and connect to No. 5. (5) Reconnect screen (lifted from No. 4) to No. 6. (6) Realign.

Using a 14J7, some of which are still available, and a loctal socket, a good changeover from either 12A8 or 12SA7 can be made. These are shown on Fig. 4 and Fig. 5. While the circuits explain themselves, a step by step procedure for the 12SA7 is given below. If any of these circuits are slow in starting, raise the oscillator grid leak to 50 or 75 thousand ohms.

Changes for 12SA7 to 14J7: (1) Change octal to loctal socket. (2) Connect heaters to No. 1 and No. 8 (these were No. 2 and 7 on 12SA7). (3) Mixer plate, which was No. 3 on

octal socket, now connects to No. 2, (4) No. 3 pin connect directly to B plus. (5) Oscillator grid goes to No. 4. This was No. 5 on octal socket. (6) No. 5 on new socket goes to B plus thru a 20M resistor, bypassed to chassis ground as shown in sketch, by 0.01 mfd. capacitor. (7) No. 6 goes to loop or antenna coil (whichever is used) high lead. (8) Lug No. 7 becomes the cathode (this was No. 6 on old socket). (9) Realign.

Types for 14B6 and 75

In circuit of Fig. 5, change oscillator grid leak to 75M for best results. Insert 20M screen resistor and bypass capacitor as shown, if not in original circuit wiring.

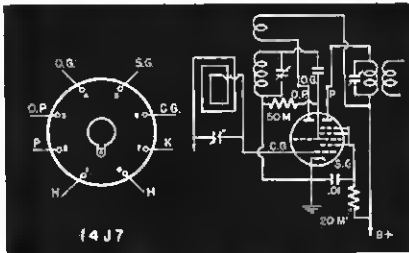


Fig. 5—Tackler type oscillator coil should be connected as above to change from 12SA7 and 12A8 to 14J7. Use 75 M oscillator grid resistor

Another scarce tube seems to be the 14B6. This can be directly replaced by the 7C6, which has the same filament drain in a series string, but insert a 50-ohm 2-watt resistor between the heater and the next tube in line.

Type 75 tubes are very scarce in most parts of the country. This can be replaced by the 6Q7GT or 6Q7G, whichever is available, by changing the socket to octal and rewiring, following the base diagrams for the two tubes. The 7C6 can be used for either one of the above if they are operated from a transformer and NOT in a series string because of the different current taken by the 7C6. However, the 6Q7 and 75 are interchangeable, if receiver is rewired, whether in series or parallel operation.

Factors in Frequency Stability of Local Oscillators

Space-charge coupling between signal and oscillator grids is very much less in hexode than in heptode type frequency changers. The use of a neutralizing capacitance about 1 $\mu\mu\text{F}$ may be used in the latter case.

Stray capacitive coupling between the signal and oscillator grids must

be avoided if the tuning of the signal circuit is not appreciably to affect the oscillator operation on the short wave ranges.

Oscillator Stability

The following summarizes the steps which may be taken to increase the frequency stability of the oscillator.

1. A tube having a high Gm and high Rp is required.

2. Grid current should be as low as possible, i. e., a high grid self-bias resistance, provided "squegging" is not experienced, and feedback coupling only just sufficient to sustain oscillation at the required amplitude are necessary.

3. The coil resistance should be as low as possible.

4. The L/C ratio is required to be low so that variations of stray capacitance and load reflected from the frequency changer have less effect. Too low a value, however, makes oscillation difficult. Except in band-spread receivers with fixed signal tuning, and push-button operated receivers, the values of L and C are fixed by ganging considerations, and little control is possible.

5. The use of a phase-correcting reactance is not feasible as it is only suitable for fixed-frequency operation.

6. The feedback coupling, if a coil, should have the smallest value of coil inductance with maximum value of mutual inductance coupling to the tuned LC circuit.

7. The tuned circuit should be loosely coupled to the tube, i. e., the tube should be connected across a part of the tuning inductance, and tuned anode is preferable to tuned grid because space-charge capacitance changes are greatest at the grid electrode.

The B+ supply should be adequately decoupled and smoothed. The possibility of audio-frequency feedback from the power output stage may be reduced by a push-pull audio-output connection.

9. Temperature-frequency variations are reduced by mounting inductances and capacitances away from such sources of heat as the power transformer, the power output and rectifier tubes. Low-loss coil formers of ceramic material are to be recommended. Different rates of radial and axial expansion for the coil are a possible means of reducing the temperature effect. High-loss insulators must be avoided as these almost always have high positive temperature coefficients. Rigid mechanical con-

struction of coils, variable capacitors, range switches and wiring is very necessary.

10. Compensation by a capacitance having a negative temperature coefficient may be provided.

11. Humidity effects demand the use of non-hygroscopic insulating material, waxes and varnish.

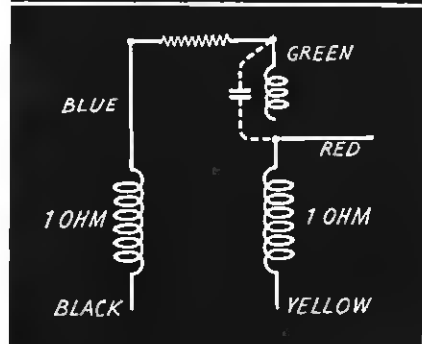
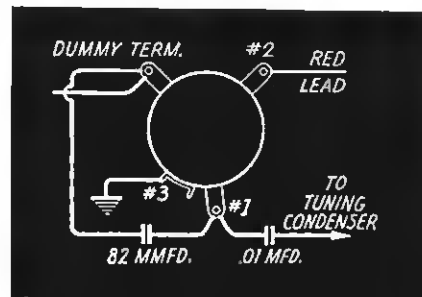
12. The optimum oscillator voltage required by the frequency changer should be as low as possible, as this allows loose coupling to and reduces the load reflected from the frequency changer into oscillator tuned circuit.

13. A frequency correcting device may be connected to the oscillator in order to introduce additional reactance in parallel with the LC circuit as the frequency tends to vary from its correct setting. The magnitude of the reactance is determined by the amount of error, and high initial frequency errors may be reduced to quite small values. Thus an uncorrected oscillator frequency error of 20 kc/s can be reduced to a final error of only about 200 c.p.s.

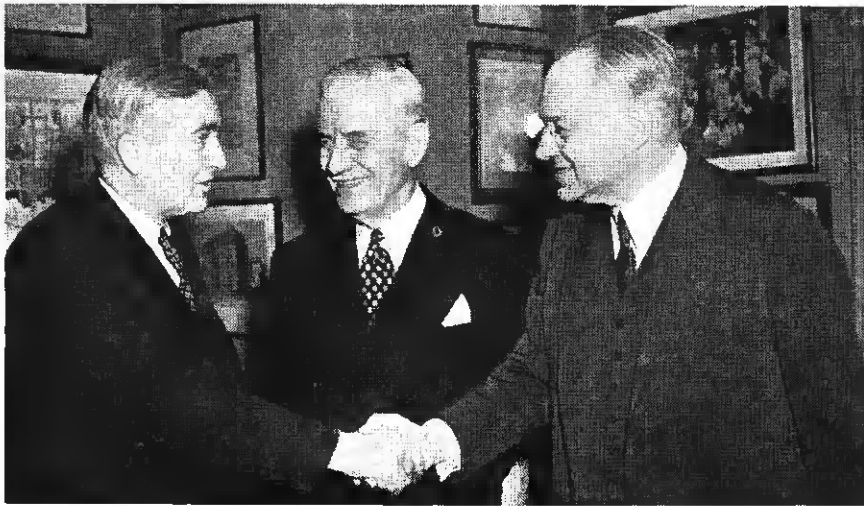
This material on oscillator stability is from "Radio Receiver Design," a new book published by John Wiley & Sons, N. Y.

Replacement Oscillator Coils

Oscillator coil used in RCA 45F1 is an alternate for No. 35116 in 45X1 and 45X2, using connections in upper diagram. Oscillator coil RCA No. 38338 is replacement for 34443. Green lead is capacitor winding and if not used, should be replaced by 50 $\mu\mu\text{F}$ shown dotted.



Edison's Electronic Discoveries Commemorated



Following a meeting of the Edison Pioneers, Hotel Astor, N. Y., Feb. 11, at which O. H. Caldwell, editor *Radio Retailing Today* (right) was chief speaker, the 1250-ft. Empire State Tower was lighted from tip to street level in the inventor's honor, from switch in ex-Gov. Al Smith's office, closed by the inventor's son, Charles Edison, left, ex-governor of New Jersey.

"Reps" Get New Members; Elect Chapter Officers

Three local chapters of "The Representatives" recently acquired new members. Jack Grand, well known and popular in the metropolitan district, and for many years associated with the Sun Radio & Electronics Co., has become a member of the New York Chapter. His address is 10 Murray St., New York. G. L. Koenig of 2600 Grand Ave., Kansas City, Mo., has just joined the Missouri Valley Chapter and L. W. Beier, of 600 S. Michigan Ave., Chicago, has joined the Chicagoland Chapter.

The Southwestern Chapter recently elected Hal Corry, president; A. L. Berthold, vice president and E. L. Wilks, secretary-treasurer. The Wolverine Chapter elected R. C. Merchant, president; J. P. Davenport, vice president, and Robert Milsk, secretary-treasurer.

M. D. Ealy, of the Los Angeles Chapter, has moved his office to 4826 Tyrone Ave., Van Nuys, Cal.

RTB Elects Mrs. Kinzie

Sponsors of the Radio Technical Planning Board have elected Mrs. Martha Kinzie assistant secretary of the organization, according to an announcement made by Dr. W. R. G. Baker, chairman of the board and a vice president of General Electric Co. Mrs. Kinzie is secretary to Dr. Baker.

"E" Award for Grammes

L. F. Grammes & Sons, Inc., Allentown, Pa., peace-time manufacturers of radio panels, dials, instruction plates, electrical connectors, metal stampings, wire formings and assemblies, were recently awarded the Army-Navy "E" pennant for high achievement in war production.

Beat Bond Buying Quota

By a margin of 20 per cent, employees of the Belmont Radio Corp., Chicago, exceeded their quota of War Bond purchases. When the drive ended, the subscriptions totalled \$149,575, as compared with the quota of \$125,000 assigned to the plant.

All the sales were for "extra bonds" because the workers' subscriptions recorded were only for bonds purchased in addition to the payroll deduction plan.

Earl Joins Columbia

Paul Southard, vice president of Columbia Recording Corp., has announced the appointment of Albert Earl to Columbia's advertising staff. Earl, long active in Connecticut musical circles, will continue these activities in conjunction with his new position.

Majestic Bids for Radio Buyers' Interest

The Majestic Radio & Television Corp., announces they will make a big bid for radio buyers' interest when sets come off the production line. The cause for the stir in radio circles was the innovation introduced by Majestic in their first consumer advertising.

Majestic opened its first advertising blast in key metropolitan papers with a unique advertising feature which is scheduled to appear at regular intervals twice a month. The theme of the advertising is in fact a brand new service bringing to the great mass of radio fans "The Standings of the Stars." This is a listing of the top fifteen nighttime radio shows based on the ratings of Hooper Radio Reports.

Unique Plan

Hooper Radio Reports are the most widely used figures in the radio industry to determine the listening audience and the relative "box office" of various radio shows on the air. Heretofore, this service has been limited to a comparatively few radio-interested people, sponsors networks, radio stations and advertising agencies. Through Majestic's newly appointed advertising agency, Foote, Cone & Belding, Chicago, the Hooper Reports were made available for general circulation.

Together with "The Standings of the Stars," Majestic publishes interesting facts about radio, news items, service hints, down-to-earth discussions of postwar radio.

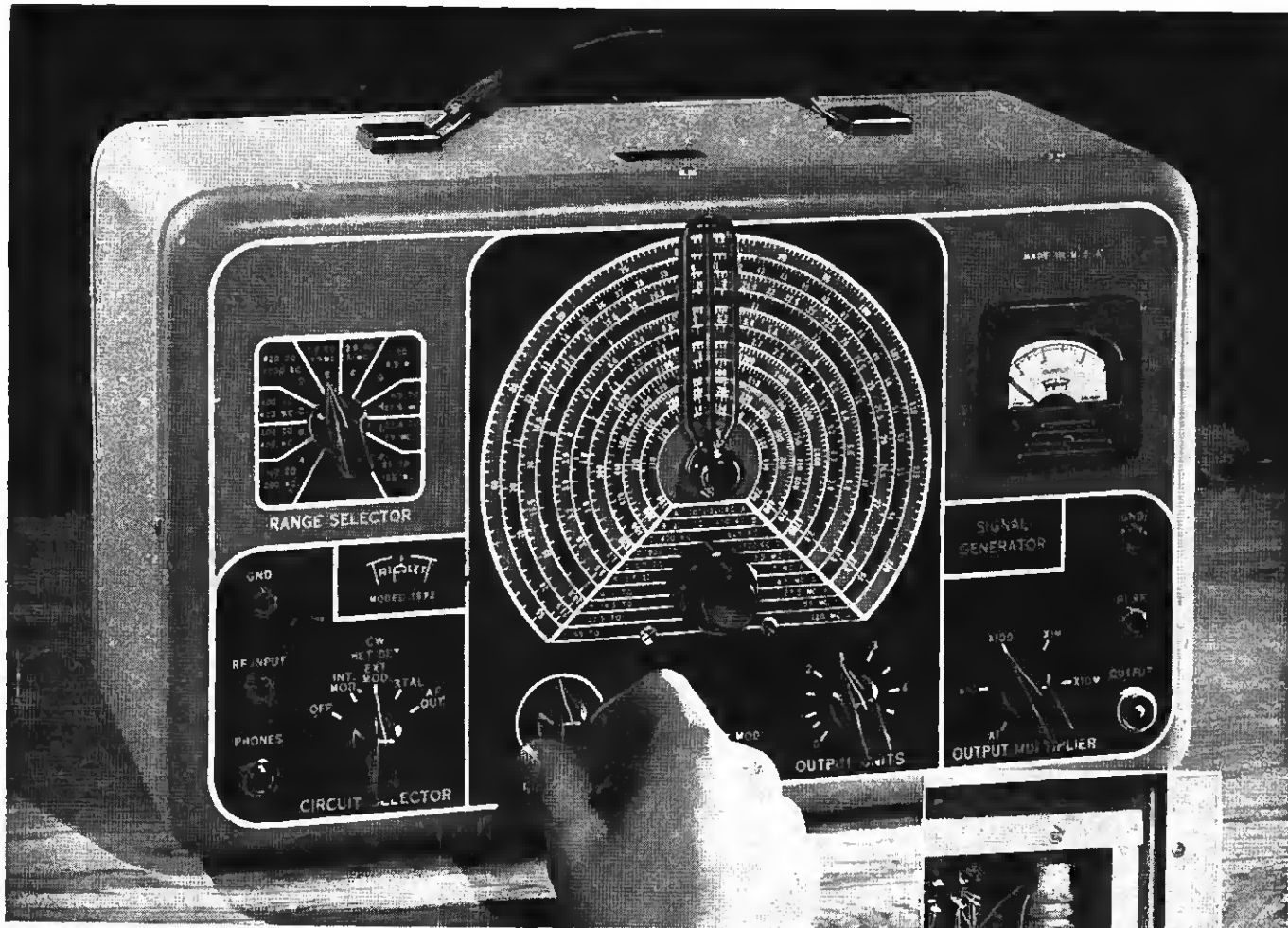
Refrigerator Sales Head

George H. Meilinger, former Westinghouse refrigeration sales development manager, has been named manager of the company's household refrigeration department to direct postwar plans for the biggest refrigerator production program in the history of Westinghouse Electric Alliance Division, Mansfield, O.

SENTINEL'S RADIO-RADAR QUEENS



Shown here with Sales Manager Eddie May, Sentinel Radio Corp., Evanston, Ill., are the 10 entries from the company, taking part in the Radio-Radar Week queen contest of 32 plants in the Chicago area.



MODEL NO. 1632

Signal Generator

CONTINUOUS COVERAGE—100 KC. TO 120 MC. • ALL FREQUENCIES FUNDAMENTALS

A complete wide-range Signal Generator in keeping with the broader requirements of today's testing. Model 1632 offers accuracy and stability, beyond anything heretofore demanded in the test field, plus the new high frequencies for frequency modulated and television receivers, required for post-war servicing. Top-quality engineering and construction throughout in keeping with the pledge of satisfaction represented by the familiar Triplet trademark.

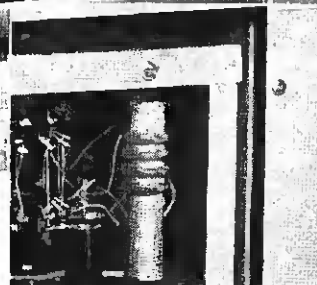
Of course today's production of this and other models go for war needs, but you will find the complete Triplet line the answer to your problems when you add to your post-war equipment.

Triplet

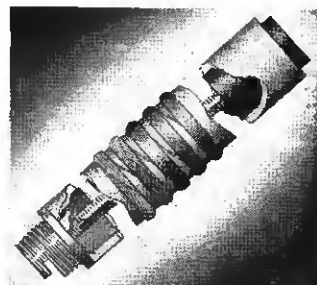
ELECTRICAL
BLUFFTON



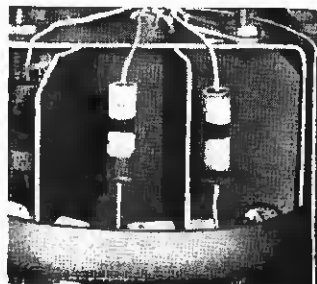
INSTRUMENT CO.
OHIO * * *



• Triple shielding throughout, Steel outer case, steel inner case, plus copper plating.



• All coils permeability tuned. Litz wire wound impregnated against humidity with "high-Q" cement.



• Note sections individually shielded with pure copper. Entire unit encased in aluminum shield.

G. E. District Manager



Claude J. Hendon heads southeastern district of G.E.'s Electronics department, Atlanta, Ga.

Fouch Named Chairman

James L. Fouch, president of Universal Microphone Co., Inglewood, Cal., has been appointed membership committee chairman for the recently organized West Coast Electronic Manufacturers Assn., an organization composed of more than fifty electronics and parts manufacturers.

Universal Name Change

The Universal Microphone Co. Ltd., Inglewood, Cal., doing business as such since 1928, will be known as the Universal Microphone Company hereafter.

The partnership will continue to conduct the business of the former corporation. Operating as the Universal Microphone Company, the partnership has announced that officers will continue to be James L. Fouch, president; Cecil L. Sly, vice-president and treasurer and Durwood D. Allen, secretary.

"Pat" Patterson Heads Western Sales Division

C. W. Shaw, general sales manager of the radio tube division of Sylvania Electric Products Inc., has just announced the appointment of W. G. "Pat" Patterson as manager, distributor sales, California division. In this capacity Patterson will report directly to R. P. Almy, manager, distributor sales.

Patterson's appointment to his new post follows Sylvania's recent announcement of George Connor's appointment as manager of equipment tube sales, California division. In addition to his distributor sales activities, Patterson will assist with equipment tube sales under the direction of Mr. Connor.

Patterson has been with Sylvania in a sales capacity since 1935, working in both the radio tube and lighting divisions of the company.

His headquarters are located at Sylvania's new offices in the Richfield Building, 555 South Flower St., Los Angeles.

New Crosley Distributors

The appointment of Western Merchandise Distributors, Inc. of Buffalo, N. Y., as distributor for Crosley in Buffalo territory has been announced by J. H. Rasmussen, commercial manager, of The Crosley Corp.

The firm is headed by E. B. Ingraham as president, and Lee Wells as general manager. Both men have been engaged in the major household appliance business for more than 20 years past. They have served as distributors for leading refrigeration and appliance lines.

McGreevy Heads New Majestic Sales Unit

R. E. McGreevy, formerly general manager of the Zenith Radio Distributing Corp., has become associated with Majestic Radio & Television Corp., according to an announcement by E. A. Tracey, president.

Simultaneously with the announcement of Mr. McGreevy's affiliation with Majestic, Mr. Tracey re-affirmed the Majestic



R. E. McGreevy

policy of distribution through independent distributors with the exception of a single market—Chicago.

In view of this it was decided that a new company should be formed, and while it will be a wholly owned subsidiary of Majestic Radio & Television, it will be completely divorced from the manufacturing company and will deal solely with distribution and merchandising in the Chicago market.

"Eveready" Promotes Mullen to Sales Post

John L. Mullen, with National Carbon Co., Inc. since 1924, has been appointed Atlanta district sales manager of the company's "Eveready" division. Mr. Mullen succeeds Frank Warnell, Atlanta district manager since Feb. 1, 1938, who has now been promoted to the general sales department in New York City.

Home Radio Boss



Larry F. Hardy, who has just been named vice president in charge of the home radio division of Philco Corp.

Reau Kemp Heads Clarion Sales Division

John S. Holmes, president of Warwick Manufacturing Corp., producer of Clarion radios and electronic equipment, announces the appointment of Reau Kemp as sales director.

Mr. Kemp is well known as a sales executive in the fields of radio and household appliances, and comes to Warwick from a term of service with the War Production Board in Washington.

Prior to resigning the latter position, he spent five years as division sales manager of Kelvinator Sales Corp., Detroit; two years with the R.C.A. Manufacturing Corp., Camden, N. J., and four years as utility sales manager of Bendix Home Appliances, South Bend, Ind.

The Warwick Corporation has a business record covering many years. Since Pearl Harbor it has been manufacturing exclusively for the government and the armed services, but, in the postwar period, it will again give all its effort to the manufacture of radios for general use, with emphasis on the Clarion—a complete line of radios. The Clarion radio line will be distributed through well-known distributors and dealers.

Gordon G. Brittan, well known in the radio field, is vice-president of the corporation. The plant and offices are at 4640 West Harrison St., Chicago.

Mallory Company Honored

P. R. Mallory & Co., Inc., Indianapolis, Ind., manufacturers of electronic and metallurgical products, has been granted a fourth renewal of the Army-Navy "E" Production Award for meritorious services on the production front. Mallory was among the first plants to receive the original "E" and the award of four stars testifies to the maintenance of the company's outstanding production record.

BOB STANLEY

and his orchestra in a new
Album of

Romantic Waltzes

NOW On SONORA Records

From Park Avenue to Peanut Row in every town . . . yes, right in your own neighborhood, Bob Stanley counts his fans by the thousands.

His Coast-to-Coast broadcasts each week on the Mutual Network are a tip-off on his compelling popularity. Tune him in yourself and you'll see why this newly recorded SONORA Album is a sales "natural" if there ever was one.

Bob Stanley's melodic danceable arrangements of America's best loved waltzes gain full lustre through the bell-like brilliance of these SONORA Recordings—an Album that scores with guys, gals and the Old Folks at Home.

This is but one of the parade of newly recorded Albums in Series E of "Melodies That Will Live Forever" now being released by SONORA — every one a winner.

An impressive national advertising campaign in America's leading magazines is building the kind of demand that will appeal to every dealer.

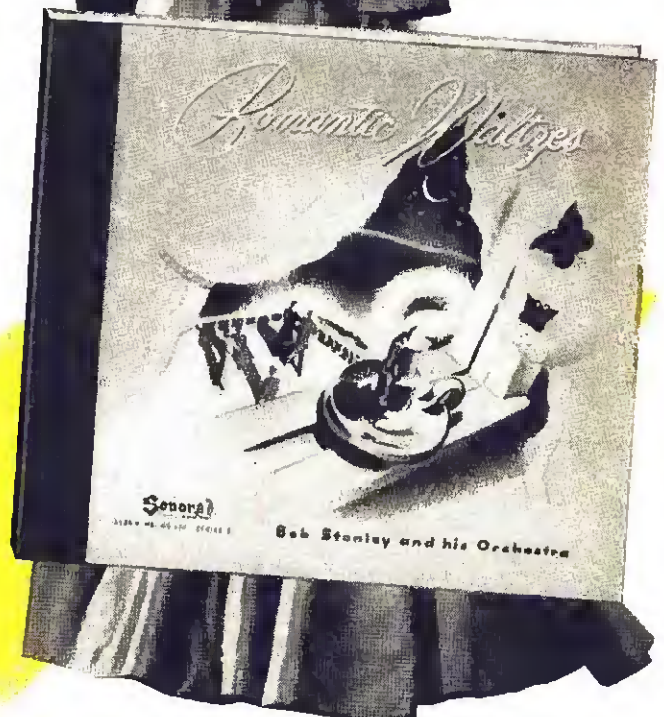
Step up *your* sales volume by getting the complete list of SONORA Albums from your SONORA Record jobber at once.

SONORA RADIO & TELEVISION CORP.
325 N. Hoyne Avenue • Chicago 12, Illinois

Eight Romantic Waltzes

Song Of Love • Let Me Call You Sweetheart • Two Hearts In Three-Quarter Time • Alice Blue Gown Missouri Waltz • Beautiful Ohio • Shadow Waltz Jeannine, I Dream Of Lilac Time

Sonora Records
Clear as a Bell



Out of
a total
of 18...

**CBS WINS
10 FIRSTS** ★

CBS

The notable poll of opinion among active radio editors throughout the U. S., originated by the *New York World Telegram*, was conducted during 1943 by *The Billboard*. Among its results: First place went to CBS programs in 10 classes out of 18. (The second network received 7 first places; the third network received 1; the fourth none.)

★ CBS "Firsts":

*** Favorite Programs:**

... FRED ALLEN

*** Outstanding Broadcast, 1943:**

... CBS OPEN LETTER TO THE AMERICAN PEOPLE

*** Top Symphonic and Concert Programs:**

... NEW YORK PHILHARMONIC-SYMPHONY

*** Top Dramatic Programs:**

... LUX RADIO THEATRE

*** Top Documentary Programs:**

... THE MAN BEHIND THE GUN

*** Top Children's Programs:**

... LET'S PRETEND

*** Top Concert and Opera Singers:**

... GLADYS SWARTHOUT

*** Top Female Singers:**

... DINAH SHORE

*** Radio's Newest Star, 1943:**

... FRANK SINATRA

*** Top Light Music and Dance Orchestras:**

... GUY LOMBARDO

What is more:

Of 13 leading concert and opera singers in the vote, 4 were CBS stars, 3 were regular stars on other networks, 6 were occasional performers.

Of 11 symphonic and concert programs named, 5 were CBS features, and 1 is a newcomer to CBS after long absence from the air.

Of 10 female singers named, 6 were regular CBS features.

Of 11 "army-governmental" programs named, 4 were CBS programs, and 4 were originated by the government on other networks.

Of 9 "favorite programs" 3 were on CBS.

Of 9 documentary programs, 3 were CBS originations, 2 originations by the government.

Of 15 leading comedians, 6 were on CBS.

Of 8 candidates named for top honors as radio's newest star, 5 of them were on CBS.

Of 9 outstanding single broadcasts named, 4 were on CBS.

Of 11 leading dramatic programs voted on, 6 were regular CBS features (totalling nearly 70% of all

votes cast).

Of 12 light music and dance orchestras named, 5 were on CBS alone, 2 more were CBS "remotes".

Of 10 "top 15-minute programs" nominated, 3 were on CBS — and 1 more was shared by CBS and the second network.

Of 7 top male singers named, 3 were on CBS.

Balanced teamwork by the program departments of CBS sponsors, their agencies, the artists, and the network's own creative people, has added up once more to the finest variety of radio product offered to a steadily expanding radio audience by any American network.

To the seasoned professional critics of radio, whose keen and rigid standards so ably promote radio's daily forward progress, go the grateful acknowledgments of all those whose efforts they approved in this *Billboard* poll.



This is CBS...The Columbia Broadcasting System

Cites Profits in Radio-Appliance Selling

James H. Rasmussen, commercial manager of the Crosley Corp., addressing a meeting of the hardware retailers in Michigan, urged the dealers to remember, in making their postwar plans, that the retail sales turn-over on radios and household appliances is about three times the average for hardware stores.

"There is more profit, in dollars, from the sale of one refrigerator than from several hundred ten-cent to two-dollar sales that are made weekly in good hardware stores," he asserted.

"Hard-to-Sell" Lines Out

"When you select your postwar radio and appliance lines, don't take the little-known ones," Rasmussen advised the Michigan dealers. "They are too hard and too expensive to sell. Don't penalize your efforts and profits with 'hard-to-sell' lines. In the past, poor selection of lines has been too often a characteristic of many hardware stores.

"Our opinion of what the future holds for the radio and major household appliance industries is clearly indicated by our own plans. We are now laying our plans for a still further expansion of our enlarged program, which was started in 1940, with a view to the larger markets which we believe will exist after the war.

Will Add New Items

"We have set a pace that we can't easily forget. In 1940, our sales increased to \$16,900,000 and, in 1941, they were over 27 millions. In 1942, our sales rose to \$43,000,000 and in 1943 to \$80,000,000. Our program this year calls for the production of \$115,000,000 in war materials.

"At Crosley, we have a young, vigorous, and ambitious organization. Our future program calls for adding a number of appliances that we have not had before. With the experience and facilities we now have available, you may expect interesting things from Crosley. In line with this enlarged program, important personnel additions will soon be announced by our sales division."

Cliff Estey and Zinc Products

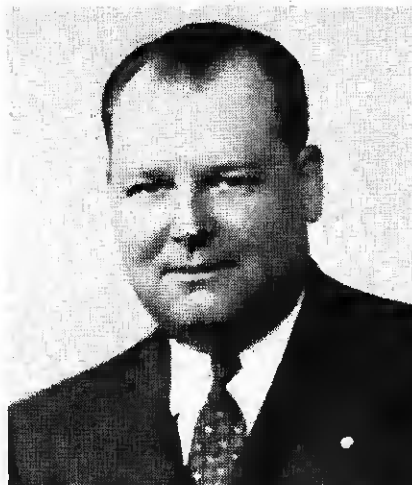
The American Zinc Products Co., for many years a wholly owned DuPont subsidiary, is now owned by the Ball Bros. Co., Muncie, Ind., and is known as its "American Zinc Products Division."

F. Clifford Estey, for nine years district manager for the American Zinc Products Co. in Chicago, is now assistant general manager of the American Zinc Products Division, and will make his headquarters in Chicago for the duration. "Cliff" Estey is one of radio's pioneers, having been identified with the industry since its inception, in key executive positions with several of leading manufacturing organizations.

Form New Zenith Distributing Group

The Zenith Radionics Corp., of New York, a subsidiary of the Zenith Radio Corp., has been formed and offices opened in the Empire State Building, it was announced at a press luncheon by J. J. Nance, vice president and director of sales of the parent company.

H. J. Wines, for the last 17 years general sales manager of the New York and Chicago branches of the Frigidaire



H. J. Wines, well known sales executive named general manager of newly organized corporation.

division of General Motors, has been appointed general manager and a director of the New York corporation, Mr. Nance announced. E. F. McDonald, Jr., president of Zenith, will also head the new corporation. Toni Strassman has been appointed sales manager of the Zenith Radionic Hearing Aid division of the subsidiary.

Occupying 4,000 square feet of office space, the Zenith Radionics organization of New York will serve as distributor for Zenith radionic products. Under the direction of Mr. Wines, distribution will be handled direct in the territories formerly covered by Colen & Gruen, New York, and E. B. Latham, New Jersey.

In announcing Zenith's departure from its long established policy of franchised distributorships, Mr. Nance stressed that the parent company intends to adhere to its program of independent distributors for Zenith radionic products, except for the highly concentrated areas of New York and Chicago.

New Crosley Booklet

"You and I Have a date, Mister!" is the intriguing greeting of the "cover girl," on a new 32-page booklet which The Crosley Corp., Cincinnati, has prepared to tell its distributors and dealers what it has accomplished during two years of war, what it is doing now and, in a general way, what it is planning to do when production of civilian goods may be resumed.

"Ham" Pleased With Hammarlund Copy

Editor, *Radio Retailing Today*:

I have just finished reading the Hammarlund ad entitled "Who said the Ham is finished?" appearing on page 71 of February *Radio Retailing Today*, and that Hammarlund ad warmed the cockles of an old Ham's heart.

I have been in the radio and electronic business since 1915, and a Ham for the same length of time, so I have had to be off the air through two wars, and know what the Hams went through after the last war, before we were given the present bands.

Most of the Hams are members of the A.R.R.L., and undoubtedly the league is doing what it can for us, but we need the support of all other manufacturers.

Hammarlund and Eimac have started the ball rolling, and perhaps an editorial in your paper would persuade other manufacturers, who derived their pre-war business from the "Ham Fraternity," to give the Hams the credit they deserve—and help us when the shooting is over.

JOHN DI BLASI

Cooper—Di Blasi,
Manufacturers' Representatives,
259 W. 14th St., New York City

FM to Obsolete 60 Million Sets, Baker Believes

Speaking before a group of business men and industrialists in New York, Dr. W. R. G. Baker, vice president of the Electronics department of General Electric Co., stated that the most significant radio development in the last two decades has been the introduction of Frequency Modulation broadcasting just prior to this war. "Frequency Modulation, or FM as it is called, is a new kind of radio wave. It reduces static to the vanishing point and provides a high fidelity 'full color' reproduction of music and speech impossible to get with present day radio," Dr. Baker said.

"Furthermore," he declared, "it opens the field for several thousand additional broadcasting stations in the United States—all broadcasting without interfering with one another. It is probable that any community that now has a daily newspaper will eventually have FM broadcasting facilities also.

Sees Huge FM Sales

"Unless I am far wide of the mark," Dr. Baker asserted, "the advantage offered to the listener by FM will eventually obsolete the 60,000,000 radio sets in American homes."

Certainly, television will come after the war, he emphasized, but how soon cannot be stated definitely. "It will not blossom nationwide at once, since first, a large investment must be made in television transmitters and in a system of television transmission for network television. Whether the network will use radio, coaxial cable, or wave guides depends upon many factors," he said.



The "World's Best Tube Makers"

AND WHAT THEY ARE DOING TO MAKE

MORE TUBES AVAILABLE

Workers of RCA's
Harrison Plant
attend noonday rally

IN August, 1943, the thousands of workers in RCA tube factories organized themselves, through their War Production Drive Committee, into the "World's Best Tube Makers."

They resolved to do their job better than it had ever been done before.

They began a drive to reduce tube "shrinkage"—tubes "lost" in the manufacturing process. Knowing that a poor tube takes just as much material, just as much time, just as much labor as a good tube, these "World's Best Tube Makers" set about making more of their tube production *good* production.

Now look at their record:

During the first month of their campaign *tens of thousands* of tubes were made available which

formerly would have been scrapped. During the second month the *gain* had reached the hundred thousand mark. And this astounding performance is still going on.

To all of us, this means that war quotas are being filled faster and faster.

To those who sell RCA tubes, it means that because war needs are being filled faster, the day when civilian needs can be met may come sooner.

And in Peace, it will mean finer RCA tubes than ever.

That is why they pride themselves on being the "World's Best Tube Makers," these women and men of RCA. And that's why you, as an RCA tube and equipment sales outlet, can be proud, too!



RADIO CORPORATION OF AMERICA

Camden, N. J.



BUY
WAR
BONDS

What's New
for our Fighting Men?



IT'S TELEVISION

Bringing Cheering Entertainment
Right into Army and Navy
Hospitals in the New York Area

HERE'S WHAT THEY SAY ABOUT TELEVISION ENTERTAINMENT



LUKE ALFANO, SHIP'S COOK,
2nd CLASS, declares, "I
enjoy television broad-
casts of singing stars,
drama and music."



**DAVID CAMPBELL, PHARMA-
CIST'S MATE,** 2nd CLASS,
states, "I'm looking for-
ward to seeing comedians
and news broadcasts."



JAMES PRIORE, SEAMAN,
1st CLASS, says, "Tele-
vision broadcasts are
grand entertainment. I
like to see football and
boxing telecasts."



**WILLIAM H. GRUBBS, GUN-
NER'S MATE,** 2nd CLASS,
says, "It's a big thrill to
see sports televised. And
I go for cartoons and all
movies, too."

ONE of the most thrilling and inspiring demonstrations of television is going on in the New York Metropolitan area. In all of the seven Army and Navy convalescent hospitals, sick and wounded service men are enjoying motion picture films, animated cartoons and newsreels, as well as "live" television receivers—thanks to 55 television receivers donated, installed and serviced by NBC, General Electric and Radio Corporation of America.

TELEVISION IS ON THE MARCH

Since the first of the year television homes in the New York area have been enjoying outstanding television entertainment seven nights a week. Regular network television reaches four states at frequent intervals: New York, New Jersey, Connecticut and Pennsylvania.

These programs originate at the National Broadcasting Company in New York, and are relayed for simultaneous telecasting to the General Electric transmitter in Schenectady and the Philco transmitter in Philadelphia.

Currently, NBC is televising sports events from Madison Square Garden. Thousands have thrilled to exciting news telecasts, such as the recent showing of the U. S. Marine Corps films of the landing on Tarawa.

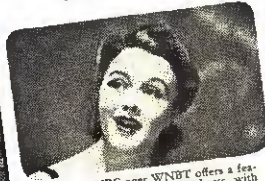
When this war is won, Radio Corporation of America will be in the forefront, as it has been from the start, working to bring television to the nation as a whole. This means building the finest of television receivers at a price you can afford.

It means, also, building the finest of television transmitting equipment, a broadcasting field in which RCA has always excelled.

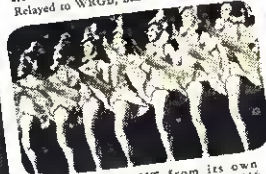
FM—STATIC-FREE RECEPTION

In both television and FM much scientific progress has been made in connection with the application of radio in the war. Even now FM carries the sound part of television. The RCA home instrument of the future—whether radio, phonograph or television receiver—will incorporate the famous RCA-developed FM Radio Circuit.

Television Highlights of the Week in New York



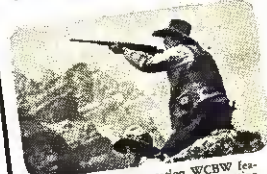
MON. NBC over WNBT offers a feature film and film shorts, with one sponsored by Firestone. Relay to WRGB, Schenectady.



TUES. DuMONT from its own studio W2XWV presents "live" shows and films.



WED. DuMONT (W2XWV) televises cartoons and "live" entertainment from its studio.



THUR. CBS over station WCBW features rip-roaring, fast-action Western movies.



FRI. CBS (WCBW) broadcasts news films and hits that the whole family will enjoy.



SAT. NBC (WNBT) is picking up from Madison Square Garden boxing bouts, hockey games and other sport events.



SUN. DuMONT (W2XWV) features screen hits and studio shows, also special cartoons.



RADIO CORPORATION OF AMERICA
LEADS THE WAY

In Radio... Television... Phonographs... Records... Tubes... and Electronics

RCA leads the

Television's here Today

RCA leads the way

IN EACH of the television cities—New York, Philadelphia, Chicago, Los Angeles and Albany-Schenectady—television is very much of a "going concern" today. The latest Army-Navy war films, studio programs, and sports highlights, such as basketball and hockey games, and the Golden Gloves finals, find an enthusiastic audience, not only among civilian set owners but in Army and Navy convalescent hospitals in the New York area where receivers have been installed.

True, the audience is limited and no new receivers are being produced, but a multitude of signs point to a quick blossoming of television as soon as wartime restrictions are removed, and the FCC gives the signal to "go ahead."

As the leader in television research and experi-

ence, RCA is taking the initiative of keeping the public informed of television developments as they occur, thus setting the stage for rapid commercial development of the industry when the proper time arrives.

Newspaper advertisements, like the one on the opposite page, are appearing from time to time in the "television cities" only. Meanwhile, four-color RCA advertisements in national magazines are telling the story of RCA's part in the war, with special emphasis on the fine RCA radio-phonographs to come, including the RCA FM Radio Circuit.

By doing all these things *now*, RCA is helping to insure that your business in radio-phonographs and television instruments will hit its postwar stride at the earliest practicable moment.

RADIO CORPORATION OF AMERICA

CAMDEN, NEW JERSEY



The advertisement reproduced at the left recently appeared in leading newspapers in New York, Philadelphia, Chicago, Los Angeles (where television transmitters are located) and Washington, D. C. It is one of the RCA series now at work to inform the public on television progress, and move closer the time when you will participate in the growth of this great new industry.



way.. in Radio.. Television... Phonographs.. Records.. Tubes.. and Electronics

Over *HERE*-a Knock at the Door means a Neighbor Calling

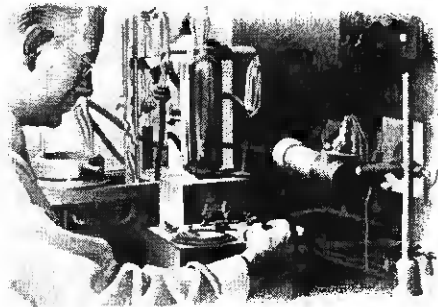
In Axis countries, that knock might be the Gestapo—and death, if you had been listening to American news from Algiers or British news from London or the underground radio.

In America, no one cares if you listen to enemy stations—their propaganda is often good for a hearty laugh. But for unbiased war news, we tune to our own stations. We know that we will hear every important news break that won't help the enemy.

Radio has done much to make Americans the best informed people on earth. Through the ingenuity and skill of American radio manufacturers, fine-quality sets have been brought within the reach of everyone.

While today American radio makers are devoted solely to the cause of Allied Victory, important new techniques developed under stress of war will bring you finer radios and other electronic products when the war is won.

Your purchase of War Bonds will help supply American fighting men with the world's finest equipment.



Pioneers in the field of Radio-Electronic Research, RCA Laboratories are proud of the privilege of serving America's great radio industry in its united war against the Axis. When the day of Victory comes, RCA, through basic research, will continue to work hand in hand with American manufacturers for better and more useful radio equipment in our peacetime world.



RCA Laboratories

A SERVICE OF RADIO CORPORATION OF AMERICA



Stromberg-Carlson Bids For Postwar Business

Stromberg-Carlson advertising in 1944 will make a strong bid for immediate postwar business with a full line of FM radios, radio phonograph combinations, and other models, it has just been revealed by Stanley H. Manson, the public relations manager of the company, who indicated the full extent of his company's support of its dealers during the coming year.

"Stromberg-Carlson is promising no dream sets," asserted Mr. Manson in describing the advertising, "but it is guaranteeing an estimated 50 million American readers the finest in FM receivers when peacetime production is resumed. At the same time, our company is using its advertising to remind its readers that these outstanding instruments can be had sooner if we all work now for victory."

PA Made Available

Public address system sound equipment will be made available to a limited number of industrial plants engaged in essential war work, WPB has announced. Those applying for such equipment must file Form WPB-617, the Radio and Radar division said.

Pfohl Joins Muter

Leslie F. Muter, president of the Muter Co., Chicago, nationally known makers of electronic component parts, has announced the appointment of Paul J. Pfohl as sales manager.

EMERSON LAUNCHES "GREEN VALLEY, U. S. A."



Sponsored by Emerson Radio & Phonograph Corp., radio show, "Green Valley, U. S. A.," had premiere Feb. 27, and made big hit. Left to right: Wm. Weintraub, agency executive; Benjamin Abrams, Emerson president; Hi Brown, show's producer, and Wendy Barrie, who starred in the first broadcast.

Expansion for Sylvania

Expansion of Sylvania Electric Products' industrial apparatus plant at Emporium, Pa., has necessitated a transfer of the work to the company's Plant Number Two at Williamsport, Pa., where more space and personnel were available.

Kelvinator Gives Dealer Postwar Selling Plan

Kelvinator Division, Nash-Kelvinator Corp., Detroit, has prepared a helpful and comprehensive postwar planning guide for appliance dealers. A booklet "Your Appliance Business After the War," describes the plan in detail, through chapters headed "The Market, The Appliances to Sell, The Store or Department, The Selling Organization, The Promotion and Advertising, Creative Selling and Replacement Business."

The introduction to the booklet carries a message from George W. Mason, president of Nash-Kelvinator Corp., and one from Charles T. Lawson, general sales manager of the Kelvinator Division.

