

RECORD RETAILING
YEARBOOK

1945

*The American Department
Stores*

4

*Builds Consumer
Good Will and
Confidence . . .*

THE NEW

GEM

Natural

**SAPPHIRE JEWELLED
PHONOGRAPH NEEDLE**

A superlatively fine needle . . . acclaimed by musicians and music lovers alike for unvarying brilliance of performance . . . crystal clear reproduction . . . as well as for remarkable wearing qualities. The Gem's balanced construction eliminates distortion and vibration . . . the triple-tested natural sapphire point assures smooth groove action. All these features accomplish one all-important result . . . complete customer satisfaction.



**YOUR CUSTOMERS
SEE THE POINT!**

The Telescopic
Package Shows
The Needle Point
Greatly Enlarged
For Careful
Examination . . .



\$2.50

**UNCONDITIONALLY
GUARANTEED**

If, after playing the Gem needle, your customers are not satisfied that it is the finest needle they have ever heard, the purchase price will be refunded in full.





greetings

The publishers of RECORDING RETAILING and of LISTEN, *the Guide to Good Music* take great pleasure in presenting the industry's first Yearbook and Directory of Manufacturers and Distributors. Because of the war-born ban on travel, which made it impossible to hold the usual annual conventions, this volume contains a large feature section unique in the publication of annuals—Convention in Print.

Within the last-named section, the reader will find a widely illustrated History of the Record Industry; an Exhibit Section, with individual booths set up upon the printed pages for the leading record, radio and accessory manufacturers; for some of the outstanding distributors, and for organizations (some partially in the manufacturing category) that perform services for the record, radio and accessory dealer.

Because of the desire to present this initial Yearbook and Director with the unique Convention in Print section the element of time had to be seriously considered, and because of this, some companies richly deserving of an important place in the exhibit or other sections may have been left out—not by choice or action of the publishers, but because in the press of post-war reconversion the companies found it impossible to get the desired material to us on time.

On the whole, however, the publishers feel the volume will be found to contain a great deal of material of interest to established concerns in all branches of the industry, and material that will prove helpful to those concerns and to the newcomers as well.

Sincerely,

NEIL F. HARRISON
MACK WALLACH

IR RECORD RETAILING

yearbook, directory and convention-in-print

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Neil F. Harrison
Editor

Lewis T. Bolger
Managing Editor

Kurt List and
Charles Edward Smith
Contributing Editors

Mack Wallach
Advertising Manager

Mid-Western Representative
Louise Gale, 360 N. Michigan Ave.
Chicago, Ill.
Phone: Andover 3871

Western Representative
Brand & Brand, 816 W. Fifth St.
Los Angeles, Calif.
Phone: Michigan 1732

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PHILCO

*Famous for Quality
the World Over*

6 FOR TWELVE STRAIGHT YEARS before the war Philco was by far the most consistent, most aggressive and most constructive advertiser and merchandiser in the appliance field. And the great new Philco line will be backed again by a pace-setting advertising program . . . in the leading national magazines, newspapers throughout the country and nationwide radio broadcasts.

Yes, all the sales and merchandising features that make for highest sales volume and highest profits will be yours when you sell the Philco line.

THE NEWEST DEVELOPMENTS OF MODERN SCIENCE IN THE EN- JOYMENT OF RECORDED MUSIC

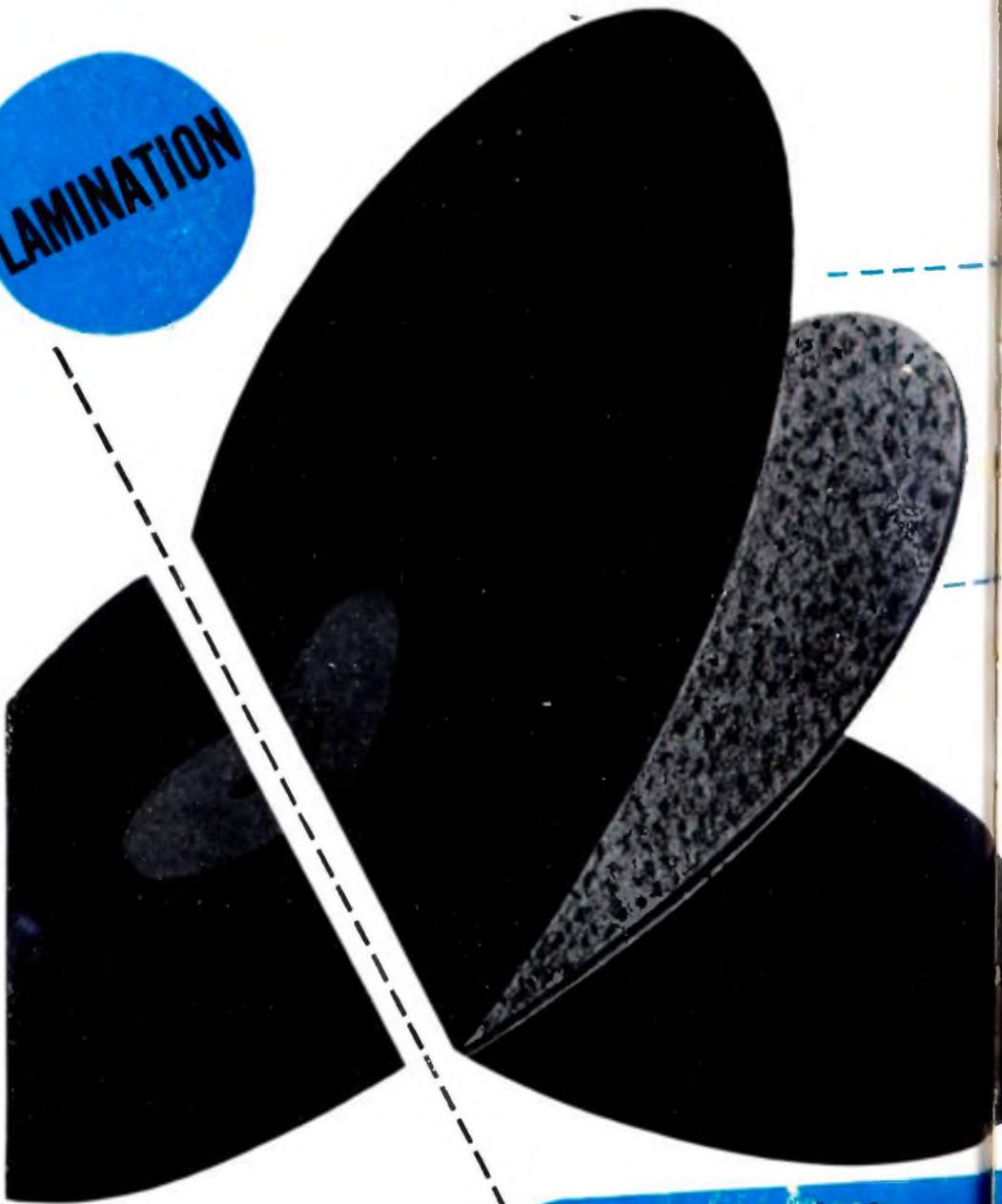
BEFORE THE WAR, Philco led the way in modernizing the old fashioned phonograph. And when the tasks of war are done, America looks to the Philco laboratories for the newest developments of modern science in all those factors which mean finer tone, improved operation and greater beauty in a radio-phonograph.

It stands to reason that the line which will bring you the greatest turnover and profit is the line which, by actual survey, *America wants to buy!*



the secret of col

LAMINATION



8

columbia
A SUBSIDIARY OF
bridgeport

Columbia quality

the culmination of many years of research and experimentation by sound engineers and technicians is Columbia's Lamination process. By constructing a record of three layers, Columbia is able to use an extremely sensitized material on the sound surface which permits a brilliance of tone never before achieved.

this is the way it is done. Here is the playing surface of a Columbia Record. It is made from the finest, most expensive, and sensitive plastics. By using these plastics the surface of a Columbia Record has a quietness and freedom from needle noise that make possible the amazing clarity and purity of its reproduction. This is the secret of the wonderful "in person" quality of Columbia's recorded performances.

here is the central core of a Columbia Record to which the sensitive playing surfaces are laminated under intense heat and pressure. This core is made from hard, strong plastic "stock". By lamination, the tensile strength of this core adds, to the other great qualities of tone and reproduction, durability, long life and resistance to warping and breakage. This is the secret of the lasting strength of a Columbia Record.

another playing surface completes the record. All three of these parts, welded together by lamination, provide the qualities that make music, recorded by Columbia, an amazing reality in your home. Columbia's exclusive lamination process is why more people to-day buy Columbia Records and is the reason for their *finer* quality and *longer life* — why great music is more faithfully yours on Columbia Records.

9

Recording corporation
THE COLUMBIA BROADCASTING SYSTEM
new york hollywood



What Makes

LEADERSHIP ?

Americans don't take leadership in any field as a matter of course. They want to know what basis there is for it.

Capchart dealers know why Capchart enjoys top prestige. To begin with, there's the fact that Capchart offers a superior product, recognized as "The World's Finest Instrument for Musical Reproduction."

Capchart has always been interested in the music dealer and his problems. We realize the tradition behind him and his cultural value to his community. As a result of this understanding, we originated a number of basic policies to bring us closer together and help him in his business. It is a tribute to the worth of these policies that others have attempted to imitate them from time to time.

Capchart dealers benefit by the policies of distribution, discounts and advertising which we were the first to put into effect. They have always had "profit-protection" through our policy of selected dealerships. Our sincerity in establishing these policies and our determination to maintain them are proven by our operations of the past 18 years.

The original and distinctive series of Capchart color advertisements which we inaugurated before the war and are continuing in national magazines, stimulates new enthusiasm for music.

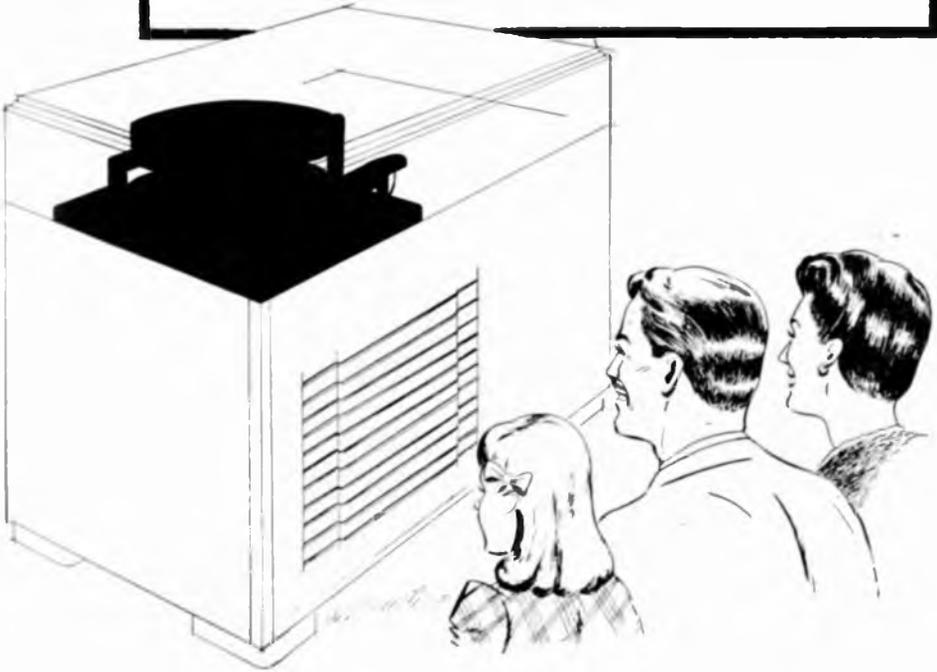
Capchart leadership assures our dealers that their franchise will remain the most valuable in the music world. Capchart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

The CAPEHART • The CAPEHART-PANAMUSE

PRODUCTS OF

FARNSWORTH TELEVISION & RADIO CORPORATION

FARNSWORTH RECORD CHANGERS
GUARANTEE SATISFIED CUSTOMERS



The phonograph-radio combination will provide the biggest dollar volume and profit in the dealer's first post-war year. Surveys show that a large majority of dealer prospects want a phonograph-radio combination first!

The improved record changers in the new line of Farnsworth combinations add luster to an already-established reputation for simple construction, care-free operation, careful record-handling. *Remember, a successful record changer in the home is the opening wedge for repeat sales in your record department.*

Back of the new Farnsworth changers are eighteen years of experience with the incomparable Capehart instrument . . . years of designing, engineering and manufacturing.

"Idea" cabinets of distinctive styling house the Farnsworth radios, phonograph-radios and television sets. A nationally-famous advertising campaign backs up the dealer's own promotional plan. But, most important, the Farnsworth selected dealer policy affords a profitable volume at established prices and proper margins.

FARNSWORTH

Television • Radio • Phonograph-Radio

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

THE WORLD'S LARGEST LINE
OF PHONOGRAPH NEEDLES

DUOTONE



THE "STAR" SAPPHIRE
Leader of the Duotone Needle line. The world's finest—5,000 perfect plays guaranteed. Retails everywhere for \$5.00.

DUOTONE



THE LIFETIME NEEDLE
A brilliant new development in the permanent needle field—guaranteed 5,000 records. \$1.50 retail.

DUOTONE

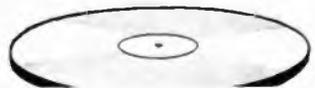


THE REGENT SAPPHIRE
An extraordinary sapphire-tipped needle—guaranteed 5,000 perfect plays. \$2.00 each retail.

DUOTONE



THE FILTER POINT NEEDLE
Designed to filter surface noise. Plays 12 to 15 records with highest fidelity. Package of thirty-five—25¢ retail.



OTHER WELL-KNOWN DUOTONE PRODUCTS INCLUDE: Record Preserver—Transcription Needles—Duodiscs—Recording Blinks—Recording Heads—Cactus Needles—Duomatic Needles—Steel Cutting Needles—Sapphire Cutting Needles—Chromium Needles—Coin Machine Needles. DUOTONE COMPANY, 799 Broadway, New York 3, N. Y.

Aviola

A sparkling new name brought to the radio field by men with long successful experience

Seen, the skill, the "know how," the engineering genius which has won for Aviola such great esteem on the war fronts, will be focused on the development and manufacture of a line of scientifically advanced quality radios and combination phonographs for the home. Already, the men behind Aviola's amazing success — men of long and varied experience in the home radio field — have been planning and designing the radio of tomorrow. Already, the finished models of these sparkling new Aviolas are ready — ready for volume production the minute war restrictions are eased.