Appliance dealers are also presented with an attractive and durable file folder, providing a convenient means of keeping reprints of articles, clippings (from newspapers, trade journals, general or women's magazines), advertisements, notes from meetings, statistical reports, literature from manufacturers, as well as every kind of data for future reference. Some of the folders are subject-indexed, while others are left blank so they may be indexed for additional subjects.

New Universal Distributors

Landers, Frary & Clark have announced the appointment of Thompson & Holmes Ltd., San Francisco, as exclusive distributors in northern California for Universal ranges, vacuum cleaners and home laundry equipment.

TEMPLETONE WAR BOND RALLY



Oscar Dane, senior partner Templetone Radio Co., Mystic, Conn., hands Charles Bickford, Hollywood star, check for \$25,000, representing War Bond purchases by Templetone personnel. Left to right: Sgt. J. J. Miller, Lieut. E. W. Gould, Jr., Chief Mach. Mate Albert Brelto, Joe Carroll Dennison, Miss America 1943; Lieut. J. E. Conlon, Lieut. Leroy Perlwin and Mr. Dane.

Postwar Costs Must Be Cut, Says Cosgrove

Control of costs will be one of the most important problems with which manufacturers will be faced when the time comes to get back into civilian production, according to R. C. Cosgrove, vice president and general manager of the Crosley Corp., who issued a statement on the subject, a portion of which follows.

Time, quality and cost are three of the most important factors to be considered in the production of both war goods and of products for civilian use. Their relative importance, however, varies greatly in the above types of production.

Quality *should* be a dominant factor in the production of civilian goods; it *must* be considered first in the manufacture of war products, upon whose accuracy and reliability the lives of American fighting men may depend.

Relative importance, however, of the other two factors of time and cost vary sometimes very appreciably, in the making of war products and of civilian articles.

Time must often be considered first when armament and munitions are urgently needed on the fighting fronts and cost must be a secondary consideration. Excessive cost, however, is avoided through renegotiation of war contracts.

Cost Factor Important

In the case of civilian production, the situation is reversed. While time is important, the factor of cost is the governing one from the competitive angle and manufacturers, looking toward post-war conditions, will have to begin to look at their operations again from a different view-point.

Advice to Jobbers

Distributors must warehouse products; they must purchase in carloads to save on freight, packing, and other charges, and to enable production costs to be reduced to a minimum; they must carry large inventories of replacement parts; they are the ones who must train the retailer and the retailer's salesman.

In peace-time manufacturers strain and try all of the time to sell more products, and we know that our retail prices, to a large degree, determine the volume of business that we can secure.

This system of distribution has been developed over the years by the same means that all of our competitive industry has developed; the same principle that has made this country great; that has made it possible for us to out-produce the rest of the world.

In order to get goods to the consumer at reasonable prices after the war, it is my opinion that the greatest economy will come through increased manufacturing efficiency rather than through reduced cost of distribution.

Represents Solar

Henry Burwell of Atlanta, Ga., representative for Solar Manufacturing Corp., and other companies in southern states for many years, is now a major in the Signal Corps, connected with the Army Service Force.

Ever since Major Burwell entered the armed services eighteen months ago, his business activities have been carried on by his wife, Mrs. Abby Burwell. She not only continues to maintain his office at 105 Forrest Ave., in Atlanta, but at the same time, is keeping in contact with the trade, and otherwise carrying on for the duration.

Electrical Jobbers Will Hold Chicago Meeting

Charles G. Pyle, Managing Director of National Electrical Wholesalers Association, 500 Fifth Avenue, New York City, has just announced that the second war conference of the Association will be held at the Stevens Hotel, Chicago, April 19 through April 22, 1944. This will be the group's thirty-sixth annual meeting.

Mr. Pyle indicated that the war conference will include a complete review of the membership's participation in the many phases of the war program served by their numerous houses. The present status of Government regulations and orders affecting electrical wholesaling will be considered, as well as the probable changes in prospect.

Review Situation

Postwar plans for electrical wholesalers and appliance distributors will be featured in the report of the postwar planning committee, headed by Herbert Metz, general lamp and lighting sales manager of Graybar Electric Co., Inc., New York.

Radio Set Sales Head



R. L. Hanks, now sales manager standard radios, receiver division General Electric Co., according to announcement by H. A. Crossland, division sales manager.

RCA Plan for Jobbers

A new advertising and promotion service for RCA tube and equipment distributors, enabling them to utilize a series of "key" advertisements appearing in leading trade publications, has been announced by the Radio Corporation of America.

The new promotion service will enable distributors to set up regular schedules for mailing reprints carrying the distributor's name and address. Current ads emphasize that RCA distributors are "Emergency Electronic Expeditors" who are able to offer their customers unusual wartime services.

UNIQUE KEN-RAD WINDOW DISPLAY



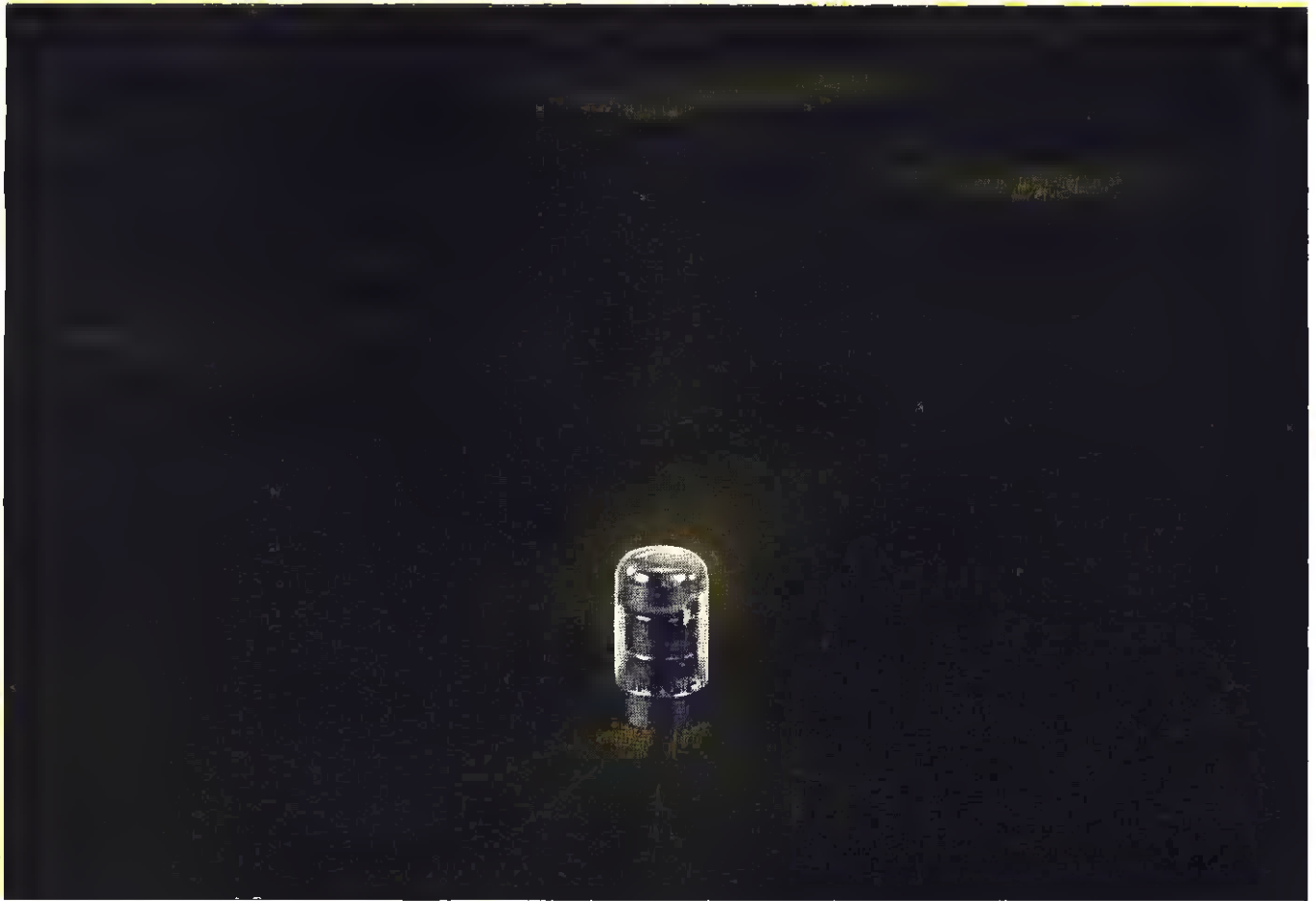
Distributed to dealers and jobbers from its Owensboro, Ky., office, this Ken-Rad display stresses great number of tubes used in armed forces operations.




we can't say... when batteries for portable radio will again become available. Four of our large plants are turning out millions of "Eveready" "Mini-Max" batteries for the Armed Services—for many uses. They go into equipment which finds its way to fighting fronts all over the world. The "Eveready" "Mini-Max" battery is most essential in filling the bill. We are permitted to make a few "farm" batteries, but the production of even these has been curtailed by more important war commitments. National Carbon Company, Inc. *Unit of*

Union Carbide and Carbon Corporation





ART AND SCIENCE...BOTH

 Little wonder that tube making is often referred to as an *art*. For much of the work is by hand. To fashion these complex assemblies of filaments, grids, plates and wires; to position the parts within such close space limitations—parts, mind you, that often are so fragile, flimsy and elusive, *tweezers* are required to handle them—calls for a high degree of skill, a steady hand and an eye for accuracy. Art is right!

Yet, today, guiding every move of every N. U. production worker's hands is the "know how" of many scientists and engineers. Here are

chemists, physicists, metallurgists, and men high in the sciences of electronics and mechanics—all teamed up in a scientific tube development and production program recognized as a model throughout this industry.

It takes a lot of *both* science and art to make the advanced-design, high performance N. U. tubes now being produced for combat service. Today they are being battle-tested for the greatly expanded post-war needs of service engineers. *Count on National Union.*

NATIONAL UNION RADIO CORPORATION, NEWARK, N. J.
Factories: Newark and Maplewood, N. J., Lansdale and Robesonia, Pa.



NATIONAL UNION

RADIO AND ELECTRONIC TUBES

Transmitting, Cathode Ray, Receiving, Special Purpose Tubes • Condensers • Volume Controls • Photo Electric Cells • Panel Lamps • Flashlight Bulbs

1944-45

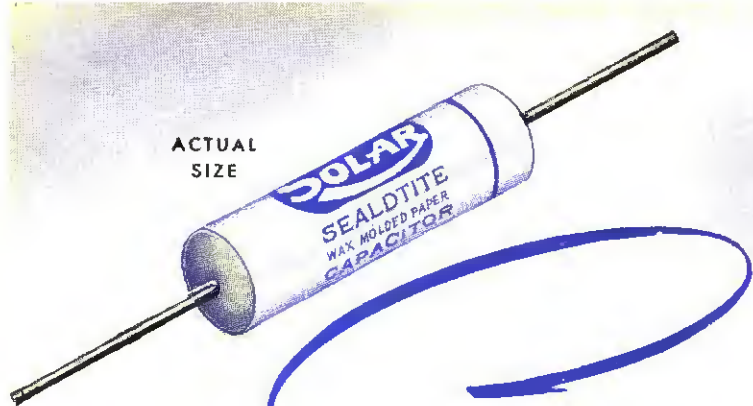
**RADIO
& TELEVISION
TRADE
DIRECTORY**

SECTION OF



Published by

CALDWELL-CLEMENTS, INC.
480 Lexington Avenue, New York 17, N. Y.



Select a "SEALDTITE"

9
CAPACITIES
ALL 600 VW

**WHEN YOU NEED
A PAPER TUBULAR CAPACITOR**

To meet the demands for a capacitor that will stand up under *all* climatic conditions, SOLAR has designed the "Sealdtite." It is the only WAX MOLDED paper tubular available. Standardize on "Sealdtite 600" tubular for safety and convenience!

Catalog Number	Capacity Mfd.	Dimensions, Inches		List Price
		Diameter	Length	
S-0203	.00025	3/8	1-3/16	\$.20
S-0211	.001	3/8	1-3/16	.20
S-0212	.002	3/8	1-3/16	.20
S-0215	.005	3/8	1-3/16	.20
S-0221	.01	7/16	1-3/16	.20
S-0224	.02	7/16	1-5/8	.20
S-0230	.05	9/16	1-5/8	.25
S-0240	.1	9/16	2-1/8	.30
S-0257	.25	3/4	2-3/16	.45

Solar **SOLAR** CAPACITORS



SOLAR
MFG.
CORP.

SOLAR CAPACITOR SALES Corp., 285 MADISON AVE., NEW YORK 17, N. Y.

SOLE NATIONAL DISTRIBUTORS OF SOLAR CAPACITORS TO THE JOBBING TRADE

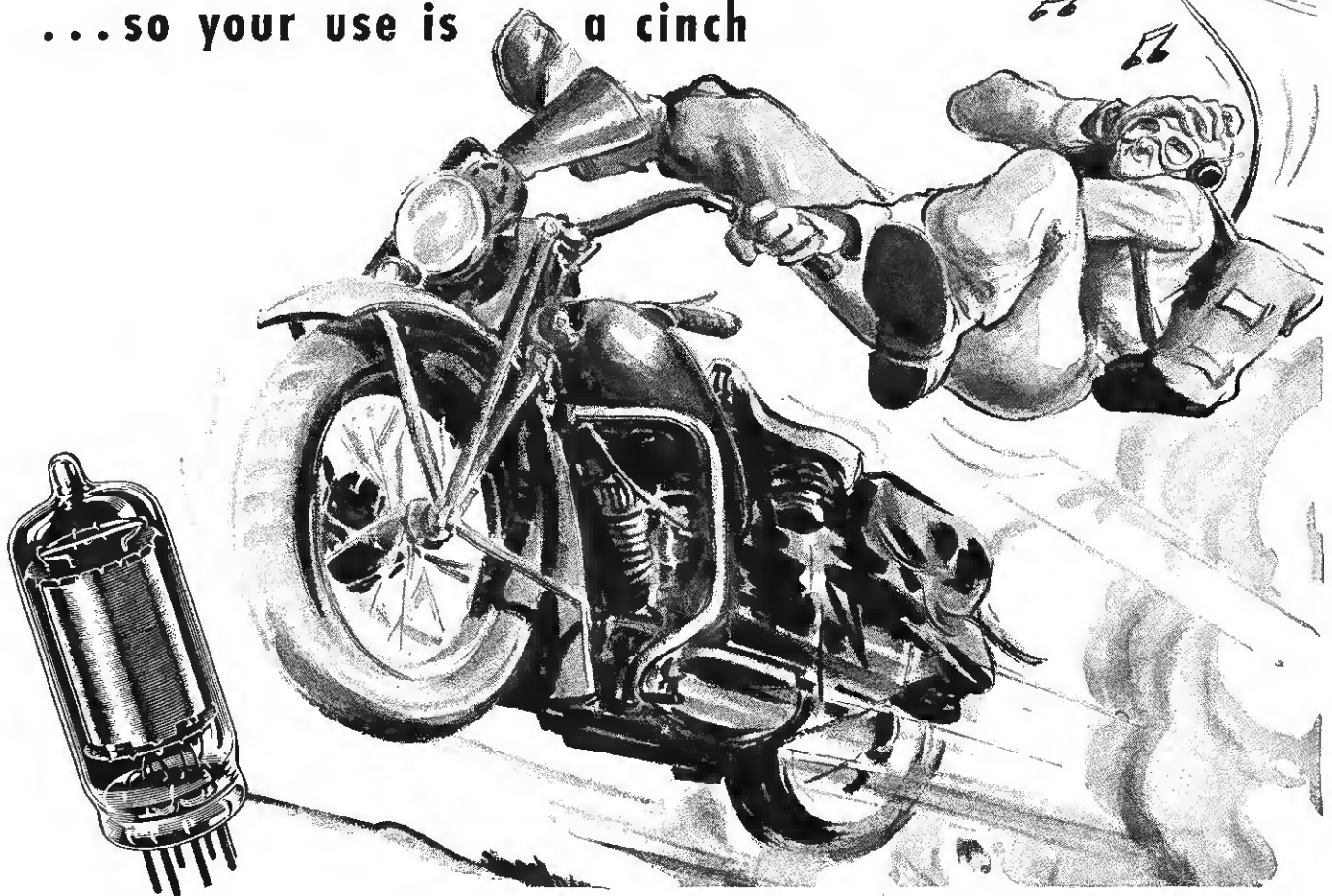
1944-45 RADIO AND TELEVISION TRADE DIRECTORY

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RADIO Retailing TODAY • March, 1944							

TUNG-SOL TUBES STAND UP FOR HIM

...so your use is a cinch



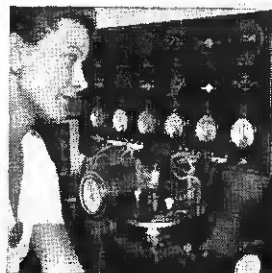
The enviable record of TUNG-SOL Electronic Tubes in military equipment shows the ability of these tubes to withstand abuse far beyond ordinary civilian requirements. This sturdiness is the result of many construction features developed by TUNG-SOL engineers in their never ending cycle of designing and testing.

And Tung-Sol has gone far beyond the

production of radio receiving tubes. Tung-Sol Electronic Tubes are used by our armed forces and war industries for sending, receiving, amplifying and controlling. All these war proven tubes will be available to service the new and better Electronic devices of the future.

Today Tung-Sol Jobbers and Dealers are assured that they will be supplied with more tubes as fast as government limitations permit.

Current is introduced through the various circuits of the tube while it is being rapidly vibrated. Uniformity of the current flow is indicated by sensitive meters and is positive proof of proper design and construction. Tubes that pass this most exacting test are truly classed as "VIBRATION-TESTED."



TUNG-SOL

vibration-tested

ELECTRONIC TUBES

TUNG-SOL LAMP WORKS INC., NEWARK 4, NEW JERSEY

ALSO MANUFACTURERS OF MINIATURE INCANDESCENT LAMPS, ALL-GLASS SEALED BEAM HEADLIGHT LAMPS AND CURRENT INTERMITTORS

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BACK THE ATTACK!
BUY WAR BONDS AND STAMPS



Freed-Eisemann

...a name famous in peacetime for one of the world's great radio-phonographs



... a name destined to become even more famous in the post-war era, with the production of an even *finer* radio-phonograph

● Until victory. Freed-Eisemann is at the command of America's armed forces—in the manufacture of highly complex military communications equipment. Thereafter, we will return to civilian manufacture, and once again produce the finest in radio-phonographs.

The post-war Freed-Eisemann will bring to the American public the glorious, pure tone of FM, as well as perfect standard radio and superb reproduction of recorded music. Cabinet designs will be, as in the past, period masterpieces to be prized by those who take pride in the beauty and decor of their homes.

Dealers who are capable of selling quality, higher-priced radio-phonographs will have an opportunity to obtain the Freed-Eisemann exclusive territorial franchise, which will be available, on a direct basis, to a limited number of better stores in each community after the war. Inquiries from quality dealers are invited now.

The Freed-Eisemann name and reputation is being maintained during the war by a beautiful and impressive advertising campaign—in color—in leading national magazines. Watch for it!

FREED RADIO CORPORATION • 200 HUDSON STREET • NEW YORK, N. Y.

RADIO AND TELEVISION TRADE DIRECTORY SECTION

**Complete listings of manufacturers, products and trade names
—an up-to-date buying guide for jobbers, dealers and service dealers**

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ABC Radio Laboratories, 3334 N. New Jersey St., Indianapolis, Indiana—AW
 Acme Welding Co., Louisville, Ohio—AW, F, LA, T
 Aeronautical Radio Mfg. Co., Roosevelt Field, Mineola, L. I., N. Y.—AA, I, LA, AR
 Aircraft Accessories Corp., Fairfax & Funsten Rd., Kansas City 15, Kan.—AA, LA
 Airplane & Marine Instruments, Inc., Box 92, Clearfield, Pa.—TL, LA
 The Akron Porcelain Co., Corey Ave., Akron 14, Ohio—I
 Alpha Wire Corp., 50 Howard St., New York 13, N. Y. G, I, K, L, MS, TL
 American Lava Corp., Cherokee Blvd., & Manufacturers Rd., Chattanooga 5, Tenn.—FS, I
 American Radio Hardware Co., Inc., 478 Broadway, New York, N. Y.—G, O
 Amplex Engineering, Inc., 1620 Grand Ave., New Castle, Ind.—RB, T
 Amy, Aceves & King, Inc., 11 W. 42nd St., New York 18, N. Y.—MS, O
 Andrew Co., 363 E. 75th St., Chicago, Ill.—AA, AW, A, HF, K, LA, MS, RB, TL
 Astatic Corp., 830 Market St., Youngstown 1, Ohio—AA
 Atlas Products Corp., 30 Rockefeller Plaza, New York 20, N. Y.—G
 Auburn Mfg. Co., 100 Stack St., Middletown, Conn.—I
 Barker and Williamson, 235 Fairfield Ave., Upper Darby, Pa.—FS, HF, I, LA, RB
 Rex Bassett, Inc., Bassett Bldg., 500 SE Second St., Ft. Lauderdale, Fla.—AA, A, L
 Belden Mfg. Co., 4647 W. Van Buren St., Chicago, Ill.—AW, TL, K, L
 Bendix Aviation Corp., Pacific Div., 11600 Sherman Way, N. Hollywood, Calif.—AA
 Bendix Radio, Division of Bendix Aviation Corp., East Joppa Rd., Baltimore 4, Md.—AA, I, LA, T
 Birnbach Radio Co., Inc., 145 Hudson St., New York, N. Y. "Birco"—AW, G, I, K, L, MS, O, TL
 Blaw-Knox Company, Blawnox, Pa.—TL, T
 L. S. Brach Mfg. Co., 55 Dickerson St., Newark, N. J.—AW, A, G, I, K, L, MS
 Bud Radio, Inc., 2118 E. 55th St., Cleveland 3, Ohio—FS, I
 Burndy Engineering Co., Inc., 107 Eastern Blvd., New York 54, N. Y.—G
 Burton-Rogers Co., 857 Boylston St., Boston 16, Mass.—A, TL
 Cardy-Lundmark Co., 1801 W. Bryon St., Chicago 13, Ill.—LA

Centralab, Division of Globe-Union, Inc., 900 E. Keefe Ave., Milwaukee 1, Wis.—I
 Clamppe—Mueller Electric Co.
 Collins Radio Co., 2920 First Ave., Cedar Rapids, Iowa—T, I
 Colonial Radio Corp., 254 Rano St., Buffalo 7, N. Y.—A
 Communications Co., Inc., 300 Greco Ave., 6250 Coral Gables, Fla.—AA, LA, T
 Communications Equipment Corp., 134 W. Colorado Blvd., Pasadena, Calif.—T
 Consolidated Wire & Assoc. Corps., 1635 S. Clinton, Chicago, Ill.—A, AW, G, K, L, MS
 Cook Ceramic Mfg. Co., 500 Prospect St., Trenton, N. J.—I
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 Corning Glass Works, Corning, N. Y. "Pyrex"—I
 Cornish Wire Co., Inc., 15 Park Row, New York, N. Y., "Corwied", "Noise-Master"—AW, K, L, TL
 Corwico—Cornish Wire Co., Inc.
 Coto-Coil Co., Inc., 71 Willard Ave., Providence, R. I.—I
 Creative Plastics Corp., 868 Kent Ave., Brooklyn 5, N. Y.—I
 Duolittle Radio, Inc., 7421-So. Loomis Blvd., Chicago 36, Ill.—AA, A, HF
 DX Crystal Co., 1841 W. Carroll Ave., Chicago, Ill.—KH
 Eagle Electric Mfg. Co., Inc., 23-10 Bridge Plaza So., Long Island City, N. Y.—AW, G, I, K, L
 Electro-Marine Co., 274 Madison Ave., New York 16, N. Y.—HF, O
 Electronic Mechanics Inc., 70 Clifton Blvd., Clifton, N. J.—I
 Electronic Research Corp., 2659 W. 19th St., Chicago 8, Ill.—TL
 Espey Mfg. Co., Inc., 805 E. 63rd St., New York 21, N. Y.—HF
 Essex Electronics, 1060 Broad St., Newark 2, N. J.—LA
 Fada Radio & Electric Mfg. Co., Inc., 30-20 Thomson Ave., Long Island City 1, N. Y.—HF, RB, T
 Federal Radio & Television Mfg. Co., 700 E. Florence Blvd., Los Angeles 1, Calif.—T
 Ferris Instrument Co., 110 Cornellia St., Boonton, N. J.—DA
 Fisher Research Laboratory, 1961 University Av., P. O. Box 356, Palo Alto, Calif.—AW, A, LA
 M. M. Fleron & Sons, Inc., 113 N. Broad St., Trenton, N. J., "Fleron"—AW, G, I, K, L, O, TL, T
 Froland Mfg. Co., 430 St. James Ave., Springfield, Mass.—HF
 Garner Electronics Corp., 1100 W. Washington Blvd., Chicago, Ill.—AW, A, G, I, K, L, MS, TL
 General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—GS
 General Ceramics and Steatite Corp., Crows Mill Road, Keasbey, N. J.—FS, I
 General Communications Co., 681 Beacon St., Boston 15, Mass.—AA, HF, LA
 General Electric Co., 1285 Boston Ave., Bridgeport, Conn.—I, TL, I
 General Radio Co., 30 State St., Cambridge, Mass.—DA
 General Winding Co., 420 W. 45th St., New York, N. Y., "Gen-Win"—AW, K, MS
 Gen-Win—General Winding Co.
 Harco Steel Construction Co., Inc., 1180 E. Broad St., Elizabeth 4, N. J.—T, TL
 D. H. Harrel, 1527 E. 74th Place, Chicago, Ill.—T
 Heath Co., Benton Harbor, Mich.—LA
 Heyer Products Co., Inc., 471 Cortlandt St., Belleville 9, N. J.—AA, RB
 ICA—Insuline Corp. of America
 Ideco—International Stacey Corp.
 Illinois Seating Corp., 2138 N. Racine Ave., Chicago, Ill.—T
 Imperial Porcelain Works, Inc., New York Ave. & Mulberry St., Trenton, N. J.—I
 Insuline Corp. of America, 3602—35th Ave., Long Island City, N. Y., "ICA"—A, LA, TL

International Detroit Corp., 1501 Beard Ave., Detroit 9, Mich.—AW, K
 International-Stacey Corp., 910 Michigan Ave., Columbus, Ohio, "Ideco"—T
 Isolantite Inc., 343 Cortlandt St., Belleville 9, N. J.—FS, HF, I
 Ray Jefferson, Inc., 40 E. Merrick Rd., Freeport, L. I., N. Y.—HF
 J. F. D. Mfg. Co., 4111 Ft. Hamilton Pkwy., Brooklyn 19, N. Y., "JFD"—A, K
 E. F. Johnson Co., Waseca, Minn.—I
 Kaar Engineering Co., 618 Emerson St., Palo Alto, Calif.—A
 Walter A. Kent Co., 2602-4 W. 69th St., Chicago 29, Ill.—TL
 Lapp Insulator Co., Inc., Le Roy, N. Y.—I, O, DA
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 Lehigh Structural Steel Co., 17 Battery Place, New York, N. Y.—T
 Lenoxite Div., Lenox, Inc., 65 Prince St., Trenton, N. J.—I
 Lewisburg Chair & Furniture Co., Lewisburg, Pa.—T
 Fred M. Link, 125 W. 17th St., New York, N. Y.—TL, T
 John E. Lingo & Son, Inc., 28th St. & Buren Ave., Camden, N. J.—T
 Littelfuse, Inc., 4757 Ravenswood Ave., Chicago 40, Ill.—L
 Locke Insulator Corporation, P. O. Box 57, Baltimore 3, Md.—T, K
 Maxwell Smith Co., 1027 N. Highland Ave., Hollywood, Calif.—T
 Measurements Corp., 116 Monroe St., Boonton, N. J.—HF
 Meissner Mfg. Co., Belmont & Seventh Sts., Mt. Carmel, Ill.—I
 James Millen Mfg. Co., Inc., 150 Exchange St., Malden, Mass.—FS, I
 Molded Insulation Co., 335 E. Price St., Philadelphia, Pa.—I
 Mueller Electric Co., 1583 E. 31st St., Cleveland, 14, Ohio, "Universal", "Clamppe"—G
 The Muter Co., 1255 S. Michigan Ave., Chicago, Ill.—LA
 Mycalex Corporation of America, 60 Clifton Blvd., Clifton, N. J.—I
 National Co., Inc., 61 Sherman St., Malden 43, Mass.—GS, HF
 National Mineral Co., 2633 No. Pulaski Rd., Chicago 31, Ill.—LA
 National Porcelain Co., 400 Southard St., Trenton, N. J.—I
 Noise-Master—Cornish Wire Co., Inc.
 Ohmite Mfg. Co., 4835 Flournoy St., Chicago 44, Ill.—DA
 Penn-Union Electric Corp., 315 State St., Erie, Pa.—G
 Philco Corp., C and Tioga Sts., Philadelphia 34, Pa.—AA, A, LA, TL
 Philson Mfg. Co., Inc., 156 Chambers St., New York, N. Y.—AA, A, TL
 The Porcelain Insulator Corp., Main St., Lima, N. Y.—I
 Porcelain Products, Inc., 124 W. Front St., Findlay, Ohio—I
 Premax Products Div., Chisholm-Ryder Co., Inc., College and Highland Aves., Niagara Falls, N. Y.—AA, AW, A, G, HF, I, RB, TL, T
 Pyrex—Corning Glass Works
 Quam Nichols Co., 33rd Place & Cottage Grove Ave., Chicago 16, Ill.—AA

"REP" LIST TO APPEAR IN EARLY ISSUE

The list of Manufacturers Representatives, originally planned for publication in this issue as a part of the Radio and Television Trade Directory, has been omitted because many Reps returned our questionnaires too late for listing. The 1944 roster therefore has been held over for publication in a later issue.

ANTENNAS & ACCESSORIES

Radex Corp., 1332 Elston Ave., Chicago, Ill.—LA
 The Radiart Corp., 3571 W. 62nd St., Cleveland, 2, Ohio—3
 Radio Frequency Labs., Inc., Boonton, N. J.—LA
 Radio Navigational Instrument Corp., 305 E. 63rd St., New York 21, N. Y.—LA
 Radio Receptor Co., Inc., 251 W. 19th St., New York 11, N. Y.—HF
 Republic Steel Corp., Republic Bldg., Cleveland 1, Ohio—T
 RCA Victor Div., Radio Corp. of America, Front & Cooper Sts., Camden, N. J.—MS
 Bernard Rice's Sons, 325 Fifth Ave., New York, N. Y.—HF
 Richardson Allen Corp., 15 West 20th St., New York 11, N. Y.—DA
 The T. R. Routh Co., 1045 Bryant St., San Francisco, Calif.—I
 Sandee Mfg. Co., 3945 N. Western Ave., Chicago 18, Ill.—I

Walter L. Schott Co., 9306 Santa Monica Blvd., Beverly Hills, Calif.—AA
 Schuttin & Co., 9th & Kearny Sts. N. E., Washington 17, D. C.—HF
 Small Motors, Inc., 1322 Elston Ave., Chicago, Ill.—K, LA
 Snyder Mfg. Co., 813 Noble St., Philadelphia, Pa.—A, G, T
 Southern Products, Independence, Mo.—AA, A, G
 Standard Winding Co., 44-62 Johnes St., Newburg, N. Y.—LA
 States Co., 19 New Park Ave., Hartford 6, Conn.—DA
 Stromberg-Carlson Co., 100 Carlson Rd., Rochester 3, N. Y.—AW
 Summerill Tubing Co., Bridgeport, Pa.—AA, A
 Super Electric Products Corp., 1057 Summit Ave., Jersey City, N. J.—LA
 Superior Porcelain Co., Parkersburg, W. Va.—I
 Taco—Technical Appliance Corp.



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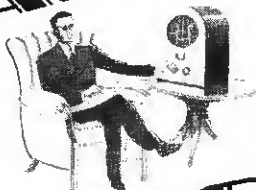
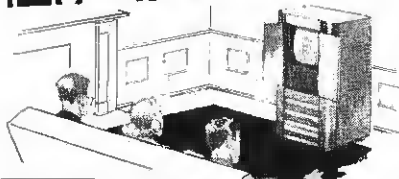
Technical Appliance Corp., 516 W. 34th St., New York 1, N. Y.—"Taco"—AW, G, I, K, L, MS, O, TL
 Therm-Electrical Meters Co., Inc., Pearsall Place, Ithaca, N. Y.—HF
 R. Thomas & Sons, Lisbon, Ohio—I
 Transmitter Equipment Mfg. Co., Inc., 345 Hudson St., New York 14, N. Y.—RB
 Trebor Radio Co., Pasadena 18, Calif.—LA
 Ucinite Co., Div. of United-Carr Fastener Corp., Newtonville, Mass.—AA
 Uniform Tubes, Shure Lane & Lauriston St., Philadelphia 28, Pa.—AA, AW, A, HF
 Union Electrical Porcelain Works, Inc., Trenton, N. J.—I
 Universal Clay Products Co., 1740 E. 12th St., Cleveland, Ohio—I
 United States Rubber Co., 1232 Sixth Ave., New York 20, N. Y.—AA
 Utilities Service Co., 1 Pine St., Allentown, Pa.—G, K, LA, T
 Vertrad Mfg. Co., 132 Nassau St., New York, N. Y.—AW, K, TL
 Victor Insulators, Inc., Maple Ave., Victor, N. Y.—I
 Ward Products Corp., 1523 E. 45th St., Cleveland, Ohio, "Ward"—AW, A, G, L, LA, TL
 Western Electric Co., 195 Broadway, New York, N. Y.—T
 Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.—I, O
 Whisk Laboratories, 145 W. 45th St., New York, N. Y.—MS
 Wickwire Spencer Steel Co., 500 Fifth Ave., New York 18, N. Y.—G, GS
 Wilcox Electric Co., Inc., 1400 Chestnut, Kansas City 1, Mo.—AA
 Wincharger Corp., Sioux City, Iowa—T
 Winters & Crampton Corp., 150 Wilson Ave., Grandville, Mich.—AA, AW, A, HF, LA, MS, RB, TL

Battery Chargers



Electronic tube rectifiedVC
 Gas engine drivenG
 Hand crankedHC
 Metallic rectifiedMC
 Motor generatorMG
 Vibrator rectifiedV
 Wind drivenW

Acma Electric & Mfg. Co., 54 Water St., Cuba, N. Y.—MC
 Allen Elec. & Equip. Co., 2101 N. Picher St., Kalamazoo, 13F, Mich.—VC
 American Automatic Electric Sales Co., 1019 W. Van Buren St., Chicago, Ill.—VC
 American Battery Co., 17 S. Jefferson St., Chicago, Ill.—MC, VC
 American Communications Corp., 308 Broadway, New York 7, N. Y.—G, MC, VC, V
 American Television & Radio Co., 300 E. 4th St., St. Paul 1, Minn., "ATR"—MC
 American Transformer Co., 178 Emmet St., Newark 5, N. J.—MC, VC
 Arnessen Electric Co., 116 Broad St., New York 4, N. Y.—MG
 ATR—American Television & Radio Co.
 Automatic Electric Co., 1033 W. Van Buren St., Chicago 7, Ill.—VC
 The Automatic Electrical Devices Co., 324 E. Third St., Cincinnati, Ohio—MC
 Battery Boosters—The Benwood Linze Co.
 The Benwood Linze Co., 1811-19 Locust St., St. Louis 3, Mo., "B-L," "Battery Boosters"—MC
 B-L—The Benwood Linze Co.
 Briggs & Stratton Corp., 2711 N. 13th St., Milwaukee, Wis.—G
 The Brown-Brockmeyer Co., 1000 S. Smithville Rd., Dayton, Ohio—MG
 J. H. Bunnell & Co., 215 Fulton St., New York 1, N. Y.—VC
 Burke Electric Co., 12th & Cranberry Sts., Erie, Pa.—HC
 Carpenter Mfg. Co., 179 Sidney St., Cambridge, Mass.—MC
 Carter Motor Company, 1608 Milwaukee Ave., Chicago 47, Ill.—HC, MG
 Climax Engineering Co., Clinton, Iowa—G, MC
 Communications Equip. Corp., 134 W. Colorado St., Pasadena 1, Calif.—VC
 Control Corp., 600 Stinson Blvd., Minneapolis 13, Minn.—MC
 Diehl Mfg. Co., Flanderne Plant, Somerville, N. J.—MG

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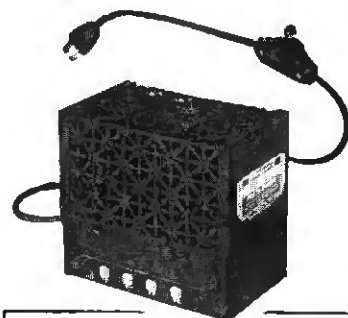
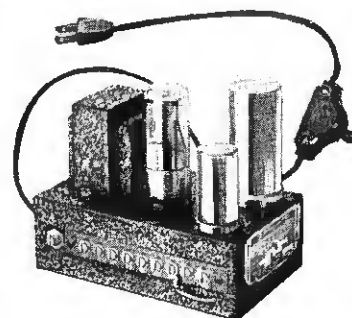
TACO
Radio and
Electronic Equipment

BATTERY CHARGERS

Ecor Inc., West 1501 Congress St., Chicago 7, Ill., "Utilite"—G, MG
The Electric Products Co., 1725 Clarkstone Rd., Cleveland 21, Ohio—MG
Electric Specialty Co., 211 South St., Stamford, Conn.—G, MG
Electrical Facilities, Inc., 4224 Holden St., Oakland 8, Calif.—"Rexselen" MC
Electrical Products Co., 6535 Russell St., Detroit, Mich.—G, W
Electricoil Transformer Co., 421 Canal St., New York 13, N. Y.—MC, VC
Electro Products Laboratories, 549 W. Randolph St., Chicago 6, Ill.—MC, VC, V
Electron Equipment Corp., 917 Meridian St., So. Pasadena, Calif. "Eleco"—MC, VC
Electronic Laboratories, Inc., 122 West New York St., Indianapolis, Ind.—MC, VC, V
Electronic Products Co., 19 N. First St., Geneva, Ill.—MC, VC
Electronic Products Co., 111 E. Third St., Mt. Vernon, N. Y.—VC
Electronic Transformer Co., 207 W. 25th St., New York 1, N. Y.—VC, V
Fansteel Metallurgical Corp., 2200 Sheridan Rd., North Chicago, Ill.—MC
Federal Telephone & Radio Corp., Selenium Rectifier Div., 1000 Passaic Ave., E. Newark, N. J.—MC
Franklin Transformer Mfg. Co., 65 22nd Ave. N. E., Minneapolis 13, Minn.—MC, VC
General Electric Co., 1285 Boston Ave., Bridgeport, Conn.—MC, VC
General Electric Company, 1 River Road, Schenectady, N. Y.—MC, MG, VC
Thos. B. Gibbs Co., Delavan, Wis.—VC
Gould Storage Battery Corp., 35 Neoga St., Depew, N. Y.—MC, VC
Hercules Electric & Mfg. Co., Inc., 2416 Atlantic Ave., Brooklyn 33, N. Y.—MC, VC
Heyer Products Co., Inc., 471 Cortlandt St., Belleville 9, N. J.—MC, VC
Homelite Corp., Riverdale Ave., Port Chester, N. Y. G, MG
Horn Signal Mfg. Corp., 310 Hudson St., New York 13, N. Y.—MC
Hy Ef Electrical Products Mfg. Co., 1515 W. Pico Blvd., Los Angeles, Calif. "Hy Ef"—MC, VC
Janette Mfg. Co., 556 W. Monroe, Chicago, Ill.—MG
Kato Engineering Co., 530 N. Front St., Mankato, Minn., "Kato"—G
Laurehk Radio Mfg. Co., 3931 Monroe Ave., Wayne, Mich.—VC
Lawrance Aeronautical Corp., Stiles St., Linden, N. J.—G
Lear Avia, Inc., Piqua, Ohio—W
Leland Electric Co., 1501 Webster St., Dayton 1, Ohio—MG
Leslie L. Linick & Co., 1640 E. 54th St., Chicago 16, Ill.—MC
Linick, Green & Reed, Inc., 29 East Madison St., Chicago, Ill.—MC
Fred M. Link, 125 W. 17th St., New York, N. Y.—MC
P. R. Mallory & Co., Inc., 3029 E. Washington St., Indianapolis 6, Ind., "Mallory"—MC, V
McColpin-Christie Corp., Ltd., 4922 S. Figueroa St., Los Angeles 37, Calif.—MC, VC
Merwin-Wilson Co., New Milford, Conn.—MC, VC
James Millen Mfg. Co., Inc., 150 Exchange St., Malden, Mass.—VC
The North Electric Mfg. Co., 501 S. Market St., Gallon, Ohio—MC
D. W. Onan & Sons, 1890 Royalston Ave., Minneapolis 5, Minn.—G
Penn Boiler & Burner Mfg. Corp., Fruitville Rd. Lancaster, Pa.—G, MG
Pincor—Pioneer Gen-E-Motor Corp.
Pioneer Gen-E-Motor Corp., 5841 W. Dickens Ave., Chicago 39, Ill., "Pincor"—G
Power Equipment Co., 627 W. Alexandrine, Detroit 1, Mich.—MC, VC
Radionic Transformer Co., 411 S. Green St., Chicago 7, Ill.—VC
Raytheon Mfg. Co., Electrical Equip. Division, 190 Willow St., Waltham, Mass., "Recticharger"—MC, VC, V
The Ready Power Company, 3826 Grand Ave., Detroit, Mich.—G
Recticharger—Raytheon Mfg. Co.
Richardson Allen Corp., 15 West 20th St., New York 11, N. Y.—VC
Schauer Machine Co., 2060 Reading Rd., Cincinnati 2, Ohio—MC
Small Motors, Inc., 1322 Elston Ave., Chicago, Ill.—MG
Nathan R. Smith Mfg. Co., 105 Pasadena Ave., Pasadena, Calif.—V
Stancor—Standard Transformer Corp.
Standard Transformer Corp., 1500 N. Halsted St., Chicago, Ill., "Stancor"—MC
Stromberg-Carlson Co., 100 Carlson Rd., Rochester 3, N. Y.—VC
Taylor Tubes, Inc., 2318 Wabansia Ave., Chicago, Ill.—VC
Technical Apparatus Co., Inc., 1171 Tremont St., Boston, Mass.—MC

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United Transformer Co., 150 Varick St., New York 18, N. Y.—MC, VC

Universal Motor Co., 186 Harrison St., Oshkosh, Wis.—G

Utilite—Ecor, Inc.

Westinghouse Elec. & Mfg. Co., Lamp Div., Bloomfield, N. J., "Rectagon"—MC, MG, VC

Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.—MC, MG

Willard Storage Battery Co., 246 E. 131st St., Cleveland, Ohio, "Willard"—MC, VC

Wind Power Mfg. Co., Newton, Iowa—G, MG, W

Wincharger Corp., Sioux City, Iowa—G, W

Wind-impeller Electric Works, Ellsworth, Iowa—W

Batteries, Dry & Wet

Bias cellsBC
 Dry cellsDC
 Hearing aidHB
 Radio dry batteriesR
 Standard cellsC
 StorageS
 Storage-non-spillSN

Acme Battery Co., 61 Pearl St., Brooklyn, N. Y., "Advance"—DC

Advance—Acme Battery Co.

Aeronautical Radio Mfg. Co., Roosevelt Field, Mineola, L. I., N. Y.—S

Air Cell—National Carbon Co., Inc.