GET YOUR FRANCHISE NOW

But good news travels fast! Inquiries are pouring in from all over the land. Aviola is destined to win a top place in the radio world. So if you are a radio dealer or jobber and are interested in getting more information about the Aviola Fully Protected Franchise, write today for complete information



John J. Ross, President of the Aviola Radio Corporation, has long been one of the outstanding leaders in the radio industry. First to pioneer many innovations in home radio reception, Mr. Ross was, for twelve years, the President of the Detroit Radio Corporation of Detroit. Since Pearl Harbor he has devoted himself exclusively to the manufacture of radio and radar equipment for the Armed Forces. After the war the entire facilities of the great, modern Aviola plant will be devoted to the manufacture of quality home radios and combination phonographs.



13



**AUTOMATIC RADIO —
PHONOGRAPH COMBINATIONS**



**PLAY-BACK OF AUTOMATIC
PHONO-COMBINATIONS**



**AVIOLA AUTOMATIC
RECORD CHANGER**

AVIOLA RADIO CORPORATION

John J. Ross, President · 703 Ivy Street, Glendale, California

***New in Name-
Old in Fame!***



Meritone
PHONOGRAPH NEEDLES

14

Play better longer because they're Turned, not Ground

10 for 10c • 25 for 25c • 55 for 50c



INTERNATIONAL MERIT PRODUCTS CORPORATION

254 West 34th Street • New York 19, N. Y.

Treat in
store for
**MUSIC
LOVERS**

This advertisement is addressed to the millions whose cultured taste in broadcast and recorded music demands the finest in reproduction. It will be seen and read by the millions who regularly read The American Weekly, Fortune, Life, Saturday Evening Post, Collier's, Liberty, Newsweek, National Geographic, This Week Magazine and Popular Publications.



There'll be none *Finer . . .*

- ★ AUTOMATIC PHONOGRAPH LOWBOY RADIOS
- ★ TABLE MODEL AUTOMATIC PHONOGRAPH RADIOS
- ★ BATTERY OPERATED AND AC-DC PORTABLES
- ★ DISTINCTIVE TABLE MODEL RADIOS

 *Motorola Radio*

the **BIG** new name in records



Tunes America
is humming!

Music that sets the
tempo for millions
of dancing feet!

16

The greatest hits of
our time . . . on

Majestic
RECORDS

Majestic Records, Inc. • St. Charles, Illinois

A SUBSIDIARY OF MAJESTIC RADIO & TELEVISION CORPORATION

AEROPPOINT

*The complete Long Profit.
Long Life Needle Line*

With Aeropoint's new sapphire—the only jewel tipped needle set in stainless steel—dealers are presented with a complete line of long life needles to suit every need and every purse.

Aeropoint's "111" and "88" have the new postwar quality tip which insures longer wear — at least 2000 plays.

The flattened curved spring, Aeropoint's original contribution to needle design, is 53% easier on hard to replace records. Won't dig or gouge as bulkier needles do.

And best of all when you offer your customers Aeropoint — the finest quality line obtainable — you not only make lasting friends of your customers — you make a handsome profit on every sale.

Aeropoint "250"
The ONLY jewel tipped needle set in stainless steel
List \$2.50



Aeropoint "88"
The ONLY needle with a plastic silencer. List \$1.50



Aeropoint "111"
The FAMOUS curved-spring design. Tipped with POSTWAR QUALITY Electronium alloy.
List \$1.00



AEROPPOINT

619 N. MICHIGAN AVE.
CHICAGO 9, ILLINOIS

YOU CAN'T GO WRONG WHEN THE PROFIT'S SO LONG





A TALL (BUT TRUE) STORY

of CAPITOL RECORDS' SUCCESS

One of the Big Four in three short years!

FIVE REASONS FOR THIS PHENOMENAL GROWTH:

1. **HITS**—an uncanny ability to pick smash tunes first.

2. **HEADLINERS**—an exclusive list of top-notch artists.

3. **SERVICE**—fast, efficient distribution from an ever-growing network of branch offices. One of them is near you, or will be soon.

4. **DEALER AIDS**—smartly-styled promotional material for aggressive merchandising.

5. **CONSUMER ADVERTISING**—a new, large-scale campaign, to reach 40 million readers.

Put them all together—HITS, HEADLINERS, SERVICE, DEALER AIDS, CONSUMER ADVERTISING—and you'll see why Capitol has become one of the Big Four in only three short years!

CAPITOL HEADLINERS

Billy Butterfield
Benny Carter
The King Cole Trio
Dennis Day
The Dinning Sisters
Skip Farrell
The Great Gildersleeve
Betty Hutton

Johnnie Johnston
Stan Kenton
Peggy Lee
Johnny Mercer
Carlos Molina
Ella Mae Morse
Harry Owens
The Pied Pipers

Tex Ritter
Andy Russell
Freddie Slack
Jo Stafford
Martha Tilton
Paul Weston
Margaret Whiting
Cootie Williams

MORE TOP TALENT TO BE ANNOUNCED SOON

**Capitol** RECORDS

Sunset and Vine, HOLLYWOOD 28



"I'm telling the World"*

A Party comes to Life
with the Packard-Bell
PhonOcord



● Radio-wise Westerners will demand the finest in postwar home entertainment and Packard-Bell is ready with its outstanding new line of PhonOcords — the world's greatest entertainer.

From streamlined portable to superb cabinet models, the PhonOcord combines in one precision-perfect unit the three modern features voted by the public as "musts": Radio, FM, Automatic Phonograph (quiet, smooth and dependable — a half-hour without

record change) — *plus* the added feature of *Home Recording*.

Peacetime makers of the West's largest selling radios, you may count on Packard-Bell to lead the field again with PhonOcords and radios whose beauty and performance will sell on sight—and sound.

All 4 in the PhonOcord — the World's Greatest Entertainer

1. Precision Radio. 2. Frequency Modulation. 3. Automatic Phonograph. 4. Home Record Maker.

**In newspapers, magazines, radio and outdoor*

20

Packard-Bell
PHONOCORDS • RADIOS



- for Happier Living

convention in print

presenting the
industry on display, views
on the future, and a study
of record manufacturing



Statement

On the hundred-and-some pages which follow we present pictorial and other descriptive evidence of the peacetime preparedness steps that have already been taken, or are being instituted by the record, radio and accessory industry. These hundred-odd pages contain a Picture of the Industry—past, present and future—a report on the industry—and more than seventy-five pages devoted to exhibits of new products and descriptions of production, promotion and merchandising plans of most of the leading manufacturers of records, radios and accessories and of companies performing outstanding services for one of all segments of the industry.

**a picture
of
the industry**



Presenting a comprehensive history of the record business and a description of the major production processes — from the recording studio to the shipping room

recorded music—its making and meaning

BY KURT LIST

"MR. EDISON has perfected the phonograph. It perfectly reproduces the human voice—JUST AS LOUD—just as clear—just as sweet. It duplicates instrumental music with pure-toned brilliance and satisfying intensity."

This is what an ad in *Harper's Weekly* said some fifty years ago. Even then high fidelity seemed to have been the thing, although we know today that Edison's primitive cylinders were very far from what would be called successful reproduction. Neither should all the credit of the phonograph's invention go exclusively to the inventor from New Jersey. It was actually Emile Berliner whose daring experiments led to innovations that made the record industry what it is today.

Edison recorded all his music on cylinders with the help of a tinfoil machine, which, invented in 1877, not only recorded, but also reproduced sound. The trouble with this comparatively simple

looking contraption was the difficulty of duplicating record cylinders. Actually the recording artist at first could only make one cylinder at each performance. Later on this was partly remedied by using singers with powerful voices who sang into several funnels at the same time, thus making as many as twenty cylinders at one time. It can easily be seen that such methods were hardly designed for mass production. Incidentally, the same problem faces the present production of sound on wire or film which, although in its experimental stages, has shown great advantages. Yet, the wire and film people have so far not been able to find a way which will allow for economical mass production.

The production problem was suddenly solved through Berliner's invention of the disc, which in shape, though not in material, looked exactly like the modern gramophone record. Berliner was aided



An early recording session at Victor's, with the musicians crowding around the horn and the infamous Stroh invention attached to the strings

in these efforts largely by previous experiments of Charles Sumner Tainter and Alexander Graham Bell, the inventor of the telephone, who through numerous experiments had finally arrived at the patent for "cutting a sound line on a solid body." This solid body was wax in the case of Berliner's later attempts.

F. W. Gaisberg, in his fascinating book "The Music Goes 'Round", published by the MacMillan Company, relates how the first gramophone record was made. Berliner had placed a muzzle over the mouth of the singer, whose voice was to be recorded. The muzzle was connected by a rubber hose to a diaphragm. Gaisberg played the piano, which also was connected by another rubber hose with the diaphragm. The artists having performed were then shown a zinc disc. This was dipped into an acid bath and then

washed. Placed on a reproducing machine the disc played back the voice of the singer. It goes without saying that all machines were operated by hand, much like a coffee grinder. In this pro-

Kurt List, the editor of *Listen the Guide to Good Music*, is also a frequent contributor to numerous musical and esthetic magazines. Among others his articles have appeared in "Modern Music," "The Monthly Musical Record," "Kenyon Review," "Common Sense" and "Commentary." Mr. List has been commissioned by the Office of War Information to write a survey on "Music on Radio and Gramophone during the War Years in America." At present he is working on a piano composition and a book on the French-American composer Edgar Varèse, both to be published shortly by *New Music Edition*.

cess Berliner used a stylus which vibrated laterally on a flat surface and thus reproduced the sound more faithfully than Edison's wax cylinder. Theoretically, this system sealed the fate of Edison's machine. Actually, the fight between cylinder and disc was to go on for quite some time until it became clear that both the problems of mass production and fidelity of tone could be solved by the disc alone.

The material of the discs which were taken off the original zinc was originally ebonite or vulcanized rubber, which required a great deal of pressure and did not keep the impression permanently. Looking around for more satisfactory ingredients upon which to impress the original matrix, Berliner found a substance which consisted of shellac and byritis. The material proved to be excellent for the reproduction of sound. It was in 1901 that Berliner changed his process from recording on zinc to wax. The result of this innovation was phenomenal. There was less surface noise and the sound tracks were cut in a clear and unambiguous way. About the same time a process was invented that allowed the reproduction of hundreds of thousands of records from one original matrix.

It had only been a few years earlier that a Camden, N. J., mechanic by the name of Eldridge R. Johnson had invented a clockwork motor which was capable of driving the turntable at constant speed. It was actually this motor which made it possible to bring the gramophone to countless homes all over the world. And it was this motor plus the new improvements by Berliner that marked the end of the Edison cylinders. Of course, the new inventions did not mean a perfect reproduction job nor any adequacy as far as the recording conditions at the studio were concerned. Neither was there any serious planning in regard to program, and exquisite musical taste was sadly lacking.

The beginning of this century saw mainly the recordings of operatic stars in the field of serious music. Two determinants governed the programs. One, they always proved to be best sellers. (Just

remember that Caruso made about three million dollars from the royalties which his recordings netted, and the Victor company made almost twice as much.) Two, strong voices that carried were the easiest to reproduce, while instruments sounded muddled and, more often than not, were completely inaudible.

If you listen today to one of those old Caruso recordings you will hear a fairly faithful reproduction of the tenor's voice, although it does not in any way approach today's fidelity. But you will be amazed at what goes on in the accompanying orchestra. First of all, the original orchestration had to be changed because certain instruments just did not come through on the discs. Then, there were those instruments which required inforcements in order to yield a half-way equitable orchestral balance. Thus, the famous (or infamous) Stroh violins were used in place of ordinary strings. These monsters reinforced the string tone by a large funnel attached to the body of the instrument, and made, when heard in the studio, a series of excruciating screeches. On records they made the string body audible, but they completely distorted the nobility of this gem among all instruments. Seeing the instrumentalists of those early recording sessions crowded in space, hardly large enough to let them play freely, and playing into the large acoustical horn that transmitted the sound to the recording machine, one had the impression of a few poor sinners waiting to be admitted to Inferno. Nobody would guess that this was a meeting of musicians preparing to make immortal music eternal.

We shall see later what individual improvements were made to perfect the disc. But despite all efforts the development of the record industry was far from smooth. There were continuous ups and downs affecting, at times severely, the dealer and even the large concerns which manufactured the discs.

By and large, after each slump, new inventions and improvements were always most instrumental in putting the record industry back on the road to prosperity. In the early years Victor had



Victor's modern up-to-date studio in Hollywood, with ample space, processed walls, and even the movie screen

made deep inroads into the business in general. Doing \$500 worth of business in its first year Victor grossed as much as \$52,000,000 in 1920. Then the volume fell to \$21,000,000 in 1925. The slump coincided with the advent of radio and was no accident. Radio's fidelity was much better than that of the discs, and people had grown tired of the comparatively poor reproduction offered them on the gramophone.

It was around this time that the entire process of recording was completely overhauled and revolutionized. In the old mechanical process the discs were only made to reproduce a frequency range of 350 to 3,000 cycles. Consider what this meant in regard to fidelity, when the original vibrations of a singer plus orchestra covered a frequency range of 30 to 12,000 cycles. In other words every vibration below 350 and above 3,000 cycles could not be reproduced. Obviously, fidelity suffered under these

conditions to such a degree that the recorded tone came over the phonograph entirely distorted.

It was with the general popularity of radio that the record industry became concerned with reproduction of utmost fidelity. In this desire it was supported by the experiments which Western Electric had done in previous years under Dr. F. B. Jewett. Basing their experiments upon the findings of Dr. Jewett, a group of researchers under J. P. Maxfield finally found the solution. They converted the sound waves into electrical impulses as had been done previously in the case of the telephone. The sound waves were amplified and transmitted to the graver, which could make impressions on the wax in the range of 30 to 5,500 cycles, a scope that was to be enlarged later. Here then the possibility was given to encompass almost the entire audible range and thus to gain a naturalness of sound. It was the same natural-



Left: Fred Maisch, Victor's recording engineer, reigns in solitary splendor over the control board. Right: The original record, wax on glass, is prepared to receive the grooves which are cut by the stylus as result of the recording done in the studio

ness which had excited people so greatly on the radio.

The record industry was saved once more. At the same time the machine which reproduced the sound for the listener underwent drastic improvements. H. C. Harrison, also of Western Electric, had invented a new phonograph, the so-called Orthophonic—the name connotes the idea of “right sound”—which contained a greater number of sonorous sound chambers and thus was able to do ample justice to the newly improved discs. It is true that the Victor people were extremely loath at first to incorporate this new machinery into their production apparatus. But when business became really bad they took a chance, and as was hoped for, it was all for the better not only for esthetic but also for business reasons.