American Battery Co., 17 So. Jefferson So., Chicago, Ill.—S, SN

Bond Electric Corp., Div. of Western Cartridge Co., 275 Winchester Ave., New Haven 4, Conn.—DC, R

Bowers Battery & Spark Plug Co., Reading, Pa.—S, SN

Bright Star Battery Co., 202 Crooks Ave., Clifton, N. J., "Bright Star", "Unneed-it", "Eclipse"—BC, DC, R

Bryant Mfg. Co., 401 North Pauline St., Chicago, Ill.—S

Burgess Battery Co., Freeport, Ill., "Power-House", "Multi-Ply", "Uni-Cel"—DC, HB, R

Carpenter Mfg. Co., 179 Sidney St., Cambridge, Mass.—SN

Centralab Div., Globe-Union, Inc., 900 E. Keefe Ave., Milwaukee, Wis.—S

Eclipse—Bright Star Battery Co.

Edison Storage Battery Div., Thomas A. Edison, Inc., West Orange, N. J.—S

Electric Storage Battery Co., Allegheny Ave. & 19th St., Philadelphia, Pa., "Exide"—S

Eppley Laboratory, Inc., 12 Sheffield Ave., Newport, R. I.—R

Eveready—National Carbon Co.

Exide—Electric Storage Battery Co.

Garner Electronics Corp., 1100 W. Washington Blvd., Chicago, Ill.—DC, S, SN, R

General Dry Batteries, Inc., 13000 Athens Ave., Cleveland, Ohio—HB, DC, R

General Lead Batteries Co., 125 Chapel St., Newark, N. J.—S

Gould Storage Battery Corp., 35 Neoga St., Depew, N. Y.—S, SN

Ideal Commutator Dresser Co., 5079 Park Ave., Sycamore, Ill.—SN

Jumbo Mfg. Co., Spencer, Iowa—S

Koehler Mfg. Co., Inc., 395 Lincoln St., Marlboro, Mass.—HB, SN

Laurehk Radio Mfg. Co., 3918 Monroe Ave., Wayne, Mich.—HB

Layer-Bilt—National Carbon Co., Inc.

P. R. Mallory & Co., Inc., 3029 E. Washington St., Indianapolis 6, Ind.—BC

Marathon Battery Company, Wausau, Wis.—BC, DC, HB, R

Mini-Max—National Carbon Co., Inc.

Monark Battery Co., Inc., 1240 N. Human Ave., Chicago, Ill., "Monark"—S

Multi-Ply—Burgess Battery Co.

National Battery Co., 1728 Roblyn Ave., St. Paul, Minn.—S

National Carbon Co., Inc., 30 E. 42nd St., New York, N. Y., "Air Cell", "Eveready", "Layer-Bilt", "Mini-Max"—HB, DC, DC, R

National Union Radio Corp., 15 Washington St., Newark 2, N. J.—R, DC

Philco Corp., Tioga & C Sts., Philadelphia 34, Pa.—DC, R, S

Power-House—Burgess Battery Co.

Prest-O-Lite Battery Co., Inc., P. O. Box 1655, Indianapolis 6, Ind.—S, SN

Ray-O-Vac Co., 2317 Winnebago St., Madison 4, Wis.—DC, HB, R

Reading Batteries, Inc., Reading Pa.—S, SN

Solar Corp., 1000 W. Bruce St., Milwaukee 4, Wis.—S, SN

Sonotone Corp., Elmsford, N. Y.—HB

Southern Battery Co., Appomattox, Va.—DC

Stromberg-Carlson Co., 100 Carlson Rd., Rochester 3, N. Y.—DC, S

Unneed-it—Bright Star Battery Co.

Uni-sel—Burgess Battery Co.

United States Electric Mfg. Corp., 222 W. 14th St., New York, N. Y., "Usalite"—DC, R

Universal Battery Co., 3410 S. LaSalle St., Chicago, Ill.—S, SN

U S L Battery Corp., Niagara Falls, N. Y.—S

Usalite—United States Electric Mfg. Co.

Willard Storage Battery Co., 246 E. 131st St., Cleveland, Ohio, "Willard"—BC, DC, S, SN, R

Wind Power Mfg. Co., Newton, Iowa—S

Wincharger Corp., Sioux City, Iowa—S

Winchester Repeating Arms Co., Div. of Western Cartridge Co., 275 Winchester Ave., New Haven 4, Conn.—DC, R

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 On the Fighting Front—On the Home Front
 BURGESS BATTERY COMPANY, FREEPORT, ILLINOIS

Capacitors, Variable



Air trimmerA
 Ceramic trimmerCT
 Compressed gas filledCG
 Mica trimmerM
 NeutralizingN
 PrecisionP
 Receiver tuningRT
 Transmitting tuningTT

Alden Prods. Co., 119 N. Main St., Brockton, Mass.—M, RT



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 3. To produce a complete, carefully planned line of table models, portables, farm sets, table combinations, consoles and console combinations that will enable the Distributor and Dealer to satisfy his customers' demands with a minimum inventory.
 4. To produce only those models of radios which careful analysis on dealers' floors has shown that the public wants.
 5. To franchise with a line that will have continuous public demand because of well-developed selling features and trouble-free performance.
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CAPACITORS, VARIABLE

- American Steel Package Co., Squire Ave., Defiance, Ohio. "Defiance"—A, RT
- Automatic Winding Co., 900 Passaic Ave., Newark, N. J.—A, M
- Barker and Williamson, 235 Fairfield Ave., Upper Darby, Pa.—A, P, TT
- Bendix Radio, Div. of Bendix Aviation Corp., East Joppa Rd., Baltimore 4, Md.—P, RT, TT
- Bud Radio, Inc., 2118 E. 55th St., Cleveland 3, Ohio, "Bud"—RT, TT
- Allen D. Cardwell Mfg. Corp., 81 Prospect St., Brooklyn 1, N. Y.—A, RT, TT
- Centralab, Div. of Globe-Union, Inc., 900 E. Keefe Ave., Milwaukee 1, Wis.—CT
- Ceramicon—Erie Resistor Corp.
- Cosmic Radio Corp., 699 E. 135th St., New York 54, N. Y.—A, RT
- Cover Dual Systems, Inc., Div. of Electro Voice Corp., 5215-25 Ravenswood Ave., Chicago 40, Ill.—TT
- Defiance—American Steel Package Co.
- De Wald Radio Mfg. Corp., 440 Lafayette St., New York, N. Y.—A, TT
- DX Crystal Co., 1841 W. Carroll Ave., Chicago, Ill.—M
- Electro Motive Mfg. Co., S. Park & John Sts., Willimantic, Conn., "Elmenco"—A, M
- Elmenco—Electro Motive Mfg. Co.
- Erie Resistor Corp., 640 W. 12th St., Erie, Pa. "Ceramicon"—CT
- Federal Mfg. & Engineering Corp., 199-217 Steuben St., Brooklyn 5, N. Y.—P
- General Electric Co., 1285 Boston Ave., Bridgeport, Conn.—A, CT, M, TT
- General Instrument Corp., 829 Newark Ave., Elizabeth 3, N. J., "G. I."—P, RT, TT
- General Radio Co., 30 State St., Cambridge, Mass. "G-R"—P
- General Winding Co., 420 W. 45th St., New York, N. Y. "Gen-Win"—A, M
- Gen-Win—General Winding Co.
- G. I.—General Instrument Corp.
- G-R—General Radio Co.
- Grenby Mfg. Co., Plainville, Conn.—A
- E. I. Guthman, Inc., 400 S. Peoria St., Chicago, Ill.—A, M
- Halstead Traffic Communications Corp., 155 E. 44th St., New York 17, N. Y.—P, RT
- Hammarlund Mfg. Co., Inc., 460 W. 34th St., New York 1, N. Y.—A, CT, N, P, RT, TT
- Hoffman Radio Corp., 3430 So. Hill St., Los Angeles 7, Calif.—A, RT
- Hy Ef Electrical Products Mfg. Co., 1515 W. Pico Blvd., Los Angeles, Calif. "Hy-Ef"—RT
- ICA—Insuline Corp. of America
- Insuline Corp. of America, 3802-35th Ave., Long Island City, N. Y.—"ICA"—M, RT, TT
- E. F. Johnson Co., Waseca, Minn. "Johnson"—TT, CO
- Kaar Engineering Co., 619 Emerson St., Palo Alto, Calif.—A, TT
- Walter A. Kent Co., 2602-4 W. 69th St., Chicago 29, Ill.—P
- J. R. Kilburn Glass Co., Inc., Chartley, Mass.—CT
- Lapp Insulator Co., Inc., Le Roy, N. Y.—N, TT
- Meissner Mfg. Co., 7th & Belmont Sts., Mt. Carmel, Ill., "Meissner"—A, CT, M
- James Millen Mfg. Co., Inc., 150 Exchange St., Malden, Mass.—M, P, RT, TT
- National Co., Inc., Malden, Mass., "National"—A, N, P, RT, TT
- Oak Mfg. Co., 1260 Clybourn Ave., Chicago, Ill.—A, RT, TT
- Peerless Laboratories, Inc., 115 East 23rd St., New York 10, N. Y.—TT
- Press Wireless, Inc., 1475 Broadway, New York 18, N. Y.—TT
- Radio Condenser Co., Davis & Copewood Sts., Camden, N. J., "R.C.C."—RT
- Rauland Corp., 4245 No. Knox Ave., Chicago 41, Ill.—P
- R.C.C.—Radio Condenser Co.
- F. W. Sickles Co., 165 Front St., Chicopee, Mass.—A, M
- Solar Mfg. Corp., 586 Avenue A, Bayonne, N. J., "Solar"—M
- Sprague Specialties Co., North Adams, Mass.—M
- Stupakoff Ceramic & Mfg. Co., Latrobe, Pa.—CT
- Teleradio Engineering Corp., 99 Wall St., New York 6, N. Y.—A, CT, M, P, TT
- Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.—PT
- White Research Associates, 899 Boylston St., Boston 15, Mass.—P

Wilcox Electric Co., Inc., 1400 Chestnut, Kansas City 1, Mo.—TT
 Winters & Crampton Corp., 150 Wilson Ave., Grandville, Mich.—P, RT, TT

Capacitors, Fixed



- Air, fixedA
 - Ceramic insulatedC
 - Compressed gasG
 - Electrolytic dryED
 - Electrolytic wetEW
 - Fluorescent lamp unitsFS
 - IndustrialI
 - Mics receivingM
 - Paper (receiving)P
 - Plug-in condensersPF
 - Polystyrene insulatedPO
 - Silvered micaS
 - StandardST
 - Temperature compens.TC
 - TransmittingT
 - Vacuum cond.V
-
- Aerovox Corp., 740 Belleville Ave., New Bedford, Mass.—ED, EW, FS, I, M, P, PF, PO, S, ST, TC, T
 - Aircraft Accessories Corp., Fairfax & Funston Rds., Kansas City 15, Kans.—T
 - The Akron Porcelain Co., Cory Ave., Akron, Ohio—C
 - American Automatic Electric Sales Co., 1019 W. Van Buren St., Chicago, Ill.—P
 - American Condenser Co., 2508 So. Michigan Ave., Chicago 16, Ill.—ED, P
 - Art Specialty Co., 3245 W. Lake St., Chicago 24, Ill.—FS
 - Atlas Condenser Products Co., 3120 Third Ave., New York, N. Y.—ED, FS, P
 - Atoms—Sprague Products Co.
 - Automatic Electric Co., 1033 W. Van Buren St., Chicago 7, Ill.—P
 - The Automatic Electrical Devices Co., 324 E. Third St., Cincinnati, Ohio—EW
 - Automatic Winding Co., 900 Passaic Ave., East Newark, N. J.—C, M, T
 - Barker & Williamson, 235 Fairfield Ave., Upper Darby, Pa.—PF, T
 - Bendix Radio, Div. of Bendix Aviation Corp., East Joppa Rd., Baltimore 4, Md.—ST, TC
 - Capacitrons, Inc., 318 W. Schiller, Chicago 10, Ill.—I, P, PF, T
 - The Allen D. Cardwell Mfg. Corp., 81 Prospect St., Brooklyn 1, N. Y.—A
 - Centralab, Div. of Globe-Union, Inc., 900 E. Keefe Ave., Milwaukee 1, Wis.—C, S, TC
 - Ceramicon—Erie Resistor Corp.
 - Collins Co., 644 Landfair Ave., Westwood Village, Los Angeles, Calif.—I, M, S
 - Condenser Products Co., 1369-1375 No. Branch St., Chicago, Ill.—ED, FS, I, P, PO, T
 - Consolidated Wire & Assoc. Corps., 1635 S. Clinton, Chicago, Ill.—ED, P, T
 - Continental Carbon, Inc., 13800 Lorain Ave., Cleveland, Ohio—C
 - Cornell-Dubilier Elec. Corp., 1000 Hamilton Blvd., S. Plainfield, N. J.—C, ED, EW, FS, FB, I, M, P, PF, PO, PC, S, T, TC
 - Corning Glass Works, Corning, N. Y.—C
 - Cosmic Radio Corp., 699 E. 135th St., New York 54, N. Y., "Cosmic," "Megrite," "Polymet"—ED, FS, P
 - Henry L. Crowley & Co., Inc., 1 Central Ave., West Orange, N. J.—C
 - Tobe Deutschmann Corp., Canton, Mass.—ED, FB, I, P, PF, T
 - Domino—Solar Mfg. Corp.
 - Dumont Electric Co., 34 Hubert St., New York 13, N. Y.—ED, EW, FS, I, M, P, PF, PO, S, ST
 - Ecco High Frequency Elec. Corp., 1020 Hudson Blvd., N. Bergen, N. J., "Ecco," "H-F"—T
 - Eimac—Eitel-McCullough, Inc.
 - Eitel-McCullough, Inc., San Bruno, Calif. "Eimac"—V
 - Electrical Reactance Corp., Franklinville, N. Y.—C
 - Electro Motive Mfg. Co., Inc., S. Park & John Sts., Willimantic, Conn., "Elmenco"—M, S
 - Elmenco—Electro Motive Mfg. Co., Inc.



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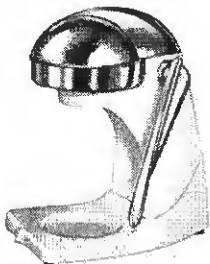
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King**
home juice extractor

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Erie Resistor Corp., 640 W. 12th St., Erie, Pa., "Ceramic"—C, S, TC
Ex-Stat—Tilton Electric Co.
J. E. Fast & Co., 3129 No. Crawford Ave., Chicago 41, Ill.—FS, I, P, UO, ST, T
Fostoria Pressed Steel Corp., Fostoria, Ohio—FS
Gemloid Corp., 79-10 Albion Ave., Elmhurst, L. I., N. Y.—PO
General Electric Co., 1285 Boston Ave., Bridgeport, Conn.—ED, EW, FS, I, M, P, ST, T, V
General Electric Co., 1 River Rd., Schenectady, N. Y., —FB, I, P, PC, T
General Radio Co., 30 State St., Cambridge, Mass., "G-R"—ST
G-H—Girard-Hopkins
Girard-Hopkins, 1000 40th Ave., Oakland, Calif.—ED, FB, I, P, PC, T
Glenn-Roberts Co., 2107 Adams St., Indianapolis, Ind.
Gudeman Co., 361 W. Superior St., Chicago, Ill.—ED, I
Edwin I. Guthman & Co., Inc., 15 S. Throop St., Chicago, Ill.—P
G-R—General Radio Co.
The Hammarlund Mfg. Co., 460 W. 34th St., New York 1, N. Y.—T
H. R. S. Products, 5707 W. Lake St., Chicago, Ill.—ES, FB, I, P, PE, PO, PC, T
ICA—Insuline Corp. of America
Illinois Condenser Co., 1180 Howe St., Chicago, Ill., "Illinois"—ED, FS, FB, I, M, P, PC, T
Industrial Condenser Corp., 1725 W. North Ave., Chicago 22, Ill., "Industrial"—ED, FS, J, P, PF, PO, ST, T
Insuline Corp. of America, 3802 35th Ave., Long Island City, N. Y., "ICA"—M
E. F. Johnson Co., Waseca, Minn., "Johnson"—T, G
Kellogg Switchboard & Supply Co., 6650 S. Cicero Ave., Chicago 38, Ill.—ED, EW
Walter A. Kent Co., 2602-4 W. 69th St., Chicago 29, Ill.—ST
J. R. Kilburn Glass Co., Inc., Chartley, Mass.—C
Kodacap—Micamold Radio Corp.
Little Giant—Solar Mfg. Corp.
Locke Insulator Corp., P. O. Box 57, Baltimore 3, Md.—C
The Louthan Mfg. Co., 2000 Harvey Ave., E. Liverpool, Ohio—C
The Macallen Co., 18 Macallen St., Boston, Mass.—M
The Magnavox Co., 2131 Buester Rd., Ft. Wayne 4, Ind.—ED
P. R. Mallory & Co., Inc., 3029 E. Washington St., Indianapolis, Ind., "Mallory"—ED, I, P, T
Megrite—Cosmic Radio Corp.
Micamold Radio Corp., 1937 Flushing Ave., Brooklyn 6, N. Y., "Kodacap"—ED, FS, FB, I, M, P, PF, S, T
James Millen Mfg. Co., Inc., 150 Exchange St., Malden, Mass.—S, ST, T
Minicap—Solar Mfg. Corp.
Music Master Mfg. Co., 542 So. Dearborn St., Chicago 5, Ill.—ED, I, P
The Mutter Co., 1255 S. Michigan Ave., Chicago 5, Ill.—C, TC
National Union Radio Corp., 15 Washington St., Newark 2, N. J.—ED, EW, M, P
New England Confectionery Co., 254 Mass. Ave., Cambridge, Mass.—I
Noma Electric Corp., 55 W. 13th St., New York 11, N. Y.—M
Polymet Condenser Co., 699 E. 135th St., New York, N. Y.—I
The Potter Co., 1950 Sheridan Rd., N. Chicago 1, Ill.—ED, FS, I, P, ST, TC, T
Printfold, Inc., 93 Mercer St., New York 12, N. Y.—PO
RCA Victor Div., Radio Corp. of America, Front & Cooper Sts., Camden, N. J.—M, S, T, TC
Reynolds Spring Co., Molded Plastics Division, Cambridge, Mass.—PO
Albert Rothenstein, 135 Liberty St., New York 6, N. Y.—M
Sandee Mfg. Co., 3945 No. Western Ave., Chicago 18, Ill.—PO
Sangamo Electric Co., 11th & Converse Sts., Springfield, Ill., "Sangamo"—M
Sealdite—Solar Mfg. Corp.
F. W. Sickles Co., 165 Front St., Chicopee, Mass., "Silver Cap"—M, S
Solar Mfg. Corp., 586 Ave. A, Bayonne, N. J., "Solar," "Domino," "Sealdite," "Tom Thumb," "Transoil," "Transmica," "Minicap," "Little Giant"—ED, FS, I, M, P, PF, PO, S, TC, T
Sprague Products Co., N. Adams, Mass., "Sprague 800 Line," "Atoms"—ED, EW, I, M, P, PC, S, T, TC
Sprague Specialties Co., N. Adams, Mass.—ED, EW, I, M, P, T, TC, FS, FB, PF, PO, PC, S

Stromberg-Carlson Co., 100 Carlson Rd., Rochester 3, N. Y.—P
Stupakoff Ceramic & Mfg. Co., Latrobe, Pa.—C
Sylvania Electric Products, Inc., 500 Fifth Ave., New York 18, N. Y.—FS
Teleradio Engineering Corp., 99 Wall St., New York 5, N. Y.—S
Telex Products Co., Telex Park, Minneapolis, Minn.—M
Tilton Electric Corp., 138 W. 17th St., New York, N. Y., "Ex-Stat"—ED, EW, P
Tom Thumb—Solar Mfg. Co.
Transmica—Solar Mfg. Co.
Transoil—Solar Mfg. Co.
Westinghouse Elec. & Mfg. Co., Lamp Div., Bloomfield, N. J.—I, V
White Research Associates, 899 Boylston St., Boston 15, Mass.—C, ST
Wilcox Electric Co., Inc., 1400 Chestnut, Kansas City 1, Mo.—T
Winslow Co., 31 Fulton St., Newark 2, N. J.—S

Communication and Military Equipment

Editor's Note

Nearly all of the companies listed below are normally producers of peacetime radio and television receivers who have certified their present activity and are listed under the general heading of "military equipment" without detailing the types of equipment produced.



Aarons Radio Corp., 125 E. 46th St., New York 17, N. Y.
Admiral Corp., 3800 W. Cortland St., Chicago, Ill.
Air-King Products Co., Inc., 1523-29—63rd St., Brooklyn 19, N. Y.
Andrea Radio Corp., 48-20 24 St., Long Island City, N. Y.
Ansley Radio Corp., 21-10—49th Ave., Long Island City 1, N. Y.

VICTORY CONDENSERS

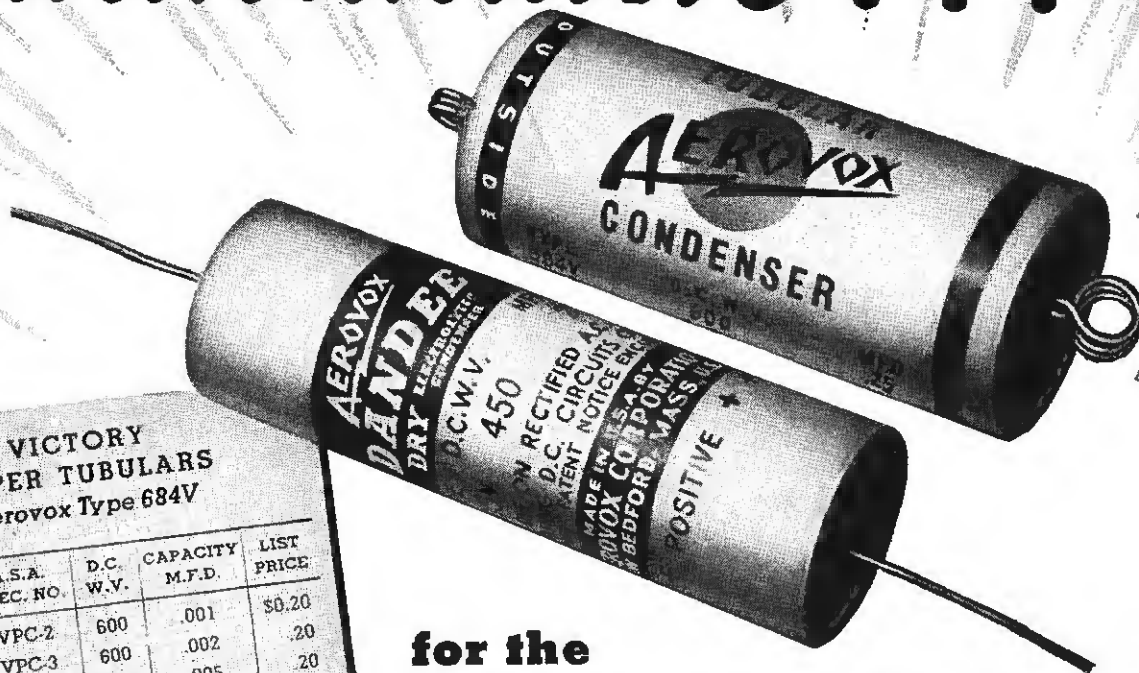
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VICTORY PAPER TUBULARS Aerovox Type 684V

AEROVOX CAT. NO.	A.S.A. SPEC. NO.	D.C. W.V.	CAPACITY M.F.D.	LIST PRICE
684V	VPC-2	600	.001	\$0.20
684V	VPC-3	600	.002	.20
684V	VPC-4	600	.005	.20
684V	VPC-5	600	.01	.20
684V	VPC-6	600	.02	.20
684V	VPC-7	600	.05	.25
684V	VPC-8	600	.1	.30
684V	VPC-9	600	.25	.45

VICTORY ELECTROLYTICS Aerovox Type PRSV

AEROVOX CAT. NO.	A.S.A. SPEC. NO.	D.C. W.V.	CAPACITY M.F.D.	LIST PRICE
PRSV	VEC-10	25	25	\$0.60
PRSV	VEC-2	50	10	.55
PRSV	VEC-3	150	20	.75
PRSV	VEC-4	150	20-20	1.30
PRSV	VEC-5	150	50	1.10
PRSV	VEC-6	250	20	1.00
PRSV	VEC-7	450	10	.85
PRSV	VEC-8	450	10-10	1.40
PRSV	VEC-9	450	40	1.75

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COMMUNICATION & MILITARY EQUIPMENT

Arvin-Noblitt-Sparks Industries, Inc.
Automatic Radio Mfg. Co., 122 Brookline Ave., Boston, Mass.
The Bell & Howell Co., 1802 Larchmont Ave., Chicago, Ill.
Bell Radio & Television, 125 E. 46th St., New York 17, N. Y. "Bell"
Belmont Radio Corp., 5921 W. Dickens Ave., Chicago, Ill.
Bendix Aviation Corp., Pacific Div. 11600 Sherman Way, N. Hollywood, Calif.
Bendix Radio, Div. of Bendix Aviation Corp., East Joppa Road, Baltimore 4, Md.
Berger Electronics, 109-01—72nd Road, Forest Hills, L. I. N. Y.
Browning Laboratories, Inc., 751 Main St., Winchester, Mass.
Clarion-Warwick Mfg. Corp.
Colonial Radio Corp., 254 Rano St., Buffalo, N. Y.
The Crosley Corp., 1320 Arlington St., Cincinnati, Ohio.
Crowley Radio Lamp and Mfg. Co., 200 Gratiot Ave., Detroit, Mich.
Delco Radio, Div. General Motors Corp., Kokomo, Ind.
DeWald Radio Mfg. Corp., 440 Lafayette St., New York, N. Y. "DeWald"—"USL"
Allen B. Dumont Lab. Inc., 2 Main Ave., Passaic, N. J.
Dynaphone-Ansley Radio Corp.
Dynavox Corp., 55 E. 11th St., New York, N. Y.
Echophone Radio Co., 201 E. 26th St., Chicago, Ill.
Eckstein Radio & Television Co., LeRoy, Minn.
Electrical Research Labs. Inc., 2020 Ridge Ave., Evanston, Ill. "Erla." "Sentinel"
Electromatic Distributors Inc., 88 University Place, New York, N. Y.
Electronic Corp. of America, 45 W. 18th St., New York, N. Y.
Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York, N. Y.
Erla-Electrical Research Lab. Inc.
Espey Mfg. Co., 305 E. 83rd St., New York, N. Y. "Motorola"
Fada Radio & Elec. Mfg. Co., 30-20 Thomson Ave., Long Island City, N. Y.

Farnsworth Television & Radio Corp., 3700 Pontiac St., Fort Wayne, Ind.
Federal Telephone & Radio Corp., 591 Broad St., Newark, N. J.
Galvin Mfg. Corp., 4545 Augusta Blvd., Chicago, Ill. "Motorola"
Garnd Radio Corp., 70 Washington St., Brooklyn, N. Y.
G-E—General Electric Co.
General Electric Co., 1285 Boston Ave., Bridgeport, Conn.
General Motors Corp., Detroit, Mich.
General Television & Radio Corp., 1240 N. Homan Ave., Chicago, Ill.
Giffilian Brothers, 1815 Venice Blvd., Los Angeles, Calif.
Hallcrafters Co., 2607 S. Indiana Ave., Chicago, Ill. "Skyrider"
Hamilton Radio Corp., 510 Sixth Ave., New York, N. Y.
Hammarlund Mfg. Co., 460 W. 34th St., New York, N. Y. "Super-Pro"
Hazeltine Electronics Corp., 1775 Broadway, New York, N. Y.
Herbach & Rademan Co., 522 Market St., Philadelphia, Pa.
Higgins Industries, Inc., Radio Div., 2221 Warwick Ave., Santa Monica, Calif.
Hoffman Radio Corp., 833 Venice Bldg., Los Angeles, Calif.
Howard Radio Co., 1735 Belmont Ave., Chicago, Ill.
Hudson American Co., 23 W. 43rd St., New York, N. Y.
International Detrola Corp., 1501 Beard St., Detroit, Mich.
International Tel. & Tel. Co., 67 Broad St., New York, N. Y.
Ray Jefferson Inc., 40 E. Merrick Rd., Freeport, L. I., N. Y.
Jefferson-Travis Radio Mfg. Corp., 245 E. 23rd St., New York 10, N. Y.
Kaar Engineering Co., 619 Emerson St., Palo Alto, Calif.
Kingston Radio Co., Inc., Kokomo, Ind.
Lear Avia, Inc., Piqua, Ohio
Fred M. Link, 125 W. 17th St., New York, N. Y.
The Magnavox Co., Ltd., Fort Wayne, Ind.
Majestic Radio & Television Corp., 2600 W. 55th St., Chicago, Ill.
Meissner Mfg Co., Mt. Carmel, Ill.
Midwest Radio Corp., 909 Broadway, Cincinnati, Ohio.
James Millen Mfg. Co., Inc., 150 Exchange St., Malden, Mass.
Motorola—Galvin Mfg. Corp.
National Co., Inc., 61 Sherman St., Malden, Mass.
Noblitt-Sparks Industries, Columbus, Ind. "Arvin"
North American Philips Co., Inc., 145 Palisade St., Dobbs Ferry, N. Y.
Packard Bell Co., 1115-1119 S. Hope St., Los Angeles, Calif.
Packard Mfg. Corp., Kentucky & Morris Ave., Indianapolis, Ind.
Philco Corp., Ontario & C Sts., Philadelphia, Pa.
Philharmonic Radio Corp., 216 William St., New York, N. Y.
Pilot Radio Corp., 37-06—36th St., Long Island City, N. Y.
Press Wireless, Inc., 1475 Broadway, New York 19, N. Y.
Presto Recording Corp., 242 W. 35th St., New York, N. Y.
Radiola—RCA-Victor, Div. Radio Corp. of America.
Radio Receptor Co., Inc., 251 W. 19th St., New York 11, N. Y.
The Rauland Corp., 4245 Knox Ave., Chicago 41, Ill.
RCA-Victor, Div. Radio Corp. of America, Front & Cooper Sts., Camden, N. J.
Record-O-Vox, Inc., 1379 E. 8th St., Brooklyn, N. Y.
Regal Electronics Corp., 20 West 20th St., New York, N. Y.
Remler Co., Ltd, 19th at Bryant, San Francisco, Calif.
E. H. Scott Radio Labs., Inc., 4450 Ravenswood Ave., Chicago, Ill.
J. P. Seeburg Corp., 1500 N. Dayton St., Chicago, Ill.
Sentinel-Electrical Research Lab, Inc.
Sentinel Radio Corp., 2020 Ridge Ave., Evanston, Ill.
Setchell-Carlson, Inc., 2283 University Ave., St. Paul, Minn.
Sheridan Electro Corp., 2850 S. Michigan Ave., Chicago, Ill.
Simplex Radio Corp., Sandusky, Ohio

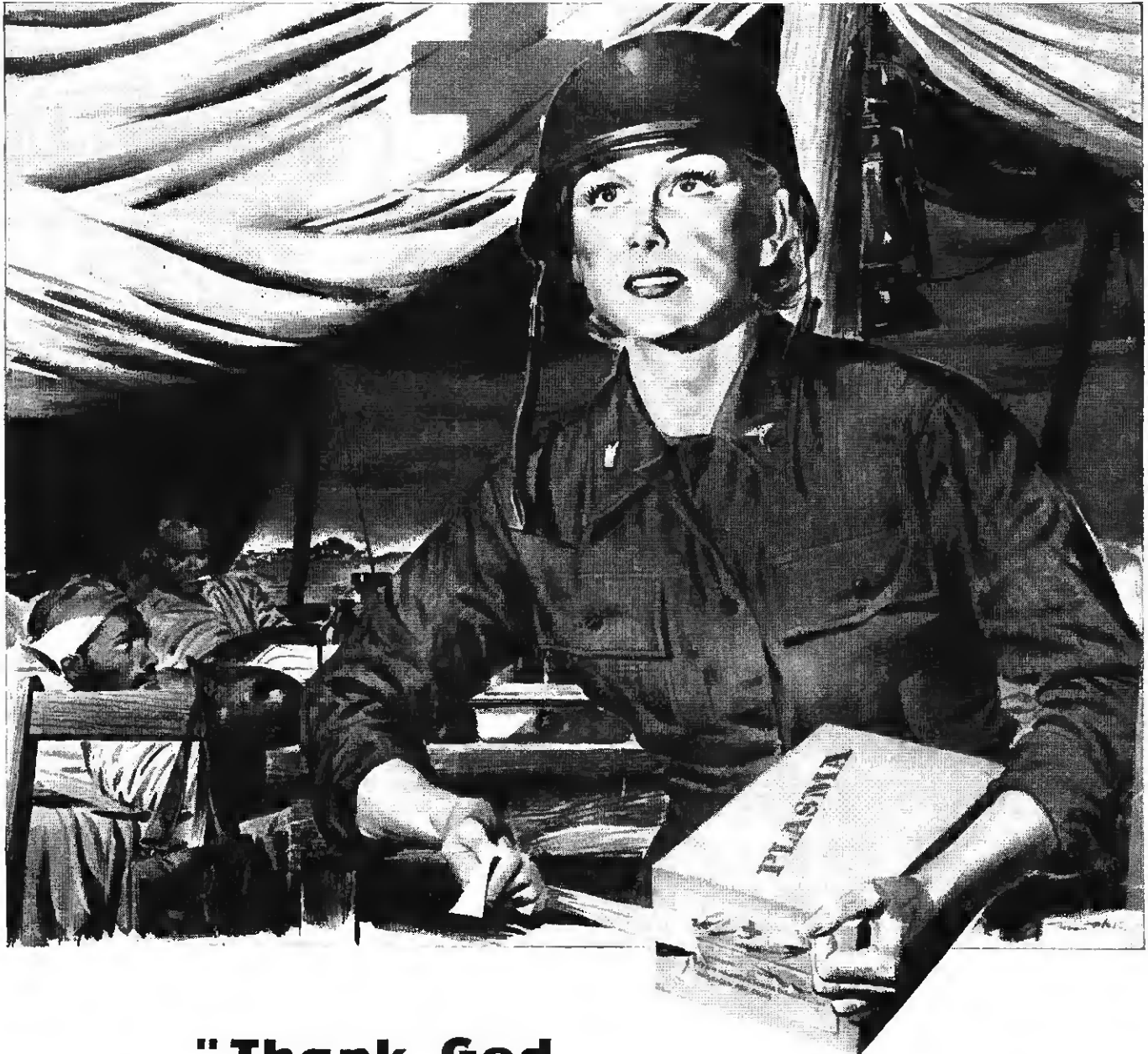
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to grow in intensity, we must give more and more. We dare not fail. Why not call your Red Cross Blood Donor Center and make an appointment today? Belmont Radio Corporation, 5931 West Dickens Avenue, Chicago 39, Illinois.



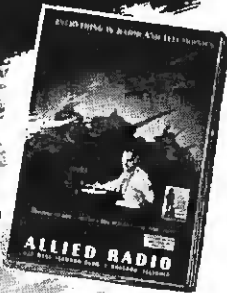
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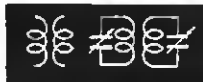
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Skyrider—The Hallicrafters Co.
Sonora Radio & Television Corp., 325 Hoyne Ave.,
Chicago, Ill.
Sparks-Withington Co., 2400 E. Ganson Ave., Jackson
Mich. "Sparton"
Sparton—Sparks-Withington Co.
Sperry Gyroscope Co., Inc., Manhattan Bridge Plaza,
Brooklyn 1, N. Y.
Stewart-Warner Corp., 228 N. LaSalle St., Chicago,
Ill.
Stromberg-Carlson Co., 100 Carlson Road, Rochester,
N. Y.
Super-Pro—Hammarlund Mfg. Co.
Technical Radio Co., 275—9th St., San Francisco 3,
Calif.
Templetone Radio Co., Mystic, Conn.
Trav-Ler Karenola Radio & Tel. Corp., 1028 W. Van
Buren St., Chicago, Ill.
Troubadour—Warwick Mfg. Corp.
USL-DeWald Radio Mfg. Co.
Utah Radio Products Co., 320 W. Ohio St., Chicago,
Ill.
Victory Radio Corp., 155 W. 72nd St., New York,
N. Y.
Viewtone Co., 203 E. 18th St., New York, N. Y.
Warwick Mfg. Corp., 4640 W. Harrison St., Chicago,
Ill. "Troubadour," "Warwick"
Watterson Radio Co., P. O. Box 54, Dallas, Texas
Wells-Gardner & Co., 2701 N. Kildare Ave., Chicago,
Ill.
Western Electric Co., 195 Broadway, New York, N. Y.
Westinghouse Electric & Mfg. Co., 2519 Wilkens Ave.,
Baltimore, Md.
Wilcox-Electric Co., 14th & Chestnut, Kansas City 1,
Mo.
The Wilcox-Gay Corp., Charlotte, Mich.
The Rudolph Wurlitzer Co., Falls Blvd., No. Tona-
wanda, N. Y.
Zenith Radio Corp., 6001 Dickens Ave., Chicago, Ill.

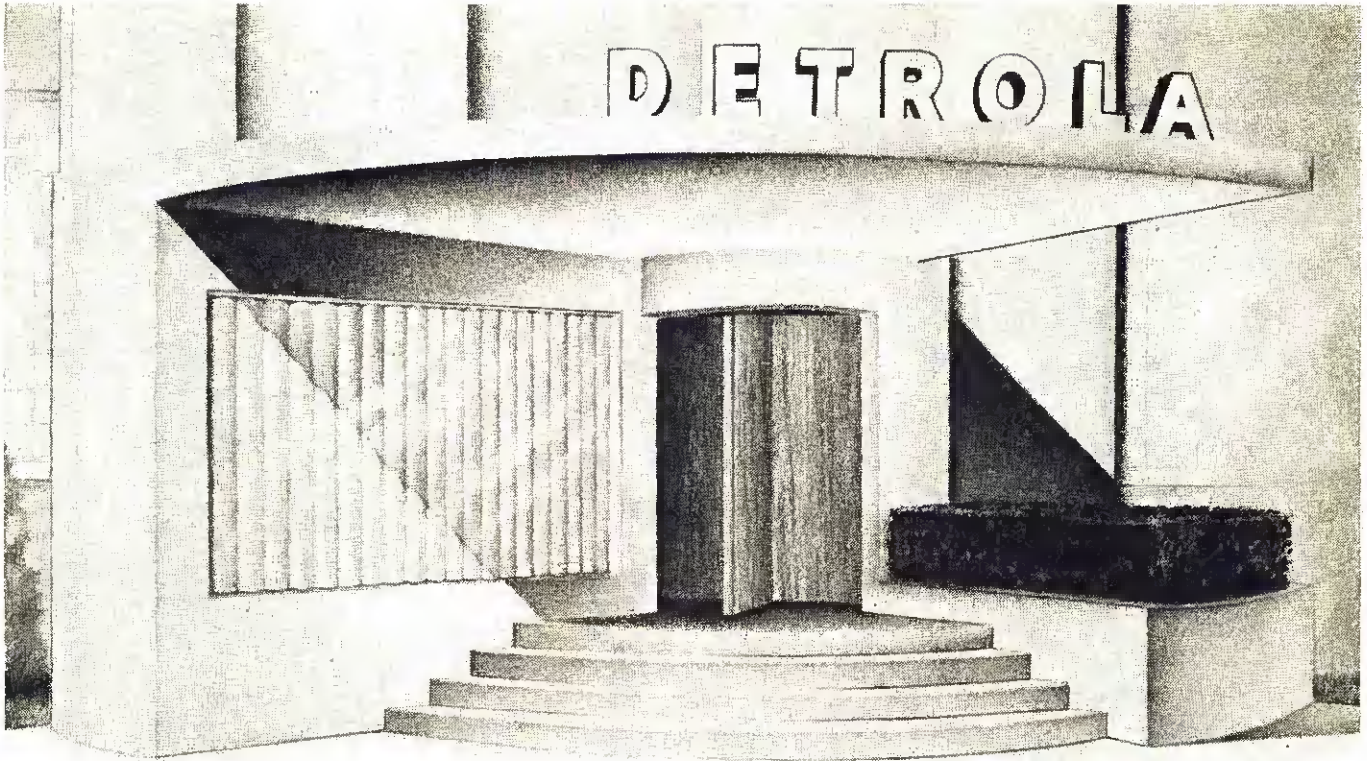
Coils, RF & IF



Coil formsF
I. F. coilsIF
R. F. chokes (receiving)CH
R. F. chokes (transmitting)RT
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R. F. coils (transmitting)T

Aero Communications, Inc., 231 Main St., Hemp-
stead, L. I., N. Y.—RT, T
Airplane & Marine Instruments, Inc., Box 92, Clear-
field, Pa.—CH, RT, T
Aladdin Radio Industries, Inc., 223 W. Jackson
Blvd., Chicago, Ill., "Aladdin"—IF, CH, P, RF,
T
Aldion Coil Co., Aldion, Ill.—IF, CH, RT, RF, T
Alden Products Co., 117 North Main St., Brockton,
Mass. "Na-Ald"—F
American Communications Corp., 306 Broadway, New
York 7, N. Y.—RT, T
American Lava Corp., Cherokee Blvd. & Manufacturers
Rd., Chattanooga, 5, Tenn.—F
American Phenolic Corp., 1830 So. 54th St., Cicero,
Ill., "Amphenol"—F
Amphenol—American Phenolic Corp.
Anasonda Wire & Cable Co., 25 Broadway, New
York, N. Y.—F, IF, CH, RF, T
Audio Development Co., 2833 13th Ave., So., Minne-
apolis, Minn.—CH, RT
Andrew Co., 363 E. 75th St., Chicago 19, Ill.—RT, T
Aray Mfg. & Supply Co., Inc., 3105 Pine St., St.
Louis 3, Mo.—F, T
Arnessen Electric Co., 116 Broad St., New York 4,
N. Y.—IF
Auburn Mfg. Co., 100 Stack St., Middletown, Conn.
—F
Automatic Winding Co., 900 Passaic Ave., East
Newark, N. J.—W, IF, CH, RF, T
N. S. Baer Co., 9-11 Montgomery St., Hillside, N.
J.—F
Barker and Williamson, 235 Fairfield Ave., Upper
Darby, Pa.—F, IF, CH, RT, RF, T
Bendix Radio, Div. of Bendix Aviation Corp., East
Joppa Rd., Baltimore 4, Md.—F, IF, CH, RT,
RF, T
Best Mfg. Co., Inc., 1200 Grove St., Irvington 11,
N. J.—IF, CH, RF

Bridgeport Mfg. Co., Bridgeport, Ill.—IF, CH, RT,
RF, T
Browning Laboratories, Inc., 750 Main St., Win-
chester, Mass.—IF, T
Bud Radio, Inc., 2118 E. 55th St., Cleveland 3,
Ohio—F, RF, T
Wm. W. L. Burnett Radio Lab., 4815 Idaho St., San
Diego 4, Calif.—CH, RT, RF, T
Cambridge Thermionic Corp., 445 Concord Ave., Cam-
bridge 38, Mass.—IF
Carron Mfg. Co., 415 So. Aberdeen St., Chicago 7,
Ill., "Carron"—IF, CH, RT, RF, T
Centralab, Div. of Globe-Union, Inc., 900 E. Keefe
Ave., Milwaukee, Wis.—F
Climax Engineering Co., Clinton, Iowa—CH, RT
Collins Co., 644 Landfair Ave., Westwood Village,
Los Angeles, Calif.—F, T
Communications Co., Inc., 300 Greco Ave., Coral
Gables 34, Fla.—IF, CH, RT, RF, T
Communications Equipment Corp., 134 W. Colo. St.,
Pasadena 1, Calif.—IF, CH, RT, RF, T
Consolidated Molded Products Co., 309 Cherry St.,
Scranton, Pa.—F
Corning Glass Works, Corning, N. Y.—F
Coto-Coil Co., 71 Willard Ave., Providence, R. I.—F,
IF, T
Henry L. Crowley & Co., Inc., 1 Central Ave., West
Orange, N. J.—F
S. H. Couch Co., Inc., North Quincy 71, Mass.—
CH, RF
Creative Plastics Corp., 988 Kent Ave., Brooklyn 5,
N. Y.—F
Dean W. Davis & Co., Inc., 549 Fulton St., Chicago,
Ill.—F, S
Dinion Coil Co., P. O. Drawer D, Caledonia, N. Y.—
T
R. L. Drake Co., 11 Longworth St., Dayton 2, Ohio
—IF, CH, RT, RF, T
DX Crystals Co., 1841 W. Carroll Ave., Chicago, Ill.
Hugh H. Eby, Inc., 13 W. Chelton Ave., Philadel-
phia, Pa.—IF, T
Eckstein Radio & Television Co., Inc., 1400 Harmon
Place, Minneapolis, Minn.—CH, RT, RF
Electricoil Transformer Co., 421 Canal St., New
York 13, N. Y.—F, IF, CH, RT, RF, T
Electronic Products Mfg. Corp., 7300 Huron River
Dr., Dexter, Mich.—CH
Electronic Winding Co., 6227 Broadway, Chicago 40,
Ill.—RF, T
Erco Radio Laboratories, Inc., 231 Main St., Hemp-
stead, N. Y.—RT, T
Essex Electronics, 1060 Broad St., Newark 2, N. J.
—IF, CH, RT, RF, T
John E. Fast & Co., 3129 No. Crawford Ave., Chi-
cago 41, Ill.—CH
Federal Instrument Co., 3931 47th Ave., Long Island
City 4, N. Y.—IF, CH, RF
Ferranti Electric, Inc., 30 Rockefeller Plaza, New
York, N. Y.—F, CH, RT
General Communications Co., 681 Beacon St., Boston
15, Mass.—CH, RT, RF, T
General Ceramic & Steatite Corp., Crows Hill Rd.,
Keasbey, N. J.—F
General Electric Co., 1285 Boston Ave., Bridgeport,
Conn.—F
The General Industries Co., Taylor & Olive Sts.,
Elyria, Ohio—F
General Radio Co., 30 State St., Cambridge, Mass.
"G-R"—CH
General Winding Co., 420 W. 45th St., New York,
N. Y., "Gen-Win"—F, IF, CH, RF, T
Gen-Win—General Winding Co.
G-R—General Radio Co.
Edwin I. Guthman & Co., Inc., 15 S. Throop St.,
Chicago, Ill.—IF, CH, RF
Haines Mfg. Co., 248-274 McKibbin St., Brooklyn 6,
N. Y.—RT, T
Hammarlund Mfg. Co., Inc., 460 West 34th St.,
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Hercules Electric & Mfg. Co., Inc., 2416 Atlantic
Ave., Brooklyn 33, N. Y.—IF, CH, RT, RF, T
Horn Signal Mfg. Corp., 310 Hudson St. New York,
N. Y.—F
ICA—Insuline Corp. of America
Industrial Electronics Corp., 80 Bank St., Newark 2,
N. J.—CH, RT
Insuline Corp. of America, 3602 35th Ave., Long
Island City, N. Y. "ICA"—F, CH, RT, RF, T
Insulating Tube Co., Inc., 26 Cottage St., P. O. Box
1, Poughkeepsie, N. Y.—F
International Detrola Corp., 1501 Beard Ave., Detroit
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Isolanite, Inc., 343 Cortlandt St., Belleville, N. J.
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 James Miller Mfg. Co., Inc., 150 Exchange St., Malden, Mass.—F, IF, CH, RT, RF, T
 J. W. Miller Co., 5917 S. Main St., Los Angeles, Calif., "Miller"—IF, CH, RT, RF
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 Peerless Mfg. Corp., 1400 W. Ormsby, Louisville, Ky.—S
 Philco Corp., C and Tioga Sts., Philadelphia, Pa.—IF, CH, RT, RF
 Potter & Brumfield Mfg. Co., Princeton, Ind.—F, IF
 Plax Corp., Box 1019, Hartford 1, Conn.—F
 Precision Paper Tube Co., 2033 W. Charleston St., Chicago, Ill.—F
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 Radio Craftsmen, 1341-3 So. Michigan Ave., Chicago 5, Ill.—F, IF, CH, RT, RF, T
 Radio Frequency Labs., Inc., Boonton, N. J.—IF, CH, RT, RF

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 Ucinite Co., Div. of United-Carr Fastener Corp., New-
 ington, Mass.—F
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 Wilcox Electric Co., Inc., 1400 Chestnut, Kansas City 1, Mo.—IF, CH, RT, RF, T
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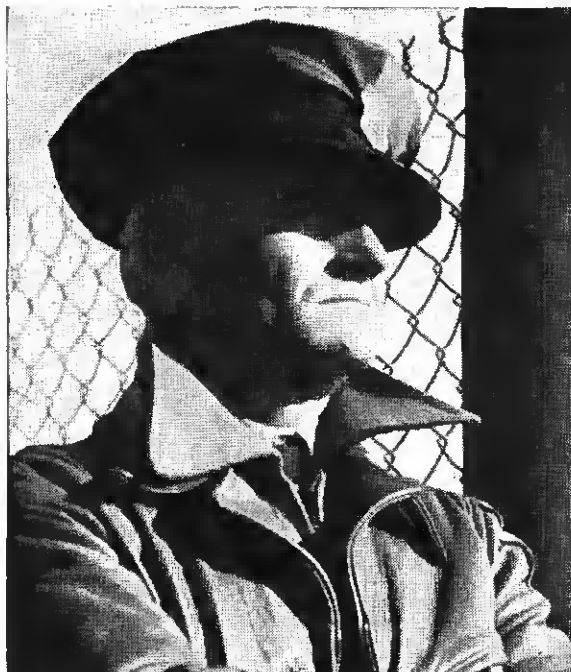
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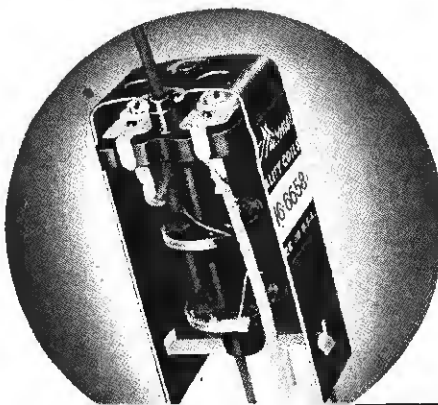
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Arens Controls, Inc., 2253 S. Halsted St., Chicago 8,
Ill.—KM
Arhco—American Radio Hardware Co.
Auburn Button Works, Auburn, N. Y.—KM
O. Austin Co., 42 Greene St., New York 13, N. Y.—
DE, F, N
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Darby, Pa.—D, DL, P, N
Bastian Bros. Co., 1600 Clinton Ave., N., Rochester,
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WD
Browning Labs., Inc., 751 Main St., Winchester, Mass.
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Bud Radio, Inc., 2118 E. 55th St., Cleveland 3, Ohio,
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Control Corp., 600 Stinson Blvd., Minneapolis 13,
Minn.—N
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Island City, N. Y.—D, E, F, N
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Ill.—L
Federal Screw Products Co., 224 W. Huron St., Chi-
cago 10, Ill.—PL
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 National Union Radio Corp., 15 Washington St., Newark 2, N. J.—L
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 New England Etching & Plating Co., 25 Spring St., Holyoke, Mass.—D, DE, E, F, N
 Norton Laboratories, Inc., 560 Mill St., Lockport, N. Y. KM

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 Patent Button Co. of Tennessee, Inc., 2221 Century St., Knoxville 5, Tenn.—KM
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 Premier Crystal Laboratories, Inc., 63 Park Row, New York 7, N. Y.—L
 Premier Metal Etching Co., 21-03 44th Ave., Long Island City 1, N. Y.—F, N
 Printloid, Inc., 93 Mercer St., New York 12, N. Y.—P, F, N
 Radio City Products Co., 127 W. 26th St., New York, N. Y.—KM
 Radio Craftsmen, 1341-3 S. Michigan Ave., Chicago 5, Ill.—DL
 Radio Essentials, Inc., 69 Wooster St., New York, N. Y.—KM, PL
 Radio Specialty Mfg. Co., 403 N. W. 9th Ave., Portland, Ore.—C
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 R.E.C. Mfg. Corp., 1250 Highland St., Holliston, Mass.—C
 Remler Co., Ltd., 2101 Bryant St., San Francisco 10, Calif.—KM, N
 Reynolds Spring Co., Molded Plastics Division, Cambridge, Mass.—KM
 Rhodes Mfg. Co., 1753, N. Honoré St., Chicago, Ill.—KM, KW
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 Signal Indicator Corp., 140 Cedar St., New York 6, N. Y.—S, JL
 N. G. Slater Corp., 3 W. 29th St., New York 1, N. Y.—D, C, E, F, N
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 Sycrocood—Syracuse Ornamental Co.
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Screwdrivers	SD
Side cutters	SC
Socket wrenches	SW
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Ackermann, Steffan Co., 4532 W. Palmer St., Chicago, Ill.—ST
 Acromark Co., 9-13 Morrell St., Elizabeth 4, N. J.—EE, PU, PM, SI
 Acro Tool & Die Works, 4892 N. Clark St., Chicago 40, Ill.—CH
 Alpha Metal & Rolling Mills, Inc., 365 Hudson Ave., Brooklyn 1, N. Y.—S
 American Electrical Heater Co., 6110 Cass Ave., Detroit 2, Mich.—American Beauty—SI, SS, EE
 American Phenolic Corp., 1832 S. 54th Ave., Cicero, Ill.—Amphenol—HC, PU
 American Radio Hardware Co., 476 Broadway, New York, N. Y.—Arhco—SD, SE, SI, SW, TP
 American Solder & Flux Co., 2152 E. Norris St., Philadelphia 25, Pa.—SF, SP
 Amphenol—American Phenolic Corp.

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R. B. Annis Co., 1101 N. Delaware St., Indianapolis 2, Ind.—DM, EE
 Arhco—American Radio Hardware Co.
 The Automatic Electrical Devices Co., 324 E. Third St., Cincinnati, Ohio—SF
 Automatic Mfg. Co., Inc., Harrison, N. J.—PM
 Belmont Smelting & Refining Works, Inc., 830 Belmont Ave., Brooklyn 7, N. Y.—S
 Billings & Spencer Co., 1 Laurel, Hartford 6, Conn.—Billings—P, SD, SW
 Bostitch, East Greenwich, R. I.—SH
 Burgess Battery Co., Handicraft Div., 180 N. Wabash Ave., Chicago 1, Ill.—EE
 Chase Brass & Copper Co., 236 Grand St., Waterbury 91, Conn.—S, SF
 Chicago Tool & Engineering Co., 8383 So. Chicago Ave., Chicago 17, Ill.—HC, V
 Christiansen Co., Inc., 71 Willard Ave., Providence 5, R. I.—SD
 Robert N. Clark Co., 9330 Santa Monica Blvd., Beverly Hills, Calif.—HC
 Cole Radio Works, 86 Westville Ave., Caldwell, N. J.—SI
 Continental Machines, Inc., 1301 Washington Ave., So. Minneapolis 4, Minn.—DM
 Continental Screw Co., 457 Mt. Pleasant St., New Bedford, Mass.—SD
 Detroit Power Screw Driver Co., 2801 W. Fort St., Detroit, Mich.—SD
 Division Lead Co., 836 W. Kinzie St., Chicago 22, Ill.—S, SP, SP
 Drake Electric Works, Inc., 3658 Lincoln Ave., Chicago, Ill.—SI, SS
 The Eagle-Picher Lead Co., American Bldg., Cincinnati 1, Ohio.—S
 Eisler Engineering Co., 740-770 So. 13th St., Newark, N. J.—ST
 Electric Soldering Iron Co., Inc., Deep River, Conn.—"Esteo"—SI, SS, SE, ST
 Esico—Electric Soldering Iron Co., Inc.
 Federal Screw Products Co., 224 W. Huron St., Chicago, Ill.—S, SE, SP, SW
 The Forstberg Mfg. Co., Bridgeport, Conn.—HB, HD, SD
 Froiland Mfg. Co., 430 St. James Ave., Springfield, Mass.—AT
 Gardiner Metal Co., 4820 So. Campbell Ave., Chicago 32, Ill.—S

General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill., "G-C"—WS
 General Electric Co., 1285 Boston Ave., Bridgeport, Conn.—SI
 Goldsmith Bros., Smelting & Refining Co., 58 E. Washington St., Chicago, Ill.—S
 Greenlee Tool Co., 2136 12th St., Rockford, Ill.—HC, PU, SD
 Handy & Harman, 82 Fulton St., New York 7, N. Y.—SP, S
 Hexacon Elec. Co., 161 W. Clay Ave., Roselle Park, N. J.—SI, SS, SE
 Holo-Krome Screw Corp., Hartford 10, Conn.—SD
 O. Hommel Co., 209 4th Ave., Pittsburgh, Pa.—SF, SP
 Ideal Commutator Dresser Co., Park Ave., Sycamore, Ill.—EE, SI, WS
 Industrial Screw & Supply Co., 717 W. Lake St., Chicago 6, Ill.—S, SP, SP
 Instansolder—Cole Radio Works
 Insuline Corp. of America, 3602 35th Ave., Long Island City, N. Y.—AT, CH, PU, SE, SI, SS, HC, SD, SW
 K-D Mfg. Co., 526 N. Plum St., Lancaster, Pa., "K-D"—P, RW
 Kellogg Switchboard & Supply Co., 6650 S. Cicero Ave., Chicago, Ill.—SI
 Kelnor Mfg. Co., Central Tower, San Francisco 3, Calif.—SI
 Kester Solder Co., 4201 Wrightwood Ave., Chicago, Ill.—S, SS
 Kollath Manufacturing Co., 212-224 N. Loomis St., Chicago 7, Ill.—SI, SS, SE, ST
 Krauter & Co., Inc., 563 18th Ave., Newark, N. J.—P, PU
 Kwikheat—Vanatta Mfg. Co.
 Larymore Sales Co., P. O. Box 1234, St. Louis 1, Mo.—M
 Lectrohm, Inc., 5125 W. 25th St., Cicero 50, Ill.—"Lectrohm"—ST
 Leland Electric Co., 1501 Webster St., Dayton 1, Ohio—SS
 Leslie L. Linick & Co., 1640 E. 54th St., Chicago 15, Ill.—SF, SP, SD, S
 Linick, Green & Reed, Inc., 29 E. Madison St., Chicago, Ill.—AT, D, E, HB, S, SD, SF
 Luffkin Rule Co., 1730 Hess Ave., Saginaw, Mich.—HM, TS

Meissner Mfg. Co., 7th & Belmont, Mt. Carmel, Ill., "Meissner"—HC, ST
 Morse Twist Drill & Machine Co., 163 Pleasant St., New Bedford, Mass.—T
 Mueller Electric Co., 1583 E. 31st St., Cleveland, Ohio, "Snapper"—AT
 New Britain Machine Co., 70 South St., New Britain, Conn.—RW, SD, SW
 New York Solder Co., Inc., 15 Crosby St., New York, N. Y.—S
 The Ohio Carbon Co., 12508 Berea Rd., Cleveland, Ohio—SF
 Park Metalware Co., Inc., Orchard Park, N. Y.—AT, P, SD, SW
 Parker-Kalon Corp., 200 Varick St., New York, N. Y.—PU
 Philco Corp., Tioga & C Sts., Philadelphia, Pa.—AT, SD, SW, TP
 Photobell Corp., 114 Nassau St., New York, N. Y.—SS
 H. P. Preis Engraving Machine Co., 155 Summit St., Newark 4, N. J.—EE
 Production Devices, Inc., N. Williams St., Whitehall, N. Y.—V
 Pyramid Products Co., 2224 S. State St., Chicago, Ill.—WS
 Rapid Electroplating Process, Inc., 1414 S. Wabash N. Y.—AT, SD, SE, SI, SW
 Rapid Electroplating Process, Inc., 1414 S. Wabash Ave., Chicago, Ill.—E
 The Ruby Chemical Co., 68-70 McDowell St., Columbus, Ohio, "Rubyfluid"—S, SP, SP
 Rubyfluid—The Ruby Chemical Co.
 R and R Plastics, Inc., 85 Union St., Springfield, Mass.—H
 Geo. Scherr Co., Inc., 128 Lafayette St., New York, N. Y.—HM, I
 The Wm. Schollhorn Co., 414 Chapel St., New Haven, Conn.—P, PU
 Walter L. Schott Co., 9306 Santa Monica Blvd., Beverly Hills, Calif.—SD, SH
 Snapper—Mueller Electric Co.
 Southern Products, Independence, Mo.—CH, EE, HC, PU, WS
 Speedcraft—Wire Stripper Co.
 The L. S. Starrett Co., Athol, Mass.—HB, PU, SD
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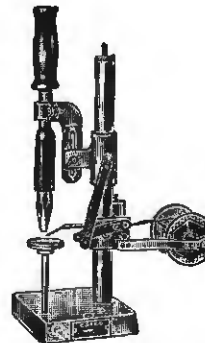
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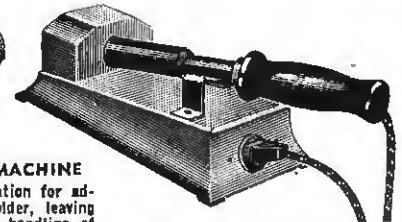


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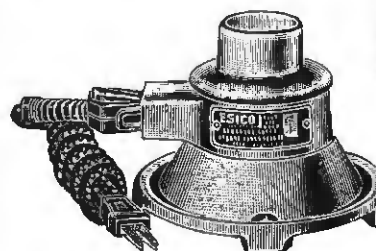


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are widely used in industrial plants throughout the country. They are designed to withstand the strain of continuous service required of factory tools.



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 prevent overheating of soldering irons between soldering operations. Irons do not deteriorate when being used. The idle period causes oxidation and shortens life.



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 ruggedly constructed pots of various sizes designed for continuous operation and so constructed that they are easily and quickly serviced, should elements have to be replaced.

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**How much gross
business
could
you do?**

One great characteristic of the successful American merchant is that he is never satisfied. Never satisfied with his sales figures . . . never satisfied with his merchandise. Always on the search for more desirable merchandise . . . and for greater sales.

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Your War Bond sales figures may not rank with these in amount. But there's no reason why you can't top these figures percentage-wise! It's just the old story of getting behind the merchandise—and selling harder! A shrewd merchandiser in Kentucky devoted his entire 1943 advertising lineage — 348,000

lines—exclusively to pushing the sale of War Bonds.

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foundation for successful commercial enterprise.

How much gross business COULD you do?—In War Bonds, we mean?

WAR BONDS TO HAVE AND TO HOLD!

How Many Bonds Are You Selling?

If your bond sales approach, or exceed, 250 pieces a month, and you are not already an Issuing Agent for United States War Bonds, we suggest that you discuss the matter with your Federal Reserve Bank. If your bond sales are running at a lower rate, your own bank can probably arrange to have you appointed a sub-issuing agent.

**LET'S ALL BACK
THE ATTACK...
WITH WAR BONDS!**

The Treasury Department acknowledges with appreciation the publication of this message by

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This is an official U. S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council

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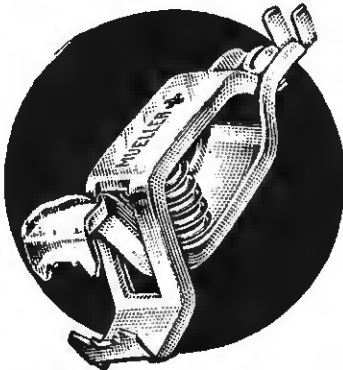


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- Red and black rubber insulators to fit each size.
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Superior Flux Co., 913 Public Sq. Bldg., Cleveland 13, Ohio—SP
Tilton Electric Corp., 138 W. 17th St., New York, N. Y.—S
Harold E. Trent Co., Leverington Ave. & Wilde St., Philadelphia 27, Pa.—ST, SI
Tubing Seal-Cap, Inc., 215 W. 7th St., Los Angeles 14, Calif.—RW
Tuck Mfg. Co., 74 Ames St., Brockton, Mass.—SD
Ullman Products Co., 857-61 4th Ave., Brooklyn 32, N. Y.—DM, L, M
The United States Electrical Tool Co., 1050 Findlay St., Cincinnati 14, Ohio—D, SD
Utica Drop Forge & Tool Corp., 2415 Whiteboro St., Utica 4, N. Y.—P, RW, SC
Vaco Prods. Co., 317 E. Ontario St., Chicago, Ill.—SD, SW
Vanatta Mfg. Co., 518 Monterey Ave., Ontario, Calif.—SE, SI
Vasco Electrical Mfg. Co., 4116 Avalon Blvd., Los Angeles, Calif.—SE, SI, ST
Wales-Stripit Corp., 345 Payne Ave., No. Tonawanda, N. Y.—HC
Weller Bros., 516 Northampton St., Easton, Pa.—SI
Wellmade Electric Mfg. Co., Torrington, Conn.—SI
Western Electric Co., 195 Broadway, New York, N. Y.—S
Westinghouse Elec. & Mfg. Co., Lamp Division, Bloomfield, N. J.—ST
Wire Stripper Co., 1725 Eastham Ave., East Cleveland, Ohio, "Speedcraft"—WS

Hardware—Connectors and Miscellaneous Parts



Binding posts	BP
Cable clamps	CC
Cable connectors	C
Clips, spring	SC
Coaxial cable fittings	CF
Coil shields	CS
Contact points	CM
Couplings	CP
Fuses (meter)	F
Fuse holders	FH
Gaskets	GA
Grid clips	GC
Grommets	G
Hinges, cabinet hdwe.	H
Jacks	J
Lock nuts	LN
Mounting brackets	MB
Nuts	NL
Plugs	P
Retaining rings	RR
Rivets	R
Safety terminals	STE
Screws	S
Self-tapping screws	SS
Shielding, rubber	SR
Shockproof mounts	SM
Soldering lugs	SL
Solderless lugs	L
Solderless links	LI
Solderless pins	PS
Springs	SP
Strain reliefs	ST
Terminals	TE
Terminal strips	T
Tube shields	TS
Tube clamps	TC
Tube sockets	SKT
Washers, brass	WB
Washers, felt	WF
Washers, fibre	FW
Washers, lock	WL
Washers, plastic	WP
Washers, rubber	WR

Acme Folding Box Co., 141-155 E. 25th St., New York 10, N. Y.—GA

Accurate Spring Mfg. Co., 3811 W. Lake St., Chicago 24, Ill.—SP
Airadio, Inc., 2 Selleck St., Stamford, Conn.—C
Aircraft & Diesel Equipment Corp., 4401 N. Ravenswood Ave., Chicago 40, Ill.
Aircraft-Marine Products, Inc., 1523 No. 4th St., Harrisburg, Pa.—C, GC, TE
Aircraft Screw Products Co., Inc., 47-23 35th St., Long Island City 1, N. Y.—S
Alden Products Co., 119 N. Main St., Brockton, Mass.—BP, C, CP, FH, GC, J, P, SKT
Aldine Paper Co., Inc., 373 4th Ave., New York 10, N. Y.—FW
All-Steel Equip. Co., 723 Griffith Ave., Aurora, Ill. CC, C, CP
All Weather Springs, 140 Cedar St., New York 6, N. Y.—SP
American Automatic Electric Sales Co., 1019 W. Van Buren St., Chicago, Ill.—BP, TE
American Communications Corp., 306 Broadway, New York 7, N. Y.—TE, T, SM
American Emblem Co., Inc., Box 116-E, Utica, N. Y.—G
American Instrument Co., Silver Spring, Md.—J, P
American Microphone Co., 1915 S. Western Ave., Los Angeles, Calif.—C, CP
American Nut & Bolt Fastener Co., 2029 Doerr St., Pittsburgh, Pa.—NL, FW, WF, WL
American Phenolic Corp., 1830 S. 54th Ave., Chicago 50, Ill., "Amphenol"—CC, C, CF, CP, P, T, TS
American Radio Hardware Co., Inc., 476 Broadway, New York, N. Y., "Archo"—BP, C, FH, G, GC, J, MB, P, S, SKT, SL, SC, SP, SS, T, TS, FW, WL
American Screw Co., 21 Stevens St., Providence, R. I.—S, SS
American Steel & Wire Co., Rockefeller Bldg., Cleveland, Ohio—SP
Amphenol—American Phenolic Corp.
Andrews Co., 363 E. 75th St., Chicago 19, Ill.—CF
Arens Controls, Inc., 2253 S. Halsted St., Chicago 8, Ill.—CC, G
Arhco—American Radio Hardware Co.
Armstrong Cork Co., Lancaster, Pa.—WF, FW, WR
Arness Electric Co., 116 Broad St., New York 4, N. Y.—FH
Arrow-Hart & Hegeman Electric Co., Laurel & Peck Sts., Hartford, Conn.—J
The Astatic Corp., 830 Market St., Youngstown 1, Ohio—CF
Atlas Products Corp., 30 Rockefeller Plaza, New York 20, N. Y.—CC, C, SC, CP, FH, SL, TE, T
Auburn Mfg. Co., 100 Stack St., Middletown, Conn.—G, FW, WF, WP, WR
Audio Development Co., 2833 13th Ave., So., Minneapolis 7, Minn.—J, P
Aurora Precision Devices, 318 Anderson Blvd., Geneva, Ill.—TE
Automatic Electric Co., 1033 W. Van Buren St., Chicago 7, Ill.—J, P, T
N. S. Baer Co., 9-11 Montgomery St., Hillside, N. J.—FW, WP
Baker & Co., Inc., 113 Astor St., Newark, N. J.—CM
Barker & Williamson, 235 Fairfield Ave., Upper Darby, Pa.—CP, J, P, TC
Wallace Barnes Co., P. O. Box 1521, Bristol, Conn. SP
Birnback Radio Co., Inc., 145 Hudson St., New York, N. Y.—BP, CP, FS, P, S, SKT, SL, T, WF, WL
The Bitcher Corp., 5087 Huntington Dr., Los Angeles 36, Calif.—TC
C. S. Brannin Co., 233 Spring St., New York 13, N. Y.—CM
Breeze Corporations, Newark, N. J.—SR
The Bristol Co., Waterbury, Conn.—S
Bud Radio, Inc., 2118 E. 55 St., Cleveland 3, Ohio—CP, J, MB, NL, P, SL, TE, T, TS
J. H. Bunnell & Co., 215 Fulton St., New York 1, N. Y.—TE
Burndy Engineering Co., Inc., 107 Eastern Blvd., New York 54, N. Y.—CC, C, L, PS, LF
Bussmann Mfg. Co., University at Jefferson, St. Louis, Mo., "Buss"—F, FH
Callite Tungsten Corp., 558 39th St., Union City, N. J.—CM
Camloc Fastener Corp., 420 Lexington Ave., New York 17, N. Y.—NL
Cannon Electric Development Co., 3209 Humboldt St., Los Angeles 31, Calif.—CC, C, CP, P, TE, T
Allen D. Cardwell Mfg. Corp., 81 Prospect St., Brooklyn 1, N. Y.—CP, TE
Chandler Products Corp., 1491 Chardon Rd., Cleveland, Ohio—S
John Chatillon & Sons, 85-93 Cliff St., New York 7, N. Y.—SP
Chase Brass & Copper Co., Inc., 236 Grand St., Waterbury 91, Conn.—BP, C, SC, FH, G, NL, R, S, WB, WL
Chicago Rivet & Machine Co., 9600 Jackson Blvd., Bellwood, Ill.—R
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Chicago Tool & Engineering Co., 8383 So. Chicago Ave., Chicago 17, Ill.—CC, C, CP, SL



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AUTOMATIC RADIO has many surprises for the postwar period

Even though our entire output is still going into fighters and bombers, AUTOMATIC'S unique position in the home radio market is held and protected by superior forces of performance and price.

You know what AUTOMATIC radios have done to put merchandising power into the operations of distributors and dealers. You can't forget how the Tom Thumb model built up store traffic and boosted volume.

And now that postwar merchandising is getting nearer, keep your eye on AUTOMATIC.

You will find AUTOMATIC in the very forefront of postwar developments—in radio, FM and television—with every AUTOMATIC product living up to the lessons of war production.

But! Don't overlook this one thing: Regardless of the many improvements and innovations promised for the postwar period (for higher unit prices and limited markets), the BIG THING which the great American public needs most and buys most, is the radio set that combines high performance and low price.

That means AUTOMATIC!

That has always meant AUTOMATIC to thousands of dealers who, from their own experience, know what a successful dealer must have.

Make your plans NOW to sell

KEEP BUYING WAR BONDS

Automatic

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RADIO Retailing TODAY • March, 1944

107

BLUEPRINT
of things to come!

Vogue has important plans in the making... plans for a finer, more complete line of electrical home utilities after the war, offering you easier selling and greater profits than ever.

Meantime, war efforts must be intensified till victory. Our well equipped, versatile plant has been expanded so that we can handle the production of more parts, or complete units. We welcome inquiries along this line.

SHERIDAN ELECTRO CORP.
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Three series of Plugs and Sockets cover practically every requirement:

300 series, a popular line of small plugs and sockets adaptable to a thousand uses—from 2 to 23 contacts;

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For Every Requirement

ranging from small sizes (5-40 screws) to large sizes (10-12 screws). Over 500 standard items. Also mounted on panels to your specifications. Illustration shows new Barrier Strips, supplied in six sizes from 3/4" wide and 13/32" high to 2 1/2" wide and 1 1/4" high. Barriers provide long leakage paths and prevent shorts from frayed wires at terminals.

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Cleveland Tungsten, Inc., 10200 Meech Ave., Cleveland, Ohio—CM
Collins Co., 644 Landfair Ave., Westwood Village, Los Angeles, Calif.—CC, CM, STE
Columbia Nut & Bolt Co., 945 Main St., Bridgeport 3, Conn.—NL, LN
Commercial Metal Products Co., 2251 W. St. Paul Ave., Chicago 47, Ill.—TS, WB
Connecticut Telephone & Electric Div. Great American Industries, Inc., Meriden, Conn.—J, P, TS
Connector Corp., 401 N. Broad St., Philadelphia 8, Pa.—C, CF, P
Consolidated Molded Products Corp., 309 Cherry St., Scranton, Pa.—BP, T
Continental-Diamond Fibre Co., Newark, Del.—CP
Corbin Screw Corp., 1148 Myrtle & Grove Sts., New Britain, Conn.—NL, S, SS
Continental Screw Co., 457 Mt. Pleasant St., New Bedford, Mass.—S, SS
Cook Electric Co., 2700 Southport Ave., Chicago, Ill.—T
Communication Products Co., 744 Broad St., Newark, N. J.—CF
Creative Plastics Corp., 968 Kent Ave., Brooklyn 5, N. Y.—G, T, WP
The Daven Co., 158 Summit St., Newark, N. J.—BP
Division Lead Co., 830 W. Kinzie St., Chicago 22, Ill.—WB
Eagle Electric Mfg. Co., Inc., 23-10 Bridge Plaza, So., Long Island City, N. Y.—SKT
Hugh H. Eby, Inc., 18 W. Chelton Ave., Philadelphia 44, Pa.—BP, CC, J, P, SL, T, SKT
Eclipse Moulded Products Co., 5151 No. 32nd St., Milwaukee 9, Wis.—WP
Elastic Stop Nut Corp., 2330 Vauxhall Rd., Union, N. J.—NL
Etco Tool & Screw Corp., 1800 Broadway, Rockford, Ill.—R, S, SS
Electrical Facilities, Inc., 4224 Holden St., Oakland, Calif.—T
Electronic Mechanics, Inc., 70 Clifton Blvd., Clifton, N. J.—SKT
Electronic Products Mfg. Corp., 7300 Huron River Dr., Dexter, Mich.—J, P
Electronic Supply Co., 6-8 Winter St., Worcester 4, Mass.—C, MB, TE
Englewood Electrical Supply Co., 5801 S. Halsted St., Chicago 21, Ill.—C
Eriksen Screw Machine Products Co., Inc., 25 Lafayette St., Brooklyn 1, N. Y.—S
Erie Can Co., 816 W. Erie St., Chicago, Ill. "Erie" CS, TS
H. C. Evans & Co., 1528 W. Adams St., Chicago, Ill.—F, FH, NL, R, S, SS, SL, SP, SC, WL
Everlock—Thompson-Bremer & Co.
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Fantsteel Metallurgical Corp., 2200 Sheridan Road, No. Chicago, Ill.—CM
Faries Mfg. Co., 1030 E. Grand Ave., Decatur 70, Ill.—S, TE
Federal Screw Products Co., 224 W. Huron St., Chicago 10, Ill.—G, GC, MB, NL, R, S, SL, SS, T, FW, WL, WB, TE
A. W. Franklin Mfg. Corp., 175 Varick St., New York 14, N. Y.—BP, J, P, STE, SL, TE, T, SKT, RR
Franklin Fibre Lamitex, Corp., Wilmington, Del.—FW
Froiland Mfg. Co., 430 St. James Ave., Springfield, Mass.—BP, C, CF, CP, P, S
G-C—General Cement Mfg. Co.
Gemoid Corp., 79-10 Albion Ave., Elmhurst, L. I., N. Y.—CF, G, WF
General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—G-C—G, J, NL, R, S, SS, SKT, SL, SP, WF, FW, WL, CC, C, TE, WB, WF, WR
General Electric Co. 1285 Boston Ave., Bridgeport, Conn. "GE"—CC, C, CF, J, SKT
General Plate Co., Div. of Metals & Controls Corp., 40 Forest St., Attleboro, Mass.—CM
General Radio Co., 30 State St., Cambridge, Mass.—BP, C, CF, J, P
General Winding Co., 254 W. 31st St., New York, N. Y. "Gen-Win"—BP
Gen-Win—General Winding Co.
Geometric Stamping Co., 1111 E. 200th St., Cleveland 17, Ohio—CC, SC, CS, FH, MB, TE, TS
Gibson Electric Co., 8350 Frankstown Ave., Pittsburgh 21, Pa. "Gibsily"—CM
Goat Metal Stampings, Inc., 314 Dean St., Brooklyn 17, N. Y. "Goat-Form-Plating"—TS
B. F. Goodrich Co., 500 So. Main St., Akron, Ohio, "Rivnuts"—B
L. F. Grammes & Sons, Inc., Jordan & Union Sts., Allentown, Pa.—C
Greenhut Insulation Co., 31 W. 21st St., New York, N. Y.—T, FW, WP
Gripmaster—George Walker Co.
The Harwood Co., 540 N. LaBrea St., Los Angeles, Calif.—C

John Hassall, Inc., Clay & Oakland Sta., Brooklyn, N. Y.—R, S
The Holo-Krome Screw Corp., Hartford 10, Conn.—S
Harvey Hubbell, Inc., Bridgeport 2, Conn.—C
Heyman Mfg. Co., Kenilworth, N. J.—FW, ST
Homer Pressed Steel Co., Lansdale, Pa.—SC, SP
ICA—Insuline Corp. of America
Ideal Commutator Dresser Co., Park Ave., Sycamore, Ill.—C, SL
Industrial Screw & Supply Co., 717 W. Lake St., Chicago 6, Ill.—BP, CC, SC, G, NL, R, S, SS, SL, TE, WR, WF, FW, WL, WP
Industrial Synthetics Corp., 60 Woolsey St., Irvington 11, N. J. "Synntex"—G
Instrument Specialties Co., Inc., 244 Bergen Blvd., Little Falls, N. J.—SP
Insulation Manufacturers Corp., 565 W. Washington Blvd., Chicago, Ill.—FW, G
Insuline Corp. of America, 3602 35th Ave., Long Island City, N. Y. "ICA"—BP, C, CC, SC, CS, CP, FH, GG, G, J, MB, NL, L, P, R, STE, S, SS, SL, SP, TE, T, TS, SKT, FW, WL, WP, WR
J.F.D. Mfg. Co., 4111 Ft. Hamilton Pkwy., Brooklyn 18, N. Y.—TS, P
E. F. Johnson Co., Waseca, Minn., "Johnson"—BP, CP, FS, GC, J, P, SKT
Howard B. Jones, 2460 W. George St., Chicago 18, Ill.—P, H, J, T, P, TE
Kane Mfg. Corp., North Fraley St., Kane, Pa.—CC, MB, TC
Kelllogg Switchboard & Supply Co., 8650 S. Cleere Ave., Chicago 38, Ill.—J, P, SL, TE, T
Kirscher Metal Products Co., 631 Kent Ave., Brooklyn 11, N. Y.—CC, C, SC, FH, GC, MB, SP, TE, TS
Kiegl Bros. University Electric Stage Lighting Co., 321 W. 50th St., New York, N. Y.—C, T
Kollath Manufacturing Co., 212-224 N. Loomis St., Chicago 7, Ill.—BP, CC, C, SC, FH, MB, P, SL
Ler Spring Co., Inc., 30 Main St., Brooklyn, N. Y. SC, SP
Lenz Electric Mfg. Co., 1751 N. Western Ave., Chicago, Ill.—SKT
Linick, Green & Reed, Inc., 29 E. Madison St., Chicago, Ill.—FS
Littelfuse, Inc., 4757 Ravenswood Ave., Chicago 40, Ill.—F, FH, TE
Locke Insulator Corp., P. O. Box 57, Baltimore 3, Md.—CC, C, CF
Lord Mfg. Co., 1635 W. 12th St., Erie, Pa.—SM
H. K. Lorentzen, Inc., 391 W. Broadway, New York 16, N. Y.—SM
P. R. Mallory & Co., Inc., 3029 E. Washington St., Indianapolis 6, Ind., "Yaxley"—CM, J, P
F. N. Manross & Sons, Div. of Associated Spring Corp., Bristol, Conn.—SP, WB
Manufacturers Screw Products, 216-222 W. Hubbard St., Chicago, Ill.—BP, G, NL, R, S, SL, SS, T, FW, WF, WL
Master Products Co., 6400 Park Ave., S. E., Cleveland 5, Ohio—WB
Melrath Supply & Gasket Co., Inc., Tioga & Memphis Sts., Philadelphia 34, Pa.—GA, FW
Mica Insulator Co., 200 Varick St., New York 14, N. Y.—T, WP
Micarta Fabricators, Inc., 4619 Ravenswood Ave., Chicago, Ill.—GC, SKT, T, WF
Mid-West Screw Products Co., Main & St. George St., St. Louis, Mo.—S
James Miller Mfg. Co., Inc., 150 Exchange St., Malden, Mass.—BP, CC, C, SC, CS, GC, MB, P, STE, TE, T, TS, TC, SKT
J. W. Miller Co., 5917 S. Main St., Los Angeles, Calif. "Miller"—CS, G, MB, T
Molded Insulation Co., 335 E. Price St., Philadelphia, Pa.—BP, C, J, P, SKT, T
Monowatt Electric Corp., 66 Bissell St., Providence, R. I.—C
Frank W. Morse Co., 301 Congress St., Boston 10, Mass.—BP, CC, C, SC, TE
Muelhausen Spring Corp., Logansport, Ind.—SP
Mueller Electric Co., 1533 E. 31st St., Cleveland 14, Ohio, "Universal"—SC
Multi Electrical Mfg. Co., 1840 W. 14th St., Chicago, Ill.—FH, SL
Wm. J. Murdock Co., 158 Carter St., Chelsea 50, Mass.—J, P
The Muter Co., 1255 S. Michigan Ave., Chicago, Ill. "Muter"—SL, T
Mykroy, Inc., 1917 N. Springfield Ave., Chicago 47, Ill.—TC, SKT
National Company, Inc., Malden, Mass.—BP, SKT
National Gasket & Mfg. Co., 122 E. 25th St., New York, N. Y.—GA
National Lock Co., 1902 Sevent St., Rockford, Ill.—NL, S, SS, H
National Lock Washer Co., 40 Hermon St., Newark, N. J.—WL, WR
The National Screw & Mfg. Co., 2440 E. 75th St., Cleveland 4, Ohio—NL, R, S, SS
National Vulcanized Fibre Co., Wilmington, Del.—T, WF
New Britain Spring Co., 696 W. Main St., New Britain, Conn.—SP
New England Screw Co., Keene, N. H.—SS

No. 2 in a series of advertisements depicting your post-war market for radios, combinations and record players.

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[AFTER THE WAR]

It's a long jump from a wildly tossed landing barge to this tranquil scene. But eventually, the soldier boy will be here . . . in a drifting canoe, with his best girl, and a soft-playing radio. For millions of men returning to the American way of life, famous Trav-Ler portables will be again available. There'll be Trav-Ler Home Radios, Combinations and Record-Players, too. They'll be the finest that engineering and equipment can make, you can bet on it!

It's not too early to think about effective ways of selling this huge potential market. Future-minded distributors are invited to write regarding available Trav-Ler Karenola territories.