At the same time the recorded repertory was in the process of undergoing thorough changes, trends of which could be noticed even in earlier years. In the early days comedians and novelty singers were the mainstay of the gramophone. Later, outstanding operatic stars were added to the repertory. Who does not remember the splendid array of such singers as Marcella Sembrich, Edouard de Reszke, Antonio Scotti, recording around 1903 for the Columbia Company,

and the immortal Caruso, chief star of Victor? Later Victor started experimenting in the issuance of complete operatic sets, such as the one of “Pagliacci,” recorded by the La Scala Company in Milan in 1907/8.

But it was not until 1913 that the first symphonic excerpts were recorded by the Gramophone Company in Europe, and it took until 1919 for chamber music to find its way onto the discs. Ever since these two departments have grown and have constituted the bulk of recorded serious music.

The growing perspective of the repertory and the new technical improvements brought about another boom, which reached its peak in 1929 when 65,000,000 records were sold. Then came the depression and the sales figures dropped down again to 10 millions. Victor, the largest company, had to bear the brunt of the depression and things became so bad that most people in the business saw fit to prophesy the end of the entire industry. It is to the honor of Victor that their executives never gave up hope and saw the company through the dark years of the depression. At the same time Columbia had completely collapsed and merged with another company, the American Record Corporation, which was controlled by the Consolidated Film

Industries. Their interest in records was mainly founded upon the fact that they believed to be able to use records for the new invention of the talking moving picture. Fortunately, the Columbia Broadcasting System bought out the American Record Corporation and, thanks to the energy of its executives, built up the new firm, the Columbia Recording Co., in such a manner that it could compete seriously with Victor. It was also about this time that a newcomer entered the field. Decca, which devoted itself largely to the popular market, did and still does a thriving business and injected a great deal of new life into the whole

industry. Later several potentially strong companies, such as Capitol, entered the picture, and these, with others announced for the post-war period, promise a lively production for the future.

There is no doubt that the new life of so many companies and the never tiring energies of their executives aided a great deal in putting the record over again. But it was perhaps mainly due to the development of the juke box that the interest in records was reawakened in the American public. Now, that everybody was able to listen to recordings wherever he went, he wanted to have the same gadget in his home. A

The Budapest String Quartet plays into an overhanging microphone which, placed in the middle of the group, allots even balance to the sound of all four instruments





Different problems of placement are posed in the recording of Dinah Shore and Freddy Martin in order to bring out the vocalist's voice

predecessor of the juke box had been conceived way back in 1893 by Charles Sumner Tainter of the Volta Laboratories, who had obtained a Chicago World's Fair concession for operating talking machines that worked through the drop of a coin. These machines had cylinders, yet their principle was the same as that of the present juke boxes. They proved too delicate for the rough handling they had to undergo at the Chicago Fair, but it was largely due to them that interest in recorded music was created way back in the '90s. Strange, that a similar device should prove the savior again, more than forty-five years later.

Hand in hand with this development went a growing interest in serious music throughout the United States. Books, magazines, music appreciation courses, in fact, whole industries developing around the theme of serious music, contributed a great deal to the growth of this interest, and by today music seems as firmly entrenched in our national life as baseball and the movies.

The curve of the record industry's ups and downs clearly indicates that the consumer's interest has by and large been fostered by technical improvements, interesting gadgets (not necessarily of intrinsic value), artistic considerations showing their results mainly in the formation of the repertory, and by outside influences. In the latter category we have only lately seen the tremendous impact the movies can have upon the development of markets, i.e., the Chopin movie, "A Song To Remember," and the Gershwin film story, "Rhapsody in Blue". General music education, radio and probably television in the future will prove of further decisive influence along with wider music education in public schools and a vast number of technical improvements as yet in the state of infancy. Sound on wire or on tape, today facing production problems similar to the ones Emile Berliner was confronted with in his early experiments when it was impossible to reproduce the discs on any mass scale, impress us now as

music of the distant future. But just as the seemingly insoluble problems of the '90s were eventually solved in later years, the present difficulties may, in their solution, prove to be another means to lift the record industry to even greater heights, once all difficulties are overcome. The way it looks at present, however, one can be reasonably sure that the record will still be the form and shape upon which music will reach the home of the customer for quite a few years to come.

At first glance it seems paradoxical that such inventions as the radio, or the increased performances of concert music all over the country should function as

Richard Gilbert of Victor (right) times Jose Iturbi's performance to determine appropriate cutting of discs. Below: Goddard Lieberson, music director of Columbia, transmits wishes of conductor Artur Rodzinski to recording engineer



an incentive for the record market and not as competition. But all the dark forebodings which people had with the advent of radio were founded upon a wrong premise, namely the one which contended that records are a substitute for live music. The record is as little a live performance as a volume of Shakespeare's plays is a theatre performance. As a matter of fact, records are very comparable to books. The slogan "music you want when you want it" describes best the function of recorded music. Here the listener has a record (in the double meaning of the word) of the music which he has either heard before in concert performance or which he might hear in the future. Here he also has music which, but for the grace of the record, he may never have known, due to the peculiar situation in our concert practices. Records are objects of study in the first place: not necessarily study for the professional alone, but pleasant and entertaining study for the layman as well.

On records, one can listen to any segment of a symphony repeatedly in order to memorize a melodic theme. One can become acquainted with the sound propensities of a particular work: in short, records enable the listener to receive immeasurable knowledge of a musical composition, heretofore reserved for those who were able to study and read a score. Records are not a substitute for live performances, because they lack the immediacy, spontaneity and flexibility which such performances possess. On the other hand, records offer advantages of comparison, study, and appreciation which escape the momentary aspects of the concert performance. Consequently, records are complements to live performances, just as books are complements to the immediacy of painting, the theatre and whatever live endeavors there may exist in the arts. And this explains why any extension of live musical practice will affect profoundly the growth of the consumer market in the recording field.

Since recordings have become a national institution there has been exercised

a minute care, not only in regard to the reproduction, but also in regard to planning. Talent scouts, musical directors and any number of agencies are constantly on the *qui vive* to secure the most successful artists, orchestras and smaller combination groups, which all receive long term contracts in order to insure a certain permanency and long range planning. The companies have also become aware of the all-important "tie-in"—recordings which satisfy the immediate demands created by concerts, anniversaries, movies, etc. With regard to serious music the policy tends towards building up a nearly complete catalog of the type of music which is ordinarily heard in the concert halls and on the opera stage. Artists are given those assignments which are considered their specialty. If, for instance, two conductors are considered experts in the music of Debussy it may often happen that duplications of the same work can be found in the catalog of one company. More often than not, these duplications are warmly welcomed by the collectors, who like to compare performances. The avid collector will be equally interested in the musical work and in the artists. Some people go exclusively for one specific artist, regardless of the work he performs, while others are only interested in the music, and, of course, an adequate performance. Rarely heard music is brought out largely for prestige reasons and constitutes, at times, a headache for these dealers who do not cater to a musically discerning public. But there are many shops which specialize in music off the beaten track, and they are the best outlets for music that cannot be heard in the regular concert performances.

The repertory is usually planned by the artist under contract in conjunction with the music director of the company. The artist suggests his preference and the music director checks this against the already existing versions of the work in the catalogs of his own company and of competitors. Sales angles, bestseller possibilities, etc., play a great role in the selection of programs, as is



Leopold Stokowski inspects grooves on original immediately after his performance, for symmetry and smoothness

only to be expected. Sometimes serious differences may arise between artist and company, as when the artist wants to perform a work that in the company's opinion will not sell, or at least will sell less than the performance of a work which, through public performance, has become famous. Other problems may arise when a group of instrumentalists wants to record a chamber work and several of the soloists are tied down by contract to another company than that which offers to record the work. Copyright ownerships of compositions and questions of artists' royalties or basic fees are further stumbling blocks which, if not overcome, may prevent the final recording.

In the end, however, most difficulties are ironed out by the music director, whose job requires a tremendous amount of tact, diplomacy and discerning musical taste. Once the work has been decided upon, the recording date is set and the first, and most important step takes place—the actual recording of the work, either in one of the company's studios or in a regular concert hall.

Studios are rooms especially designed for the specific acoustic requirements of the recording process. All large compa-

nies own one or more studios. Their walls and ceilings have been carefully processed to insure acoustical perfection. In a special soundproof chamber, separated from the studio by a glass window, is the controlroom with its controlboard, the exclusive domain of the recording engineer. Here all sound, traveling from the microphones to the record, is regulated in a manner which is designed to yield the most satisfactory results in the final disc. We shall later discuss the detailed procedures of the process.

The recording engineer is a man of many trades. He must have an ear that will tell him exactly how to regulate the sound—a fact unfortunately very often overlooked by the companies. He must be quickwitted and prepared for all emergencies. He must be able to execute the change-over from one record to another during a continuous musical performance. And he is often faced with the difficult task of extracting certain parts from one complete set in order to incorporate them into another set, as when themes are excerpted from symphonies for an album only featuring specific parts. Above all, he must have a more than natural sensitivity for precision.

This man, combination of sensitive mechanic and, as should be, aware musician, is the heart muscle of the recording session. He gives the starting sign, he follows the performance through, and it depends largely upon his skill whether a performance has to be repeated or not. If you consider the huge costs involved in a large scale recording you will easily appreciate his responsibility.

With regard to esthetic questions he is substantially aided by the music director of the company, who, as a rule, takes his seat in the control room, from which point he supervises the whole production. He functions often as a buffer between engineer and artist, advising both as to the most opportune manner of recording and suggesting re-takes and other measures that may lead to a perfect reproduction. Some control rooms contain, in addition to the control board, the amplifiers which control the volume of sound picked up by the outside microphones, and the recording tables with the disc upon which the music is recorded and from which the master record is to be processed later. Other studios, like Columbia's "Liederkrantz Hall", have the sound piped into a special studio where it is recorded by machines placed there.

Very frequently, and especially in the case of recordings of large scale orchestral or choral works, the entire equipment goes "on location", so to speak. Concert halls, like New York's Carnegie, have proved to be extremely conducive to high fidelity if certain acoustical changes are made. Then the equipment of the engineer has to be moved to this hall. Sometimes, in order to avoid the large expenses of rehearsals, recordings are made right during a concert performance, as was the case with Mahler's "Ninth Symphony" in Vienna where Victor's engineer made a recording of the performance by the Vienna Philharmonic Orchestra under Bruno Walter. Those recordings, although much cheaper in production cost, which is of special advantage in any superdimensional work, and possessing a certain charm of im-

mediacy gained from the informality of the performance conditions, have the one disadvantage that noises, made involuntarily by the audience, invariably go into the record. It is quite a disappointment to hear in the midst of a pianissimo string passage the coughing of a listener or the rustling of paper.

It is at the studio that the most detrimental mistakes can be made and, consequently, the biggest unnecessary expense can be incurred right during the recording session. One false step and the whole complicated procedure may become worthless and may have to be repeated at high cost. This procedure appears simple in its principle. The sound waves, created by the playing of the performers, are picked up by a microphone and converted into electrical impulses, which in turn are changed into mechanical impulses. This happens in the following manner: the electrical impulses are transmitted to a cutting stylus that translates these impulses into grooves on wax. This wax has been flowed onto a plate of metal, aluminum or glass, according to the individual preference of each company, through a heating process. It's thickness is less than a forty thousandth of an inch. The stylus of the cutting head cuts into the wax while the plate rotates, with the grooves moving towards the plate's center. Thus the general tendency of the grooves' motion is that of a spiral. These grooves represent the mechanical translation of the sound generated in the studio. When you listen to a record approximately the reverse process takes place. The needle traces the grooves in the same manner the stylus moved originally. The gramophone's pick-up head converts this motion into electrical impulses which are transmitted to the speaker. It, in turn, transforms the electrical stimuli into sound waves which you hear when playing the record. Thus the road, traveled in recording, is: sound—electrical stimulus—mechanical result. That in reproduction is: mechanical result (disc)—electrical stimulus (transformation in phonograph)—sound (emanating from speaker).

This is the principle. But in practice many problems appear. These problems center mainly around surface noise and fidelity, and we shall see in a moment how a great part of formerly almost insurmountable difficulties can be solved now through careful appliance and knowledge. Since fidelity, or, in other words, greatest similarity of the sound reaching the listener's ear on the phonograph to that created in the studio, is of utmost importance, the engineers devote a great deal of attention to this problem. The whole matter is aggravated through several considerations. No two receiving sets are alike; consequently, the disc must be designed for the average set, which may lead to unpleasant experiences in over- or under-sensitive sets. It is strange, but definitely a fact, that the record with the widest range of frequency and dynamics, in other words that of highest fidelity, sounds in all probability rather bad on your set. Because the average set lacks the means to reproduce the limits of frequency and dynamics, a "true-to-life" disc will sound whining and sketchy on it. It is for this reason that the engineer is forced to determine the fidelity for an average set, to be sure for a hypothetical average set which may never exist in reality. Consequently, the record has to be tailored. Victor, which records on wax, does the tailoring right on the master, Columbia, recording on acetate, does the tailoring later on when the original of highest fidelity is re-recorded.

The stylus can cut into the wax in two manners, either laterally or vertically. The lateral cut, which is generally used for commercial purposes, guides the needle on the disc in such a manner that it is swayed by the sides of the grooves while passing through them. The vertical cut, also called "hill and dale", was originally used by Edison and by Pathé in France. Here the motion of the needle is an up and down in the groove. The advantages of one or the other of these cuts has been argued repeatedly and extensively by experts. As it stands now, the lateral cut seems to have won, since

all equipments of the major companies are geared to its usage.

The width and depth of the grooves stand in direct relationship to each other. If the width is not well proportioned the needle may jump right out of the groove. Conversely, if the depth is too great the record may break easily. Naturally, width and depth are largely determined by the degree of tone volume, whose regulation will not only affect the entire musical dynamics, but will also be a decisive determinant in the right mechanical functioning of the discs. Consequently, if the bass is recorded to its fullest extent, the needle might cut from one groove directly into the other.

Thus, too, it happens that, while the orchestra in the concert hall averages a volume range from seventy to eighty decibels, the performance has to be cut down on the records to around from thirty-five to forty decibels. The reverse process takes place in the case of a crooner. His actual volume range is much too low to appear natural on discs, consequently, it has to be raised during the recording to a higher decibel output.

Another problem is that of surface noise. Since the transference from mechanical disturbance to electrical impulse in the reproduction process is done by the mechanical process of friction of the needle against the disc's grooves, a certain amount of surface noise will never be avoided completely. The trick is not so much to avoid the surface noise, but to drown it out through the proper tonal dynamics. That, in turn, requires a strengthening of very soft passages which, under surface noise, may otherwise become inaudible. Then again the engineer must be careful not to "overcut" the grooves. The needle must travel in such a way that it takes the music off both sides of the grooves simultaneously. If this mechanical motion is not absolutely synchronized the listener may hear the same music twice, once when taken off the left side of the groove and then immediately following when the needle moves to the right side. As strange as this may seem, this is what actually once

happened in a test recording of Bach's "St. Matthew Passion".

In addition, the strength of the record must be preserved so that it may not break easily. Unfortunately, the materials which give a record strength yield a comparatively poor surface quality. To get around this problem, Columbia has instituted the lamination process in which the sensitone surface is strengthened by a core put between the two record sides. Victor is now trying to avoid the problem by developing an unbreakable record the qualities of which will be discussed later.

While all tailoring is usually done in the control room it is imperative that the microphones are placed in such an order as to insure proper tonal balance. Of course, it is not sufficient just to place the microphone before the performer. In the first place, this would result in a super-natural blast which would take out all musical content if captured on the disc. Secondly, when you sit in the concert hall you hear the performers at a distance of several hundred feet. To plant the sensitive microphone at the same distance from the performer would not do because it would fail to pick up all tonal nuances. Besides, most studios lack the resonance of the concert hall. Furthermore, the concert hall's volume level is too loud for the average living room where the consumer receives the recorded music. Thus the volume has to be toned down to such a degree that the living room reception corresponds proportionally to the concert hall reception. Living room volume must relate to concert hall volume like living room size to concert hall size.

It is important to have the microphone in such a place that it will conjure up a picture similar to that received in the concert hall by the listener. To be sure, the concert hall is always filled with people whose presence affects the hall's acoustical properties. When recording instrumental or vocal combinations the problem becomes even more intricate. Several microphones have to be placed at strategic points, selected from the



viewpoint of balance without allotting any one group undue overbearance or diminution of volume. In addition, all the mechanical noises usually produced through a performance, such as scraping of bows, breathing, etc. (never heard by the listener in the hall due to his distance but easily picked up by the over-sensitive microphone) must be avoided. All these problems are solved today by strategic placement of the microphones without interference with the normal procedure of the musical performance.

But only a few decades back it was up to the artist to make the necessary, however incomplete, adjustments. When Enrico Caruso recorded at first he and the accompanying orchestra crowded around the acoustical horn. The orchestra was small, because only a minimum of instruments could be placed in front of the horn closely enough so that the sound might reach the horn. When the orchestra played the introductory bars Mr. Caruso had to duck so that his stately figure would not block the flow of the orchestra's tone into the horn. Then the tenor began to sing. At every high note he had to withdraw slightly from the horn in order to avoid excessive blasting. Otherwise, he had to sing as loudly as possible, since pianissimo passages hardly registered. One can imagine how accurate such a procedure was and also how



The disc in front of the gold sputtering chamber (other page) is being groomed for the future master print. Next, in the process of transformation from wax to record the disc is coated with an even layer of bronze powder, later to be replaced by silver

much it must have taxed the artist. Yet, basically it is the same principle today which governs recording. Only now the engineer provides all the mechanical paraphernalia for the tailoring.

It was not always easy for the engineer to give his instructions to the artist. Max Hampe, Victor's engineer in Berlin, relates how Frieda Hempel reacted in a temperamental manner to his advise. The German manager of the firm launched a complaint against Hampe in these words: "Hempel doesn't like Hampe because when he wants her to get closer, he shoves her forward and when he wants her to get farther off, he pushes her away, all without gentleness."

Even today it is necessary to rehearse the placement of the microphones, which often necessitates moving certain instrumentalists from one end of the studio to the other until the proper balance is reached. Artists react differently to this treatment. Some of them, like Toscanini, leave the whole job of placement entirely up to the engineer, saying that it is his job to achieve the best possible recording, and only criticise the results afterwards. Others, like Stokowski, are very helpful in aiding with placement, sometimes even overeager to achieve the proper balance, and not always overly trustful of the musical qualities of the engineer.

With all these problems in mind and

After the process of first copper plating the wax, having been treated for fourteen hours, is removed from the copper plating tank



everybody ready at his station. the recording session is about to begin. First of all. the music director discusses with the artist all tonally important passages, such as sudden volume changes, and overloud or soft passages, prescribed by the score and visually to be tailored by the engineer. Then artist and music director time the work in order to determine when each record is to be cut. Artists prefer their records cut at logical musical intersections, a task not too simple if one considers that a 12" record should not run shorter than three and not longer than four minutes. This cutting is determined by the conjoined consideration of the disc's time propensity and the composition's esthetic necessity.

After all this has been determined the music director transmits his and the artist's ideas to the engineer who, usually aided by two other engineers, takes his place in the control room, where he is joined later by the music director. Then begins the try-out for tonal balance and placement of the microphones. Sometimes a soloist has to stand up, sometimes he has to sit down. It even happens in special cases that he may have to mount a table, etc., etc. After the microphones are placed at the right points, the performance may start. The musicians usually want to warm up first and try to rehearse for a while. The engineer, in the meantime, receives a picture of the tonal qualities that will guide him for the final recording.

After the rehearsal one part of the composition, let us say one movement of a symphony, is played and recorded upon two discs. One of these discs is the record from which all future pressings are to be made, the other one serves for playback purposes. As soon as the movement is finished the record is played back to the artist and music director who then form their opinion of it and make changes if these should prove necessary. The next recording of the same thing is largely guided by the experiences everybody has made in the first recording, and it stands to reason that everything should come out right in the corrected form. But it has happened repeatedly that one piece of



The copper plate, called "master," is pried off the wax disc. Later on it will be nickel plated and a test record will be pressed from it

music had to be recorded eight to ten times to meet with the approval of everybody concerned.

I witnessed only recently a recording session of the Busch Chamber Music Players that was as exciting as a mystery movie. The first record made meets with general disapproval. Then Mr. Busch rehearses again only to stop suddenly and exclaim to one of his instrumentalists: "You play for the mike. This is too heavy. Over from letter A." The rehearsal proceeds and then, on demand from the engineer, the players are moved around in a different distribution. This seems to be acceptable to the engineer who asks for a repetition of the solo violin in order to catch its tonal level. Then everybody is ready for another test record. While this is in process the engineer finds it still unsatisfactory and demands an interruption of the performance by flashing a red light which is fixed above the control room. There follows a discussion and one decides upon another test record. Everybody is ready, the engineer says "Ten seconds please," a red light flashes, then is extinguished and the performance begins anew. The

completed test record is played back to Mr. Busch and the instrumentalists. While this is done the handymen of the studio under the direction of the engineer move some screens placed behind the orchestra. These are designed to give better resonance to the playing and to prevent the diffusion of the tones in the hall. Another test follows, but this time the high passages seem too harsh. This goes on for quite some time, at times interrupted by short rest periods for the artists, until everybody is satisfied and the final record can be made. Thus a piece of music, which in the concert hall lasts about ten minutes, can require a rehearsal and testing period of nearly eight hours or more in the recording studio.

When the ultimate record is finally made and approved by everybody, artist, music director and engineer usually gather around a microscope to inspect the grooves in their symmetry. This is but another checkup which will insure smooth production. From this point on the artist's job is finished and the production process takes its full course.

The trimmed and polished matrix is inspected for possible flaws in the grooves with a magnifying glass. Minor repairs are done on spot



The base record, upon which the recording has been made is first cleaned with nitrogen; then the disc is placed in a vacuum chamber. The chamber contains a large cake of pure 24-karat gold. An electric current of 2,500 volts vaporizes this gold and for twelve minutes gold is deposited on the disc. Due to the molecular structure of the gold the smallest particles of the grooves are covered by it gradually until the entire wax disc disappears beneath a gold surface. This process — called "gold-sputtering" — makes the non-conductive wax disc capable of carrying an electric current.

The gold-covered wax surface is then put into a copper bath where a shell of pure copper is electrolytically applied to it. The wax is suspended in a copper solution, which is in constant circulation and is filtered through glass wool. The wax disc rotates through this solution until a uniform copper coating is insured.

After one hour this process is usually finished and a perfect copper coating lies over the gold surface. This is what is generally known as the master record. Then the master is shipped in an air-conditioned truck to the plant. Here the master is treated in another electroplating bath which builds up further the copper coating. A metal mold is made from this disc, also called "matrix", and from this are made a number of duplicate matrices or metal stampers which stamp out the finished record as you have it in the store.

To repeat in greater detail, the process goes like this: The wax record (positive) is gold sputtered first and then copper plated, forming a negative. The coating is pried off the wax disc and nickel plated. (Frequently a test record is pressed from this.) The nickel plated master is treated in a separating solution and placed in a copper plating tank where another copper shell is formed over the nickel surface. The new shell is called the *mother*. Now the treatment in the separating solution permits the separation of the master and the mother. The mother, which is a positive, is treated again with a separating solution and another matrix is formed by copperplating.

This matrix then is separated from the mother and is chromium plated for durability. The chromium-plated matrix is the aforementioned stamper, which, as a negative, renders the final product as a positive.

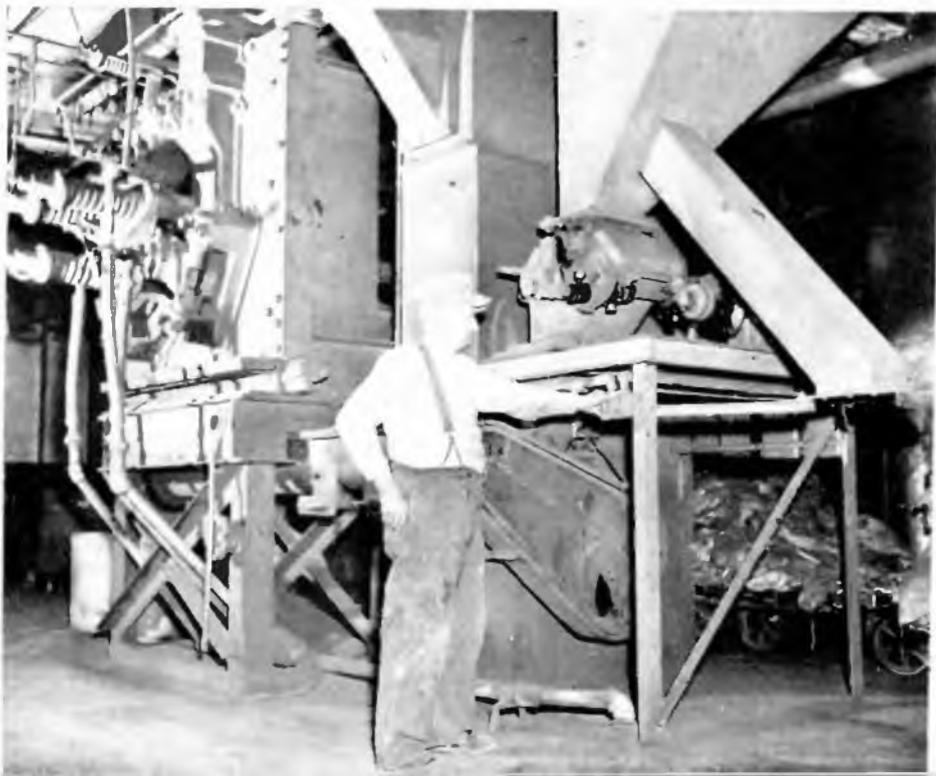
The matrix is then trimmed, with all the waste material cut away; polished, reinforced with a copper back for strength needed in the stamping process, centered in order to allow the arm of the reproducing machine the even spiral-like motion within the grooves as originally determined by the recording—and thus readied for the pressing work. Before it goes down to the stamping machine it is examined by an inspector through a magnifying glass to see whether the processing has caused any damage to the delicate groovings. In the case of a slight damage the inspector can repair the fault with a little tool that looks somewhat like a needle. If the damage is of larger proportion then the matrix is worthless, and a new master has to be made.

There is a lot of confusion in the layman's mind as to the ingredients which form the material that makes up the

record reaching the market. There are about a dozen ingredients which go into the matter constituting the final material. Chief parts are shellac, sienna clay, a second and unnamed type of clay, and lampblack. The ingredients are carefully screened at first, then blended and turned into powdered form. Then they are thrown into the Banbury mixer (a machine so huge that the one at Camden occupies two complete floors). This machine does a perfect mixing job of all the ingredients. The final product is a black plastic mass which resembles asphalt.

The end of the war has brought a new type of material on the market which very well might revolutionize the record industry in the future. This material, which results in a flexible and unbreakable disc, is a synthetic plastic matter called "Vinylite". The trade-mark is applied to a series of thermoplastic resins and compounds sold by the Bakelite Corporation of New York. RCA Victor is now utilizing this material for a great part of its consumers' records.

Research in non-breakable material that would yield a higher quality record.





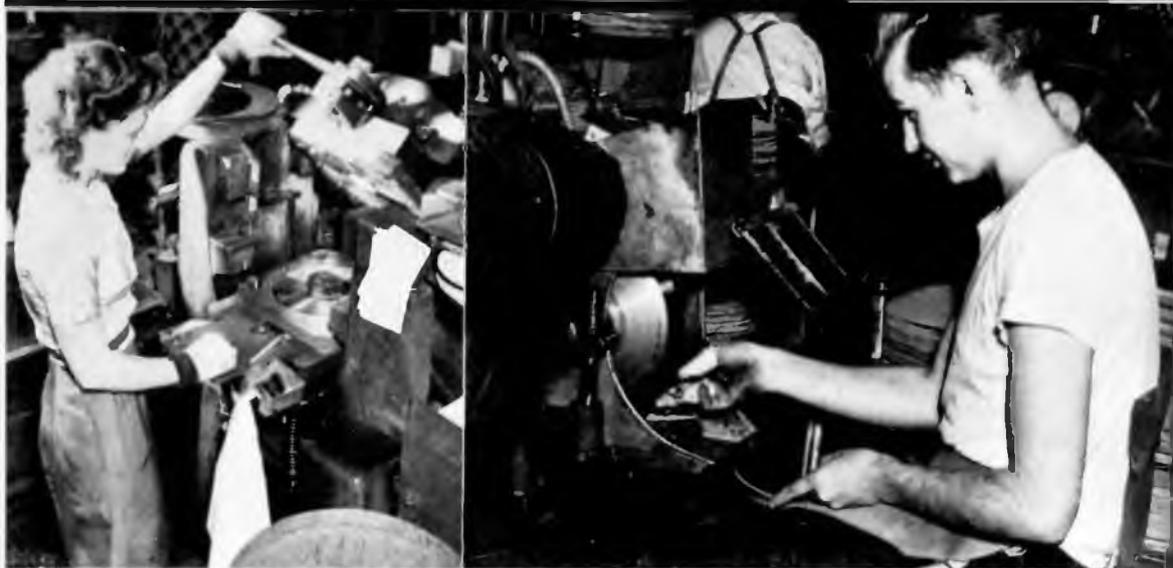
Eleanor Steber, the brilliant young soprano, tests the first "Vinylite" plastic record for durability and flexibility

had been commenced by Victor in 1934 when the engineers attempted to develop a "quiet", i.e., minus surface noise disc for the film industry. The discovery of "Vinylite's" possibilities has brought a new disc to the home-phonograph industry. Although the material was fully developed a few years ago and actually used in high quality transcription records, its formerly prohibitive costs and its usage for war industries prevented the development of a non-breakable home record. "Vinylite", now widely used for such a diversified range of consumers goods as rainwear, drafting instruments, shower curtains and bottle tops, was used for the production of the army's V-discs in addition to its employment in war-important products such as insulation for wire, cables for battleships, calculating and navigating instruments in aviation and artillery, and waterproof coatings for military raincoats and ponchos.