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HARDWARE

The North Electric Mfg. Co., P. O. Box 267, Gallon, Ohio—T
 Northam Warren Corp., War Works Div., Stamford, Conn.—P, SKT
 Northwest Plastics, Inc., 2233 University Ave., St. Paul 4, Minn.—WP
 O K Machine Co., 2131 Fairfeld Ave., Fort Wayne 8, Ind.—BP, CC, C, CS, GC, MB, SL, TE, T, TS
 Pacific Railway Equipment Co., 960 E. 61st St., Los Angeles 1, Calif., "Preco"—R
 The Palmot Co., 62 Cordier St., Irvington, N. J.—NL, LN
 Parker-Kalon Corp., 200 Varick St., New York, N. Y.—SS
 Patton-MacGuyer Co., 17 Virginia Ave., Providence, R. I.—TE
 Paul & Beekman, Div. of Philadelphia Lawnmower & Mfg. Co., 18th & Courtland Sts., Philadelphia, Pa.—TS
 Peck Spring Co., Plainville, Conn.—SP
 Penn Fibre & Specialty Co., 2030 E. Westmoreland St., Philadelphia 34, Pa.—CP, G, WB, WF, FW, WL, WP
 Penn-Union Electric Corp., 315 State St., Erie, Pa.—C, CP, FH, GC, NL, SC, SL, T, WL
 Perm-O-Flux Corp., 4916 W. Grand Ave., Chicago, Ill.—MB
 Pheoll Mfg. Co., 5700 Roosevelt Rd., Chicago 50, Ill.—NL, S
 Phomette Co. of America, 7122 Melrose Ave., Los Angeles, Calif.—FW, WF
 Plastic Fabricators Co., 440 Sansome St., San Francisco 11, Calif.—WP
 Porcelain Products, Inc., Parkersburg, W. Va.—CC
 Potter & Brumfield Mfg. Co., Inc., 700 No. Gibson St., Princeton, Ind.—C
 Precision Specialties, 210-220 W. Western Ave., Los Angeles 4, Calif.—P, T
 Printloid, Inc., 93 Mercer St., New York 12, N. Y.—G, FW, WP
 Progressive Mfg. Co., P. O. Box 538, Torrington, Conn.—NL, R, S
 The Pyle-National Co., 1334 N. Kostner Ave., Chicago 51, Ill.—P, C
 Radex Corp., 1322 Elston Ave., Chicago, Ill.—BP, CS, GC, J, SC
 Radio Essentials, Inc., 69 Wooster St., New York, N. Y.—BP, CS, CP, FW, GC, G, J, MB, NL, P, S, SKT, SL, SP, SS, SC, T, WL
 Radio Specialties Co., 1956 So. Figueroa St., Los Angeles 7, Calif.—T
 The Rajah Co., Bloomfield, N. J.—TE
 Raymond Mfg. Co., Div. of Associated Spring Corp., Drawer 461, Corry, Pa.—SC, SP
 Reed & Prince Mfg. Co., 1 Duncan Ave., Worcester 1, Mass.—S, SS, NL, R
 Reliable Spring & Wire Forms Co., 3167 Fulton Rd., Cleveland 9, Ohio—SC, SP, GC, G, WB, WL
 Remler Co., Ltd., 19th at Bryant, San Francisco, Calif., "Remler"—T, SKT
 Bernard Rice's Sons, Inc., 325 Fifth Ave., New York, N. Y.—TS
 Richardson Co., Melrose Park, Melrose Park, Ill.—WP
 Rupp's Assembling & Mfg. Works, 2341 N. Seminary Ave., Chicago 14, Ill.—P, TE
 Rusgreen Mfg. Co., 14262 Blrwood Ave., Detroit 4, Mich.—C, SL, TE, T
 St. Louis Screw & Bolt Co., 6900 N. Broadway, St. Louis, Mo.—NL, S, WL
 Sandee Mfg. Co., 3945 No. Western Ave., Chicago 18, Ill.—TS, WP
 Walter L. Schott Co., 9306 P. Santa Monica Blvd., Beverly Hills, Calif.—CC, J, S, SP, WF, FW, WR
 Selector Mfg. Co., 21-10 49th Ave., Long Island City 1, N. Y.—C, CP
 Shakeproof Inc., 2501 N. Keeler Ave., Chicago 39, Ill.—S, SS, TE, WB, WL
 Sheldon Service Corp., 24-15 43rd Ave., Long Island City, N. Y.—CP
 N. B. Sherman Mfg. Co., 22 Barney St., Battle Creek, Mich.—SL, TE, L, LI, SC
 Small Motors, Inc., 1322 Elston Ave., Chicago, Ill.—BP, CS, J
 Nathan R. Smith Mfg. Co., 105 Pasadena Ave., So. Pasadena, Calif.—SL
 Southern Products, Independence Mo.—CC, CP, MB, SP
 Spaulding Fibre Co., Inc., 310 Wheeler St., Tonawanda, N. Y.—G, FW, WP
 Staco—Standard Electrical Products Co.
 Standard Electric Time Co., 89 Logan St., Springfield 2, Mass.—BP, J, P
 Standard Electrical Products Co., 300 E. 4th St., St. Paul, Minn., "Staco"—T
 Standard Locknut & Lockwasher, Inc., 33-35 W. St. Clair St., Indianapolis 4, Ind.—NL, WL
 Standard Pressed Steel Co., Jenkintown, Pa.—S, SS

Standard Technical Devices, Inc., 3008 Avenue M, Brooklyn 10, N. Y.—G, J, P
 The States Co., 19 New Park Ave., Hartford 6, Conn.—BP, FH, T
 Stewart Stamping Co., 621 E. 216th St., New York 67, N. Y.—CC, FH, GC, MB, SL, SF, TE, T, WB
 Edwin B. Stimpson Co., Inc., 70 Franklin Ave., Brooklyn 5, N. Y.—R, TE, WB
 Stromberg-Carlson Co., 100 Carlson Rd., Rochester 3, N. Y.—BP, CC, C, J, P, TE, T
 Sundt Engineering Co., 4763 Ravenswood Ave., Chicago, Ill.—TE
 Sylvania Electric Products, Inc., 500 Fifth Ave., New York 18, N. Y.—SKT
 Synthans Corp., Highland Ave., Oaks, Pa.—SKT, Y
 Taylor Fibre Co., Norristown, Pa.—WF
 Thomas & Betts Co., Inc., 30-36 Butler St., Elizabeth 1, N. J.—C, TE, T
 Thompson-Bremer & Co., 1640 W. Hubbard St., Chicago, Ill., "Everlock"—WL
 Tilton Electric Corp., 138 W. 17 St., New York, N. Y., "Ex-Stat"—S, SL, T, WF, WL
 Tinnerman Products, Inc., 2038 Fulton Rd., Cleveland, Ohio
 York Clock Co., Inc., 1 Grove St., Mt. Vernon, N. Y.—MB
 Trav-Ler Karenola Radio & Television Corp., 1028-36 W. Van Buren St., Chicago 7, Ill.—BP, J, P, T, SP
 Tubular Rivet & Stud Co., Wollastan, Mass.—CM, R
 The Ucinite Co., Div. United Carr Fastener Corp., Newtonville, Mass.—BP, CC, C, CF, CP, MB, TE, T, TC, WP
 Union Aircraft Products Corp., 245 E. 23rd St., New York 10, N. Y.—C, CS, CP, MB, SL, TE, TS
 United Radio Mfg. Co., 191 Greenwich St., New York 7, N. Y.—WP
 United Screw & Bolt Corp., 2513 W. Cullerton St., Chicago 8, Ill.—NL, S, SS, WB
 United States Rubber Co., 1230 6th Ave., New York 10, N. Y.—G, SE, WB
 Universal—Mueller Electric Co.
 Universal Microphone Co., Ltd., 424 Warren Lane, Inglewood, Calif.—J, P
 Utah Radio Products Co., 850 Orleans St., Chicago, Ill.—GC, J, P, TS
 George Walker Co., 118 Amsterdam Ave., Passaic, N. J., "Gripmaster"—CC
 Western Automatic Machine Screw Co., Lake Ave. at Foster, Elyria, Ohio—NL, S
 Western Electric Co., 195 Broadway, New York, N. Y.—J, P, SKT, T
 Westinghouse Elec. & Mfg. Co., Lamp Div., Bloomfield, N. J.—CC, C, CM, F, FH, TC, SKT
 Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.—CP
 The S. S. White Dental Mfg. Co., Industrial Division, 10 E. 40th St., New York, N. Y.—FS
 Whitehead Stamping Co., 1661 W. Lafayette Blvd., Detroit 16, Mich.—SC, TE, WB, FW, WL, WR, L
 Wickwire Spencer Steel Co., 500 Fifth Ave., New York 18, N. Y.—CC, SC, GC, NL, R, S, SP
 Wilcox Electric Co., Inc., 1400 Chestnut, Kansas City 1, Mo.—CC
 Wilmington Fibre Specialty Co., P. O. Drawer 1028, Wilmington 99, Del.—FW, G, WP
 H. A. Wilson Co., 105 Chestnut St., Newark 5, N. J.—CM
 C. D. Wood Electric Co., Inc., 325 Broadway, New York, N. Y.—BP, J
 Worcester Pressed Steel Co., Worcester, Mass.—CS, G
 Wynn Mfg. Div., Hudson Supply Co., 401 N. 27th St., Richmond, Va.—J
 Yaxley—P. R. Mallory & Co., Inc.
 Yost Superior Co., Springfield, Ohio—SP
 Zierick Mfg. Corp., 385 Gerard Ave., Bronx 51, N. Y.—SL

Electronic hygrometersEH
 Electronic viscosimetersVC
 Electrostatic VME
 Field strength metersF
 Frequency measuring devicesFM
 Frequency response recordersFR
 GalvanometersG
 High volt testers breakdownH
 Impulse counterIC
 Instrument partsMP
 Insulation testersIT
 Ionization gaugesIG
 Light intensityL
 Megohm metersMO
 Multi-metersM
 Neon test lightsN
 OhmmetersO
 P.E. densitometersPE
 PH metersPH
 Pressure measurementsPM
 Phase angle metersP
 Q-meterQE
 Radio set analyzersR
 Reflection metersRM
 Sound level meters & recorders.....S
 Spring testing equip.ST
 TachometerTA
 Thermo-couplesTH
 Thermometers & pyrometersT
 Time measurementTM
 Trans. measuring setTR
 Tube testersTT
 Tuning forksTF
 Vacuum gaugesVG
 Vac. tube voltmetersVT
 Vibration measuring equip.VM
 Volume indicatorsVI
 VoltmetersV
 Watt-hour metersWH
 Watt metersW
 Wave analyzersWA
 Wave metersWM

Ace Mfg. Corp. 1239 E. Erie Ave., Philadelphia 24, Pa.—MP, TA
 Aero Communications, Inc., 231 Main St., Hempstead, L. I., N. Y.—F, FM, VT, WM
 Aerovox Corp., 740 Belleville Ave., New Bedford, Mass.—B
 Aircraft Accessories Corp., Fairfax & Funsten Rd., Kansas City, Kans.—FM, WM
 Airplane & Marine Instruments, Inc., Box 92, Clearfield, Pa.—WM
 All American Tool & Mfg. Co., 1014 Fullerton Ave., Chicago, Ill.—VM
 Allen Elec. & Equip. Co., 2103 Pitcher St., Kalamazoo 13F, Mich.—V, G
 American Communications Corp., 306 Broadway, New York 7, N. Y.—VI
 American Instrument Co., Silver Spring, Md.—PH
 American Thermo-Electric Co., 67 E. 8th St., New York 3, N. Y.—TH
 American Time Products, Inc., 580 Fifth Ave., New York 19, N. Y.—FM, TF
 Amplifier Co. of America, 398 Broadway, New York 13, N. Y.—EH, PH, VI
 Andrew Co., 363 E. 75th St., Chicago 19, Ill.—P
 R. B. Annis Co., 1101 No. Delaware St., Indianapolis 2, Ind.—VM
 Applied Research Laboratories, 4336 San Fernando Rd., Glendale 4, Calif.—PE
 Askania Regulator Co., 1605 S. Michigan Ave., Chicago, Ill.—PM
 Associated Research, Inc., 231 So. Green St., Chicago 7, Ill.—A, B, IT, MO, O, TA, VM, V, H
 The Audio-Tone Oscillator Co., 237 John St., Bridgeport 3, Conn.—AR, S, W
 Bailey Meter Co., 1050 Ivanhoe Rd., Cleveland 10, Ohio—T
 Ballantine Laboratories, Inc., Boonton, N. J.—AR, FR, S, W
 Alfred W. Barber Laboratories, 34-04 Francis Lewis Blvd., Flushing, L. I., N. Y.—VT
 Barker & Williamson, 235 Fairfield Ave., Upper Darby, Pa.—F, FM, WM
 Bendix Radio, Div. of Bendix Aviation Corp., East Joppa Rd., Baltimore 4, Md.—D, F, FM, P, VT, WA, WM
 Best Mfg. Co., Inc., 1200 Grove St., Irvington 11, N. J.—FM
 Biddle Co., James G., 1211 Arch St., Philadelphia, Pa.—FM, IT, MO, VM
 Richard H. Bird, 23 Moody St., Waltham, Mass.—MF
 Bliley Electric Co., Union Station Bldg., Erie, Pa.—PM
 Boonton Radio Corp., Boonton, N. J.—IT, QE
 W. W. Bues Co., 3001 Salem Ave., Dayton 1, Ohio—A, O, S, TH, V
 Boulin Instrument Co., 65 Madison Ave., New York, N. Y.—TA

Measuring Instruments & Equipment



Ammeters, indicatingA
 Ammeters & milliammeters, recording.....AR
 Attenuation metersAM
 Battery testersBT
 BridgesB
 Color analyzersC
 Dielectric const. recorderDC
 Distortion metersD
 Electric dimension gaugeEG
 Electric micrometerEM



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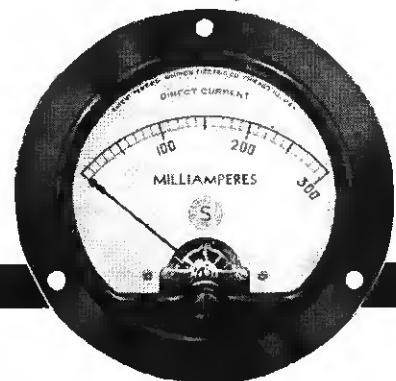
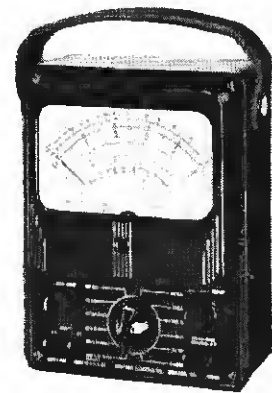
TIME itself is the most critical of all our needs today . . . time to make ready the tools and weapons that will insure Victory. We cannot stretch the hours and minutes that lie at hand. But we can borrow from the fruits of the time that has passed — from the years of research stored up by American enterprise.

It is this reservoir of experience that has made possible the prodigious wartime effort of American industry. The Jeeps, the Flying Fortresses, the General Shermans, the Liberty Ships . . . all these, in their vast array, were born of knowledge amassed through many long years of learning.

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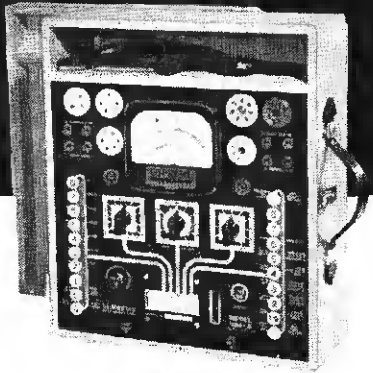
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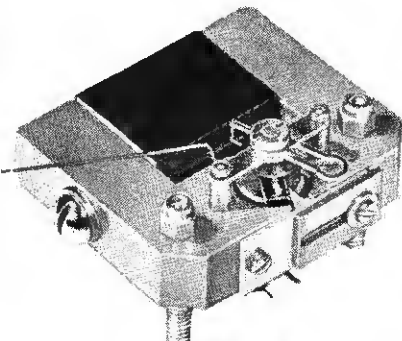
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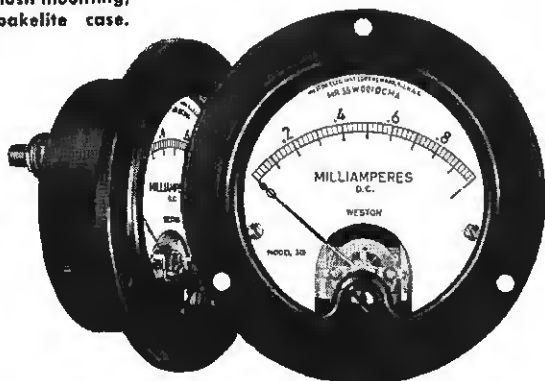
SUPREME INSTRUMENTS CORP.
Greenwood, Miss., U. S. A.

MEASURING INSTRUMENTS & EQUIPMENT

- The Bristol Co., Waterbury, Conn.—AR, T, TH
Brown Instrument Co., 4536 Wayne Ave., Philadelphia, Pa.—T, TH, PM
Browning Laboratories, Inc., 751 Main St., Winchester, Mass.—FM
Brush Development Co., 3311 Perkins Ave., Cleveland, 14, Ohio—G, PM, VM
Bud Radio, Inc., 2118 E. 55th St., Cleveland 3, Ohio—WM
Burton-Rogers Co., 857 Royston St., Boston 16, Mass.—A, V
Bulova Watch Co., 630 Fifth Ave., New York, N. Y.—M
Burlington Instrument Co., 316 Valley St., Burlington, Iowa—A, FM, O, TH, V
Wm. W. L. Burnett Radio Laboratory, 4814 Idaho St., San Diego 4, Calif.—FM
Cambridge Instrument Co., Inc., 3732 Grand Central Terminal, New York, N. Y.—G, TH, GA, PH
Carson Micrometer Corp., P. O. Box 57, Little Falls, N. J.—FM
Central Scientific Co., 1700 Irving Park Rd., Chicago 13, Ill.—PH
The Clough-Brenne Co., 5501 Broadway, Chicago, Ill.—A, FM, IT, M, V, MO, AM, B
Collins Co., 644 Landfair Ave., Westwood Village, Los Angeles, Calif.—G, T
Colloid Equipment Co., Inc., 50 Church St., New York 7, N. Y.—EH
Coleman Electric Co., 318 Madison St., Maywood, Ill.—PH
Columbia Electric Mfg. Co., 4519 Hamilton Ave., Cleveland 14, Ohio, "Tong Test"—A
Commercial Research Laboratories, Inc., 20 Bartlett Ave., Detroit 3, Mich.—PM, VM
Communications Co., Inc., 300 Greco Ave., Coral Gables 34, Fla.—F
Communication Measurement Laboratory, 120 Greenwich St., New York, N. Y.—B, FM, VM
Continental Electric Co., 715 Hamilton St., Geneva, Ill.—VG
C. G. Conn., Ltd., Elkhart, Ind.—FM
Consolidated Engineering Corp., 1255 E. Green St., Pasadena 5, Calif.—G, VM
Cornell-Dubilier Electric Corp., 1000 Hamilton Blvd., S. Plainfield, N. J.—B
Corning Glass Works, Corning, N. Y.—C
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.—TA
Cyclotron Specialties Co., Moraga, Calif.—VG, IC
The Daven Co., 191 Central Ave., Newark 4, N. J.—FM, VI, TR, S
De Jur-Amsco Corp., 6 Bridge St., Shelton, Conn.—A, G, V
Tobe Deutschmann Corp., Canton, Mass.—B
Distillation Products, Inc., 755 Ridge Rd., W. Rochester 13, N. Y.—MP, PM, TH, VG
Doolittle Radio, Inc., 7421 So. Loomis Blvd., Chicago 36, Ill.—PM
R. L. Drake Co., 11 Longworth St., Dayton 2, Ohio—EH, IT
Allen B. DuMont Laboratories, Inc., 2 Main Ave., Passaic, N. J.—VM
Ecco High Frequency Electric Corp., 7020 Hudson Blvd., No. Bergen, N. J.—VG
Electronic Development Co., 2055 Harney St., Omaha 2, Nebr.—A, V
Electrical Facilities, Inc., 4224 Holden St., Oakland 8, Calif.—M
Electronic Products Co., 111 E. Third St., Mt. Vernon, N. Y.—VG
Electronic Products Co., 19 No. First St., Geneva, Ill.—EH
Electronic Research Corp., 2659 W. 19th St., Chicago 8, Ill.—B, F, FM, MO, O, M, PH, P, VG, VT, WM
Electro-Products Laboratories, 549 West Randolph St., Chicago 6, Ill.—H
Charles Engelhard, Inc., 233 N. J. RR Ave., Newark 5, N. J.—AR, TH, T
Engineering Laboratories, Inc., 624 E. 4th St., Tulsa, Okla.—FM, VM
Ess Instrument Company, George Washington Bridge Plaza, Fort Lee, N. J.—C
Esterline—The T. R. Routh Co.
The Esterline-Angus Co., Inc., P. O. Box 696, Indianapolis, Ind.—AR, F, O, S
Epley Laboratory, Inc., 12 Sheffield Ave., Newport, R. I.—TH
Erco Radio Laboratories, Inc., 231 Main St., Hempstead, N. Y.—F, FM, VT, WM
Espey Mfg. Co., Inc., 305 E. 63rd St., New York 21, N. Y.—B, FM, O, VT, V
Fada Radio & Electric Mfg. Co., Inc., 30-20 Thomson Ave., Long Island City 1, N. Y.—F, FM, O, VT, VI
Federal Instrument Co., 3931—47th Ave., Long Island City 4, N. Y.—B, MP
Ferranti Electric, Inc., 30 Rockefeller Plaza, New York 20, N. Y.—A, E, IT, VM
Ferris Instrument Co., 110 Cornelia St., Beonton, N. J.—VT, F, FM, RN, QE
Field Electrical Instrument Co., 2432 Grand Concourse, New York 37, N. Y.—TH
Fisher Scientific Co., 711 Forbes St., Pittsburgh, Pa.—C, PH
Fish-Schurman Corp., 230 E. 48th St., New York 17, N. Y.—D, MP, L, VO
Forest Electronics Co., 320 E. 65th St., New York, N. Y.—R
George E. Fredericks, Bethayres, Pa.—VG
Charles A. Fuchs Bros., 13-15 Mollineux Pl., Roosevelt, Nassau, N. Y.—MP
Gaertner Scientific Corp., 1201 Wrightwood Ave., Chicago, Ill.—C
Gamma Instrument Co., Inc., 95 Madison Ave., New York 16, N. Y.—PH
Garner Electronics Corp., 1100 W. Washington Blvd., Chicago, Ill.—FM, WM
Henry A. Gardner Laboratory, Inc., 1500 Rhode Island Ave., N. W., Washington 5, D. C.—C, RM
General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—H
General Communication Co., 681 Beacon St., Boston 15, Mass.—B, FM, F, TF
General Electric Co., 1295 Boston Ave., Bridgeport, Conn.—F, FM, FR, MO, M, S, TH, VT, VI, V
General Electric Co., 1 River Rd., Schenectady, N. Y.—A, AR, E, FM, IT, F, G, M, S, W, WH, T, V, VT, MO, L, P, F, TH, WM, B, CA, VM, WA
General Radio Co., 30 State St., Cambridge, Mass.—AM, B, D, FM, IT, MO, S, TA, VT, VM, V, WA, WM
General Time Instruments Corp., Seth Thomas Clock Division, Thomaston, Conn.—UH
Geophysical Instrument Co., 1315 Half St., S. E., Washington 3, D. C.—IC
Gisholt Machine Co., 13 S. Baldwin St., Madison, Wis.—VM
G-M Laboratories, Inc., 4326 N. Knox Ave., Chicago 41, Ill.—A, G, V
G. M. Mfg. Co., 50 West 3rd St., New York 12, N. Y.—T
Grenby Mfg. Co., Plainville, Conn.—B, D, FM, O, VT, WA, Q
Gruen Watch Co., Time Hill, Cincinnati, Ohio—M
W. & L. E. Gurley, 514 Fulton Street, Troy, N. Y.—FM
Haines Mfg. Co., 248-274 McKibbin St., Brooklyn 8, N. Y.—C, F, MO, M, O, VT
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Hathaway Instrument Co., 1315 South Clarkson, Denver, Colo.—FM, G, ML, VM
Haydon Mfg. Co., Forestville, Conn.—FR
Heiland Research Corp., 130 East 5th Ave., Denver 9, Colo.—G, VM
Herbach & Rademan Co., Mfg. Div. 517 Ludlow St., Philadelphia 6, Pa.—B, FM, IT, PH, VG, VT, BM, IC, IG
Hewlett-Packard Co., 395 Page Mill Rd., Palo Alto, Calif.—VT, D, FM
The Hickok Electrical Instrument Co., 10514 Dupont Ave., Cleveland 8, Ohio—A, FM, O, VT, W, V
Higgins Industries, Inc., Radio Div., 2221 Warwick Ave., Santa Monica, Calif.—FM
Hoffman Radio Corp., 3430 South Hill St., Los Angeles 7, Calif.—FM
Hollywood Electronics Co., Div. of Megard Corp., 1601 So. Burlington Ave., Los Angeles 6, Calif.—D
Hudson American Corp., 234 W. 43rd St., New York, N. Y.—F, FM
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Ideal Commutator Dresser Co., Park Ave., Sycamore, Ill.—IT, TA
Illinois Testing Laboratories, Inc., 420 No. LaSalle St., Chicago 10, Ill.—TH, T
Industrial Instruments, 156 Culver Ave., Jersey City, N. J.—IT
Industrial Transformer Corp., 2540 Belmont Ave., New York 58, N. Y.—IT
International Detrola Corp., 1501 Beard Ave., Detroit 9, Mich.—FM
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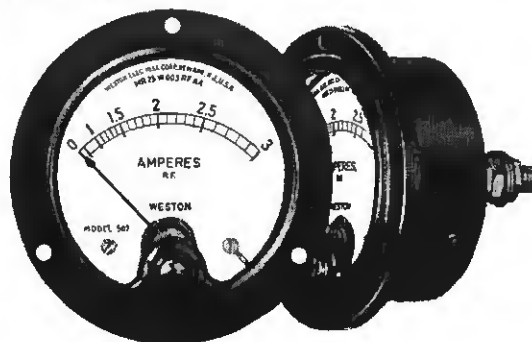
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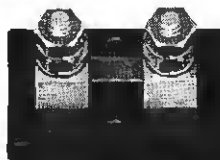
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Connectors	CTR
Contact	CT
Crystal	CRY
Dynamic	DYN
Springs	SPR
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Velocity	VEL

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 American Automatic Electric Sales Co., 1019 W. Van Buren, Chicago, Ill.—CAR
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 Amphecol—American Phenolic Corp.
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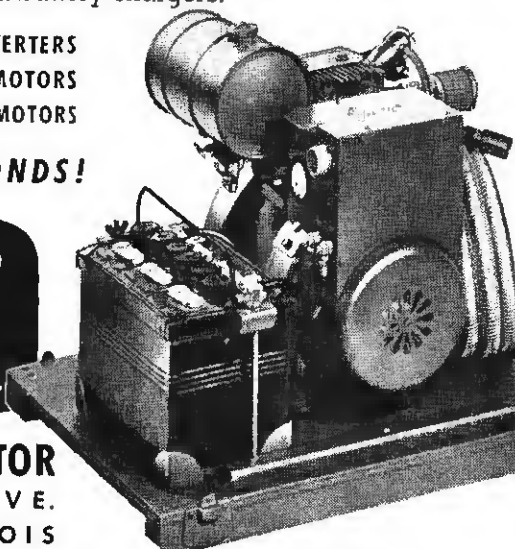
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 Eastern Air Devices, Inc., 585 Dean St., Brooklyn 17, N. Y.—DC, M
 Elcor, Inc., 1501 W. Congress St., Chicago 7, Ill.—A, CON, DC, DYN, M, AC
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 Electric Motor Corp., 1215 State St., Racine, Wisc.—M
 Electric Products Co., 1725 Clarkstone Rd., Cleveland 21, Ohio—A, DC, M
 Electric Specialty Co., 211 South St., Stamford, Conn., "Esco"—A, CON, DC, DYN, M, AC, S, T
 Emerson Electric Mfg. Co., 1824 Washington Ave., St. Louis 3, Mo.—M
 Esco—Electric Specialty Co.
 Fairbanks, Morse & Co., 606 S. Michigan Ave., Chicago, Ill.—M
 Garner Electronics Corp., 1100 W. Washington Blvd., Chicago, Ill.—A, DYN, T
 Garrard Sales Corp., 401 Broadway, New York 13, N. Y.—T
 General Electric Co., 1 River Rd., Schenectady, N. Y.—AC, CON, DC, DYN
 The General Industries Co., Taylor & Olive Sts., Elyria, Ohio—M
 General Motors Corp., Sunlight Electrical Div., 523 Dana Ave., Warren, Ohio—M
 Haines Mfg. Co., 248-274 McKibbin St., Brooklyn 6, N. Y.—T
 Haydon Mfg. Co., Inc., Forestville, Conn.—M, T, MM

Holtzer-Cabot Electric Co., 400 Stuart St. and 125 Amory St., Boston 17, Mass.—A, CON, DC, DYN, M
 Homelite Corp., Riverdale Ave., Port Chester, N. Y.—A, DC, ENG, AC
 Howell Electric Motors Co., Howell, Mich.—M
 Imperial Electric Co., 84 Ira Ave., Akron, Ohio—A, DC, M
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 Lear Avia, Inc., Piqua, Ohio—DYN, M, S
 Leland Electric Co., 1501 Webster St., Dayton 1, Ohio—A, CON, DC, M
 Lord Mfg. Co., 1635 W. 12th St., Erie, Pa.—F
 Master Electric Co., 126 Davis Ave., Dayton, Ohio—M
 Master Vibrator Co., 200 Davis Ave., Dayton, Ohio—AC
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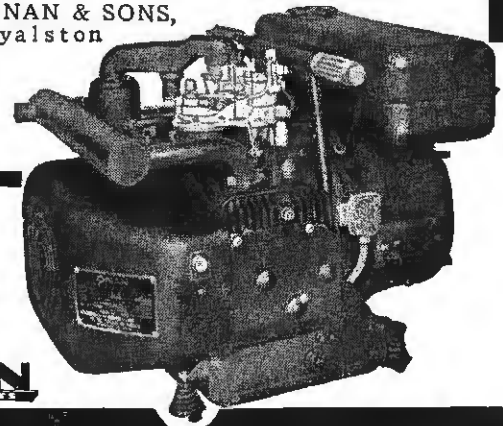
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Reynolds Electric Co., 2650 W. Congress St., Chicago 12, Ill.—M
Robbins & Myers, 1934 Clark Blvd., Springfield, Ohio—M
W. C. Robinette Co., 802 Fair Oaks Ave., So. Pasadena, Calif., "Metron"—M, S, T
Ruby Electric Co., 729 Seventh Ave., New York 19, N. Y.—CON, DC
Russell Electric Co., 340 W. Huron St., Chicago 10, Ill.—A, CON, DC, DYN, M, T
Scranton Record Co., 300 Brook St., Scranton, Pa.—T
Signal Electric Mfg. Co., 1939 Troam St., Menominee, Mich.—M
F. A. Smith Mfg. Co., Inc., 900 Davis St., Rochester 2, N. Y., "Pilot"—M
Speak-O-Phone Recording & Equipment Co., 23 W. 60th St., New York, N. Y.—T
Speedway Mfg. Co., 1898 S. 52nd Ave., Clearo, Ill.—M
Trav-Ler Karemla Radio & Television Corp., 1028-36 W. Van Buren St., Chicago 7, Ill.—DYN
Universal Motor Co., 186 Harrison St., Oshkosh, Wisc.—ENG, AC
U. S. Electrical Motors, Inc., 200 E. Slauson Ave., Los Angeles, Calif.—M
Wagner Electric Corp., 6410 Plymouth Ave., St. Louis, Mo.—M
Walker-Turner Co., Inc., Berchman St., Plainfield, N. J.—M
Warren Telechron Co., Lock Box F, Ashland, Mass.—M
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Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.—T
Westinghouse Elec. & Mfg. Co., Lamp Div., Bloomfield, N. J.—A, CON, DC, DYN, ENG, M, AC, ST
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Automatic Electric Mfg. Co., Mankato, Minn.—P
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Bendix Aviation Corp., Pacific Div., 11600 Sherman Way, N. Hollywood, Calif.—P
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Condenser Products Co., 1369-75 No. Branch St., Chicago, Ill.—P, S
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Tobé Deutschmann Corp., Canton, Mass.—I, IA, P
R. L. Drake Co., 11 Longworth St., Dayton 2, Ohio—P
Dumont Electric Co., 34 Hubert St., New York 13, N. Y.—P, S
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Garner Electronics Corp., 1100 W. Washington Blvd., Chicago, Ill.—P
General Electric Co., Pittsfield, Mass.—P
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Industrial Condenser Corp., 1725 W. North Ave., Chicago 22, Ill.—P, S
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- Vacuum greasesVG
- VarnishV
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- WaxW
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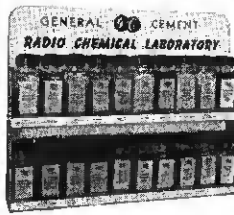
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Alden Products Co., 119 N. Main St., Brockton, Mass.—C, I
Allied Asphalt & Mineral Corp., 217 Broadway, New York 7, N. Y.—I
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 W, R
 Black Bear Co., Inc., 620 Fifth Ave., New York 20,
 N. Y.—SL
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 Ind.—I, W
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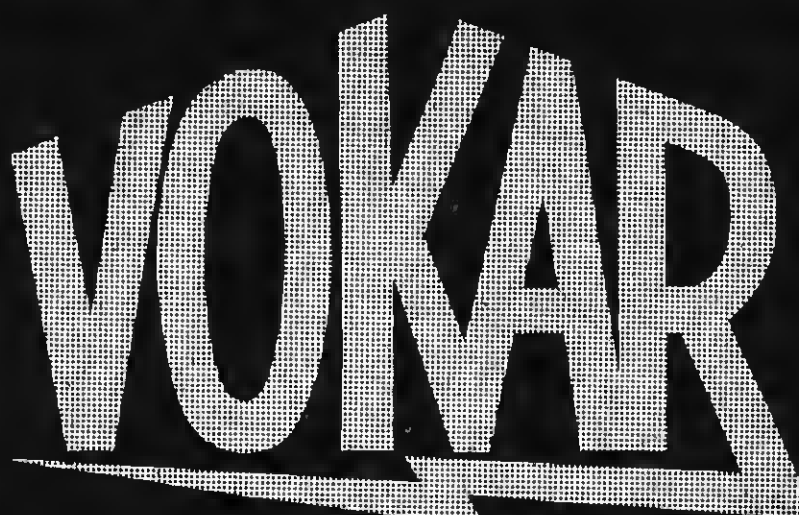
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 Alliance Mfg. Co., Lake Park Blvd., Alliance, Ohio—INV, VR
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 American Automatic Electric Sales Co., 1019 W. Van Buren, Chicago, Ill.—BE
 American Battery Co., 17 S. Jefferson St., Chicago, Ill.—M, VT
 American Communications Corp., 308 Broadway, New York 7, N. Y.—M, VT, V, VP, VR
 American Television & Radio Co., 300 E. Fourth St., St. Paul 1, Minn.—INV, M, V, VP
 American Transformer Co., 178 Emmet St., Newark 5, N. J.—M, MA, VT, VP, VR
 Anglo Corp., 4234 Lincoln Ave., Chicago 18, Ill.—INV, MA, VT, V, VP, VR
 Amplifier Co. of America, 398 Broadway, New York 13, N. Y.—INV, VR
 Applied Research Laboratories, 4336 San Fernando Rd., Glendale 4, Calif.—VR
 Aurex Corp., 1115-7 N. Franklin St., Chicago, Ill.—VP
 Auto Radio Filterpac—The Benwood Linze Co.
 Automatic Electrical Devices Co., 324 E. 3rd St., Cincinnati, Ohio—M, PU, INV, V, VP
 Bendix Radio, Div. of Bendix Aviation Corp., E. Joppa Rd., Baltimore 4, Md.—INV, V, VP, VR
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 Bradley Laboratories, Inc., 82 Meadow St., New Haven 10, Conn.—M
 J. H. Bunnell & Co., 215 Fulton St., New York 1, N. Y.—M, VT
 B-L—The Benwood Linze Co.
 Carter Motor Co., 1609 Milwaukee Ave., Chicago, Ill.—HC
 Communications Equipment Corp., 134 W. Colo. St., Pasadena 1, Calif.—VT, VP
 Communication Measurements Laboratory, 120 Greenwich St., New York 6, N. Y.—VT, VR
 Conn. Telephone & Elec. Div., Great American Industries, Inc., Meriden, Conn.—PU
 Continental Electric Co., Geneva, Ill., "Cetron"—VT
 Control Corp., 600 Stinson Blvd., Minneapolis 13, Minn.—M, VR
 The Crosley Corp., Cincinnati 25, Ohio.—VP
 Eleco—Electron Equipment Corp.
 Electric Sorting Machine Co., 802 Michigan Trust Bldg., Grand Rapids 2, Mich.—VR
 Electric Specialty Co., 211 South St., Stamford, Conn.—INV
 Electrical Facilities, Inc., 4224 Holden St., Oakland 8, Calif., "Rexselen"—M
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Electro Products Laboratories is the pioneer manufacturer of battery eliminators for farm and isolated radio service and for portable dry battery radios. The company specializes in these battery eliminators and is the largest manufacturer in that field. Its complete line includes all types of battery eliminators for 1.4 volt and 2 volt filaments whether operated from high line or from storage batteries.

At present, the demand for battery eliminators is so tremendous that the expanded facilities of the Electro Products Laboratories are practically swamped. Every effort is being made to allocate the output equally among distributors. In the meantime, Electro Products Laboratories requests its customers to be patient.

Electro
ELECTRICAL AND RADIO EQUIPMENT

PRODUCTS LABORATORIES
549 W. Randolph Street
Chicago 6, Illinois

Suppose you said— "Let there be No Red Cross!"

SUPPOSE you turned your face away . . . suppose you said, "I have done enough." . . .

Suppose there were no blood centers . . . no plasma for the wounded . . . suppose there were no Red Cross rest homes . . . no bed for your boy when he is furloughed from the front. . . .

No "coffee and" at the end of a long march, no cigarettes, no magazines, no books in the hospitals behind the lines. . . .

Suppose our men in enemy hands received no weekly food packages . . . suppose they were left to scrape along, living on alien bread. . . .

Suppose there were no Red Cross to march beside our men in every land . . . no helping hand to do a mother's work. . . .

Then could you sleep at night?

You, with a son in the service?

* * *

When you say, "Thank God for the Red Cross!" remember this . . . It is *your* Red Cross . . . *your* bandage and *your* blood.

Yes, and your money, too!

Of course, you have given before, generously and from your heart. Of course, you will give again . . . you who have always given for others.

But this year, when the need is greater than ever before . . . When it is *your own sons* we serve . . . This year, when you figure how much to give, think first, "Suppose there were no Red Cross?"

Then dig deep and be glad. For wherever he is



**The RED CROSS is at his side
*and the Red Cross is YOU!***

THIS SPACE CONTRIBUTED BY RADIO RETAILING TODAY

POWER RECTIFIER SYSTEMS

Electron Equipment Corp., 917 Meridian St., So. Pasadena, Calif.—INV, M, MA, VT, VR
 Electronic Corp. of America, 45 W. 18th St., New York, N. Y.—PU
 Electronic Laboratories, Inc., 122 W. New York St., Indianapolis, Ind., "Portapack," "Portapower"—INV, V, VP, VF
 Electronic Products Co., Geneva, Ill.—VT, VR
 Electronic Transformer Co., 515 W. 29th St., New York 1, N. Y.—INV, M, MA, VT, V, VP, VR
 Electro Products Laboratories, 549 W. Randolph St., Chicago 6, Ill.—M, VT, VP, MA
 Fansteel Metallurgical Corp., 2200 Sheridan Road, North Chicago, Ill.—M
 Federal Telephone & Radio Corp., Selenium Rectifier Div., 1000 Passaic Ave., E. Newark, N. J.—M
 Federal Radio & Television Mfg. Co., 700 E. Florence Blvd., Los Angeles 1, Calif.—VT
 Ferranti Electric, Inc., 80 Rockefeller Plaza, New York 20, N. Y.—VT, V, VP, VR
 Ferris Instrument Co., 110 Cornelia St., Boonton, N. J., "Ferris"—PU, INV, VP
 Flashtron—Thordarson Electric Mfg. Co.
 Franklin Transformer Mfg. Co., 65 22nd Ave. N. E., Minneapolis 13, Minn.—M
 Galvin Mfg. Corp., 4545 Augusta Blvd., Chicago, Ill., "Motorola"—V
 Garner Electronics Corp., 1100 W. Washington Blvd., Chicago, Ill.—UC
 General Communication Co., 681 Beacon St., Boston, Mass.—VP
 General Electric Co., 1285 Boston Ave., Bridgeport, Conn.—M, VT, VR
 General Electric Co., West Lynn, Mass.—M
 General Electric Company, 1 River Rd., Schenectady, N. Y.—M, MA, PU, INV, VP
 General Transformer Corp., 1250 W. Van Buren St., Chicago 7, Ill.—VP, VT, V
 Thos. B. Gibbs Co., Delavan, Wis.—INV, MA, VT, VR
 Gould Storage Battery Corp., 35 Neoga St., Depew, N. Y.—M, VT
 W. Green Electric Co., Inc., 130 Cedar St., New York 6, N. Y.—M, VT
 The Grenby Manufacturing Co., Plainville, Conn.—VT
 Haines Mfg. Co., 248-274 McKibbin St., Brooklyn 6, N. Y.—VT, VR
 Herbach & Rademan Co., Mfg. Div., 517 Ludlow St., Philadelphia 6, Pa.—M, VT
 Hercules Electric & Mfg. Co., Inc., 2416 Atlantic Ave., Brooklyn 33, N. Y.—M, MA, VT, VP
 Hoyer Products Co., Inc., 471 Cortlandt St., Belleville 8, N. J.—M, VT, VP
 Horni Signal Mfg. Corp., 310 Hudson St., New York 13, N. Y.—M
 Hudson American Corp., 23 W. 43rd St., New York, N. Y.—VR
 Hy-Ef Electrical Products Mfg. Co., Electrical Testing Equipment, 1515 W. Pico Blvd., Ex. 2221, Los Angeles, Calif.—M, VT
 Industrial Transformer Corp., 2540 Belmont Ave., New York 58, N. Y.—VT, VR
 International Detroit Corp., 1501 Beard Ave., Detroit 9, Mich.—VP
 International Electronics, Inc., 630 Fifth Ave., New York, N. Y.—BE, PU, INV, V, VP
 James Vibrapower Co., Inc., 1551 Thomas St., Chicago, Ill.—V, VP
 Jefferson-Travis Radio Mfg. Corp., 380 Second Ave., New York, N. Y.—VP
 Kaar Engineering Co., 619 Emerson St., Palo Alto, Cal.—VP
 Korfund Co., Inc., 48-15—32nd Place, Long Island City 11, N. Y.—VP
 Lear Avia, Inc., Piqua, Ohio—PU, VP
 Leland Electric Co., 1501 Webster St., Dayton, Ohio—INV
 Linick, Green & Reed, Inc., 29 E. Madison St., Chicago, Ill.—M
 Mallory Dry Disc—P. R. Mallory & Co., Inc.
 P. R. Mallory & Co., Inc., 3029 E. Washington St., Indianapolis 6, Ind.—M, V, VP
 McColepin-Christie Corp. Ltd., 4922 S. Figueroa St., Los Angeles 37, Calif.—M, VT
 Meissner Mfg. Co., 7th & Belmont Sts., Mt. Carmel, Ill.—V
 James Millen Mfg. Co., Inc., 150 Exchange St., Malden, Mass.—VT
 Motorola—Galvin Mfg. Corp
 National Company, Inc., Malden, Mass.—PU, VP
 Newark Transformer Co., 17 Frelinghuysen Ave., Newark, N. J.—VT
 The North Electric Mfg. Co., 501 S. Market St., Gallion, Ohio—M
 Nothelfer Winding Labs., 111 Albermarle Ave., Trenton, N. J.—MA, PU
 Oak Mfg. Co., 1200 Clybourn Ave., Chicago, Ill. "Oak"—V, INV
 Oxford-Tartak Radio Corp., 3911 S. Michigan Ave., Chicago, Ill.—VP
 Operadio Mfg. Co., St. Charles, Ill.—VT
 Philco Corp., Tioga & C Sts., Philadelphia, Pa.—V
 Portapack—Electronic Laboratories
 Portapower—Electronic Laboratories
 Power Equipment Co., 627 W. Alexandrine, Detroit 1, Mich.—M, VT, VR
 The Radiart Corp., 3571 W. 82nd St., Cleveland 2, Ohio "Vipower"—V, VP

Radio Receptor Co., Inc., 251 W. 19 St., New York 11, N. Y.—VT
 Raytheon Mfg. Co., Waltham, Mass.—"Rectifilter"—M, MA, VT, VR
 Radionic Transformer Co., 411 S. Green St., Chicago 7, Ill.—VT, VP
 Radiotron—RCA Victor Div. Radio Corp. of America
 Rauland Corporation, 4245 N. Knox Ave., Chicago, Ill.—PU, INV, VP
 Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.—M, MA, VT, VR
 RCA Victor Div., Radio Corp. of America, Front & Cooper Sts., Camden, N. J., "RCA", "Radiotron"—PU, VR, VP
 The Ready Power Company, 3826 Grand River, Detroit, Mich.—PU
 Rectifier—Raytheon Mfg. Co.
 Rexselen—Electrical Facilities, Inc.
 Richardson Allen Corp., 15 W. 20th St., New York 11, N. Y.—M, MA, VT
 Schaurer Machine Co., 2060 Reading Rd., Cincinnati 2, Ohio—M
 Schuttig & Company, 9th & Kearney Sts., N. E., Washington 17, D. C.—M, VT
 Selenium Corp. of America, 1800 W. Pico, Los Angeles, Calif.—M
 Silman Mfg. Corp., 305 Pennsylvania Ave., Pittsburgh, Pa.—PU
 Small Motors, Inc., 1322 Elston Ave., Chicago, Ill.—INV
 S. O. S. Cinema Supply Corp., 449 W. 42nd St., New York 18, N. Y.—VT, VR
 Stancor—Standard Transformer Corp.
 Standard Transformer Corp., 1500 N. Halsted St., Chicago, Ill., "Stancor"—BE, M, V
 Taylor Tubes, Inc., 2318 Wabansia Ave., Chicago, Ill.—G, MA, V
 Tech Laboratories, 7 Lincoln St., Jersey City 7, N. J.—V
 Technical Apparatus Co., 1171 Tremont St., Boston, Mass.—VT
 The Turner Co., 909 17th St. N. E., Cedar Rapids, Iowa—V
 Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago 10, Ill., "Flashtron"—VP, VR
 Transformer Engineering Co., Stamford, Conn.—INV, VP
 United Transformer Co., 150 Varick St., New York 13, N. Y.—INV, VR
 Utah Radio Products Co., 850 Orleans St., Chicago, Ill.—V
 Vipower—The Radiart Corp.
 Waterman Prod. Co., Inc., 1900 N. 6th St., Philadelphia 22, Pa.—VR
 Webster Products, 3825 W. Armitage Ave., Chicago 47, Ill.—VR
 Western Electric Co., 195 Broadway, New York, N. Y.—M
 Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.—M, MA
 Westinghouse Elec. & Mfg. Co., Lamp Div., Bloomfield, N. J.—M, MA, VT, VR
 Weston Electrical Instrument Corp., 597 Frelinghuysen Ave., Newark, N. J.—M
 Wheeler Insulated Wire Co., 378 Washington Ave., Bridgeport, Conn.—V, VP, INV
 White Research Associates, 899 Boylston St., Boston 15, Mass.—VT
 Wilcox Electric Co., Inc., 1400 Chestnut, Kansas City 1, Mo.—VT, VP, VR
 Wincharger Corp., Sioux City, Iowa—INV