The application of "Vinylite" for home records will result in numerous advan-

Left: The huge Banbury mixer, occupying two floors, blends all the ingredients into the final disc to master perfection. Right: Having been cut to size the plastic material moves over a conveyor belt to the room which contains the stampers. Each rectangle is the "biscuit"





Left: Ready to stamp out a record, the worker has placed the pliant biscuit on lower table to impose imprints of the two stampers. At edging machine (right) rough edges are taken off final product and rim is smoothed with emery pads

tages. First of all, the broken record, due to the toughness and flexibility of the material, will disappear. The low water absorption rate of "Vinylite" plastics will prevent any swelling or warping of the disc. Since the plastic compound does not require the mineral filler used in the standard shellac records surface noise can be greatly reduced on the "Vinylite" discs. Although of lighter weight material tests have proved that the new records can be played on any standard set or automatic changer. The Victor company claims a much higher fidelity for this type of records than was experienced so far. The one test record, which I have been able to examine, seems to bear out this fact although I am not prepared to say whether this is the result of a better and more careful technique of the engineer in the recording studio or whether it is inherent in the new material itself. (The company very emphatically claims the latter.)

In all probability, the new ruby-red plastic record will conquer the market once it is employed in equal degree by all companies. Nevertheless, for the immediate future the shellac disc, largely for its lower production cost, will still hold its own for quite some time.

Chief reason for this is the fact that most factories, representing huge invest-

ments, are still geared to the production of the shellac compound disc. Furthermore, recent, considerably improved recording techniques have resulted in a much higher fidelity with a minimum of surface noise. Of course, breakage cannot be avoided in the shellac compound but the afore mentioned lamination process of Columbia has provided the disc with a great deal of sturdiness, lowering the accident rate of the record.

Going back to the original black plastic mass, as used so far, we notice the following process:

Emerging steaming hot from the mixer the material is conveyed to a rolling machine which kneads it back and forth like a huge rolling pin. Then it is put on a long moving conveyor belt which moves the material through a set of revolving knives which cut it into even, rectangular sections called "biscuits". Each biscuit contains the amount of material necessary for an individual disc. The biscuits are then sent to the stampers which are hand operated and are constructed in such a way that one upper round table is movable against another lower round table, which is fixed. On each table is affixed the matrix or the stamper, one for the A side of the record, the other for the B side. The biscuit is placed upon the lower (fixed) table and

the upper (movable) table is moved down to the biscuit where it presses the biscuit against its own stamper as well as against the stamper of the lower table. The labels are placed upon the stampers and are baked into the record during the pressing operation.

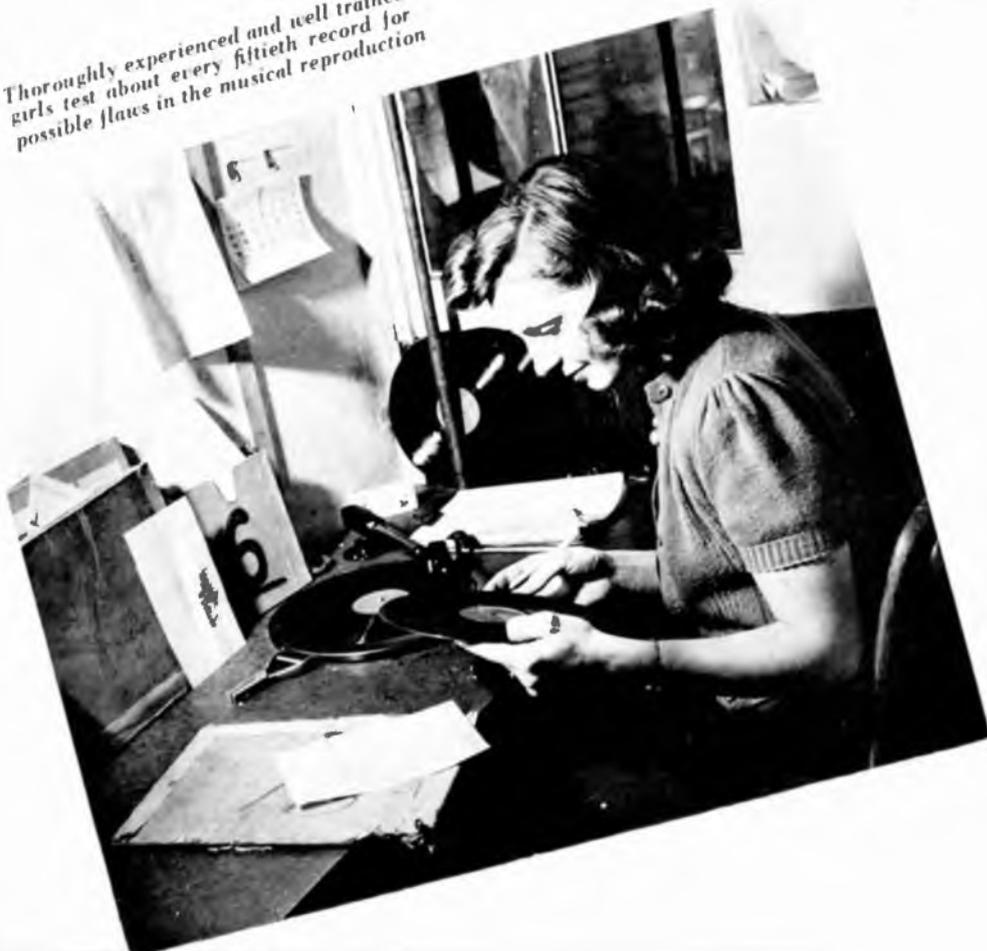
The biscuit reaches the stamper in a hot and pliable form, achieved by being moved over a steam table. When the stampers press against it, hydraulic pressure is released and the pliant record material flows over the surface of the stamper. Live steam circulates through the press and after a few seconds, when the steam is turned off automatically, cold water circulates. This water cools the press, hardens the record and frees it from the grooves of the matrix. The

press is opened and the completed record is removed from the table.

The number of stampers employed depends upon the production order. One master record can yield as many stampers as may be required for any production. It is not the original recording or the master which determines the number of records to be produced, but the number of stampers.

After the record leaves the press it has an excess of material which is known as "flash". The excess material is shorn off by hand and the record is sent to the finishing department where the edges are ground down to perfection; first by fine emery paper and then with plain white cloth, which makes it smooth and polished. When the record is finished the

Thoroughly experienced and well trained girls test about every fiftieth record for possible flaws in the musical reproduction





As records come down from edging machine they are put into envelopes, and, having passed test, are sent to shipping department

worker slides it down on an incline to the checking department.

From the aforesaid it may be assumed that, once the recording has been done satisfactorily at the studio, there is nothing to worry about anymore, and the checking department will find no flaws in the record. Unfortunately, this is not always true. Many are the mishaps that may happen during the mere mechanical operation of production. Unevenness in coating of the original, foreign bodies in the mixer and any number of things—although they do not occur frequently—are quite capable of destroying the value of the original recording and everything may have to be done over again.

As Albert A. Pulley, Victor's chief recording engineer, once put it: "Even when the moment of stamping the records is reached, all worries are not over yet. The recording session has gone smoothly. The microphones have been placed in the studio, the artist has performed and

has approved the record, the grooves have passed inspection—what then? Then one can only pray that everything will come out right. But sometimes something goes wrong, and the whole process, from the playback to the stamping, has to be repeated." Yes, even the recording industry has its gremlins.

When the record finally arrives in the checking department inspectors examine it for visible defects. If none are found the disc is polished with a soft cloth and placed in an envelope. At frequent intervals samples are selected at random for special testing with highly trained personnel playing the record in specially constructed sound booths, searching for defects in the tonal quality. If a single record proves defective it is discarded and the entire lot from which it was taken is re-examined.

At this stage of the game the artist and the music director usually drop in to listen to their creation, mainly for

their own pleasure. But it has happened. I have been told, that even then one of the two may be dissatisfied with the end product and after a lengthy and, I imagine, rather heated conference it will be withdrawn. This, however, is one case among thousands.

If, however, the records have passed the final test they go to the shipping department. From there they are sent to the distributor and then to the dealer. Provided that the reproduction set is good there is no reason why you should not receive a first class recording. Of course, there are many problems in the reproduction set, such as weight of pick-up, angle which the arm forms against the grooves, capacity to reproduce sound of

high frequency, and others. Any small deficiency may disturb your reception considerably. But that is another story which will have to be told sometime in the future.

If you think of Mozart writing his symphonies more than a hundred and fifty years ago in a small unheated room on a scroll with a quill, and of all the devious ways this piece of music had to travel until it could reach the home of say, a Kentucky farmer, you will see how complicated modern life is. But you will also see what progress we have made in recent years—progress which is to the benefit not only of those who produce and sell the records, but also of those who write and listen to music.

Final product is listened to by artist and music director. Here choral director Robert Shaw and Victor's music director Macklin Marrow enjoy the performance of the music to "On the Town"



a report on the record industry

Here is the comprehensive story of progress and change in the record, phonograph, radio and accessory fields since 1915—facts and figures from the past and the outlook for the future—prepared by Neil F. Harrison, Mack Wallach and the Record Retailing Research Staff.

46

During the first quarter of this century, Americans spent approximately 2 billion dollars (\$2,000,000,000) on records and phonographs. In the years 1915-16-17, the Victor record company was the leader of about 25 record companies and a dozen prosperous phonograph manufacturers. It accounted for half the production of the entire industry, and more than half the gross sales. Victor distributed an annual dividend averaging 60 percent on its capital stock during these years of World War I. With accumulated orders during the war, it showed a gross in excess of 52 million dollars in 1920 and 51 million dollars in 1921, when it sold 55 million records.

By comparison with present-day standards, the phonograph machine and record was a rather primitive means of musical transmission. In the days of Caruso, the fundamental record range consisted of a frequency of 100 to 700 cycles. What made Caruso's voice great was the number and range of the overtones and the manner in which he used them. He could

get volume without yelling. The orchestra that accompanied him had a frequency range of 30 to 12,000 cycles. Through methods worthy of a contortionist, this sound was converted to tiny waves and grooves of wax. It was obvious, however, that the majority of overtones, as well as many of the fundamental ones were missing in this antiquated sound reproduction.

In the early 20's, however, the scientists of Western Electric's research department, which later became the Bell Telephone Laboratories, developed principles of electrical transcription. The conversion of sound waves into electrical impulses, amplified, enabled recordings with vibrations ranging from 30 to 5,500 cycles. This allowed an orchestra to be deployed naturally in an auditorium with a microphone placed far enough away from the performing artists to blend the reflections from the walls. The acoustical problem was completely licked.

Shortly after this development in transcription, a vastly improved mechanical

phonograph, called the Orthophonic, was introduced. This development again came from Western Electric's research department. With proper promotions, this new orthophonic Victrola, together with the improved recordings, boosted recorded home entertainment to new peaks of popularity. The result was that the good times of the middle 20's saw the industry production approach 100 million discs.

In 1929 the electric phonograph, with greater range in volume, replaced the mechanical phonograph. That year record sales were about 65 million. Of this total, Victor sold 30,000,000, the American Record Company 17,000,000, and Brunswick 12,500,000.

With expert neglect on the part of the record companies and the advent of the popularity of the radio, record sales dropped to less than 10,000,000 in 1932. The American Record Company, which now owned Brunswick, sold around 6,000,000 records, Victor sold something less than 3,000,000, and Columbia managed to squeeze about 250,000. The epitaph of the record business was being written.

In 1937 things started to happen. New technical improvements, intelligent, hard-hitting promotions by record companies, the public's desire to hear "the music they want when they want it," all combined to make for a startling boom in records. In 1938 the industry produced and sold 33,000,000 records. In 1939 it sold 50,000,000 records. In 1940 it sold 75,000,000 records.

The following is a breakdown of record production since that period: 1941, 100,000,000; 1942, 127,000,000; 1943, 139,000,000; 1944, 148,000,000; 1945, 156,000,000; 1946, ?

A recent poll by an outstanding survey organization predicts that there will be a demand for 600 million records in the first full post-war year. From all indications, there is not enough plant equipment at present or in the immediate future to produce this number of records. Essentially, present equipment is, from all

technological standpoints, obsolete. Unless new types of equipment are introduced, this figure may not be reached. Existing equipment and plants projected will not be able to produce more than from 300 to 350 million records in the first full post-war year.

While the 1945 figures show a substantial increase in the public demand for recorded music, the record companies were able only to fill fractional amounts of the consumer demand because of the industry's shortage of pressing equipment. In addition to these unprecedented record sales, the accessories to the trade—such as needles, albums, racks and recording blanks—experienced a similar boom. In 1944 over \$12,000,000 of gross sales of permanent point needles were reached.

This volume of records has been purchased by only 5,000,000 buyers. According to best reports, there are only 5,000,000 turntables in use, all of which have been made prior to 1940. The estimate is that the first full post-war year will see 10,000,000 new radio-phonographs in American homes. (According to a survey made among the radio manufacturers, it was estimated that 70 percent of the dollar volume of the post-war radio will consist of the radio-phonograph combination.) According to past figures, every buyer of a phonograph buys an average of \$39 worth of records the first year. This, of course, is distributed among father's preference for the classics, mother's choice of semi-classics, classics and waltzes, and the children's craze for the crooners and jitterbug records. Let us assume that the 10,000,000 estimated sales of radio-phonographs will be only 5,000,000. Let us go a little further and assume that the \$39 average sale of records to the new buyer, which existed previously, will only be \$20. The net result still shows 100,000,000 dollars worth of *new business* for records alone in the first year of the coming period. Add to this the fact that 8,000,000 men will be coming home from the Army. These boys who during the war period were taken out of the record consuming market have been

educated to listen to records via the vast A-Disc project that was sponsored by the United States Government. This buying reservoir will be thrown as an added weight into the new expanded record market.

In 1940 the entire industry, for all practical purposes, consisted of Victor, Columbia and Decca. Since then, many newcomers have made their appearance. Capitol Records, Muscraft, Sonora and others all became important factors. As many as 70 independent record companies are in the field at this moment. WOR introduced its new label, the Feature record. Rumors have it that the Blue Network is to follow suit.