Allied Recording Prods. Co., 21-09 43rd Ave., Long Island City, N. Y.—CH, D, M, CN, RM, S, TT
 Amertype Recordgraph Corp., 333 W. 52nd St., New York 10, N. Y.—F, RM
 Amplifier Co. of America, 398 Broadway, New York 13, N. Y.—E
 R. B. Annis Co., 1101 N. Delaware St., Indianapolis 2, Indiana—RG
 The Astatic Corp., 830 Market St., Youngstown 1, Ohio—CH
 Audio Devices, Inc., 444 Madison Ave., New York 22, N. Y., "Audiolids," "Audiopoints"—CN, D
 Audiodescs—Audio Devices, Inc.
 Audionotes—Audio Devices, Inc.
 The Audio-Tone Oscillator Co., 237 John St., Bridgeport 3, Conn.—RG
 Austin Electronic Mfg. Co., Warren, Pa.—CH, E, RM, R
 The Bell Sound Systems, Inc., 1183 Essex Ave., Columbus, Ohio—CR, RP, TT
 Bell & Howell Co., 1801 Larchmont Ave., Chicago 19, Ill.—F
 Berger Electronics, 109-01 72nd Rd., Forest Hills, N. Y.—E, S
 E. M. Berndt Corp., Auricon Div., 5515 Sunset Blvd., Hollywood 28, Calif.—F, RM
 Best Mfg. Co., Inc., 1200 Grove St., Irvington 11, N. J.—E
 Birch—Boetsch Bros.
 Black Diamond—M. A. Gerett Corp.
 The Bristol Co., Watertown, Conn.—S
 H. O. Boehme, Inc., 915 Broadway, New York 10, N. Y.—CR
 Boetsch Bros., 221 E. 144th St., New York 51, N. Y., "Ritch"—RM
 Brush Development Co., 3313 Perkins Ave., Cleveland, 14, Ohio, "Soundmltro"—CH, E, MT
 Cardy-Lundmark Co., 1801 W. Byron St., Chicago 13, Ill.—D
 Carbide & Carbon Chemicals Corp., Plastics Div., 80 E. 42nd St., New York, N. Y.—IP
 The Christiansen Co., Inc., 71 Willard Ave., Providence 5, R. I.—CN
 C. G. Conn. Ltd., Elkhart, Ind.—CH, D, MT, RM
 The Corbin Screw Corp., High, Myrtle & Grove Sts., New Britain, Conn.—S
 The Daven Co., 191 Central Ave., Newark 4, N. J.—B
 Dearborn Glass Co., 2414 W. 21st St., Chicago, Ill.—R
 Dictaphone Corp., 420 Lexington Ave., New York, N. Y.—RM
 Duodisc—Duotone Co.
 Duntone Co., 799 Broadway, New York, N. Y., "Duodisc"—CH, D, CN, RA
 The Elden Co., 504 N. Water St., Milwaukee 2, Wis.—CN
 Electronic Research Corp., 2659 W. 13th St., Chicago, Ill.—E
 Electrovox Co., 169 Maplewood Ave., Maplewood, N. J.—"Walco"—CN
 Emeloid Mfg. Co., 289 Laurel Ave., Arlington, N. J.—D
 Fada Radio & Electric Mfg. Co., Inc., 80-20 Thomson Ave., Long Island City 1, N. Y.—RA
 Fairchild Aviation Corp., 85 1st Van Wyck Blvd., Jamaica, L. I., N. Y.—CH, E, RM
 Federal Recorder Co., Inc., 630 S. Wabash Ave., Chicago 6, Ill.—D, RM
 Filmgraph—Miles Reproducer Co., Inc.
 Flock Process Co., 17 W. 31st St., New York, N. Y.—TT
 General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—CN, S
 General Electric Co., 1 River Rd., Schenectady, N. Y.—MT
 General Electric Co., 1285 Boston Ave., Bridgeport, Conn.—MT
 The General Industries Co., Taylor & Olive Sts., Elyria, Ohio—M, RA, RM, TT
 General Instrument Corp., 829 Newark Ave., Elizabeth 3, N. J.—RM
 General Phonograph Corp., Putnam, Conn.—CN
 M. A. Gerett Corp., 2947 N. 30th St., Milwaukee, Wis., "Black Diamond"—CN
 The Gould-Woody Co., 395 Broadway, New York 13, N. Y., "Black Seal"—D, CN
 Gray Mfg. Co., 230 Park Ave., New York, N. Y.—RM
 Halstead Traffic Communications Corp., 155 E. 44th St., New York 17, N. Y.—MT
 Harris Mfg. Co., 2422 W. 7th St., Los Angeles, Calif.—CN, D
 Haydon Mfg. Co., Inc., Forestville, Conn.—RM, TT
 Higgins Industries, Inc., Radio Div., 2221 Warwick Ave., Santa Monica, Calif.—MT
 Hollywood Electronics Co., Div. of Megard Corp., 1601 S. Burlington Ave., Los Angeles 6, Calif.—E
 Home Recording Co., 699 E. 135th St., Bronx 54, N. Y.—D
 Industrial Screw & Supply Co., 717 W. Lake St., Chicago 6, Ill.—S
 Jefferson-Travis Radio Mfg. Corp., 245 E. 23rd St., New York 10, N. Y.—RM
 Jensen Industries, 737 N. Michigan Ave., Chicago, Ill.—CN
 The Langevin Co., Inc., 37 W. 65th St., New York, N. Y.—E, RM, RA, TT

Recording Equipment & Blanks



Code recordersCR
 Cutting headsCH
 Discs (blank)D
 EqualizersE
 Film recordersF
 Graphic recordersRG
 Magnetic recordersMT
 Needles (cutting)CN
 Record preforms and molding compounds....RP
 Recording machinesRM
 Recording machine assm.RA
 ScrewsS
 TurntablesTT
 Advance Recording Prods. Co., 36-12 34th St., Long Island City, N. Y.—D
 Air-King Products Co., Inc., 1523-29 63rd St., Brooklyn 19, N. Y.—RA
 Alden Prods. Co., 119 N. Main St., Brockton, Mass.—RM
 Alliance Mfg. Co., Lake Park Blvd., Alliance, Ohio—M, RM, TT



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As leading manufacturers of sound recording equipment, Presto has been an ever-increasing source of highly important electronic equipment for military uses.

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World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

RECORDING EQUIPMENT & BLANKS

Lear Avia, Inc., Piqua, Ohio—M
 Manufacturers Screw Products, 218 W. Hubbard St., Chicago, Ill.—S
 McElroy Mfg. Corp., 82 Brookline Ave., Boston, Mass.—CR
 Metron Instrument Co., 432 Lincoln St., Denver 9, Colo.—RG
 Miles Reproducer Co., Inc., 812 Broadway, New York 3, N. Y.—CH, E, F, CN, RM, RA
 Mirror Record Corp., 58 W. 25th St., New York, N. Y.—CR, CH, D, CN, RM
 Montgomery Bros., 61 Fremont St., San Francisco, Calif.—RM
 Music Master Mfg. Co., 542 S. Dearborn St., Chicago 5, Ill.—CN, RM
 The National Mineral Co., 2638 N. Pulaski Rd., Chicago 31, Ill.—F
 The National Screw & Mfg. Co., 2440 E. 75th St., Cleveland 4, Ohio—S
 New Products Corp., North Shore Drive, Benton Harbor, Mich.—RM

Pacific Sound Equipment Co., 1534 Caluenga Blvd., Hollywood, Calif., "Port-Elec."—M, RM, RA, TT
 The Paralyo Co., 600 S. Michigan Ave., Chicago, Ill.—CN
 Permo Point—Permo, Inc.
 Permo, Inc., 6415 Ravenswood Ave., Chicago 26, Ill., "Permo Point"—CN
 Pfanstiehl Chemical Co., 104 Lakeview Ave., Waukegan, Ill.—CN
 Philco Corp., Tioga & C Sts., Philadelphia, Pa.—CN, RM, TT
 Phonograph Needle Mfg. Co., Inc., 42 Dudley St., Providence, R. I.—CN
 Poinsettia, Inc., 96 Cedar Ave., Pittman, N. J.—RP
 Port-Elec.—Facile Sound Equipment Co.
 Presto Recording Corp., 242 W. 55th St., New York, N. Y.—CH, D, E, CN, RM, RA, S, TT
 Radiad Service, 720 W. Schubert Ave., Chicago 14, Ill.—F, TT
 Radiotechnic Laboratory, 1328 Sherman Ave., Evanston, Ill.—MT

Radiotone, Inc., 7356 Melrose Ave., Hollywood, Calif.—CH, D, E, CN, RM, RA, TT
 Radiotone Div., The Robinson Houchin Optical Co., 79 Thurman Ave., Columbus 6, Ohio—RM
 Rahm Instruments, Inc., 12 W. Broadway, New York 7, N. Y.—RG
 The Rauland Corp., 4245 N. Knox Ave., Chicago, Ill.—RM
 RCA Victor Div., Radio Corp. of America, Front & Cooper Sts., Camden, N. J., "RCA"—CH, F, CN, RM, TT
 The Recordisc Corp., 395 Broadway, New York 13, N. Y.—D, CN
 The Recordit Co., 555 Redford Ave., University City, Mo.—CN
 Record-O-Vox, Inc., 1379 E. 8th St., Brooklyn, N. Y.—RM
 Recoton Corp., 21-10 49th Ave., Long Island City, N. Y.—CN
 Rek-O-Kut Corp., 176 Lafayette St., New York, N. Y.—M, RM, RA, TT
 Frank Rieber, Inc., 11916 W. Pico Blvd., Los Angeles, Calif.—D, RM
 Riggs & Jeffreys, Inc., 73 Winthrop Ave., Newark, N. J.—CN, D, RM
 Walter L. Schott Co., 9306 Santa Monica Blvd., Beverly Hills, Calif., "Walseco"—RP
 Scranton Record Co., 300 Brook St., Scranton, Pa.—CH, CN, D, E, M, MT, R, RA, RM, S, TT
 Scully Machine Co., 62 Walter St., Bridgeport, Conn.—RM
 Selector Mfg. Corp., 21-10 49th Ave., Long Island City, N. Y.—RM
 Shure Bros., 225 W. Huron St., Chicago 10, Ill.—CH
 Mark Simpson Mfg. Co., Inc., 188 W. 4th St., New York, N. Y.—RM
 S. O. S. Cinema Supply Corp., 449 W. 42nd St., New York 18, N. Y.—F
 Sound Apparatus Co., 150 W. 46th St., New York 19, N. Y.—RG
 Sound Devices Co., Inc., 160 E. 116th St., New York 29, N. Y.—D
 Soundmirror—Brush Development Co.
 The Sound Scriber Corp., 83 Audubon St., New Haven 11, Conn.—RM
 Sparkes Mfg. Co., Ltd., 318 Jefferson St., Newark 5, N. J.—RM, RA, TT
 Speak-O-Phone Recording & Equipment Co., 23 W. 60th St., New York 23, N. Y.—CH, D, CN, RM, RA, S, TT
 Herman H. Sticht Co., Inc., 27 Park Place, New York 7, N. Y.—RG
 Talk-A-Phone Mfg. Co., 1219 W. Van Buren St., Chicago, Ill.—RA, RM, TT
 Teleplex Co., 107 Hudson St., Jersey City 2, N. J.—CR
 Thordarson Elec. Mfg. Co., 500 W. Huron St., Chicago, Ill.—E
 Tibbetts Laboratories, 12 Norfolk St., Cambridge, Mass.—CH
 Troy Radio & Television Co., 1144 S. Olive St., Los Angeles, Calif.—CN, D, M, RS
 United Transformer Co., 150 Varick St., New York 13, N. Y.—E
 Walco—Electrovox Co.
 Walseco—Walter L. Schott Co.
 Waters Conley Co., Rochester, Minn.—CR
 Webster Electric Co., 1900 Clark St., Racine, Wis.—CH
 Webster Products, 3825 W. Armitage Ave., Chicago 47, Ill.—RA, RM
 Western Sound & Electric Labs., Inc., 3512 W. St. Paul Ave., Milwaukee 8, Wis.—RM
 Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.—M
 Wilcox Electric Co., Inc., 1400 Chestnut, Kansas City 1, Mo.—E
 Wilcox-Gay Corp., Charlotte, Mich., "Wilcox-Gay"—D, RM
 Zephyr Prods. Co., 160 E. 116th St., New York 29, N. Y.—D

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Records, Transcriptions & Playing Equipment



Automatic record changersARC
Coin record playersCM
Electric phonographsEL
Felt-flock, turntableF
Frequency recordsFR
NeedlesN
Pick-ups (crystal)PC
Pick-ups (dynamic)D
Pick-ups (magnetic)PM
RecordsR
Record compoundsRC
Record pressersRM
Sound effect recordsS
Transcription record playersTR
TurntablesTT

H. W. Acton Co., Inc., 370 7th Ave., New York, N. Y.—"Actone"—N
 Actone—H. W. Acton Co., Inc.

RECORDS,

Admiral Corp., 3800 W. Cortland St., Chicago 47, Ill.

Air-King Products Co., Inc., 1523-29 63rd St., Brooklyn 19, N. Y.—ARC, EL

Alliance Mfg. Co., Lake Park Blvd., Alliance, Ohio—ARC, F, TT

Andrea Radio Corp., 43-20—34th St., Long Island City, N. Y.—EL

Ansley Radio Corp., 21-10—49th Ave., Long Island City 1, N. Y.—EL

The Astatic Corp., 830 Market St., Youngstown 1, Ohio—PC

Auburn Mfg. Co., 102 Stack St., Middletown, Conn.—F

Audak Co., 500 Fifth Ave., New York, N. Y., "Audax"—PM

Audax—Audak Co.

Audio Devices, Inc., 1600 Broadway, New York, N. Y., "Audiopoint"—N

Audiopoint—Audio Devices, Inc.

The Audio-Tone Oscillator Co., 237 John St., Bridgeport 3, Conn.—FR, TR

The Bell Sound Systems, Inc., 1183 Essex Ave., Columbus, Ohio—ARC, EL

Best Mfg. Co., Inc., 1200 Grove St., Irvington 11, N. J.—PC, D, PM

Berger Electronics, 109-01 72nd Rd., Forest Hills, L. I., N. Y.—N, F

Birch—Boetsch Bros., New York, N. Y.

Bluebird—RCA Victor Div., Radio Corp. of America

Boetsch Bros., 221 E. 144th St., New York, N. Y., "Birch"—EL, F, TR

David Bogen Co., Inc., 663 Broadway, New York 12, N. Y.—ARC, EL, TR

Brunswick Div., Mersman Bros. Corp., 244 Madison Ave., New York, N. Y.—EL

Brush Development Co., 3311 Perkins Ave., Cleveland 14, Ohio—PC

Calvert Motors Associates, Ltd., 1028 Linden Ave., Baltimore, Md.—EL

The Christiansen Co., Inc., 71 Willard Ave., Providence 5, R. I.—N

Classic Point—The Eldeen Co.

Columbia Associates, 141 W. 24th St., New York, N. Y.—EL

Columbia Recording Corp., 1473 Barnum Ave., Bridgeport, Conn., "Columbia," "Masterworks," "Okeh"—EL, N, B, RA, RM

Decca Records, Inc., 50 W. 57th St., New York, N. Y., "Decca"—EL, M, N, PC, R, RA, RP

Duatone Co., 799 Broadway, New York, N. Y.—N, R

"Durashield"—Plastic Fabricators Co.

The Eldeen Co., 504 N. Water St., Milwaukee 2, Wis. "Classic Point," "Maestro Point," "Merit Point," "Victory Point"—N

Electrical Research Laboratories, Inc., 2020 Ridge Ave., Evanston, Ill.—EL, RP

Emerson Radio & Phonograph Corp., 111 8th Ave., New York 11, N. Y.—EL, N

Espy Mfg. Co., Inc., 305 E. 63d St., New York 21, N. Y.—EL

Fada Radio & Electric Mfg. Co., Inc., 30-20 Thomson Ave., Long Island City 1, N. Y.—EL, TR

Fairchild Aviation Corp., 88-06 Van Wyck Blvd., Jamaica, L. I., N. Y.—D, TR

Farnsworth Telev. & Radio Corp., 3700 Pontiac St., Fort Wayne, Ind.—ARC, EL, RP

Fidelitone—Permo, Inc.

Flock Process Co., 17 W. 31st St., New York, N. Y.—F

Freed Radio Corp., 200 Hudson Street, New York, N. Y.—"Freed-Eisemann,"—EL

Galvin Mfg. Corp., 4545 Augusta Blvd., Chicago, Ill.—"Motorola"—ARC, N, PC, RA, EL

Garner Electronics Corp., 1100 W. Washington Blvd., Chicago, Ill.—F, TR, TT

Garrard Sales Corp., 401 Broadway, New York 13, N. Y.—ARC, EL, N, PC, PM, TR, TT

General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—F, N, RC

General Electric Co., 1 River Rd., Schenectady, N. Y.—EL

The General Industries Co., Taylor & Olive Sts., Elyria, Ohio—ARC, TR, TT

General Instrument Corp., 829 Newark Ave., Elizabeth, 3, N. J.—ARC, TT

General Phonograph Corp., Putnam, Conn.—N

M. A. Gerrett Corp., 724 W. Winnebago St., Milwaukee 5, Wis.—"Miracle Point"—N

Godfrey Mfg. Corp., 171 South 2nd St., Milwaukee 4, Wisc.—EL

Goldenpoint—Lowell Needle Co.

Goldentone—Lowell Needle Co.

Halstead Traffic Communications Corp., 155 E. 44th St., New York 17, N. Y.—TR

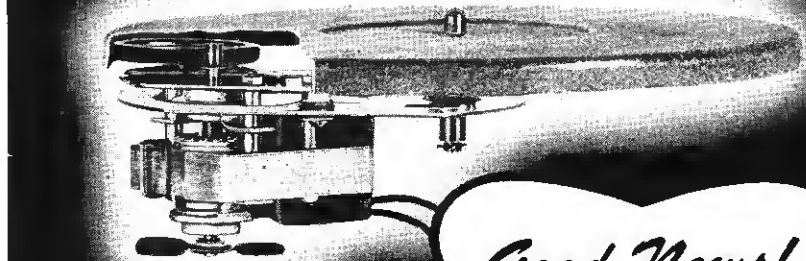
Harris Mfg. Co., 2422 W. 7th St., Los Angeles 5, Calif.—EL, TR

Herbach & Rademan Co., Mfg. Div., 517 Ledlow St., Philadelphia 6, Pa.—EL, TR

Heroservice, 45 W. 45th St., New York 19, N. Y.—S

Hilo—Shure Bros.

ALLIANCE "Even-Speed" Phono-motors



Good News!

ALLIANCE RESUMES PRODUCTION on One Standard Model

• We are now able to return to production of one standard variation of Alliance Model 80 Phono-motor, according to the following definite specifications and on the production plan explained below.

STANDARD SPECIFICATION No. 811—Turntable No. Y-278-S2; 110 Volt, 60 cycle, 9" Model 80

Production must be on the following practical basis under present conditions where there are no large volume priority orders—namely, by accumulating a sufficient quantity of small orders with necessary priority and making periodical single production runs at such time as the quantity of accumulated orders is enough to make this practical. Priority orders (currently AA-5 or higher) must allow delivery time required to obtain a minimum practical production run; to procure material for all orders in hand, and make one production run of the one type standard unit only, for shipment on the various accumulated orders. • Check the above against your requirements, and if you have proper priority, communicate with us.

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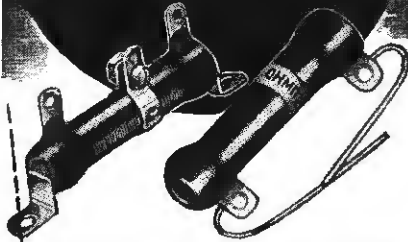
PEEERLESS Album Company this year celebrates a quarter century devoted entirely to Record Albums. The cumulative knowledge, skill and understanding of trade needs gained during a concentrated effort of 25 years is priceless and irreplaceable. That is probably the reason that the foremost development in record albums today, the crash-proof, dust-proof Protecto-Flap is an exclusive Peerless creation!

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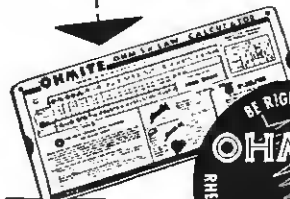
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RECORDS

International Detroit Corp., 1501 Beard Ave., Detroit 8, Mich.—ARC, EL
Jensen Industries, Inc., 737 N. Michigan Ave., Chicago, Ill.—N
Lowell Needle Co., 1 Wildore St., Putnam, Conn.—"Goldentone," "Goldenpoint"—N
Maestro Point—The Eldeen Co.
The Magnavox Co., Inc., 2131 Bueter Rd., Ft. Wayne, Ind.—EL
Masterworks—Columbia Recording Corp.
John Meck Industries, Liberty St., Plymouth, Ind.—EL
Merit Point—The Eldeen Co.
Miracle Point—M. A. Gerett Corp.
Music Master Mfg. Co., 542 S. Dearborn St., Chicago 5, Ill.—EL, NR, TR
National Die Casting Co., 800 N. Albany Ave., Chicago 12, Ill.—ARC, CM
National Union Radio Corp., 15 Washington St., Newark 2, N. J.—ARC
Newcombe Audio Products Co., 2815 S. Hill St., Los Angeles 7, Calif.—CM, EL, TR
New Products Corp., North Shore Drive, Benton Harbor, Mich.—ARC, TR
Oak Mfg. Co., 1280 Clybourn Ave., Chicago, Ill.—ARC
Oke—Columbia Recording Corp.
Operadio Mfg. Co., 13th & Indiana Sts., St. Charles, Ill.—"Operadio"—EL
Otto K. Olesen III Co., Ltd., 1560 No. Vine St., Hollywood 28, Calif.—EL, TR
Pacific Sound Equipment Co., 1534 Cahuenga Blvd., Hollywood, Calif.—"Port-Elec."—EL, N, PC, TR
The Paratoy Co., 600 S. Michigan Ave., Chicago, Ill.—N
Permo Point—Permo Inc.
Permo Inc., 6415 Ravenswood Ave., Chicago 26, Ill.—"Fidelitone," "Permo Point"—N
Pfanstien Chemical Co., 104 Lake View Ave., Waukegan, Ill.—N
Philco Corp., Tioga & C Sts., Philadelphia, Pa.—ARC, EL
Phonograph Needle Mfg. Co., Inc., 42 Dudley St., Providence, R. I., "Supreme"—N
Phonola—Waters-Conley Co.
Plastic Fabricators Co., 440 Sansome St., San Francisco, Calif.—"Rurashield"—FR, TT
Poinsettia, Inc., 98 Cedar Ave., Pitman, N. J.—R, RC, RM
Port-Elec.—Pacific Sound Equipment Co.
Presto Recording Corp., 242 W. 55th St., New York, N. Y.—N, PM, TR, TT
Radiad Service, 720 W. Schubert Ave., Chicago 14, Ill.—TR, TT
Radiotone, Inc., 7356 Melrose Ave., Hollywood, Calif.—TR
Radiotone Div., Robinson Houchin Optical Co., 79 Thurman Ave., Columbus 8, Ohio—TR
Radolex Co., 801 W. Randolph St., Chicago, Ill.—"Radolex"—EL, RP, TR
Rauland Corp., 4245 N. Knox Ave., Chicago 41, Ill.—TR
RCA Victor Div., Radio Corp. of America, Front & Cooper Sts., Camden, N. J., "RCA," "Victor," "Bluebird"—ARC, EL, N, PC, PM, R, TR, TT
The Recordit Co., 555 Bedford Ave., University City, Mo.—N, R
Record-O-Vox, Inc., 1379 E. 8th St., Brooklyn, N. Y.—ARC, EL, CM
Recoton Corp., 21-10 49th Ave., Long Island City, N. Y.—N
Regal Amplifier Mfg. Corp., 20 West 20th St., New York, N. Y.—ARC, EL, R, TR
Riggs & Jeffries, Inc., 73 Winthrop St., Newark 4, N. J.—N, R
Walter L. Schott Co., 9306 Santa Monica Blvd., Beverly Hills, Calif., "Walco"—RC
Scranton Record Co., 300 Brook St., Scranton, Pa.—ARC, CM, D, EL, F, N, PC, PM, R, RA, RM, TR, TT
Shure Bros., 225 W. Huron St., Chicago 10, Ill.—"Hilo," "Zephyr"—IC
Mark Simpson Mfg. Co., Inc., 188 W. 4th St., New York, N. Y.—EL, TR
Sonora Radio & Television Corp., 325 N. Hoyle Ave., Chicago, Ill.—"Sonora"—EL, R
Sonart Record Corp., 251 W. 42nd St., New York 18, N. Y.—R
The Sound Scriber Corp., 82 Audubon St., New Haven 11, Conn.—TR
Sparkes Mfg. Co., Ltd., 318 Jefferson St., Newark 5, N. J.—ARC, EL, TR, TT
Speak-O-Phone Recording & Equipment Co., 23 W. 80th St., New York 23, N. Y.—EL, N, PC, D, PM, R, TR, TT
Stark Sound Engineering Corp., 618 High, Ft. Wayne 2, Indiana—R
Stromberg-Carlson Co., 100 Carlson Rd., Rochester, N. Y., "Stromberg-Carlson"—EL, ARC
Supreme—Phonograph Needle Mfg. Co., Inc.
Talk-A-Phone Mfg. Co., 1219 W. Van Buren St., Chicago, Ill.—ARC, EL, TR, TT
Tibbets Laboratories, 12 Norfolk St., Cambridge, Mass.—PC
Trav-Ler Karenula Radio & Television Corp., 1028 W. Van Buren St., Chicago 7, Ill.—ARC, EL
Troy Radio & Television Co., 1144 S. Olive St., Los Angeles, Calif.—ARC, EL, N, PC, PM, R
Victor—RCA Victor Div., Radio Corp. of America
Victory Point—The Eldeen Co.

Walco—Walter L. Schott Co.
Waters Conley Co., 501 First Ave. N. W., Rochester, Minn.—"Phonola"—EL
Webster Electric Co., 1900 Clark St., Racine, Wis.—PC, PM
Webster Products, 3825 W. Armitage Ave., Chicago 47, Ill.—ARC, EL, F, TT
Western Elec. Co., 300 Central Ave., Kearney, N. J.—EL, PM, TR
Western Sound & Electric Labs., Inc., 3512 W. St. Paul Ave., Milwaukee 8, Wis.—TR
Wilcox-Gay Corp., Charlotte, Mich.—ARC, EL, N
The Rudolph Wurlitzer Co., Niagara Falls Blvd., North Tonawanda, N. Y.—ARC, CM
Zephyr—Shure Bros.

Resistors & Volume Controls



Attenuators (precision)A
Fixed compositionFC
Fixed wirewoundFW
High frequency resis. slugHR
Industrial fixedI
Neg. temp. coeff. resis.N
Plug-in (tubes)PT
Power rheostatsPR
PrecisionPRE
Slide-wire potentiometersS
SuppressorsSU
VariableV
Volume controlsVC

Aerovox Corp., 740 Belleville Ave., New Bedford, Mass.—"Insulated Carbon"—FW, V
Allen-Bradley Co., 136 W. Greenfield Ave., Milwaukee 4, Wis.—"Bradleyometer," "Bradleyunit"—A, FC, PR, V, VC

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good needles
are more

important than ever . . .

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Take Chances—

USE TIME TESTED
—MODERN—
AMERICAN MADE NEEDLES

ACTONE 100% Shadowgraphed
BRILLIANTONE STEEL
BRILLIANTONE BLUE
ACTON'S TAPER TONE
SEMI-PERMANENT
ACTONE Cutting Needles

ACTONE needles are made by the
W. H. Bagshaw Co., the world's
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SPRAGUE TRADING POST



A FREE Buy-Exchange-Sell Service for Radio Men

IMPORTANT NOTICE!

We discourage offers to buy or sell anything beyond the O.P.A. ceiling prices, and will not knowingly accept such ads for the Sprague Trading Post. Buyers and sellers please cooperate by reporting infringements.

WANTED—Test eqpt. by man just starting in business. Paul R. Duntap, Kalkaska, Mich.

WANTED—Used tube tester. Charles Harbstreit, 1704 K St., Bedford, Ind.

FOR SALE—Used radio eqpt. incl. Weston meters, test eqpt., books. Send for list. Want Rider's manuals 8 to 13. C. F. McCracken, Hughes Park, Bridgeport, Pa.

FOR SALE—Philco dipole frequency modulation aerial compl. with mtg. hardware. Brand new. Also have code oscillator in fair condition compl. with dynamic speaker & switch. Harry Ellwood, 90-23 215th St., Queens Village 8, N. Y.

WANTED—DC V-O-M; DC volt-ohmmeter; DC voltmeter; DC milliammeter or resistance meter. Robert D. Mickelson, 1909 8th St., Peru, Ill.

WANTED—Triplett #421 or #426 0-1 mill. meter, preferably with knife-edge pointer & ohm scales; or a small AC-DC multimeter. Keith Coulter, 521 First St., Antioch, Calif.

TRADE OR SELL—Apex automatic record changer pickup, 50L6GT, 80, 12's, 507, KA's, etc.—hundreds of tubes & parts from dismantled machines. Want tube checker, V-O-M, or comb. W. M. O'Brien, 2368 W. Washington Blvd., Los Angeles 7, Calif.

FOR SALE—Hickok tube tester #T53, used very little, \$50. Harold E. Hicks, Linesville, Pa.

FOR SALE—Weston #771 tube checker. Has voltmeter, ohmmeter, & condenser short check. Local adapter but not filatrol. Imhof's Radio Service, New Bethlehem, Pa.

TUBES FOR SALE: 7—38's; 3—82's; 61—55's; 11—89's; 10—46's; 10—120's; 2—280's; 2—48's; 3—1223's; 5—6A6's; 3—12A5's; 2—Wunderlich A's; 10—31's; 4—36's; 5—59's; 5—79's; 2—24's; 5—27's. All new, original cartons. Walter's Radio Service, 1252 Pulaski Ave., Shamokin, Pa.

WANTED—Two 12SA7GT and 35Z5GT tubes; also volt-ohmmeter 0-300 volts and 0-10,000 ohms. Cash waiting. Robert Hill, Windsor, N. Y.

FOR SALE—25 watt public address amplifier in good condition with 2-mike and 1-phon input. Also have Amperite 8GH dynamic mike (chrome) with new type unit; also chrome floor stand. Low price. Charles W. Schechter, Scenic Drive, R. #2, Muskegon, Mich.

TO TRADE—Following slightly used tubes: 2—6H6; 1—43; 2—25L6; 1—83; 2—6L6; 2—45; 3—6N7; 1—6C5; 1—6K7; 1—6J7; 1—79; 1—6C6; 1—58; 1—39/44; 1—27. Also 20 w.w. rheostats, & ohms to 700,000 ohms, heavy & light duty; 20 w.w. resistors 10-2000 ohms, 5 watts & higher. Want V-O-M or testing meters. Alvin Feit, 1715 Nelson Ave., Bronx 53, New York, N. Y.

WANTED—V-O-M 1000 ohms-per-volt, high ohm range 10. meg. Also want good sig. generator, prefer electric model. Cash—or have Hallicrafters S20-R receiver with S-Meter for trade. Fred E. Hooper, 5 South Del. St., Wenatchee, Wash.

WANTED—RCA-Rider chanalyst or similar signal tracer. Cash. William Heller, Holy City, Calif.

FOR SALE—#489 Weston 0-50-250 VDC meter, 100 ohm per volt, \$10; Weston 676 tube tester modernized to octal, \$25; Type 4100 Radiat vibrator tester, \$7; Sparton 2V. battery set #587-2 with tubes, \$10; Sparton 6V. battery set, chassis and speaker less tubes #638-6, \$10; Waldman improved wire winder and measurer, \$10; Jewell #210 tube tester (old), \$5; Flyer 78 r.p.m. model "A", turntable with Asafic pickup mtd. on chassis, \$15. All in good condition. Frederick R. Gooding, 6 Vining Lane, Westhaven, Dela.

SELL OR TRADE—Radio eqpt., tubes, record changer. Want s-w receiver or an Abbott TR-4 transceiver. Write for list. M. A. Twilley, 505 Riverside Drive, Essex 21, Md.

WANTED—Rider chanalyst or equivalent; vac. tube voltmeter; tube checker; and oscilloscope. Cleveland Radio Service, Fairhope, Ala.

URGENTLY NEEDED—One 110 A.C. to 6V D.C. power supply for use in testing auto receivers. Send all details. G. Thoden, R.D. 1, Asbury Park, N. J.

FOR SALE—One Superior tube tester #1140-S; ditto super all-meter #1150-S; ditto signal generator #1230. All complete, \$22. Austin B. Wardman, 105 Kenmore Ave., Forest Hills 21, Pa.

WANTED—Superior #1280 set tester; broadcast r-f coil for Grunow #1291, chassis 12B; G-E T4 1/2; 1/4-watt neon lamp; Amphelon loktal bottom octal top adaptor. Wm. E. Mallory, R.D. 1, Titusville, Pa.

WANTED—A good multi-tester or set analyzer, also a condenser tester. Will pay cash or trade Marlin .22 rifle, Powers 6A projector, or Silver King aluminum bike. Vincent Machek, Jr., DePue, Ill.

WANTED—Triplett V-O-M #1200-A and signal generator #1232. Would consider others. Also want tube tester for cash or will exchange for 16mm. projector like new, cost \$250. M. J. Difini, 1698 Lexington Ave., New York 29, N. Y.

FOR SALE OR TRADE—0-1 DC amp. meter; 0-5 AC amp. meter; (both new); used 0-25 mill. amp. meter;

and 0-300 GE AC Vm. All new: crystal mike, cutting head, driving gear & motor & turntable, and several each of following tubes: 26, 27, 71A, 531, 235, 45, 864, 24A, 01A, 2A5, 220, 38, 35, PZ, 77, 78, 79, 56, 57, 58, 89. Also have many power, A-F and I-F transformers, several amplifiers, and new 3" RCA Cathode Ray tube. Jack Vance, 1202 No. Seward St., Hollywood 38, Calif.

WANTED—Phonomotor, crystal pickup & phono cabinet (table model) or complete unit. Need 117N7GT or 117P7GT. Will buy for cash, or swap radio parts & tubes. E. Gursh, 1481 Shakespeare Ave., Bronx, New York 52, N. Y.

FOR SALE—P.A. systems, one 25-watt Webster amplifier compl. with two 12" PM speakers, microphone cable & crystal mike, \$115. Also one Philco #905 portable amplifier compl. with 15-watt amplifier, two 10" PM speakers in port. case, cable, crystal mike & floor std., \$125. Economy Radio Service, 1009 S. Mint St., Charlotte, N. C.

WANTED—Tube checker to test all tubes. Also need late condenser checker. Times Radio Co., 732 E. 105th St., Cleveland 8, Ohio.

WANTED—Sig. generator; multi-meter; and set analyzer. Good condition units only. E. W. Moore, 7 Flagship Rd., Dundalk 22, Md.

FOR SALE OR TRADE—"Electrical Experimenter" magazines and "Radio News" from 1919 to 1935, all for \$20; also 6" photo elec. cell, \$15; Lemco 16mm. movie camera, \$50. Will sell or trade for new 50L6, 35L6, 50Y6, 35Z5, 35A3, 12SA7, 12SKT, 1R5, and 1A7 of equal value. R. H. Horn, 274 1/2 So. Rampart Blvd., Los Angeles, Calif.

WANTED—Hallicrafters communications receiver, any type. M/Sgt. Kenneth H. Logan, Hq. Btry. 31st F. A. Brig., Fort Sill, Okla.

SHOP EQP., TUBES, ETC. FOR SALE—Well stocked shop in Sioux Falls doing \$150 labor per month. Over 600 new tubes, many hard-to-get. Tube tester, V-O-M, sig. generator, all kinds of resistors, condensers, power trans., output, input, IF, cabinets, also compl. set Rider's manuals. Want to sell all together, but will consider part. Leaving for army. Hurry! Billie Radio, 112 E. 12th St., Sioux Falls, S. D.

SELL OR TRADE—Will sell or trade my National 81X with 10" Utah speaker. Want Hallicrafters SX-24.

"NOT A FAILURE IN A MILLION"



Sprague TC Tubulars

When there's a by-pass capacitor job to do, do it with famous Sprague TC Tubulars—and forget it. They will not let you down! We'll appreciate it if you ask for them by name.

SX-25, S-19R, S20R, or S29. Bullock Radio, 1719 Miller St., Indianapolis 3, Ind.

WANTED—Signal generator, also port. elec. phonograph with amplifier. Harold F. Cushing, 91 Jackson Parkway, Holyoke, Mass.

WILL TRADE—Have 35Z5. Want RCA-913 or 902 cathode-ray tube and 0-1 ma. DC meter. No cash offers for 35Z5. Wade Dorsett, Terrapin Inn, College Park, Md.

WANTED—26, 27, 45, 47, 12SA7, and 80 tubes, new or good used ones. Smith Music Shoppe, 16 E. North St., Danville, Ill.

WANTED—Precision sig. generator E-200 and a good V-O-M. Cash. Walter E. Miller, Christiana, Dela.

WANTED—A chanalyst or signal tracer and a tube checker to handle new tubes. Bob's Radio Shop, 618 W. 4th St., Alliance, Nebr.

FOR SALE—335 by-pass condensers incl. 130—1/600 WV., 25—01/600 WV., 25—02/600 WV., 20—05/400 WV., 45—001/600 W.V., 40—.002/600 W.V., 50—.005/600 W.V. All std. makes. \$35 cash or late model typewriter. O. Becker, 3234 Diversey, Chicago, Ill.

FOR SALE—Complete professional recording eqpt. incl. both portable and lab. devices. 2—16" dual speed turn tables with magnetic cutting and play-back heads; portable amplifier and speaker for recording, and a rack and panel with tuner and monitor—everything except pre-amplifier and mike. \$700. L. O. Evans, 2005 Prospect, Cleveland, Ohio.

YOUR AD RUN FREE

Send us your Sprague Trading Post advertisement today. We'll be glad to run it free as part of our special wartime advertising service to the radio profession. WRITE CAREFULLY OR PRINT. Hold it to 50 words or less. "Equipment for Sale" and "Wanted" advertisements of an emergency nature will receive first attention. Different Trading Post ads appear regularly in RADIO RETAILING TODAY, RADIO SERVICE-DEALER, SERVICE, RADIO NEWS and RADIO-CRAFT. Please do not specify any particular magazine for your ad. We'll run it in the first available issue. NOTE: There may be a delay of several months due to the large number of ads received. Your patience and cooperation will be appreciated. Sprague reserves the right to reject ads which, in our opinion, do not fit in with the spirit of this service.

SPRAGUE PRODUCTS CO., Dept. RRT-43, North Adams, Mass.

SPRAGUE CONDENSERS KOOLOHM RESISTORS



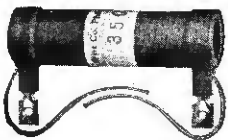
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Use WIRT RESISTORS

& VOLUME CONTROLS

Specified
by leading set manufacturers
Preferred
by experienced servicemen

ALL POPULAR TYPES for RADIO and ELECTRONIC USES—



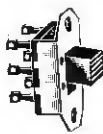
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FIXED
RESISTORS**

Wound on ceramic tubes. Protected by either Vitreous enamel, Phenocote or Baked enamel. Stock sizes, 5-10-20-50 watts rating. Any size up to 300 watts made on order.

SEMI-VARIABLE RESISTORS



Wound on ceramic tubes. Protected by Phenocote, a new tough heat-resistant covering developed in the Wirt Laboratories.



NEW! SNAP SWITCHES

Single Pole, Single Throw
Single Pole, Double Throw
Double Pole, Single Throw
Double Pole, Double Throw

Cadmium plated steel housings. Bakelite buttons. All contacts and terminals silver plated. Underwriters Laboratories Approved.

Auto Radio IGNITION SUPPRESSORS

Bakelite casings. Made by Wirt special processes. Impervious to heat, oil, moisture and mild acids. Resistance change not more than 10% in 50,000 miles.

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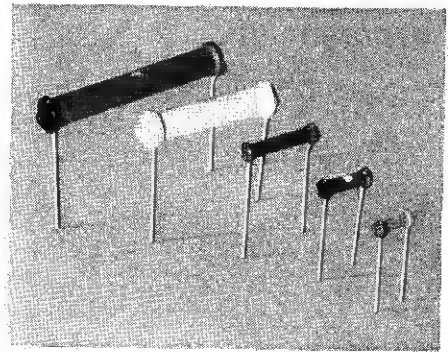
WIRT COMPANY

5223 Greene Street
PHILADELPHIA 44, PA.
Cable Address: WIRTCO

RESISTORS & VOLUME CONTROLS

American Automatic Electric Sales Co., 1019 W Van Buren St., Chicago, Ill.—FW, SU
Amperite Co., 561 Broadway, New York 12, N. Y.—V
Atlas Resistor Co., 425 Broome St., New York, N. Y.—“Atlas”—FW, V
The Audio-Tone Oscillator Co., 237 John St., Bridgeport 3, Conn.—A
Automatic Electric Co., 1033 W. Van Buren St., Chicago 7, Ill.—FW
Berger Electronics, 109-01 72nd Rd., Forest Hills, L. I., N. Y.—V, VC
Best Mfg. Co., Inc., 1200 Grove St., Irvington 11, N. J.—A
James G. Biddle Co., 1211 Arch St., Philadelphia, Pa.—PR
The Bircher Corp., 5087 Huntington Dr., N. Los Angeles, Calif.—FC
Bradleyometer—Allen-Bradley Co.
Bradleyunit—Allen-Bradley Co.
Brown Devil—Ohmite Mfg. Co.
Candohms—The Muter Co.
Carborundum Co., Box 337, Niagara Falls, N. Y.—FC, I, SU
Centralab, Div. of Globe-Union, Inc., 900 E. Keefe Ave., Milwaukee 1, Wis.—PR
Chicago Telephone Supply Co., Elkhart, Ind.—PRE, S, V, VC
Clarostat Mfg. Co., Inc., 285 N. 6th St., Brooklyn, N. Y.—“Clarostat”—A, FC, FW, I, PT, PR, PRE, V, VC
Consolidated Wire & Assoc. Corps., 1635 S. Clinton, Chicago, Ill.—FC, FW, SU, W
Continental Carbon, Inc., 13900 Lorain Ave., Cleveland, Ohio, “Continental”—FC, FW, PRE, SU
Corning Glass Works, Corning, N. Y.—A
Culter-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.—FW, I
The Daven Co., 191 Central Ave., Newark 4, N. J.—A, FW, PRE
Dependable—Radio City Prods. Co., Inc.
De Jur-Amsco Corp., 6 Bridge St., Shelton, Conn.—PR, V, VC
DiviOhm—Ohmite Mfg. Co.
Electrical Reactance Corp., Franklinville, N. Y.—FW
Electronic Prods. Co., 19 N. 1st St., Geneva, Ill.—A, FC, FW, I
Electronic Research Corp., 2659 W. 19th St., Chicago 8, Ill.—A, FC, FW
The Eppley Laboratory, Inc., 12 Sheffield Ave., Newport, R. I.—PRE
Erie Resistor Corp., 644 W. 12th St., Erie, Pa.—FC, SU
Espy Mfg. Co., Inc., 805 E. 63rd St., New York 21, N. Y.—A, FW
Ex-Stat—Tilton Electric Co.
Ferris Instrument Co., 110 Cornelia St., Boonton, N. J.—A, S
General Electric Co., 1 River Rd., Schenectady, N. Y.—I, PR, PT
General Radio Co., 30 State St., Cambridge, Mass.—“G-R”—A, FW, HR, PR, PRE, S, V, VC
G-H—Girard-Hopkins
Girard-Hopkins, 1000 40th Ave., Oakland, Calif.—“G-H”—FC
G-R—General Radio Co.
Groves Corp., Cape Girardeau, Mo.—FW
Hardwick & Hindle, Inc., 40 Herman St., Newark, N. J.—FW, I, PR, S, V
Hewlett-Packard Co., 395 Page Mill Rd., Palo Alto, Calif.—A
Hollywood Electronics, Div. of Megard Corp., 1601 So. Burlington Ave., Los Angeles 6, Calif.—A
Hytron Corp., 23 New Derby St., Salem, Mass.—“Hytron”—PT
ICA—Insuline Corp. of America
Industrial Transformer Corp., 2540 Belmont Ave., New York, N. Y.—I
Instrument Resistors Co., 25 Amity St., Little Falls, N. J.—FW
Insuline Corp. of America, 3602 35th Ave., Long Island City, N. Y.—“ICA”—FW, PRE, SU, V
International Resistance Co., 401 N. Broad St., Philadelphia 8, Pa.—“IRC”—A, FC, FW, HR, I, PR, PRE, S, SU, V, VC
IRC—International Resistance Co.
J. F. D. Mfg. Co., 4111 Ft. Hamilton Pkwy., Brooklyn, N. Y.—“JFD”—PT
Walter A. Kent Co., 2602-4 W. 69th St., Chicago 26, Ill.—A, PRE, S
Keystone Carbon Co., Inc., 1935 State St., St. Marys, Pa.—N
Koolohms—Sprague Products Co.
Landis & Gyr, Inc., 104 5th Ave., New York, N. Y.—FW, I
Lectrohm, Inc., 5125 W. 25th St., Cicero 50, Ill.—FW, V
Leeds & Northrup Co., 4970 Stenton Ave., Philadelphia 44, Pa.—S
P. R. Mallory & Co., Inc., 3029 E. Washington St., Indianapolis 6, Ind.—FW, I, V, VC, PR
Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.—FW, PT
Microhm—Precision Resistor Co.

Global BRAND SEMI-INSULATED CERAMIC RESISTORS



● Low ohmic values are made in body type “CX” only whereas type “A” body is offered in a wide range of resistance values.

Global Brand Resistors are unusually rugged as your tests will prove. Those illustrated are standardized sizes and resistance values. In case you require resistors having special characteristics we can furnish them. Larger units or special sizes can be provided.

Write us outlining your resistor problem, it will receive prompt and careful consideration.

PHYSICAL AND ELECTRICAL SPECIFICATIONS TYPE “A” RESISTORS

PART NUMBER	WATT RATING	RESISTANCE RANGE	OVERALL LENGTH	OVERALL DIAMETER
997-A	1/3	150 Ohms to 4.7 Megohms	2 1/64"	7/64"
763-A	1/4	47 Ohms to 15 Megohms	5/8"	7/32"
759-A	1/2	33 Ohms to 15 Megohms	3/4"	1/4"
766-A	1	47 Ohms to 15 Megohms	1 1/8"	1/4"
792-A	3	22 Ohms to 150,000 Ohms	1 7/8"	1 1/32"
774-A	5	33 Ohms to 220,000 Ohms	2 5/8"	1 1/32"

TYPE “CX” RESISTORS

PART NUMBER	WATT RATING	RESISTANCE RANGE	OVERALL LENGTH	OVERALL DIAMETER
997-CX	1/4	1 to 150 Ohms	2 1/64"	7/64"
763-CX	1/2	1 to 47 Ohms	5/8"	7/32"
759-CX	1	1 to 33 Ohms	3/4"	1/4"
766-CX	2	1 to 47 Ohms	1 1/8"	1/4"
792-CX	4	1 to 22 Ohms	1 7/8"	1 1/32"
774-CX	6	1 to 33 Ohms	2 5/8"	1 1/32"

STANDARD RESISTANCE (Tolerances 5% - 10% - 20%)
ALL RESISTORS COLOR CODED According to R. M. A. Standards.
ORDER BY PART NUMBER, RESISTANCE VALUE AND TOLERANCE.

Global Division THE CARBORUNDUM COMPANY

TRADE MARK
NIAGARA FALLS, N. Y.
(Carborundum and Global are registered trade marks of) (and indicate manufacture by The Carborundum Co.)

RESISTORS & VOLUME CONTROLS

Multivolt—Ohmite Mfg. Co.
 The Muter Co., 1255 S. Michigan Ave., Chicago 5, Ill.—“Candohms,” “Ziphohms”—FW, PT, V
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 National Technical Laboratories, 820 Mission St., S. Pasadena, Calif.—“Beckman”—PRE, S
 National Union Radio Corp., 15 Washington St., Newark 2, N. J.—VC
 Nilsson Elec. Lab., Inc., 103 Lafayette St., New York 13, N. Y.—PRE
 The Ohio Carbon Co., 12508 Berea Rd., Cleveland 11, Ohio—FC, FW, SU
 Ohmite Mfg. Co., 4835 Flournoy St., Chicago 44, Ill., “Ohmite,” “Brown Devil,” “Corrib,” “Multivolt,” “Riteohm,” “Dividohm,” “Wirewatt”—A, FW, I, PR, PRE, S, V
 Ohmspun—The States Co.
 Oregon Electronic Mfg. Co., 206 S. W. Washington St., Portland 4, Oregon—S
 Parker Engineering Products Co., 16 W. 22nd St., New York 10, N. Y.—FW
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 Precision Resistor Co., 334 Badger Ave., Newark, N. J., “Microhm”—A, I, PR, PRE, RW, V
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 Stackpole Carbon Co., PO Box 327, St. Marys, Pa.—FC, V, VC
 The States Co., 19 New Park Ave., Hartford 8, Conn.—“Ohmspun”—FC, FW
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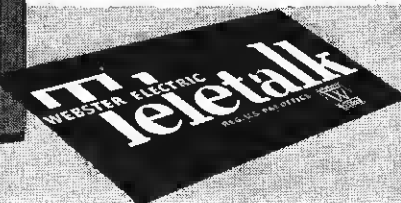
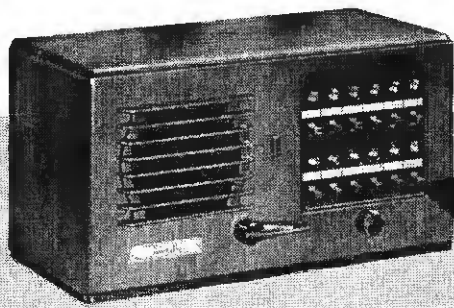
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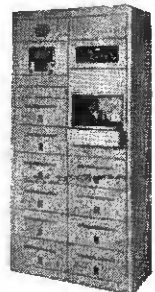
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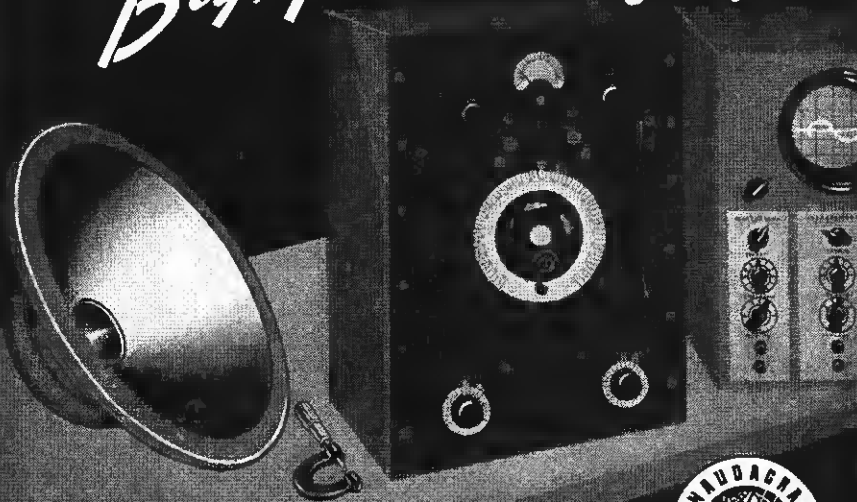
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- Stallman of Ithaca, 210-22 N. Tioga St., Ithaca, N. Y.
- Sun Radio & Electronics Co., 212 Fulton St., New York 7, N. Y.
- Terminal Radio Corp., 85 Cortlandt St., New York 7, N. Y.
- Walker-Jimieson, Inc., 311 S. Western Ave., Chicago 12, Ill.
- Wedemeyer Electronic Supply Co. of Michigan, 221 E. Liberty St., Ann Arbor, Mich.
- Wolfe Radio Distributing Co., 34 West 17th St., New York, N. Y.

SCHOOLS

- Capitol Radio Engineering Institute, 3224-16th St., N. W., Washington, D. C.
- Columbia University, Division of War Research, New London, Conn.
- National Radio Institute, 16th & V. Streets, N. W., Washington, D. C.
- Plastics Institute, 172 So. Alvarado St., Div. No. 1, Los Angeles 4, Calif.

OMISSIONS

Listings have been omitted in all cases where, after three requests, a company has failed to return our directory questionnaire or otherwise verify its activity.

Speakers & Headphones



Acoustic chambers	CH
Baffles	B
Cones	C
Crystal headphones	HC
Crystal speakers	CS
Dynamic headphones	HD
Electro-dynamic	D
Field coils	F
Field exciters	FE
Grille cloths	GC
Hearing aid headphones	HA
Magnetic speakers	M
Magnetic headphones	HM
PM drivers	PD
Permanent magnet dynamic	PM
Projector horns	PH
Shims, adjusting	S
Stands	ST

- The Acme Wire Co., 1255 Dixwell Ave., New Haven 14, Conn.—F
- Adler Mfg. Co., 2901 W. Chestnut St., Louisville, Ky.—B
- Altec Lansing Corp., 1680 No. Vine St. Hollywood 29, Calif.—B, D, F, FE, PM, PH
- American Amplifier & Tel. Co., Inc., 1222 Glendon Ave., Los Angeles, Calif.—HM
- American Communications Corp., 306 Broadway, New York 7, N. Y.—B, FE, PH
- Apex Industries, Inc., 1035 W. Lake St., Chicago, Ill.—F
- Art Specialty Co., 3245 W. Lake St., Chicago 24, Ill.—B, PH, ST
- Atlas Sound Corp., 1443—39th St., Brooklyn 18, N. Y.—CH, B, C, D, F, FE, GC, M, PD, PM, PH, ST
- Auburn Mfg. Co., 100 Stack St., Middletown, Conn.—S
- Audio-Tone Oscillator Co., 237 John St., Bridgeport 3, Conn.—CH
- Autocrat Radio Co., 3855 N. Hamilton Ave., Chicago, Ill.—HM
- Best Mfg. Co., Inc., 1200 Grove St., Irvington 11, N. J.—C, D, F, FE, M, HM, PD, PM, S
- Brush Development Co., 3311 Perkins Ave., Cleveland 14, Ohio—HC
- C. F. Cannon Co., Springwater, N. Y.—HM
- Carron Mfg. Co., 415 S. Aberdeen St., Chicago, Ill.—HM
- Chicago Telephone Supply Co., 1142 W. Beardsley Ave., Elkhart, Ind. "Frost"—HM
- Cinadograph Speakers, Inc., 3929 S. Michigan Blvd., Chicago, Ill.—B, C, CH, D, F, FE, GC, M, PM, PD, PH, S, ST
- Cleveland Wire Cloth & Mfg. Co., 3173 E. 78th St., Cleveland 5, Ohio—GC
- Commercial Metal Products Co., 2251 W. St. Paul Ave., Chicago 47, Ill.—B, C, ST
- Connecticut Telephone & Electric Div. Great American Industries, Inc., 70 Britannia St., Meriden, Conn.—HM
- Crescent Industries, Inc., 4140 Belmont Ave., Chicago 41, Ill.—D, PM
- Hugh H. Eby, Inc., 18 W. Chelton Ave., Philadelphia, Pa.—HM
- Electronic Sound Engineering Co., 109 N. Dearborn St., Chicago, Ill.—CH, B, PD, PM
- Electronic Transformer Co., 515 W. 29th St., New York, N. Y.—F, FE
- Erwood Co., 223 W. Erie St., Chicago, Ill.—FE, PH, ST
- Frost-Chicago Telephone Supply Co.
- General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill., "G-C"—GC, S
- General Electric Co., 1285 Boston Ave., Bridgeport, Conn.—PD, PM
- Hawley Products Co., 201 N. First Ave., St. Charles, Ill.—CH, B, C, PH
- Hercules Electric & Mfg. Co., Inc., 2416 Atlantic Ave., Brooklyn 33, N. Y.—F
- A. G. Hintze Co., 1547 Westchester Blvd., Westchester, Ill.—GC
- Holtzer Cabot Electric Co., 125 Amory St., Boston 19, Mass.—HM
- Hollywood Electronics Co., 800 Sunset Blvd., Los Angeles, Calif.—B, CH
- ICA—Insuline Corp. of America
- Illinois Wood Products Corp., 2512 S. Damen Ave., Chicago 5, Ill.—CH, B



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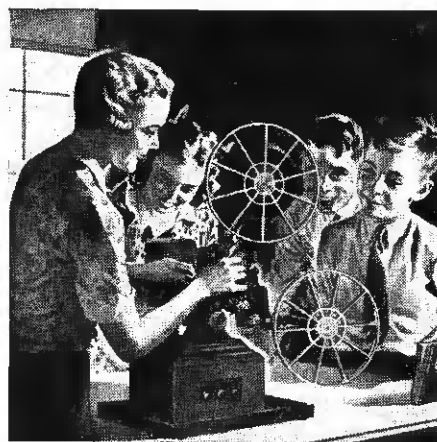
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SPEAKERS, HEADPHONES

- Industrial Sound Products Co., 3597 Mission St., San Francisco 10, Calif.—CH, B
- Industrial Wire Cloth Products Corp., Wayne, Mich.—GC
- Insuline Corp. of America, 3602—35th Ave., Long Island City, N. Y. "ICA"—HM
- Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago 38, Ill.—CH, B, C, D, F, FE, PD, PM, PH, ST
- J.F.D. Mfg. Co., 4111 Ft. Hamilton Pkwy., Brooklyn, N. Y.—F, S
- Kellogg Switchboard & Supply Co., 6650 S. Cicero Ave., Chicago, Ill.—HM
- Langevin Co., 37 W. 65th St., New York, N. Y.—CH, D, FE, PD, PM, PH, ST
- Laurehk Radio Mfg. Co., 3918 Monroe Ave., Wayne, Mich.—HC
- Lentone Radio Co., 63 Dey St., New York, N. Y.—ACC, B, C, D, F, GC
- Lifetime Sound Equipment Co., 1101 Adams St., Toledo, Ohio—B, PD, PH
- The Magnavox Co., 2131 Bueter Rd., Ft. Wayne 4, Ind.—D, PM
- Magnetic Windings Co., 16th & Butler Sts., Easton, Pa.—F
- Maico Co., Inc., Minneapolis 8, Minn.—HA
- John Meck Industries, Liberty at Pennsylvania, Plymouth, Ind.—B, PM, PH
- Miles Reproducer Co., 812 Broadway, New York, N. Y.—F, FE, M, PH
- Wm. J. Murdock, 158 Carter St., Chelsea 50, Mass.—HM
- E. A. Myers & Sons, Radlinear Bldg., Mt. Lebanon, Pittsburgh 16, Pa.—HM
- Newcomb Audio Products Co., 2815 S. Hill St., Los Angeles 7, Calif.—B, ST
- A. Diek & Son, Inc., 4757-59 Melrose St., Philadelphia 37, Pa.—GC
- Otto K. Olesen, Ill. Co. Ltd., 1560 Vine St., Hollywood 28, Calif.—B
- Operadio Mfg. Co., 13th & Indiana Sts., St. Charles, Ill.—D, PD, PM
- Oxford-Tartak Radio Corp., 3911 S. Michigan Ave., Chicago, Ill. "Oxford"—B, C, D, F, FE, HF, M, PD, PH, PM
- Parisian Novelty Co., 3510 S. Western Ave., Chicago, Ill.—S
- Peerless Mfg. Corp., 1400 W. Ormsby, Louisville, Ky.—F
- Permoflux Corp., 4916 W. Grand Ave., Chicago, Ill.—D, M, PM
- Philco Corp., Tioga & C Sts., Philadelphia, Pa.—C, D, F, M, PM
- Philmore Mfg. Co., 113 University Pl., New York, N. Y.—HM
- Powers Electronic & Communication Co., Inc., New St., Glen Cove, L. I., N. Y.—D, PH
- Presto Recording Corp., 242 W. 55th St., New York, N. Y.—D
- Quam-Nichols Co., 33rd Pl. & Cottage Grove Ave., Chicago 16, Ill.—D, M, PM
- Racon Elec. Co., Inc., 52 E. 19 St., New York 3, N. Y.—CH, B, D, F, FE, PD, PM, PH, ST
- Radioear—E. A. Myers & Sons
- Radio Speakers, Inc., 221 E. Cullerton St., Chicago, Ill.—D, PM, HD, HM
- Rauland Corp., 4245 N. Knox Ave., Chicago 41, Ill.—B, PH
- RCA Victor Div., Radio Corp. of America, Camden, N. J.—B, D, FE, PD, PM, PH, ST
- Remler Co., Ltd., 2101 Bryant St., San Francisco 10, Calif.—B, PH
- The Rola Co., Inc., 2530 Superior Ave., Cleveland 14, Ohio—F, FE, HM, PM
- Walter L. Schott Co., 9306 Santa Monica Blvd., Beverly Hills, Calif.—GC
- Shure Bros., 225 W. Huron St., Chicago 10, Ill.—HM
- Mark Simms Mfg. Co., Inc., 188 W. 4th St., New York, N. Y.—B, CH, PD, PH
- Nathan R. Smith Mfg. Co., 105 Pasadena Ave., Pasadena, Calif.—F
- Sonotone Corp., Elmsford, N. Y.—HC, HM
- S. O. S. Cinema Supply Corp., 449 W. 42nd St., New York 18, N. Y.—CH, B, FE
- Speak-O-Phone Recording & Equipment Co., 23 W. 60th St., New York 23, N. Y.—HM
- Stromberg-Carlson Co., 100 Carlson Rd., Rochester 3, N. Y.—CH, D, PD, PM, PH
- Telex Products Co., Telex Park, Minneapolis, Minn.—HC, HM
- Thomas & Skinner Steel Products Co., 1120 E. 23rd St., Indianapolis 5, Ind.—PM
- Tibbetts Labs., 12 Norfolk St., Cambridge, Mass.—HC
- Trebor Radio Co., Pasadena 18, Calif.—F
- Trimm, Inc., 1770 W. Berteau, Chicago, Ill.—HM
- Troy Radio & Telex Co., 1144 S. Olive St., Los Angeles, Calif.—D, PM

SPEAKERS, HEADPHONES

University Labs., 225 Varick St., New York 14, N. Y.—CH, B, D, PD, PM, PH
 Utah Radio Prods. Co., 850 Orleans St., Chicago, Ill.—C, D, M, PM, B
 Watterson Radio Mfg. Co., Dallas, Texas.—B
 Weller Bros., 516 Northampton St., Easton, Pa.—F
 Werten Elec. Co., 195 Broadway, New York, N. Y.—HD, HM
 Western Sound & Electric Labs Inc., 3512 W. St. Paul Ave., Milwaukee, Wisc.—D, PH, PM
 The Wheeler Insulated Wire Co., 378 Washington Ave., Bridgeport, Conn.—F, FE
 Worcester Pressed Steel Co., Worcester, Mass.—S
 Wright, Inc., 2233 University Ave., St. Paul, Minn. "Nokell"—D, R

Switches & Relays



- Circuit breakers.....CB
- Counters, electric.....C
- Float switch.....F
- Fluorescent lamp starters.....FS
- Key switch.....SK
- Mercury relays.....M
- Mercury switches.....MS
- Polarized relays.....RP
- Pressure switch.....PS
- Push button.....PB
- Relays.....R
- Rotary selector switches.....SL
- Safety interlocks.....S
- Solenoids.....SO
- Stepping relays.....SR
- Thermal switches.....T
- Time delay relays.....TD
- Timers.....TE
- Toggle switches.....TO
- Vacuum.....V
- Wave change (receiver).....W
- Wave change (transmitter).....WT

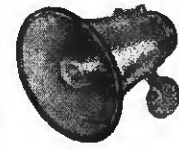
Acma Wire Co., New Haven, Conn.—SO
 The Acro Electric Co., 1305 Superior Ave., Cleveland 14, Ohio, "Acromap"—PB
 The Adams & Westlake Co., Elkhart, Ind.—B
 Advance Elec. Co., 1260 W. 2nd St., Los Angeles, Calif.—R
 Alco Valve Co., 805 Kingsland Ave., St. Louis 5, Mo.—F
 Bruno H. Ahlers, 8524 89th St., Woodhaven, L. I., N. Y.—CB, SL
 Aiden Products Co., 117 North Main St., Brockton, Mass., "Na-Aid"—SL
 Allen-Bradley Co., 136 W. Greenfield Ave., Milwaukee, Wis.—CB, P, PB, R, SK, TE, S
 Allied Control Co., Inc., 2 East End Ave., New York 21, N. Y.—SO, CB, R, SR
 Allis-Chalmers Mfg. Co., Milwaukee 1, Wisc.—CB
 American Automatic Electric Sales Co., 1019 W. Van Buren St., Chicago, Ill.—C, M, CB, SO, R, RP, S, SK, SR, TE
 American Communications Corp., 306 Broadway, New York 7, N. Y.—R
 American Gas Accumulator Co., 1027 Newark Ave., Elizabeth 3, N. J.—R, T, TD
 American Instrument Co., Silver Spring, Md.—M, MS, R
 American Phenolic Corp., 1830 S. 54th St., Cicero, Ill. "Amphenol"—SL, W
 Amglo Corp., 4234 Lincoln Ave., Chicago 18, Ill.—TE, V
 Amperite Co., 561 Broadway, New York 12, N. Y.—R, TE, T
 Amphenol—American Phenolic Corp.
 Andrew Co., 363 E. 75th St., Chicago 19, Ill.—R
 Apex Industries, Inc., 1035 W. Lake St., Chicago, Ill.—CR, R, RP, SR, TE
 Arkey Laboratories, Inc., 1570 S. First St., Milwaukee 4, Wisc.—R
 The Arrow-Hart & Hegeman Electric Co., 103 Hawthorn St., Hartford 6, Conn.—FS, R, T
 Art Specialty Co., 3245 W. Lake St., Chicago 24, Ill.—FS
 ATC Co., Inc., 34 E. Logan St., Philadelphia 44, Pa.—TE
 Audio Development Co., 2883 13th Ave., S, Minneapolis 7, Minn.—SK
 Auth Electrical Specialty Co., 422-480 E. 53rd St., New York 22, N. Y.—RP, PB, R, SL, T, TE
 Automatic Electric Co., 1033 W. Van Buren St., Chicago 7, Ill.—C, SK, M, RP, PB, R, SL, S, SR, TO
 Automatic Electric Mfg. Co., Mankato, Minn. "Automatic"—R, TE

Automatic Switch Co., 41 E. 11th St., New York 3, N. Y.—R
 Automatic Temperature Control Co., 34 E. Logan St., Philadelphia 44, Pa.—TE
 Bacon Electric Timer Corp., 4513 Brooklyn Ave., Cleveland 9, Ohio—MS, TE
 Banks Mfg. Co., 1105 Lawrence Ave., Chicago 40, Ill.—R
 Barker and Williamson, 235 Fairfield Ave., Upper Darby, Pa.—SL, WT
 Bendix Aviation Corp., Pacific Div., 11600 Sherman Way, N. Hollywood, Calif.—V
 Bendix Radio, Div. of Bendix Aviation Corp., East Joppa Rd., Baltimore 4, Md.—V
 Berger Electronics, 109-01 72nd Rd., Forest Hills, L. I., N. Y.—S
 Best Mfg. Co., 1200 Grove St., Irvington 11, N. J.—B, RP, M, SL
 The Birtcher Corp., 5087 N. Huntington Dr., Los Angeles 36, Calif.—R
 J. H. C'nnell & Co., 215 Fulton St., New York 1, N. Y.—B
 Centralab, Div. of Globe-Union, Inc., 900 E. Keefe Ave., Milwaukee 1, Wisc.—PB, SL, TO, W, WT
 Chicago Telephone Supply Co., 1142 W. Beardsley Ave., Elkhart, Ind.—PB, SK, W
 C. P. Clare Co., 4719 Sunnyside Ave., Chicago 30, Ill.—R, SK, PB, SR
 Clarostat Mfg. Co., 285 N. 6th St., Brooklyn, N. Y., "Clarostat"—CB
 Communication Products Co., 744 Broad St., Newark, N. J.—SL
 Control Corp., 600 Stinson Blvd., Minneapolis 13, Minn.—R
 Continental X-Ray Corp., 1933 So. Halstead St., Chicago 8, Ill.—SL
 Cook Electric Co., 3700 Southport Ave., Chicago, Ill.—R, TE, SO, S
 Cover Dual Signal Systems, Inc., Div. of Electro Voice Corp., 5215-25 Ravenswood Ave., Chicago 40, Ill.—SR
 The R. W. Cramer Co., Inc., Centerbrook 1, Conn.—TE, R
 Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wisc.—CB, PB, R, SL, TE, TO
 The Daven Co., 191 Central Ave., Newark 4, N. J.—SL
 Distillation Products, Inc., 755 Ridge Rd. W., Rochester 13, N. Y.—V
 Struthers Dunn, Inc., 1821 Arch St., Philadelphia 7, Pa.—M, RP, R, SR, TE
 Durakool, Inc., 1010 N. Main St., Elkhart, Ind.—R
 Eagle Signal Corp., 202 20th St., Moline, Ill.—C, TE
 Eastern Air Devices, Inc., 585 Dean St., Brooklyn 17, N. Y.—R
 Eimac—Eitel-McCullough, Inc.
 Eitel-McCullough, Inc., San Bruno, Calif., "Eimac"—V
 Eleco—Electron Equipment Corp.
 Electrical Coil Winding Co., 2733 Saunders St., Camden, N. J.—SO
 The Electric Controller & Mfg. Co., 2700 E. 19th St., Cleveland, Ohio—PB
 Electrical Facilities, Inc., 4224 Holden St., Oakland, Calif.—SL
 Electron Equipment Corp., 917 Meridan St., So. Pasadena, Calif. "Eleco"—SR
 Electronic Laboratories, Inc., 122 W. New York St., Indianapolis, Ind.—VR
 Electronic Products Co., 19 N. 1st St., Geneva, Ill.—TE
 Electronic Sound Engineering Co., 109 N. Dearborn St., Chicago 2, Ill.—RP, R, SR, TE
 Electronic Transformer Co., 515 W. 29th St., New York, N. Y.—SO
 Charles Engelhard, Inc., 233 N. J. R. R. Ave., Newark 5, N. J.—SL
 Ess Instrument Co., George Washington Bridge Plaza, Ft. Lee, N. J.—R
 H. C. Evans & Co., 1528 W. Adams St., Chicago 7, Ill.—R, SO
 Federal A. C. Switch Corp., 1200 Niagara St., Buffalo 13, N. Y.—SK, TO
 Federal Electric Co., 8700 So. State St., Chicago, Ill.—CB, FS
 Federal Mfg. & Engineering Corp., 199-217 Steuben St., Brooklyn 5, N. Y.—SK
 Federal Telephone & Radio Corp., 200 Mt. Pleasant Ave., Newark, N. J.—SK
 Fenwal, Inc., Main St., Ashland, Mass.—T
 Ferranti Electric Co., 30 Rockefeller Plaza, New York, N. Y.—SO
 General Appliance Co., P. O. Box 127, N. Kingsville, Ohio—PS
 General Cement Mfg. Co., 919 Taylor Ave., Kocford, Ill.—FS, PB, SL, S, TO
 General Controls Co., Glendale, Calif.—B
 General Control Co., 243 Broadway, Cambridge 39, Mass.—SK, SL, TE
 General Electric Co., 1285 Boston Ave., Bridgeport, Conn.—SL, S, V
 General Electric Co., 1 River Rd., Schenectady, N. Y.—C, CB, FS, M, PB, R, S, SL, SO, V
 General Radio Co., 30 State St., Cambridge, Mass. "G-R", "Variac"—SL
 Thomas B. Gibbs & Co., Delevan, Wisc., "Gibbs"—TE

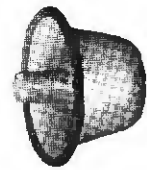
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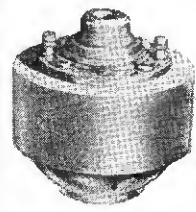
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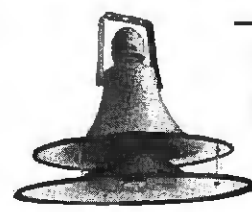
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SWITCHES & RELAYS

G-M Laboratories, Inc., 4336 N. Knox Ave., Chicago 41, Ill.—R

G-R—General Radio Co.

Guardian Electric Mfg. Co., 1400 W. Washington Blvd., Chicago 7, Ill.—C, M, MS, RP, R, SL, S, SR, T

Guenther Electronics Co., 1318 W. 2nd St., Appleton, Wisc.—C, TE

Haines Mfg. Co., 248-274 McKibbin St., Brooklyn 6, N. Y.—CB, R

Hart Mfg. Co., Hamilton St., Hartford, Conn.—M, MS, PB, R, T

Hartman Electrical Mfg. Co., 175 N. Diamond St., Mansfield, Ohio—RP, PB, R, T

Maydon Mfg. Co., Inc., Forestville, Conn.—C, SK, R, TE, TD

H-B Electric Co., Inc., 6101 N. 21st St., Philadelphia 38, Pa.—M, MS, R, T, TE, V

Heineman Circuit Breaker Co., Box 299, Trenton 2, N. J.—N, CB

Herbach & Rademan Co. Mfg. Div., 517 Ludlow St., Philadelphia 6, Pa.—PS

Hercules Electric & Mfg. Co., Inc., 2416 Atlantic Ave., Brooklyn 33, N. Y.—TE

Robert Hetherington & Son, Inc., 1216 Elmwood Ave., Sharon Hills, Pa.—CB

Heyer Products Co., Inc., 471 Cortlandt St., Belleville 9, N. J.—R, T

Horn Signal Mfg. Corp., 310 Hudson St., New York 13, N. Y.—SO, R, RP

Industrial & Commercial Electronics, Belmont, Calif.—R

Industrial Electronics Corp., 80 Bank St., Newark 2, N. J.—FS, R

Industrial Timer Corp., 117 Edison Pl., Newark, 5, N. J.—TE, C

Insuline Corp. of America, 3602-35th Ave., Long Island City, N. Y.—TO

International Electronics, Inc., 630 Fifth Ave., New York, N. Y.—C, V

I-T-E Circuit Breaker Co., 19th & Hamilton Sts., Philadelphia 30, Pa.—CB

J-B-L Instruments, Inc., 420 E. Providence Rd., Aldan, Pa.—SL

J-B-T Instruments, Inc., 441 Chapel St., New Haven 8, Conn.—SL

J. F. D. Mfg. Co., 4111 Ft. Hamilton Pkwy, Brooklyn 19, N. Y.—SL, TO

Jefferson Electric Co., Bellwood, Ill.—R, SO

E. F. Johnson Co., Waseca, Minn. R

Kellogg Switchboard & Supply Co., 8650 S. Cicero Ave., Chicago, Ill.—R, SK

H. R. Kirkland Co., Morristown, N. J.—PB

Kurman Electric Co., 35-18 37th St., Long Island City 1, N. Y.—R

Leach Relay Co., 5915 Avalon Blvd., Los Angeles, Calif.—R

Lear Avia, Inc., Piqua, Ohio—CB, RP, PB, R, SL, S, SR, T, W, WT

Lektra Laboratories, Inc., 30 E. 10th St., New York, N. Y.—TE

Littelfuse, Inc., 4757 Ravenswood Ave., Chicago 40, Ill.—CB, MS

Lumenite Electric Co., 407 So. Dearborn St., Chicago 5, Ill.—TE, V

Magnavox Co., 2131 Bueter Rd., Ft. Wayne 4, Ind.—SO

P. R. Mallory & Co., Inc., 3929 E. Washington St., Indianapolis 6, Ind.—PB, SL, TE, W, WT

Mark Time—M. H. Rhodes, Inc.

Meissner Mfg. Co., 7th & Belmont Sts., Mt. Carmel, Ill.—R

The Mercoid Corp., 4201 Belmont Ave., Chicago 41, Ill.—M, MS, R

Merit Coil & Transformer Corp., 311 N. Desplaines St., Chicago, Ill.—SO

Metallic Arts Co., 243 Broadway, Cambridge, Mass.—TO

Michigan Fluorescent Light Co., 71-75 S. Parke, Pontiac 14, Mich.—FS, T

Micro Switch Corp., 3 W. Spring St., Freeport, Ill., "Microswitch"—PB, SK, CB, SL

James Millen Mfg. Co., Inc., 150 Exchange St., Malden, Mass.—R

Molded Insulation Co., 335 E. Price St., Philadelphia, Pa.—PB, SK

Donald P. Mossman, Inc., 6133 Northwest Highway, Chicago 31, Ill.—SK, PB, R, SR, TO

Mu-Switch Corp., 38 Pequit St., Canton, Mass.—PB, T

The Muter Co., 1255 S. Michigan Ave., Chicago 5, Ill., "Muter"—PB, R

National Electric Mfg. Co., 103 E. Ferry St., Berrien Springs, Mich.—R, SL, SR, TE

New England Radiocraters, 1156 Commonwealth Ave., Brookline, Mass.—W

New York Transformer Co., 26 Waverly Place, New York 3, N. Y.—SO

The North Electric Mfg. Co., 501 S. Market St., Gallon, Ohio—SK, R, SL, SR

Oak Mfg. Co., 1260 Clyburn Ave., Chicago, Ill., "Oak"—PB, W, WT

Ohmite Mfg. Co., 4835 Flournoy St., Chicago 44, Ill.—SL, WP

Oregon Electronic Mfg. Co., 296 S. W. Washington St., Portland 4, Ore.—SL

Paragon Electric Co., 37 W. Van Buren St., Chicago 5, Ill.—R, TE, TD

Parker Engineering Products Co., 16 W. 22nd St., New York 10, N. Y.—R, SL

Partlow Corp., 2 Campton Rd., New Hartford, N. Y.—TD

Peerless Laboratories, Inc., 115 E. 23rd St., New York 10, N. Y.—SL, S

Peerless Mfg. Corp., 1400 W. Ormsby, Louisville, Ky.—C, R, S, SR, SO

Phonette Co. of America, 7122 Melrose Ave., Los Angeles, Calif.—WT

Photobell Corp., 116 Nassau St., New York 7, N. Y.—TE

Pierce Laboratory, Inc., Summit, N. J.—CB, R

Potter & Brumfield Mfg. Co., Inc., 700 N. Gilson St., Princeton, Ind.—C, R, TE

Precision Thermometer & Instrument Co., 1434 Brandwynne St., Philadelphia 30, Pa.—R

Price Brothers Co., East Church & Second St., Frederick, Md.—R

Radio Laboratories, Inc., 2701 California Ave., Seattle 8, Wash.—WT

Radionics Control Co., 3758 W. Belmont Ave., Chicago, Ill.—R

Remler Co., Ltd., 2101 Bryant St., San Francisco 10, Calif.—SK, PB, R

Reliance Automatic Lighting Co., 1927 Mead St., Racine, Wisc.—TE

Reynolds Electric Co., 2650 W. Congress St., Chicago 12, Ill.—M, MS, S, T, TE, R

M. H. Rhodes, Inc., Hartford, Conn., "Mark Time"—TE

Richardson Allen Corp., 15 West 30th St., New York 11, N. Y.—C, SL, T, TE, WT

John A. Roebbling's Sons Co., Trenton, N. J.—SO

Rowe Radio Research Laboratory Co., 2422 N. Pulaski Rd., Chicago, Ill.—TE, SL

R. & Y. Electronics Co., 2626 14th St., N. W., Washington, D. C.—FS

Shallcross Mfg. Co., Jackson & Pusey Aves., Collingdale, Pa., "Shallcross"—SL

Sigma Instruments, Inc., 76 Freeport St., Boston 22, Mass.—CB, RP, R, TE

F. A. Smith Mfg. Co., Inc., 900 Davis St., Rochester 2, N. Y.—CB

Nathan R. Smith Mfg. Co., 105 Pasadena Ave., Pasadena, Calif.—PB, SO

Spencer Thermostat Co., 34 Forest St., Attleboro, Mass.—T, CB

Sperli, Inc., Beech & Kenilworth Aves., Norwood, Cincinnati 12, Ohio—M, MS, V

Stackpole Carbon Co., P. O. Box 327, St. Marys, Pa.—SL, TO

Staco—Standard Electrical Prods. Co.

Standard Electric Time Co., 89 Logan St., Springfield 2, Mass.—C, TE

Standard Electrical Prods. Co., 300 E. 4th St., St. Paul, Minn., "Staco"—M, PB, R, RP, S, SR, TE, W, WT, CB

The States Co., 19 New York Ave., Hartford, Conn.—SL

C. H. Stoelting Co., 424 N. Homan Ave., Chicago 24, Ill.—C

Stramberg-Carlson Co., 100 Carlson Rd., Rochester 3, N. Y.—SK, PB, R

Super Electric Products Corp., 1057 Summit Ave., Jersey City 7, N. J.—SL, W, WT

Supreme Electric Products Corp., 194 Vassar St., Rochester, N. Y.—SO

Sundt Engineering Co., 4763 Ravenswood Ave., Chicago, Ill.—CB

Sylvania Electric Products, Inc., 500 Fifth Ave., New York 18, N. Y.—FS

Tech Laboratories, 7 Lincoln St., Jersey City 7, N. J., "Tech-Lab"—SL, SR

Tork Clock Co., Inc., 1 Grove St., Mt. Vernon, N. Y.—MS, TE

Transmitter Equipment Mfg. Co., Inc., 345 Hudson St., New York 14, N. Y.—R

Triplet Electrical Instrument Corp., Harmon Rd., Bluffton, Ohio—SL

Trumbull Electric Mfg. Co., Woodford Ave., Plainville, Conn.—CB, PB, T

Tung-Sol Lamp Works, Inc., 95 Eighth Ave., Newark 4, N. J.—CB, R, T, TE

George Ulanet Co., 83 E. Kinney St., Newark 5, N. J.—T, TE

The Ucinite Co., Div. of United Carr Fastener Corp., Newtonville, Mass.—PB, W, WT

United Cinephone Corp., 65 Litchfield St., Torrington, Conn.—S, R, TE, V

Universal Microphone Co., 424 Warren Lane, Inglewood, Calif.—PB, TO

Utah Radio Prods. Co., 850 Orleans St., Chicago, Ill.—R

Valverde Laboratories, 252 Lafayette St., New York 12, N. Y.—T

Variac—General Radio Co.

Vander-Root, Inc., Hartford, Conn.—C

Ward Leonard Electric Co., 31 South St., Mt. Vernon, N. Y.—R, T, TE, W, WT



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Sigma Instruments, Inc., 76 Freeport St., Boston 22, Mass.—CB, RP, R, TE

F. A. Smith Mfg. Co., Inc., 900 Davis St., Rochester 2, N. Y.—CB

Nathan R. Smith Mfg. Co., 105 Pasadena Ave., Pasadena, Calif.—PB, SO

Spencer Thermostat Co., 34 Forest St., Attleboro, Mass.—T, CB

Sperli, Inc., Beech & Kenilworth Aves., Norwood, Cincinnati 12, Ohio—M, MS, V

Stackpole Carbon Co., P. O. Box 327, St. Marys, Pa.—SL, TO

Staco—Standard Electrical Prods. Co.

Standard Electric Time Co., 89 Logan St., Springfield 2, Mass.—C, TE

Standard Electrical Prods. Co., 300 E. 4th St., St. Paul, Minn., "Staco"—M, PB, R, RP, S, SR, TE, W, WT, CB

The States Co., 19 New York Ave., Hartford, Conn.—SL

C. H. Stoelting Co., 424 N. Homan Ave., Chicago 24, Ill.—C

Stramberg-Carlson Co., 100 Carlson Rd., Rochester 3, N. Y.—SK, PB, R

Super Electric Products Corp., 1057 Summit Ave., Jersey City 7, N. J.—SL, W, WT

Supreme Electric Products Corp., 194 Vassar St., Rochester, N. Y.—SO

Sundt Engineering Co., 4763 Ravenswood Ave., Chicago, Ill.—CB

Sylvania Electric Products, Inc., 500 Fifth Ave., New York 18, N. Y.—FS

Tech Laboratories, 7 Lincoln St., Jersey City 7, N. J., "Tech-Lab"—SL, SR

Tork Clock Co., Inc., 1 Grove St., Mt. Vernon, N. Y.—MS, TE

Transmitter Equipment Mfg. Co., Inc., 345 Hudson St., New York 14, N. Y.—R

Triplet Electrical Instrument Corp., Harmon Rd., Bluffton, Ohio—SL

Trumbull Electric Mfg. Co., Woodford Ave., Plainville, Conn.—CB, PB, T

Tung-Sol Lamp Works, Inc., 95 Eighth Ave., Newark 4, N. J.—CB, R, T, TE

George Ulanet Co., 83 E. Kinney St., Newark 5, N. J.—T, TE

The Ucinite Co., Div. of United Carr Fastener Corp., Newtonville, Mass.—PB, W, WT

United Cinephone Corp., 65 Litchfield St., Torrington, Conn.—S, R, TE, V

Universal Microphone Co., 424 Warren Lane, Inglewood, Calif.—PB, TO

Utah Radio Prods. Co., 850 Orleans St., Chicago, Ill.—R

Valverde Laboratories, 252 Lafayette St., New York 12, N. Y.—T

Variac—General Radio Co.