Capitol Records, backed by Buddy De Sylva of Paramount, Johnny Mercer, top-flight song man, and Glenn Wallichs, shrewd record man, made the greatest strides of the newcomers, and occupy fourth spot in record manufacturing importance. Boris Morros, Hollywood producer, broke into the market with ARA records (American Recording Artists). Metro-Goldwyn-Mayer is preparing to invade this market in a big way, after taking Frank Walker, record-wise executive of RCA-Victor to head up the new organization. 20th Century-Fox is reported ready to go into the manufacturing of records. The tie-up is a natural, for the moving picture interests have full access to the tunes as well as to the recording artists. New names, new ideas and new talent, backed by conservative Wall Street money, enter the record field.

The radio manufacturers, quick to realize that records and radio-phonographs are like ham and eggs, because without records there would be no demand for radio phonographs and without radio-phonographs there could be no record sales, have been quick to recognize the importance of this revitalized demand. Sonora, first of the radio companies to enter the record field, has enjoyed a tremendous success with their fast-moving semi-classics. This was observed as a shrewd move by other radio manufacturers who realized that Sonora had not only

developed a highly profitable business, but also had constructed a sound selling organization with excellent distribution facilities.

Majestic Radio & Television was quick to move into the picture, buying out Hit Records from Eli Oberstein and converting it to the Majestic label. Pilot Radio built their own record pressing plant, and during the war period has been heavily engaged in making records for the Armed Forces, and plans to make its debut in the consumer trade within a matter of months. According to the grapevine, Philco will make a big bid for the record trade shortly.

Whereas prior to the war there were approximately 45 companies of any standing making radios and radio-phonographs, as of today there have been 150 companies licensed by RCA to make radios and radio-phonographs. These companies are prosperous, and their plant capacity has been enormously expanded due to the war. They will spend millions on consumer advertising such as newspapers, magazine and radio to create a demand for radios and radio-phonographs. This means that the market for radios and radio-phonographs will be enormously expanded. Intelligent dealers will see that they get their proportionate share of this business. The existing record dealer has an advantage at present, over a great many other potential dealers of radios and radio-phonographs, because: (1) He has traffic in his store at the present time; (2) He has up-to-date mailing lists that he can use for the promotion and sale of new radios and radio-phonographs and knows the condition of their instruments; (3) He has the confidence of those people who have been purchasing records, sheet music and other allied products from him during the war.

There is no reason why the existing music dealer should not be able to get the bulk of the radio and radio-phonograph business if he keeps up the aggressive policies he has carried out during the war.

**the industry
on
display**



booth no. 1

Admiral Sets

Manufacturing is under way at Admiral Corp., 3800 W. Cortland St., Chicago 47, Ill. According to Ross D. Siragusa, president, sizeable quantities of a new record changer attachment for radios will soon be coming off the assembly line. These are in addition to their regular line of radios and radio-phonographs.

The attachment, an improved model of one popularized by Admiral before the war, consists of a phonograph turntable, tone arm and automatic changer, electrically operated and mounted in one unit. By connecting it with any type of home radio, whether table or console model, the user will get phonograph performance and automatic changing of records as well.

Admiral officials go over merchandising plans.

Left to right: R. A. Graver, W. C. Johnson, L. H. D. Baker, S. Mintz.



both no. 2

Asch Records

Manufacturers since 1939, Asch Record Co., 117 West 46th St., New York City, specializes in recordings of American and foreign folk music, jazz, opera, prose poetry, and drama.

According to a company official, critics have adjudged Asch recordings to be spirited and of artistically high quality. Included in the repertoire are albums of folk songs and dances, cowboy songs, blues, G.I. songs, flamenco music, jazz, boogie woogie, popular all-time favorites, opera and piano classics and children's stories.

Recording for Asch are such artists as Mary Lou Williams, Erno Balogh, Meade Lux Lewis, Burl Ives, Josh White, Woody Guthrie, Art Tatum, John Kirby, and Alfred Kreymborg. Distributors for the company are located both in the United States and in Canada.

Popular artists who record under the Asch label.



booth no. 3

Aeropoint Needles

The Aero Needle Co., 9 East Huron St., Chicago, Ill., makers of Aeropoint long life phonograph needles, made merchandising history when they displayed phonograph needles on counter cards. Aeropoint needles are made in a curved-spring design, and are tipped with Electronium, resilient plastic or stainless steel. Company executives have devoted a great deal of time and effort to creating colorful packages and counter cards to house models "111", "88" and "250".

An attractive counter card displays the Aeropoint "88".



ARA Records

When the ARA Record Company, 686 North Robertson Blvd., Hollywood, was formed a while ago, the name was chosen to represent American Recording Artists. But today, because of the strides the company has made in establishing itself as a promising and progressive organization, ARA could be interpreted to represent "A Record Achievement."

Frances Langford, Hoagy Carmichael, Phil Harris, Bob Crosby, Art Tatum, Skinnay Ennis, Earl Hines, Jan Garber, Smiley Burnette, Joe Reichman and Stuart Hamblin are but a few of the many artists who will record for ARA.

The company has also issued several recordings which have recently been made by the Vatican Choir.

Boris Morros, aggressive President of ARA Records, declares that his intention is to provide dealers with fine recorded music. A roster of outstanding performers and a modern plating department and mill are helping him do that job.

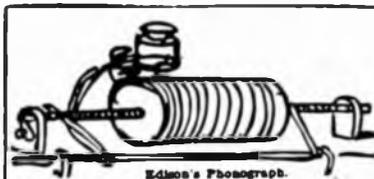


booth no. **5**

H. W. Acton Co. Needles

The H. W. Acton Co., Inc., 370 Seventh Ave., N. Y. C., has represented Bagshaw needles for a good many years. The company is proud of the fact that while Bagshaw had its start with the phonograph business itself, it has kept pace with the industry's renewed rise to national importance.

Informative copy is featured in Acton trade advertising.



Edison's Phonograph.

*How it all
started . . .*

Here is illustrated Edison's own sketch of his first design for a talking machine. From this crude but competent draft has emanated the gigantic phonograph industry; and the lusty giant depends absolutely upon trifling slivers of metal called Phonograph Needles!

W. H. Bagshaw Co. was making industrial needles when the first

talking machine burst upon an incredulous America . . . and began producing phonograph needles in 1892. In all the proud decades of advancement since, Bagshaw Needles have served and paced the phonography industry . . . scientific, sturdy styli designed and made by masters, each for a specific purpose of its own.

Acton, sole selling agent for the Bagshaw Needle output these last thirty years, has seen needles come and needles go . . . and still maintains that Bagshaw gives a dealer the best products, the best packaging and the best deal all-round.

Remember, all Bagshaw needles are made entirely by Bagshaw . . . each and every step under one plant control.

★

After all—you can't beat the BEST!

booth no. **6**

Audio Industries Phonographs

Engaged exclusively in the manufacture of phonographs—no radios—is Audio Industries, Michigan City, Indiana. Using the trade name of "Ultratone", the company offers a full line of phonographs which will be distributed through independent distributors to independent dealers.

The "Ultratone" phonograph line features phonographs for every need—non-automatic and automatic record changer models, portables, table models, battery amplified, spring driven models and wireless record players.

Among the new "Ultratone" phonographs are a portable model in a luggage case, designed particularly to appeal to the younger set, and a table model in an attractive finish.

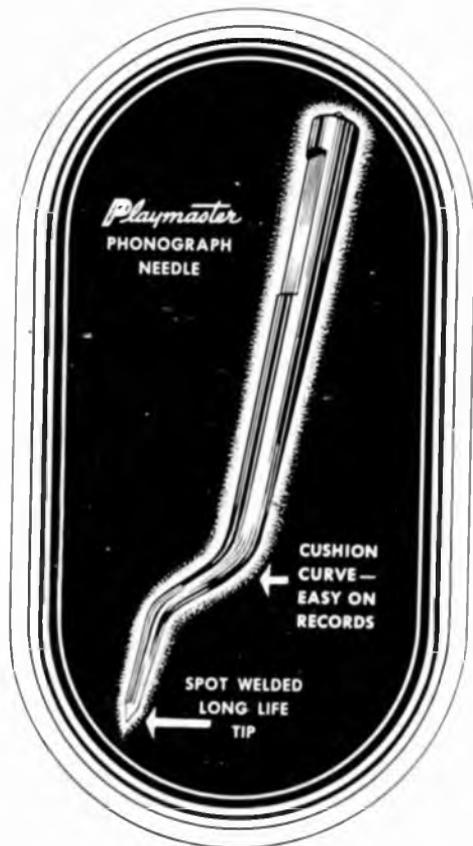


booth no. **7**

J. F. Bard, Distributor

J. F. Bard, 414 S. Franklin St., Chicago Ill., is the exclusive wholesaler (in six states) of the following record lines: Asch, Billelone, Bost, Continental, Gala, Hargail, Kismet, Musicraft, Party, Premier, Signature, United, White Eagle (Polish) and other foreign language records. These lines are sold by Bard in Illinois, Indiana, Iowa, Minnesota, Missouri and Wisconsin. Cordion and Scandinavian records are sold by Bard in the entire territory of the United States with the exception of Minnesota and Wisconsin and the states east of Ohio.

One of the needles distributed by J. F. Bard is the new "Playmaster", a precision product selling at 50c.



A. S. Barnes & Co., Record-Books

A. S. Barnes & Co., 67 West 41th St., New York, has acted as the sales agency for Smith & Durrell, book publishers, since 1913. Since that time they have added several publications of their own to the record series originally published by Smith & Durrell. Oliver H. Durrell and Horace J. Gardner act as executive vice president and sales manager respectively for both companies.

In 1940 Smith & Durrell first entered the field of recorded music with the publication of "The Record Book" by David Hall. The immediate success of this first book (over 35,000 copies have been sold exclusive of the Braille edition) prompted publication of other books in the field. During the following year "The Jazz Record Book" by Charles Edward Smith and "How To Teach Children To Know Music" by Harriot Buxton Barbour and Warren S. Freeman were introduced. In 1942 Hugues Panassie's "The Real Jazz" was added to the list.



Four leading best-sellers in the field of recorded music are temptingly displayed on a rack—inviting customers to leaf through their pages.

booth no. **9, 10**

Barth-Feinberg Distributors

RADIOS & PHONOGRAPHS

Sonora 
Clear as a Bell

- ★ Radios
- ★ Phonographs
- ★ Radio-Phonograph
Combinations
- ★ FM Radios
- ★ Television

RECORDS

- ★ Sonora
- ★ Ash
- ★ Bibletone
- ★ Pied Piper Children's Records
- ★ Erno Rapee's Melody Land
Record Book
- ★ Listen-Look Record & Picture
Book
- ★ Children's Records

PHONOGRAPH NEEDLES

- ★ Fidelitone
- ★ Jensen
- ★ Recoton
- ★ Peter Gray Kacti
- ★ Brilliantone
- ★ Garod
- ★ Recording Needles

MUSICAL INSTRUMENTS and ACCESSORIES

- ★ Nationally Famous Brands

ELECTRICAL APPLIANCES

- ★ Nationally Famous Brands

GIFTS and SPECIALTIES

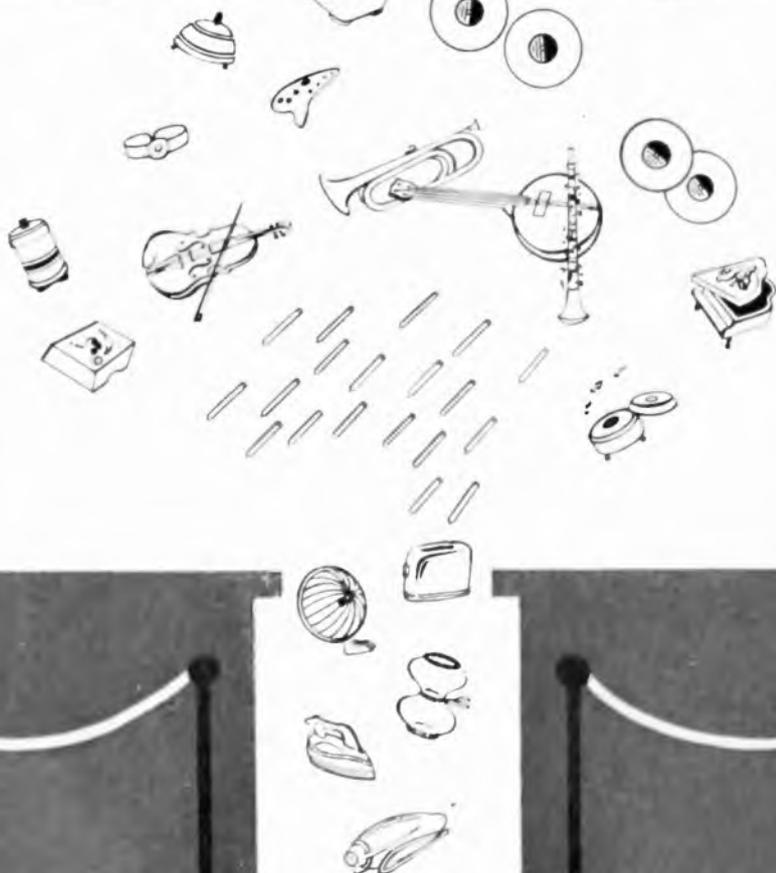
- ★ Nationally Famous Brands



BARTH-FEINBERG, INC.

Distributors of Records, Radios, Phonographs, Musical Merchandise

17-19 Union Square West, New York 3, N. Y.



booth no. 11

Bendix Sets

The same engineering and technical "know how" that made Bendix a great name in aircraft radar and radio will enable the Bendix Radio Division, Baltimore, Md., and its many skilled employes to manufacture a line of home radios that will "hit the target" in post-war distribution, its officials feel.

A complete line of models in AM, FM and short-wave will introduce many outstanding new developments in engineering and styling. Over a million dollars to be spent on advertising and promotion should aid dealers to sell models ranging from low-priced plastic and wood table radios to de luxe radio-photograph combinations.

Skilled technicians building post-war home radios.



booth no. 12

Bibletone Records

Bibletone, 351 Fourth Ave., New York City, is unique among recording companies in that it is the only firm devoted exclusively to the production of religious music albums.

Foremost among the aims of the company are "the production of quality records of beauty and inspiration, the teaching of the Bible to children, and stimulation of religious interest among adults." Simplicity and dignity are the key qualities used by the company in achieving these aims. Listed among the Bibletone albums are "The Ten Best Loved Hymns", "Christmas at the Organ", "Gospel Hymns", "The Bible Speaks", "Melodies that Live Forever", and "Hymns of Comfort and Joy".

Albums of religious music of beauty and inspiration.



booth no. 13

A. Bitter Construction Co.

To progressive record dealers the A. Bitter Construction Co., 721-3 East 133rd Street, New York City, offers almost a quarter of a century of experience in designing and installing efficient record stores and departments.

Stressing self-service during the past few years, Bitter self-service equipment has doubled sales volume with a 65% reduction in sales personnel. Standard Bitter self-service units are designed for maximum visibility and storage in minimum space. A listing of companies using equipment by Bitter would read like the "Who's Who" of record retailers, and includes such well-known names as Jordan Marsh, Boston; Steinway & Sons, N. Y.; RCA-Victor, Camden; Stern Bros., N. Y.; Davega Stores, Eastern states and Vim Radio Stores, Eastern states.

Bitter self-service units form patron-stopping floor fixtures for Jordan Marsh, Boston, Mass., department store.



ooth no. 14

Capitol Records

Members of Capitol Recording Corp., Hollywood, Calif., have always emphasized the role their retail dealers play in the sales picture. Realizing the constant need for fresh and sparkling ideas in building shop and window displays, the company from the start has made it a must to see that they get every possible aid in the way of promotional material.

Capitol accessories include such items as the Pro-Disc, recording blanks, and needles. To fill the long-felt need for a recording blank to meet exacting professional and scientific standards, Capitol has introduced the Pro-Disc to the trade. Cut from quality prime aluminum, of exact thickness and high metallurgical specifications, and coated with an exclusive formula compound, the Pro-Disc offers minimum surface noise, high fidelity, uniform quality and a coating which remains stable before and after cutting. This professional type recording disc is available in 6½, 8, and 10 inch sizes.

Designed to withstand the rigors of average home recording use, while providing depth and quality of professional standards, the Capitol Recording Disc is constructed of a hypoid base with a transparent cellulose nitrate coating. No special needle is required for play-back. Flexible, heat, cold and moisture-resistant, the disc always retains its shape and will not chip, peel, crack, or soften. An exclusive feature of Capitol's merchandising of this disc is a special imprint service for dealers who realize the tremendous sale-promotion value of this effective advertising medium. The discs come in 1½, 8, and 10 inch sizes.

Advertised nationally in magazines and newspapers, the Capitol Sapphire Needle has a genuine gem-point, polished mirror-smooth, which rides the Modulation Zone and the high-fidelity curved shaft, for easy groove pressure and accoustical efficiency. Allows up to 10,000 plays.

booth no. 15, 16

Pictured below are the following Capitol dealer promotion aid: 1. Release sheets; 2. Supplements; 3. Banners; 4. Counter cards; 5. Record reviews; 6. Dealer newspaper mats; 7. Album mats for newspaper use; 8. Signature mats; 9. Catalog; 10. Window broadsides; 11. Artist photos 25" x 7"; 12. Artist photos 8" x 10"; 13. Magazine; 14. Wall hanger.





Pictured above are the Pro-Discs (left) and home recording discs (right). Both of these products are now available in the 6½", 8" and 10" size. (Below) Samples of Capitol promotion material distributed to the dealers to aid in the building of attractive window, shop, and counter displays.



booth no. 17, 18

Columbia Records

66

The history of the manufacture of the Columbia record is viewed by members of the Columbia Recording Corp. as a "sage in the search for perfection". This search is continually stimulated in Columbia's three up-to-date and well-equipped factories which are located in Bridgeport, Conn., Kings Mills, Ohio, and Hollywood, Calif.

The quality of a Columbia record is checked the moment the master record is cut in the recording studio. Sound engineers in the studio replay the record immediately after the cutting, searching for any defects.

The electro-plating processes are carefully supervised so that the stampers which press the records are perfect replicas of the original masters. To guard against an occasional flaw which might appear in the actual pressing of the record, a quality control department has been set up in each factory. In this way precaution is taken to insure that the performance of an artist will be as perfectly recorded as scientific advancement will allow. In addition to this, Columbia's lamination process provides quality playing surfaces. The records are pressed in layers in which the center layer or record core is made of a material which gives strength and permanence to the record. The outer surface, made of expensive, long-wearing, smooth plastic, is extremely sensitive and provides rich tone and faithful reproduction.

To assist in presenting its artists and music to the public Columbia has devoted itself to an extensive promotional program on behalf of dealers and distributors. In addition to such well-known aids as national advertisements, flash posters, release cards and special merchandising pieces, are Columbia *Promotional News*, devoted to retailing information, and *Coda*, announcing new Masterworks.

Two years of research by Columbia's advertising department has resulted in

the Artist Tour Promotion kits for twelve Columbia popular artists. The kits contain news stories, photographs,

newspaper mats, signature analyses, vignettes, coasters, splash labels and other promotional features.

Arrow points to the record core, the center layer of the Columbia record. The core is made of a coarse material which provides strength and permanence.



The outer surface of the record is made from a durable sensitive plastic.



booth no. 21

Capehart Sets

The "mastery of music" is one of the foremost goals of the Capehart Division of Farnsworth Television and Radio Corp., 3702 E. Pontiac St., Ft. Wayne, Ill. Capehart radios embody many features resulting from this search for musical control. The company has developed a record changer which will turn the records over—playing 20 records (10 selections) continuously. Records of the 10" or 12" size may be played, and the sizes may be mixed. Without approaching the instruments, the listener may have three hours of uninterrupted music.

Other features of Capehart radios and radio-phonographs which tend to give the listener musical mastery are the remote control stations and the play control. With the aid of the control stations one may change from phonograph to radio, tune to a different station or regulate the volume.

Graceful and sturdy is this Capehart Sheraton model.



booth no. 22

De Luxe Records

The DeLuxe Record Company, 1130 St. George Ave., Linden, N. J., is busily engaged in signing up big name recording talent for future production. Artists who have recorded for DeLuxe to date are: the Air Lane Trio, Dud Bascomb and his orchestra, Billy Eckstine and orchestra, The Freshmen, Ted Grande and his Range Riders, Ted Martin, Sarah Vaughn and many other favorites.

*Top row: (left to right) Ted Martin, Air Lane Trio, Tex Grande.
Bottom Row: The Four Blues, Dud Bascomb (and his orchestra), The Freshmen.*



booth no. **23, 24**

Decca Records

72

During the period of restricted war-time production, Decca Records, 50 West 57 Street, New York, has been concentrating its efforts on albums of tunes from hit Broadway shows and successful musical films. The lyrics and music from "Oklahoma," "Bloomer Girl" and "Carousel" have scored as much of a smash hit in the record field as the original production did on the stage. Bing Crosby's album of songs from "Going My Way" proved a best seller.

The company has released novelty songs performed by the Hoosier Hot Shots and other small combinations. Hill billy tunes with vocals by Judy Canova were acclaimed by a public hungry for melodies off-the-beaten track. Popular songs by leading screen and radio artists also received their share of attention.

Decca has been backing up record dealers with a consumer advertising campaign in leading national magazines. They have also distributed clever little bootlets for use as envelope stuffers or give-aways. A particularly effective booklet was the July issue, which listed outstanding Decca releases. The booklet serves as a handy reference for the customer, without going out of date. The company has also issued a pamphlet which gives an attractive, helpful and informative description of their Spanish language course.



Show albums featuring original casts receive major share of Decca promotional efforts.

Many top-notch screen and radio personalities record for Decca.



booth no. **25**

Duotone Needles

The Duotone Company, 799 Broadway, New York City, prides itself on "a remarkably low co-efficient of friction in its needles. They contend that "the double-bend design helps end scratch, makes records last longer," and that Duotone has been first in the field with "the finest, largest and most diversified line of phonograph needles and recording accessories."

The company has many plans for the merchandising and promoting of sales of their needles. A new, redesigned package for the "Star Sapphire" needle, and extensive dealer supports are in the offing.

Bea Wain (star of Mutual's "Starlight Serenade") and Stephen Nester (president of the Duotone Co.) listen appreciatively to one of the vocalist's top recordings.



ooth no. 26

Emerson Sets

Emerson Radio & Phonograph Corp., 111 Eighth Avenue, New York City, was known in the days before the war as the largest producer of small radios in the world. Specializing in table model radio and radio-phonograph combinations, the company distributed its products through exclusive agencies covering the various sections of the country.

In reconverting to peacetime production after having served the country in the manufacture of electronic products for war, Emerson hopes to maintain and further the status it had before Pearl Harbor, when its radios were being distributed through 20,000 franchised dealers.

One of the first post-war models manufactured by Emerson Radios.



booth no. 27

Farnsworth Radios

In order to meet the estimated consumer demand for radio-phonograph improvements, Farnsworth Television & Radio Corp. of Fort Wayne, Ind., has speeded production on its P-10 series changer. The P-10 record changer has a light weight tone arm (one ounce needle pressure) which is adaptable to any standard pickup cartridge. The turntable runs in heavy close fitting bearings with a ball thrust which insures minimum speed variation when the turntable carries a full load of records.

Pictured below is the Farnsworth model CK 75. Inset at left it shows changer.



Booth No. 28

Carl Fischer, Inc. Sheet Music

Since 1872 Carl Fischer, Inc., 62 Cooper Square, New York City, has served the music industry with the soundness of purpose and assurance that comes with experience. Its policy of encouraging the American composer has brought to its catalog not only the literature of the great masters of the past, but the best of contemporary works.

The company handles popular and standard sheet music, collections, methods, and studies of domestic and foreign publishers, as well as band and orchestra music, books and literature of all publishers. The famous "one-stop" jobbing service, it is claimed, enables the music dealer to fill all his needs in one order.

Carl Fischer's music display racks have proved to be effective sales boosters.



booth no. 29, 30

Fidelitone Needles

Permo, Inc., 6415 Ravenswood Ave., Chicago, has been in the business of manufacturing long-life phonograph needles since 1929. Trade names of their principal products—Fidelitone needles for home phonographs and Permo-Point for juke boxes—have become well known throughout the world.

Fidelitone needles are distributed principally through the "Big 3" of the record industry—Victor, Columbia and Decca. Permo-Point needles are distributed exclusively through the same channels. Both are supplied direct to phonograph manufacturers for use as initial equipment. Foreign distribution is handled through the International Division of RCA, located at Camden, N. J.

This product, known for its technical and engineering merit, is backed up by an outstanding promotional and advertising program—creating a demand for the product and profitable sales for the dealer.

Permo has prepared innumerable advertising programs and other dealer aids. Examples and brief explanations of a number of these are given on the pages which follow. These contain the Fidelitone Booths No. 31 and 32.

Several times during the past three years, Permo has offered to Fidelitone dealers high-grade record carrying bags bearing the Permo imprint. 5,000,000 bags have been distributed, at a cost of one-third more than dealers paid.



F. C. Steffens and E. J. Crowley examine the travelling window display which is made available to dealers for a limited period of time.



One of the display pieces, suitable for window or counter use, given to dealers by Permo. Inc. Several other well-constructed counter displays are also available to Fidelitone dealers.



Ads in magazines, and in symphony and musical programs make constant selective contact with music lovers.



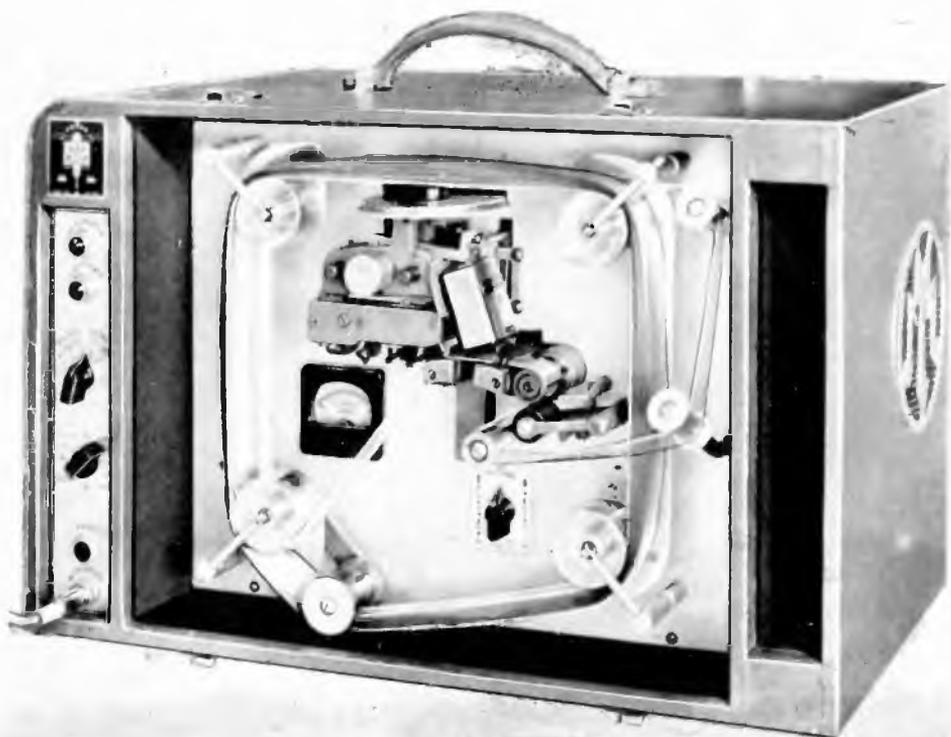
booth no. **33**

Fonda Recorders

The Fonda Recorder Division of Jefferson Travis Corp. will have the following models as the basis of its post-war line of recording equipment for industry and the home: The model AV-2 is a new sound recording instrument that records and plays back up to eight hours continuously, with supervision, on inexpensive cellophane tape. This is, according to company officials, an ideal reference recorder for airport control towers, radio broadcasting, and Army and Navy reference transcription.

The model HR-2 is a portable home recorder which provides high fidelity recordings on acetate tape at a low cost of operation. The unit provides up to two hours of continuous recording and is designed to record through a microphone or the tuning section of an existing radio. The model also permits home recording. Model R-1 is a rack model for radio broadcasting stations and commercial sound studios. This unit supplies up to one-half hour of high fidelity recording on acetate tape.

One of the new Fonda sound-on-wire recorders.



Freed-Eisemann Sets

The Freed-Eisemann Radio Corp., 200 Hudson Street, New York states that their radio-phonographs may be found in the homes of many music lovers who appreciate an instrument which is technically excellent and beautiful in furniture design. Among Freed-Eisemann owners are leading musicians, decorators and radio engineers.

The policy of the Freed-Eisemann company has always been to endeavor to substitute craftsmanship and artistry for mass production. This policy will be followed in post-war production. Dealers who will handle the new Freed-Eisemann will be chosen with utmost care. To them will be entrusted the Freed-Eisemann direct to dealer franchise.

A pre-war Freed-Eisemann model forms a handsome piece of period furniture.



booth no. 35

General-Electric Sets

Phonograph records, for more than half a century one of the leading sources of home entertainment, will take on a new and greater dimension of enjoyment as a result of a recent development by engineers in the Receiver Division, Electronics Department, General-Electric Company, Schenectady, N. Y.