Vander-Root, Inc., Hartford, Conn.—C

Ward Leonard Electric Co., 31 South St., Mt. Vernon, N. Y.—R, T, TE, W, WT

SWITCHES & RELAYS

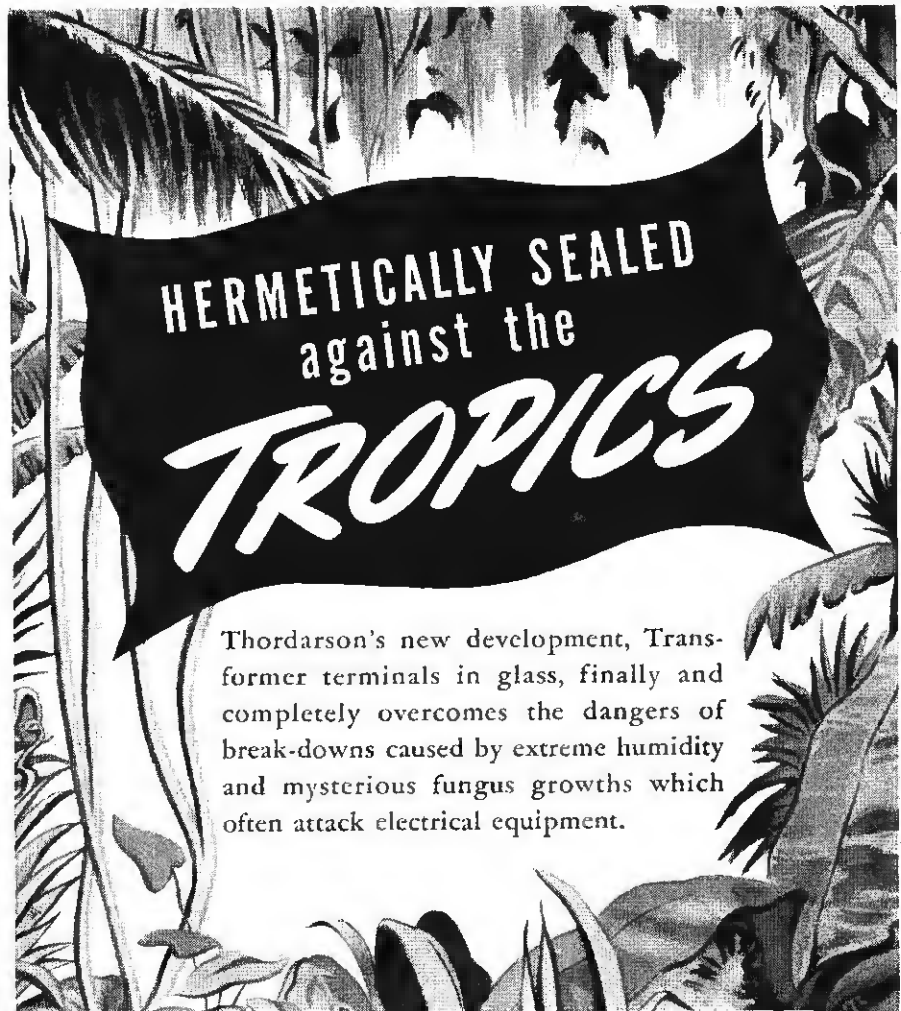
Warren Telechron Co., Lock Box F, Ashland, Mass.—TE
 Weller Bros., 516 Northampton St., Easton, Pa.—SO
 Western Electric Co., 195 Broadway, New York, N. Y.—C, PE, R, RP, SK, SR, TE, V
 Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.—C, CB, FS, S, SO, TE
 Westinghouse Electric & Mfg. Co., Lamp Div., Bloomfield, N. J.—CB, FS, M, MS, RP, PB, R, SL, S, T, TE, TO
 Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark 5, N. J.—R
 Whencoco Instruments Co., 847 W. Harrison St., Chicago, Ill.—PE
 Wilson Mfg. Co., Inc., 600 N. Andrews Ave., Ft. Lauderdale, Fla.—TE
 Wirt Co., 5221 Greene St., Philadelphia, Pa.—CB, P, W
 Yaxley—P. R. Mallory & Co., Inc.
 Zenith Electric Co., 152 W. Walton St., Chicago, Ill.—SL, TE

Transformers & Chokes

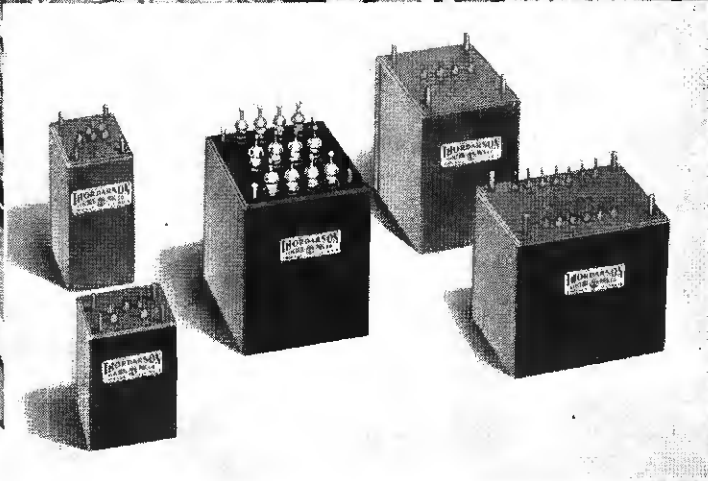


Audio (receiving).....A
 Auto transformers.....AU
 BridgeB
 ChokesC
 Coils & windings.....CW
 Current trans.....T
 Fence Controllers.....FA
 Fluorescent reactors.....R
 Mike cable transformers.....MT
 Plug-in transformers.....PT
 Power, receiving-transmittingP
 Rotatable transformersRT
 Voltage regulating.....VR
 Welding transformers.....WT

ACA—Amplifier Co. of America
 Acme Electric & Mfg. Co., 57 Water St., Cuba, N. Y., "Acme"—A, AU, C, P, R, VR, CW, WT
 Acme Wire Co., 1255 Dixwell Ave., New Haven, Conn.—CW
 Adjust-a-Volt—Standard Elec'l Prods. Co.
 Allen Elec. & Equip. Co., 2101-29 N. Pitcher St., Kalamazoo 13F, Mich.—WT
 Altis-Chalmers Mfg. Co., Milwaukee 1, Wis.—AU, VR, WT
 Altec Lansing Corp., 1680 No. Vine St., Hollywood 28, Calif.—A, C, CW, P
 American Communications Corp., 306 Broadway, New York 7, N. Y.—C, CW
 American Instrument Co., 8020 Georgia Ave., Silver Spring, Md.—AU
 American Transformer Co., 178 Emmet St., Newark 5, N. J., "Amertran"—A, AU, C, CW, P, PT, T, VR, B, MT, WT
 Amertran—American Transformer Co.
 Amplifier Co. of America, 398 Broadway, New York 13, N. Y., "ACA"—AU, CW, VR, A, B, C, T, MT, P, WT
 R. B. Annis Co., 1101 N. Delaware St., Indianapolis 2, Ind.—T
 Apex Industries, Inc., 1035 W. Lake St., Chicago, Ill.—A, AU, C, CW, FA, MT, P, PT, R, T, VR
 Aray Mfg. & Supply Co., Inc., 3105 Pine St., St Louis 3, Mo.—P
 Associated Research, Inc., 231 So. Green St., Chicago 7, Ill.—T
 Audio Development Co., 2833—13th Ave., S., Minneapolis 7, Minn.—A, AU, C, P, B
 Bendix Radio, Div. of Bendix Aviation Corp., East Joppa Rd., Baltimore 4, Md.—A, C, CW, P
 Best Mfg. Co., Inc., 1200 Grove St., Irvington 11, N. J.—A, C, CW, B, R, MT, PT
 Burlington Instrument Co., Burlington, Iowa—VR
 Cambridge Thermionic Corp., 445 Concord Ave., Cambridge 38, Mass.—A, C
 Chicago Transformer Corp., 3501 W. Addison St., Chicago, Ill., "Chitran"—A, AU, C, CW, FA, MT, P, R
 Chitran—Chicago Transformer Corp.
 Cinaudagraph Speakers, Inc., 3929 S. Michigan Ave., Chicago, Ill.—A, C, CW
 Cole Radio Works, 86 Westville Ave., Caldwell, N. J.—AU
 Cook Electric Co., 2700 Southport Ave., Chicago, Ill.—CW
 Condenser Products Co., 1369-1375 No. Branch St., Chicago, Ill.—R
 Control Corp., 600 Stinson Blvd., Minneapolis 13, Minn.—C, P
 Dean W. Davis & Co., Inc., 549 Fulton St., Chicago, Ill.—AU, C, CW
 Dinion Coil Co., P. O. Box D, Caledonia, N. Y.—A, AU, C, CW, P, VR



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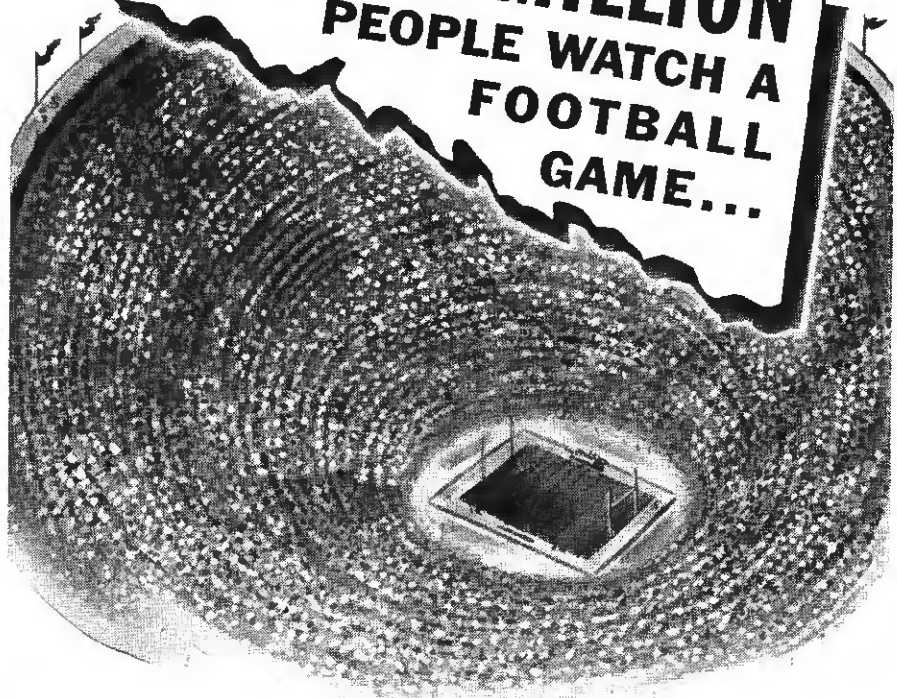


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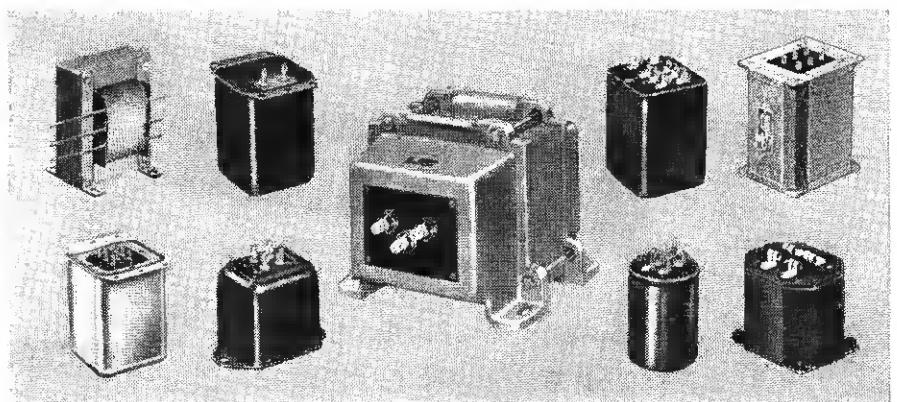
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- Elco—Electron Equipment Corp.
- Electric Sorting Machine Co., 802 Michigan Trust Bldg., Grand Rapids, Mich.—VR
- Electrical Coil Winding Co., 2733 Saunders St., Camden, N. J.—C, CW
- Electrical Facilities, Inc., 4224 Holden St., Oakland 8, Calif.—T
- Electricoil Transformer Co., 417-421 Canal St., New York 13, N. Y.—AU, C, CW, P, PT, T, WT
- Electron Equipment Corp., 917 Meridian St., So. Pasadena, Calif., "Elco"—CW, P
- Electronic Engineering Co., 735 W. Ohio St., Chicago, Ill.—A, AU, B, C, MT, P
- Electronic Laboratories, Inc., 122 West New York St., Indianapolis, Ind.—VR
- Electronic Products Co., 19 N. First St., Geneva, Ill.—FA, VII
- Electronic Sound Engineering Co., 109 N. Dearborn St., Chicago 2, Ill.—MT
- Electronic Transformer Co., 515 W. 29th St., New York 1, N. Y.—A, AU, C, CW, P, T, B, MT, PT, VR, WT
- Engineering Laboratories, Inc., 624 E. Fourth St., Tulsa Okla.—A
- Ex-Stat—Tilton Electric Corp.
- Federal Instrument Co., 3931 47th Ave., Long Island City 4, N. Y.—CW
- Federal Telephone & Radio Corp., 200 Mt. Pleasant Ave., Newark, N. J.—A, T, P
- Ferranti Electric Inc., 30 Rockefeller Plaza, New York 20, N. Y.—AU, C, A, B, CW, T, R, MT, PT, P, VR, WT
- France Mfg. Co., 10325 Berea St., Cleveland 2, Ohio—R, P
- Franklin Transformer Mfg. Co., 65 22nd Ave., N. E., Minneapolis 13, Minn.—A, AU, C, CW, P, VR, WT
- Freed Transformer Co., 72 Spring St., New York 21, N. Y.—A, AU, C, CW, P, T, VR, B
- A. P. Foster Co., 719 Wyoming Ave., Lockwood 15, Ohio—A, AU, C, CW, R, P
- Ganner Electric Mfg. Co., 4227 Hollis St., Emeryville 8, Calif.—AU, C, CW, R, A, B, P, WT
- General Control Co., 243 Broadway, Cambridge 39, Mass.—T
- General Electric Co., 1285 Boston Ave., Bridgeport, Conn.—A, MT
- General Electric Co., 1 River Road, Schenectady, N. Y.—A, AU, C, CW, P, R, T, VR
- General Radio Co., 30 State St., Cambridge, Mass.—"G-R," "Varlac"—AU, B
- General Transformer Corp., 1250 W. Van Buren St., Chicago 7, Ill., "Streamliner"—A, AU, C, P, R, CW, T
- G-R—General Radio Co.
- The Halldorson Co., 4500 Ravenswood Ave., Chicago, Ill.—A, AU, C, CW, P, PT
- Harvey Radio Laboratories, Inc., 447 Concord Ave., Cambridge 38, Mass.—A, C
- Hercules Electric & Mfg. Co., Inc., 2416 Atlantic Ave., Brooklyn 33, N. Y.—AU, C, CW, T, R, MT, PT, P, WT
- Heyer Products Co., Inc., 471 Cortlandt St., Belleville 9, N. J.—AU, C, CW, P
- Hollywood Transformer Co., 845 N. Martel Ave., Los Angeles 36, Calif.—A, B, C, CW, P
- Hudson American Corp., 23 W. 43rd St., New York, N. Y.—A, AU, C, PT, P, WT
- Industrial Electronics Corp., 80 Bank St., Newark 2, N. J.—R, PT
- Industrial Transformer Corp., 2540 Belmont Ave., New York 53, N. Y.—A, AU, C, CW, MT, P, PT, R, T, VR, B, WT
- Insuline Corp. of America, 3802 35th Ave., Long Island City, N. Y.—C, P
- Jefferson Electric Co., Bellwood, Ill.—A, AU, C, R, P
- Kollman Instrument, Div. of Square D Co., 80-02 45th Ave., Elmhurst, N. Y.—RT
- Kenyon Transformer Co., Inc., 840 Barry St., New York 59, N. Y.—A, AU, C, P, PT, WT
- Langevin Co., 37 W. 65th St., New York, N. Y.—A, AU, B, C, P
- Magnetic Windings Co., 16th & Butler Sts., Easton, Pa.—A, C, CW, P, R, AU
- P. R. Mallory & Co., Inc., 3029 E. Washington St., Indianapolis 6, Ind.—C
- Meissner Mfg. Co., 7th & Belmont, Mt. Carmel, Ill.—AU, C, CW
- Merit Coil & Transformer Corp., 311 N. Desplaines St., Chicago 6, Ill.—A, AU, C, CW, P
- Merwin-Wilson Co., New Milford, Conn.—A, AU, C, MT, P, PT, R, T, VR
- B. F. Miller Co., P. O. Box 56B, Trenton, N. J.—AU, C, CW, P, T, VR
- Motoney Electric Co., 5380 Bircher Blvd., St. Louis 20, Mo.—P
- Music Master Mfg. Co., 542 S. Dearborn St., Chicago 5, Ill.—A, C, CW
- National Co., Inc., 81 Sherman St., Malden 48, Mass., "National"—A, C, P
- Newark Transformer Co., 17 Frelinghuysen Ave., Newark, N. J.—AU, C, T, VR, WT
- Newcomb Audio Products Co., 2815 So. Hill St., Los Angeles 7, Calif.—A

TRANSFORMERS

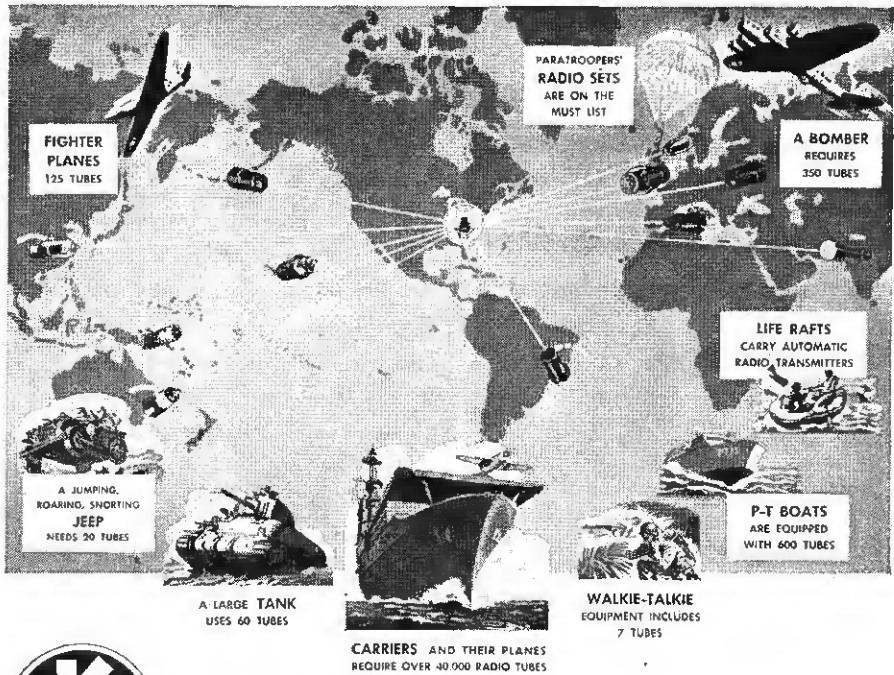
New York Transformer Co., 26 Waverly Pl., New York 3, N. Y.—A, AU, C, P, CW
 Nothelfer Winding Labs., 111 Albermarle Ave., Trenton 3, N. J.—AU, T, C, CW, P, WT
 Oxford-Tartak Radio Corp., 3911 S. Michigan Ave., Chicago, Ill.—A, C, CW, MT, P
 Peerless Electrical Products Co., 6920 McKinley Ave., Los Angeles 1, Calif.—P
 Peerless Laboratories, 115 E. 23rd St., New York 10, N. Y.—VR
 Philco Corp., Tioga & C Sts., Philadelphia, Pa.—A, C
 Potter Co., 1950 Sheridan Rd., No. Chicago 1, Ill.—R
 Radionic Transformer Co., 411 So. Green St., Chicago 7, Ill.—A, AU, B, C, CW, T, R, MT, PT, P, VR, WT
 Rawland Corp., 4245 N. Knox Ave., Chicago 41, Ill.—MT, PT
 Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.—A, AU, B, C, CW, T, P, VR, WT
 RCA Victor Division, Radio Corp. of America, Front & Cooper Sts., Camden, N. J., "RCA"—A, C, P, VR
 Red Arrow Electric Corp., 100 Colt St., Irvington 11, N. J.—AU, C, P, T
 A. E. Rittenhouse Co., Honeoye Falls, N. Y.—AU, CW, PT
 John A. Roebing's Sons Co., 640 So. Broad St., Trenton 2, N. J.—CW
 The Rola Co., Inc., 2530 Superior Ave., Cleveland 14, Ohio—A, AU, C, CW, P
 Shure Bros., 225 W. Huron St., Chicago 10, Ill.—MT
 Nathan R. Smith Mfg. Co., 105 Pasadena Ave., So. Pasadena, Calif.—A, AU, C, CW, B, P
 Sola Electric Co., 2525 Clybourn Ave., Chicago 14, Ill.—A, AU, B, VR, C, P
 Sonotone Corp., P. O. Box 200, Elmsford, N. Y.—A
 Stancor—Standard Transformer Corp.
 Standard Electrical Products Co., 300 E. 4th St., St. Paul, Minn., "Adjust-a-Volt"—VR
 Standard Transformer Corp., 1500 N. Halsted St., Chicago, Ill., "Stancor"—A, AU, C, CW, PA, P
 Standard Winding Co., 44-62 Johns St., Newburgh, N. Y.—CW
 Streamliner—General Transformer Corp.
 Super Electric Products Corp., 1057 Summit Ave., Jersey City 7, N. J.—A, AU, C, CW, P, R, VR, T, MT, PT
 Superior Electric Co., Laurel St., Bristol, Conn.—VR
 Teleradio Engineering Corp., 434 Broome St., New York, N. Y.—A, AU, C, CW, P
 Telex Products Co., Telex Park, Minneapolis, Minn.—A, C
 Thermador Elec. Mfg. Co., 5119 S. Riverside Dr., Los Angeles 22, Calif.—A, C, CW, MT, P, PT, B, VR, AU, B, T
 Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago 10, Ill., "Thordarson"—A, U, B, C, CW, T, R, MT, PT, P
 Tilton Electric Corp., 138 West 17th St., New York, N. Y., "Ex-Stat"—A, C, P
 Transformer Engineering Co., Stamford, Conn.—A, AU, C, PA, MT, P, PT, T, VR
 United Transformer Co., 150 Varick St., New York 13, N. Y., "UTC"—A, AU, C, CW, MT, P, PT, B, T, VR, B, WT
 UTC—United Transformer Co.
 Utah Radio Products Co., 850 Orleans St., Chicago, Ill.—A, AU, C, P
 Variac—General Radio Co.
 Waldron Electric Co., 13221 Merl Ave., Cleveland, Ohio—PA
 Ward Leonard Electric Co., Mt. Vernon, N. Y.—VR
 Webster Electric Co., Racine, Wis.—A, CW, P
 Weiler Bros., 516 Northampton St., Easton, Pa.—CW
 Western Electric Co., 105 Broadway, New York, N. Y.—A, AU, C, MT, P, VR
 Westinghouse Elec. & Mfg. Co., Lamp Div., Bloomfield, N. J.—AU, T, B, P, VR, WT
 Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.—P, T
 Weston Electrical Instrument Corp., 597 Frelinghuysen Ave., Newark, N. J.—T

Amperex Electronic Prods. Corp., 79 Washington St., Brooklyn 1, N. Y., "Amperex"—I, TT, T, X
 Amperite Co., 561 Broadway, New York 12, N. Y., "Amperite"—B, VC
 Arpin Mfg. Co., 422 Aiden St., Orange, N. J.—ST, T
 Art Radio Corp., 115 Liberty St., New York, N. Y.—B
 Beckman—National Technical Laboratories
 Cetron—Continental Electric Co.
 Sigmund Cohn, 44 Gold St., New York, N. Y.—TP
 Collins Radio Co., 2920 First Ave., Cedar Rapids, Iowa—R, T
 Continental Elec. Co., 715 Hamilton St., Geneva, Ill., "Cetron"—I, PH, ST, VC
 Cunningham—RCA Victor Div., Radio Corp. of America
 Cyclotron Specialties Co., Moraga, Calif.—GM
 Dallens Laboratories, 5066 Santa Monica Blvd., Los Angeles 27, Calif.—G

Distillation Prods., Inc., 765 Ridge Rd., W., Rochester 13, N. Y.—GM, ST
 Allen B. DuMont Labs., Inc., 2 Main Ave., Passaic, N. J.—CB, TT
 Eimac—Eitel-McCullough, Inc.
 Eitel-McCullough, Inc., 798 San Mateo Ave., San Bruno, Calif., "Eimac"—I, T
 Electronic Corp. of America, 45 W. 18th St., New York, N. Y.—T, VC
 Electronic Enterprises, 67 Seventh Ave., Newark, N. J.—T
 Electronic Products Co., 111 E. Third St., Mt. Vernon, N. Y.—GM, I, ST, T
 Electrons, Inc., 127 Sussex Ave., Newark 4, N. J.—GM
 Emerson Radio & Phono. Corp., 111 8th Ave., New York 11, N. Y.—B, I, MT, R, T
 Farnsworth Telev. & Radio Corp., 3700 Pontiac St., Fort Wayne, Ind.—CB, EM, T, TT

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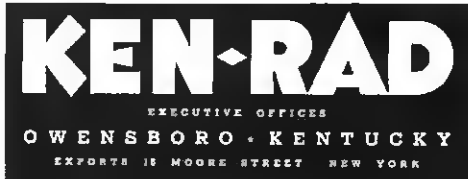
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George W. Gates & Co., Inc., Hempstead Turnpike & Lucille Ave., Franklin Square, N. Y.—G

General Electric Co., 1 River Rd., Schenectady, N. Y. B, CR, FM, I, R, TT, T, VC, MT, PH

General Electric X-Ray Corp., 2012 Jackson Blvd., Chicago 12, Ill.—X

General Electronics, Inc., 101 Hazel St., Paterson, N. J.—I, T

Geophysical Instrument Co., 1315 Half St., S.E., Washington 3, D. C.—GM

G-M Laboratories Inc. 4338 No. Knox Ave. Chicago 41, Ill.—PH

Heintz & Kaufman, Ltd., S. San Francisco, Calif., "HK," "Gammatron"—I, T

HK—Heintz & Kaufman, Ltd.

Hytron Corp., 76 Lafayette St., Salem, Mass., "Hytron"—B, MT, R, ST, T, VC

Industrial & Commercial Electronics Co., Belmont, Calif.—I, ST, T

Jennings Radio Mfg. Co., McLaughlin Rd., San Jose, Calif.—T

J. F. D. Mfg. Co., 4111 Hamilton Pkway., Brooklyn 19, N. Y.—B

Ken-Rad Tube & Lamp Corp., Owensboro, Ky., "Ken-Rad"—R

Walter A. Kent Co., 2602-4 W. 69th St., Chicago 29, Ill.—CR, MT, ST, TT

King Laboratories, Inc., 205 Oneida St., Syracuse 4, New York—G

Lewis Electronics, 16 Lyndon St., Los Gatos, Calif.—T

Machlett Labs., Inc., 25 Grand St., Norwalk, Conn.—EM, GM, I, ST, T, X

Machlett Laboratories, Inc., 1063 Hope St., Springfield, Conn.—X

Muter Co., 1255 So. Michigan Ave., Chicago 5, Ill.—B

National Technical Laboratories, 820 Mission St., So. Pasadena, Calif., "Beckman"—PH

National Union Radio Corp., 15 Washington St., Newark 2, N. J.—B, CR, EM, I, MT, PH, R, ST, TT, T

North American Philips Co., Inc., 145 Fallside St., Dobbs Ferry, N. Y.—CR, I, T, TT

Northern Radio Co., Inc., 36 Spring St., Newark, N. J.—CR

Philips Metalix Corp., 100 E. 42nd St., New York, N. Y.—X

Photobell Corp., 116 Nassau St., New York 7, N. Y.—PH

Radio Electronic Co., 1816 Villanova Dr., Oakland, Calif.—CR, I, R, TT, T, X

Rauland Corp., 4245 N. Knox Ave., Chicago 41, Ill.—CR, PH, ST, TT

R. & T. Electronics Co., 2628 14th St., N. W., Washington, D. C.—T

Raytheon Production Corp., 55 Chapel St., Newton, Mass.—R, T

RCA-Radiotron—RCA Victor Div., Radio Corp. of America

RCA Victor Div., Radio Corp. of America, Front & Cooper Sts., Camden, N. J., "RCA-Radiotron," "RCA-Victor," "Cunningham"—CR, EM, I, MT, PH, R, ST, TT, T, VC

Rogers Radio Tubes, Ltd., Toronto, Ontario, Canada—T

Slater Electric & Mfg. Co., 726 Atlantic Ave., Brooklyn, N. Y., "Slater"—B, I, R, T

Sonotone Corp., P. O. Box 200, Elmsford, N. Y.—MT, ST

Sperry Gyroscope Co., Inc., Manhattan Bridge Plaza, Brooklyn 1, N. Y.—VM

Sperti, Inc., Beech & Kenilworth Aves, Norwood, Cincinnati 12, Ohio—GM, I, PH, ST, TT, T, G

Standard Arcturus Corp., 30-34 Court St., Newark, 2, N. J.—MT, R, TT, T

Sundt Engineering Co., 4763 Ravenswood Ave., Chicago, Ill.—ST

Superior Electric Co., Laurel St., Bristol, Conn.—VC

Sylvania Elec. Prod., Inc., 500 Fifth Ave., New York 18, N. Y., "Sylvania"—B, CR, I, MT, R, ST, TT, T, VC, G

Taylor Tubes, Inc., 2341 Wabansia Ave., Chicago, Ill., "Taylor"—I, T

Translite, Inc., 639 Kent Ave., Brooklyn, N. Y.—T

Tung-Sol Lamp Works, Inc., Radio Tube Div., 96—8th Ave., Newark 4, N. J., "Tung-Sol"—MT, R, ST

United Electronics Co., 42 Spring St., Newark, N. J.—I, T

Western Electric Co., 195 Broadway, New York, N. Y.—CR, EM, MT, R, T, VC

Western Elec. Co., 300 Central Ave., Kearny, N. J.—B, CR, I, T, VC

West Shore Laboratories, Box 117, Marblehead, Mass.—ST

Westinghouse Elec. & Mfg. Co., 2519 Wilkens Ave., Baltimore, Md.—T, VC, I, X

Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.—I, T, VC, X

Westinghouse Lamp Div., Westinghouse Elec. & Mfg. Co., Bloomfield, N. J.—B, I, PH, R, ST, T, X, TT, VC

Wilcox Electric Co., 14th & Chestnut Sts., Kansas City, Mo.—T

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Adapters	AD
Audio oscillators	AO
Battery testers	BT
Cabinet touch-up kit	CU
Cathode ray oscillographs	CRO
Capacitor testers	CT
Contact cleaner	CF
Crystal calibrators	CC
Dial oil	DO
Dummy antenna	DA
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Impedance bridges	IB
Multim-meters	MM
Neon indicators	NI
Oscillator frequency modulators	MOD
Ohmmeters	OHM
Output indicators	OI
Push button alignment oscil.	PO
Resistance bridges	RB
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Signal generators	SG
Signal tracers	ST
Speaker testers	SPK
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Tube testers	TT
Tuning wands	TW
Vacuum tube voltmeters	VTV
Vibrator testers	VT

Aerovox Corp., 742 Belleville Ave., New Bedford, Mass., "L-C Checker"—CT, RB

Aircraft Accessories Corp., Fairfax & Funsten Rd., Kansas City, Kan.—AO, CRO, CC, DA, FM, MOD, SG, VV

Airplane & Marine Instruments, Inc., Box 92 Clearfield, Pa.—FM

Alden Products Co., 119 N. Main St., Brockton, Mass., "Na-Aid"—AD, HV

Allen Elec. & Equip. Co., 2103 N. Pitcher St., Kalamazoo, Mich.—BT, CT

American Communications Corp., 306 Broadway, New York, N. Y.—AO

American Radio Hardware Co., Inc., 476 Broadway New York, N. Y., "Arhco"—HV, TW

Analyst—Meissner Mfg. Co.

R. B. Annis, 1101 N. Delaware St., Indianapolis, Ind.—CRO

Arhco—American Radio Hardware Co.

Associated Research, Inc., 431 S. Dearborn St., Chicago, Ill.—HV, OHM, RB

The Audio-Tone Oscillator Co., 60 Walter St., Bridgeport, Conn.—AO, SG, SPK

The Automatic Electrical Devices Co., 324 E. Third Cincinnati, Ohio—NI

Ballantine Labs., Inc., Boonton, N. J.—VTV

Berger Electronics, 109-01 72nd Pl., Forest Hills, L. I., N. Y.—AD, SA

Best Mfg. Co., Inc., 1200 Grove St., Irvington, N. J.—SPK

Biddle Co., James G., 1211 Arch St., Philadelphia, Pa.—FM, OHM

Bliley Electric Co., 207 Union Sta. Bldg., Erie, Pa.—TC

Boonton Radio Corp., Boonton, N. J.—MOD

Browning Labs., Inc., 750 Main St., Winchester, Mass.—FM

Bruno—New York, Inc., 460 W. 84th St., New York, N. Y.—AO, NI, OI

J. H. Bunnell & Co., 51 Prospect St., Brooklyn, N. Y. SG

Wm. W. L. Burnett Radio Lab., 4814 Idaho St., San Diego, Calif.—FM

Carron Mfg. Co., 415 S. Aberdeen St., Chicago, Ill.—AO, MOD, SG, ST

Cinema Engineering Co., 1508 W. Verdugo Ave., Burbank, Calif.—IB, RB

The Clough-Brengle Co., 5501 Broadway Chicago, Ill., "Clough-Brengle"—AO, CRO, CT, FM, IB, MM, MOD, OHM, RB, SA, SG, TT

Communication Measurements Laboratory, 181 Liberty St., New York, N. Y.—CC, CT, MOD

Communications Co., Inc., 300 Greco Ave., P. O. Drawer 6250, Coral Gables, Fla.—SG

Consolidated Wire & Assoc. Corps., 1635 S. Clinton St., Chicago, Ill.—CT, OL, RB, TT

Cornell-Dubilier Elec. Corp., 1000 Hamilton Blvd., S. Plainfield, N. J.—CT

The Daven Co., 135 Summit St., Newark, N. J.—IB, OI, RB

Dayton Acme Co., 930 York St., Cincinnati, Oh.—AO, CRO, MOD, OHM, SA, SG, ST, TT, VTV

DeJur—Amsco Corp., Bridge St., Shelton, Conn.—OHM, OI

Dependable—Radio City Prods. Co., Inc.

Determohm—Ohmite Mfg. Co.

Tobe Deutschmann Corp., Canton, Mass.—CT

Allen B. DuMont Labs., Inc., 2 Main Ave., Passaic, N. J.—CRO

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 Electronic Prods. Co., 19 N. Wirst St., Geneva, Ill.—OHM, OI, RB, VTV
 Ferris Instrument Corp., 110 Cornelia St., Boonton, N. J., "Ferris" CC, DA, SG, VTV
 M. M. Fleron & Son, Inc., 113 N. Broad St., Trenton, N. J.—NI
 Fred E. Garner Co., 43 E. Ohio St., Chicago, Ill.—CC, SG
 General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—CE, CF, DO, NI
 General Elec. Co., 1 River Rd., Schenectady, N. Y.—CRO, FM, IB, MM, OHM, OI, RB, SA, SG, TT, VTV, VT
 General Radio Co., 30 State St., Cambridge, Mass.—AO, CRO, CC, FM, IB, OHM, RB, SG, VTV
 W. & E. Gurley, 514 Fulton St., Troy, N. Y.—FM
 Hathaway Instrument Co., 1815 S. Clarkson, Denver, Colo.—CRO, RB
 Hewlett-Packard Co., 395 Page Mill Rd., Palo Alto, Calif.—AO, VTV
 The Hickok Elec'l. Instrument Co., 10514 Dupont Ave., Cleveland, O., "Tracometer"—AO, MM, MOD, OHM, RB, SA, SG, ST, TT, VTV
 Hollywood Electronics Co., 800 Sunset Blvd., Los Angeles, Calif.—AO, CRO, VTV, CC
 Hoyt Electrical Instrument Works, 857 Boylston St., Boston, Mass.—MM
 Hy Ef Elec'l Prods. Mfg. Co., 1515 W. Pico Blvd., Los Angeles, Calif., "Tly-Ef"—CT
 ICA—Insuline Corp. of America.
 Industrial Instruments, Inc., 156 Culver Ave., Jersey City, N. J.—RB
 Industrial Transformer Corp., 2540 Belmont Ave., Chicago, Ill.—VT
 Insuline Corp. of America, 3602 35th Ave., Long Island City, N. Y., "ICA"—AD, AO, HV
 International Electronics, Inc., 630 Fifth Ave., New York, N. Y.—AO, BT, CT, SA, VTV
 The Jackson Elec'l Instrument Co., 131 Wayne Ave., Dayton, O., "Jackson"—AO, CRO, CT, MM, OHM, SG, ST, TT, VTV
 J. F. D. Mfg. Co., 4111 Ft. Hamilton P'kway, Brooklyn, N. Y.—HV
 Lampkin Labs., Bradenton, Fla.—FM
 Lapp Insulator Co., Inc., LeRoy, N. Y.—DA
 L-C Checker—Aerovox Corp.
 Leeds & Northrup Co., 4901 Stenton Ave., Philadelphia, Pa.—FM, IB, OHM, RB
 Lepel High Frequency Labs., Inc., 39 W. 60th St., New York, N. Y.—TT
 Fred M. Link, 125 W. 17th St., New York, N. Y.—FM
 Littelfuse, Inc., 4732 Ravenswood Ave., Chicago, Ill.—F, NI
 Measurements Corp., Box 88, Boonton, N. J.—SG, VTV
 Meissner Mfg. Co., 7th & Belmont, Mt. Carmel, Ill., "Analyst"—CC, ST
 James Millen Mfg. Co., Inc., 150 Exchange St., Malden, Mass.—FM, MOD, CC
 Monarch Mfg. Co., 3341 Belmont Ave., Chicago, Ill., "Monarch"—SG
 Musicmaster Mfg. Co., 508 S. Dearborn, Chicago, Ill.—CT, ST
 Na-Ald—Alden Prods. Co.
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 Ohmite Mfg. Co., 4984 W. Flournoy St., Chicago, Ill., "Determinohm"—DA
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 Philco Radio & Telev. Corp., Tioga & C Sts., Philadelphia, Pa.—AD, AO, BT, CF, CT, CT, DA, DO, MM, NI, OHM, OI, SA, SG, SPK, HV, TT, VTV, VT
 Photobell Corp., 114 Nassau St., New York, N. Y.—AO, TB, RB
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 Radio City Prods. Co., Inc., 127 W. 26th St., New York, N. Y., "Dependable"—AD, AO, BT, CRO, CCT, FM, HHV, MM, OHM, OI, RB, SA, SG, SPK, TT, VTV
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 Radio Essentials, Inc., 69 Wooster St., New York, N. Y.—HV
 Radio Frequency Labs., Inc., Boonton, N. J.—SA
 Radiotechnic Lab., 1328 Sherman Ave., Evanston, Ill.—"R-T-L"—TT

Radio Service Engineers, 110 W. Packard Ave., Ft. Wayne, Ind.—CT
 Ranger-Examiner—Readrite Meter Works
 The Rauland Corp., 4245 N. Knox Ave., Chicago, Ill.—FM
 Rawson Elec'l. Instrument Co., 90 Potter St., Cambridge, Mass.—AM, OHM
 RCA Victor Div., Radio Corp. of America, Front & Cooper Sts., Camden, N. J.—"RCA" AO, CRO, CC, FM, MOD, SG, ST
 Readrite Meter Works, 136 E. College Ave., Bluffton, O., "Ranger-Examiner," "Readrite"—AD, CRO, CT, M, MM, OHM, OI, SA, SG, TT
 Rowe-Radio Research Lab. Co., 2422 N. Pulaski Rd., Chicago, Ill.—AO, CRO, IB, VTV
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 Superior Instruments Co., 227 Fulton St., New York, N. Y.—MM, OHM, SA, SG, TT, VTV
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 Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.—MM, OHM
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 General Insulated Wire Works, Inc., 69 Gordon Ave., Providence, R. I.—CA, CO, HU, IC, S, H
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 Lowell Insulated Wire Co., 171 Lincoln St., Lowell, Mass.—A, CA, CO, HU, IC, MC
 P. R. Mallory & Co., Inc., 3029 E. Washington St., Indianapolis, Ind., "Yaxley"—IC
 Meissner Mfg. Co., 7th & Belmont Sts., Mt. Carmel, Ill.—L, M
 James Millen Mfg. Co., Inc., 150 Exchange St., Malden, Mass.—CC
 Muter Co., 1255 So. Michigan Ave., Chicago 5, Ill.—WS

North American Philips Co., Inc., 145 Palisade St., Dobbs Ferry, N. Y.—R, FW
 Nonstuck Mfg. Co., Water St., Holyoke, Mass.—FL, WS
 Northern Electric Co., 5224 N. Kedzie, Chicago, Ill.—RC
 Northern Mfg. Co., Inc., 38 Spring St., Newark, N. J.—FW
 Ohmite Mfg. Co., 4984 W. Flournoy St., Chicago, Ill., "Cordohm"—RC
 The Okonite Co., Passaic, N. J.—A, AT, AN, ANT, CC, CO, IC, MC, S, SI, SD, HV
 Packard Electric Div. General Motors Corp., Dana Ave., Warren, Ohio—CA, CO, HU, IC, H, S, SI, WS
 Paperite—Acme Wire Co.
 Patton-MacGuyer Co., 17 Virginia Ave., Providence, R. I.—M
 Phelps-Dodge Copper Prods. Corp., 40 Wall St., New York, N. Y., "INCA"—CC, IC, M, S
 Porcelain Products, Inc., Parkersburg, W. Va.—G
 Precision Tube Co., 3328 Terrace St., Philadelphia, Pa.—S
 Radex Corp., 1322 Elston Ave., Chicago, Ill.—A, CC
 The Radiart Corp., 3571 W. 62nd St., Cleveland 2, Ohio—A, AT
 Radio Receptor Co., Inc., 251 W. 19th St., New York 11, N. Y.—CA
 Radiotechnic Laboratory, 1323 Sherman Ave., Evanston, Ill.—CA, CC, IC, H
 Radionic Transformer Co., 411 So. Green St., Chicago 7, Ill.—H
 RCA Victor Div., Radio Corp. of America, Front & Cooper Sts., Camden, N. J., "RCA"—AN, MC, S
 Rea Magnet Wire Co., Inc., E. Pontiac St., Extended, Ft., Wayne 4, Ind.—L, M
 Rhode Island Insulated Wire Co., 50 Burnham Ave., Cranston, R. I.—HU, IC
 Bernard Rice's Sons, 325 Fifth Ave., New York, N. Y.—W
 E. A. Rittenhouse Co., Honeoye Falls, N. Y.—CA
 Rockbestos Products Corp., P. O. Box 1102, New Haven 4, Conn.—CO, HU, IC, M, R, S, SI
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 Rome Cable Corp., 332 Ridge St., Rome, N. Y.—IC, M
 Royal Electric Co., Inc., 95 Grand Ave., Pawtucket, R. I.—CA, CO, IC
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 Walter L. Schott Co., 9308 Santa Monica Blvd., Beverly Hills, Calif.—A, CA, CO, H
 Sandee Mfg. Co., 3945 No. Western Ave., Chicago 18, Ill.—CC, IC, WS, A, AT, CA, FW, HU
 Sherman & Reilly, Inc., 1st & Broad, Chattanooga, Tenn.—G
 Shure Bros., 225 W. Huron St., Chicago 10, Ill.—MC
 Silkenite—Acme Wire Co.
 Simplex Wire & Cable Co., 79 Sidney St., Cambridge 39, Mass.—CA, CC, CO, IC, MC, S, SI
 Standard Winding Co., 44-62 Johnes St., Newburgh, N. Y.—CA, H
 Stromberg-Carlson Co., 100 Carlson Road, Rochester 3, N. Y.—CO, G, HU, IC, MC, S
 Swedish Iron & Steel Corp., 17 Battery Pl., New York, N. Y.—R
 Technical Appliance Corp., 516 W. 34th St., New York 1, N. Y.—A, AN
 Trav-Ler Karenola Radio & Television Corp., 1023-36 W. Van Buren St., Chicago 7, Ill.—CA
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 Universal Microphone Co., 424 Warren Lane, Inglewood, Calif.—MC
 Wm. T. Wallace Mfg. Co., Peru, Ind.—CA
 Western Electric Co., 195 Broadway, New York, N. Y.—AT, AN, ANT, CC, CO, FL, HU, IC, MC, S
 Western Insulated Wire, Inc., 1001 E. 62nd St., Los Angeles 1, Calif.—A, AT, AN, ANT, CA, CO, HU, IC, MC, H, S, SI, WS
 The Wheeler Insulated Wire Co., 378 Washington Ave., Bridgeport, Conn.—L, M
 Westinghouse Elec. & Mfg. Co., Lamp Div., Bloomfield, N. J.—FW
 Whitaker Battery Supply Co., 1301 Burlington Ave., North Kansas City 18, Mo.—CA, FL, IC, H
 Whitney Blake Co., New Haven, Conn.—S
 C. D. Wood Electric Co., Inc., 826 Broadway, New York, N. Y.—CA, CC, CO, H
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