Within the last several weeks these engineers have perfected an electronic reproducer which plays ordinary phonograph records with a brilliance and full quality of tone never before heard on a phonograph. Radar engineering for the armed forces aided in the development of a large screen television receiver. Designed solely for home use, the model has a 16 by 22 inch screen and several exclusive General Electric features.

General Electric's new television set, featuring a 16" x 22" screen.



booth no. **36**

Gem Needles

Introduced a few months ago, Gem needles have been praised by music lovers and musicians. The Phono-Rec Manufacturing Co., Inc., 311 West 52nd St., New York City, makers of Gem needles, believe that the scientifically balanced construction is responsible for performance with a minimum of distortion and vibration.

The merchandising program for Gem needles is highlighted by a novel container, at the bottom of which is a magnifying glass to enlarge the natural Sapphire point of the needle. This sales aid provides the potential customer with a magnified view of the product, stimulating interest—and, it is hoped—a sale.

Pictured below (lower right) are enlarged replicas of new Gem needle containers, which magnify the needle points.



booth no. 37

Guild Records Inc.

One of the interesting objectives of Guild Records, Inc., 665 5th Ave., N. Y., is "The Open Door Policy" toward unknown artists, to encourage newcomers, giving them a chance to be heard and their talents evaluated. Other objectives include such departments as "Artist's Development", whereby an artist will receive the benefits of the personal coaching by Jimmy Rich, Recording Director, and a "Radio and Theatre" department, through which radio and theatre appearances are arranged.

Guild Records is utilizing the mechanical and technical advances emerging from wartime experimentation and is employing in its record construction materials developed in recent months.

"The best in record production" is the slogan of Boni B. Fox, (right) President of Guild Records Inc.



booth no. 38

Hoffman Sets

Hoffman Radio Corporation, 3430 South Hill St., Los Angeles, is entrenched in the production of home radios and radio-phonographs, and is keeping a weather eye open for new developments in television.

Hoffman's post-war plant facilities will be 12 times what it used before the war, and the company intends to take full advantage of the newest developments in engineering and production equipment. These modern improvements cover all phases of engineering and production, from a fine cabinet plant with newly installed processing equipment to the mechanical and electronic developments accrued during the war.

A completely new line of radio-phonograph combinations, styled and designed with the "California touch", has been developed. This complete line will include popular portable and table radios along with table and console radio-phonograph combinations.

A dealer advertising and merchandising program will be available to dealers. In the immediate post-war period, Hoffman radios will be distributed to the 11 Western states, the Hawaiian Islands, Mexico, Central and South America and South Africa.

87

A leader in Hoffman's post-war line will be this custom-built radio-phonograph. Named the "Michel-Hughes," the set features home recording.



booth no. 39

Interstate Music Suppliers

The firm of Interstate Music Suppliers, 236 W. 55th St., N. Y., was organized three years ago because George H. Mendelssohn, president, and Horace G. Bloom, sales manager, believed that dealers would stock more of the good independently made records if they could get them from one central source. Success of the enterprise has more than justified their faith in that belief.

Interstate has become one of the largest distributors in the East for the smaller record companies. With the opening of their affiliated firm, Independent Music Supply in Chicago, they should be able to service the Mid-West as well.

Distributors of Asch, Bibletone, Bost, Cosmopolitan, Melodisc, Sunset, National, Rex, Signature, Sonart and Stinson Records Discophone phonograph; and Rocoton Needles; Redi-Racks; and a complete line of Albums, Needles, Racks, Recording Discs, Phonographs, Record Cases, Educational Toys and Children's Books.



Blues, hot jazz, boogie-woogie, cowboy, hillbilly, polkas, race, classic and foreign records. Featuring Meade Lux Lewis, Stuff Smith, Lead Belly, John Kirby, Woolly Guthrie, Mary Lou Williams, Art Tatum, Josh White, Kenneth Spencer, Burl Ives, James P. Johnson, Coleman Hawkins, Johnny Bothwell, Joe Turner, etc.



booth no. 40

Jensen Needles

Jensen Industries, located at 737 North Michigan Ave., Chicago 11, Ill., are concentrating on a far-reaching sales display program for their popular Concert Needles and the Royal Jewel Genuine Sapphire Needle. Attractive window displays, colorful packaging, and simple and direct advertising will be furnished Jensen dealers to aid in the needle promotion campaign. The Jensen Concert needle retails at \$1 and the Sapphire needle retails at \$2.50.

Peter L. Jensen is president of the company and Phil M. Spink is general manager in charge of sales.

Illustrated here are the colorful sales display of Jensen phonograph needles; the popular Concert needle, and the Royal Jewel Sapphire needle.



booth no. 41

Keynote Recordings

Eric Bernay, President of Keynote Recordings, 522 Fifth Ave., New York City, issues a straight-from-the-shoulder message to dealers:

"Six years ago Keynote Recordings was founded to produce records that would merit a place in every collector's library. We believed that a record is an ageless thing, and we decided to limit our efforts to recording only those melodies which we felt had a reason for permanency. That was our policy six years ago—and today, it still is.

"In the future, we will dedicate ourselves to continue the production of records in keeping with our general business philosophy—to record only those melodies which we feel warrant a place in history. We hope in this way to produce timeless, rather than timely, records."

Eric Bernay, president of Keynote, and the company slogan which summarizes the firm's guiding policy.



booth no. 42

Leeds Sheet Music

"From Boogie-Woogie to Shostakovich" describes the catalog of Leeds Music Corp., 1270 Sixth Ave., New York City. Originally specializing in boogie-woogie and other types of popular music, Leeds' most important expansion has been in the field of Russian music—in which it recently acquired the right to publish and distribute Soviet-Russian music in the Western Hemisphere. The Am-Rus edition includes the works of Shostakovich, Prokofieff, Khachaturian, Miaskovsky and other modern Soviet composers.

In the popular field, Leeds has attained success with its Original Manuscript Series, consisting of original dance arrangements of favorite songs recorded by such artists as Woody Herman, Jimmy Dorsey, Harry James and Count Basie. Recently the company established a new policy in the field of band music by commissioning outstanding composers to write compositions expressly for band.

Representative folios from the repertoire of Leeds Music Corp.



booth no. **43, 44**

Magnavox Sets

Culminating the company's 34 years of experience in radio, executives of the Magnavox Company, Ft. Wayne, Ind., say they will have ready for post-war distribution instruments which represent up-to-the-minute advances in engineering which are practicable and good. During the war, Magnavox produced electronic battle equipment for the Armed Forces. Despite that fact, they were able to supply fighting men around the world with radio-phonographs for their listening pleasure.

When no merchandise was available for civilian distribution, Magnavox was building consumer demand by advertising in leading consumer publications. Merchandising programs, designed to help the dealer keep consumer contact alive, were put into effect. Portfolios of art prints reproduced from the Magnavox collection were offered the public through dealers. Sigmund Spaeth, eminent musical authority and writer, prepared a booklet for distribution through dealers. These expenditures, company officials believe, have built up a bank of public acceptance which should be easily converted into sales.

Magnavox stresses simplicity in this modern cabinet design.



One of a series of prints offered to the public through dealers.



Technical improvements made during the war, proven in radio-phonographs for the services, will now be available in civilian sets.



booth no. 45

Majestic Sets

Majestic's post-war product design will reflect the vigorous and exact merchandising knowledge of its executive staff—knowledge which will be constantly implemented with first-hand public product reaction in retail establishments throughout the country.

The company's nation-wide distributor organization is composed of hard-hitting independent business men who have been chosen on the basis of experience, reputation and financial stability. Every Majestic radio and record distributor has a background of sound merchandising experience and is a recognized leader in his territory.

J. J. Walker, president of Majestic Records, and E. A. Tracey, Majestic Radio president.



booth no. 46

Majestic Records

The name "Majestic" on both radios and records should prove to be a powerful sales incentive—one product supplementing the sale of the other. Under the capable leadership of James J. Walker and Ben Selvin, the company has become an important factor in the record industry during the short space of a year.

Production to date has been limited to popular tunes, but the company plans to add classical, semi-classical, race and hill-billy recordings to the label. Also scheduled for post-war release are album collections.

Murray Gruhn, Colen Gruhn Co., discusses records with Louis Prima.



booth no. 47

Meritone Needles

"Meritone"—new trade name for an established, time-tested phonograph needle—is being distributed nationally by International Merit Products Corp., 251 West 54th Street, New York 19, N. Y. Made of high-grade steel and turned on precision machines, they are endowed with high polish. They play 12 or more records with fidelity, eliminating surface noise, chatter and scratching, it is claimed.

Meritone needles will be supported by an intensive consumer campaign. Folders, displays and other point-of-sale aids will be available to dealers.

This is the Meritone trademark widely publicized for product identification.



John Meck Sets

In an effort to be of help to radio distributors, jobbers and retailers, John Meck Industries, Inc., of Plymouth, Ind., will check total national radio sales through professional research organizations. Results of the surveys will be made available to the trade.

The poll will be conducted to find out variations in geographical sales, total dollar volume, and types of sets selling nationally and in specific areas. 500 dealers will be checked each month in an effort to determine whether sales trends were up or down in varying model price ranges. Mr. Meck, president of the firm, declared that he felt "the information should be extremely valuable in assisting dealers to watch sales trends, and act as a guide to factory production."

New models manufactured by John Meck Industries, Inc., include a 4 tube AC-DC table model and a 7 tube AM-PM radio-phonograph combination.



booth no. **49**

Melody Record Supply

One of the major distributors located in New York is the Melody Record Supply, Inc., 314 West 52nd Street, New York City. The company has a complete stock of saleable and profitable merchandise, and distributes Gem, Recoton, Fidelitone, Kacti, Walco, Acton, Brilliantone and other popular brands of phonograph needles.

Always in stock are such items as record albums, carrying cases, record cabinets and racks, children's records, Bibletone records, Hot Jazz records, hand-wound and electric portable phonographs.

Modern fixtures and an attractive layout highlight the Melody Shop interior.



Meissner Sets

Before January 1, 1946, the Meissner plant at Mt. Carmel, Ill., will have in production the new electronic radio-phonograph combinations which they have been advertising for the past two years. Distribution of the combination will be through exclusive dealers on a franchise basis.

Featured in the post-war Meissner radio-phonograph will be near-perfect reproduction of recorded music, radio reception covering regular broadcast, FM, and super short wave. The instrument will be housed in a cabinet of fine wood and workmanship, in a variety of authentic period designs and several modern designs. Recent purchase of all Meissner stock of Maguire Industries, Inc., does not change the operating policies or the key factory and sales staffs, it was announced by Russell Maguire, president of Maguire Industries, Inc.

*Men who developed Meissner electronic combination model.
Left to right: E. J. Stanmyre, James T. Watson and G. V. Rockey.*



booth no. 51

Motorola Sets

The war activities of the Galvin Manufacturing Corp., Chicago 51, Ill., makers of Motorola Radios, consisted of wide expansion in their own field—the communications or radio field. Because of this expansion in their own line, Galvin officials state that a minimum of conversion is required in the changeover to consumer radio production. Galvin radio engineers during the war were engaged exclusively in the designing of radio communications for the armed forces in large quantities. Among the products developed are the "Handie-Talkie," the improved FM "Walkie Talkie" and the Calvery Guidon set.

The new post-war models of Motorola radios will incorporate the improvements resulting from the company's expanded war research activities. According to company officials the sets will range in models from the small "Playboy" portables to a console radio-phonograph combination, with an automatic record changer. Both FM and AM will be featured.

Included in the Galvin list of post-war products will be television, home radios, car radios, phonographs, radar, FM police radios and military radios.

The Galvin line ranges from small portables to combination sets. Pictured below is the console radio.



Booth no. 52

Music Distributing Co.

No formal introduction is needed in order to receive prompt and courteous service from any member of the Music Distributing Co., 1408 W. 9th St., Cleveland, O. Nevertheless, you might like to meet the staff, which comprises the smiling group shown below in front of the company's Cleveland showroom.

(Left to right)

John Lawson, Rose Cohen, Bess Saltzman, Calvin Goldman, Wanda Gorecki, Paul Reiner (owner), Bill Simon, Bert Harman, Lill Reiner, John Butkiewicz, Ted Lee.



a catalog for
every market

booth no. **53, 54**

Musicraft Records

- ★ Classical
- ★ Popular
- ★ Semi-Classical
- ★ Hot Jazz
- ★ Standards
- ★ Children
- ★ Boogie Woogie
- ★ Waltz
- ★ Rhumba
- ★ Hillbilly
- ★ Polka
- ★ Race
- ★ Folk
- ★ Hot Fiddle
- ★ Novelty

MUSICRAFT

Philo Brito ★ Carl Sandburg ★ Joan Brooks
Lee Castle ★ Carl Weinrich ★ Harry Gibson
Johnny Richards ★ Herman Chittison ★ Dean Hudson
Kurt Applebaum ★ Buddy Franklin ★ Jose Morand
Ralph Kirkpatrick ★ Paul Lavalle ★ Frank Novak
Esmerelda ★ Leadbelly ★ Jose Bethancourt
Marion Mann ★ Al Duffy ★ William Hain
Red River Dave ★ David Ross ★ Sidor Belarsky
Jeronimo Villarino ★ Josh White ★ Milton Cross

1945

1944

1943

1942

1941

1940

1939

1938

1937

1936

*From the Coffee Cantata of Bach to
Teddy Wilson's Bugle Call Rag, Musi-
craft has rounded out it's first decade
by establishing an unparalleled repu-
tation for long lasting values. To-day's
catalog is the foundation for tomorrow's
growth. Tomorrow will see more great
works, more great artists and more great
records of enduring quality.*

MUSICRAFT CORPORATION

40 WEST 46th STREET

NEW YORK 19, N. Y.

booth no. **55**

Peerless Albums

Started over 26 years ago, the Peerless Album Company, 352 Fourth Ave., New York City, has contributed many new ideas to the manufacture of record albums. Peerless has introduced the handy carrying case, classification labels and the "Protecto-Flap" album.

For post-war manufacture and distribution, the company declares it has a number of revolutionary changes that it will incorporate in its albums and racks. Leading distributors throughout the country will keep dealers supplied with their record album needs.

The Peerless "Protecto-Flap", an innovation in album manufacture. The company contends that this feature in the album serves a dual purpose—it will protect, as well as file, valued records.



Booth no. 56

Phonola Portable Phonographs

Before the war, the Waters-Conley Co. of Rochester, Minn., was known as an outstanding manufacturer of portable phonographs—the Phonola line. During the four years when U. S. economy was geared to war, the company's facilities were converted to making communications devices and specially-designed phonographs for the Armed Forces.

Under the direction of sound and electric engineers, new models of Phonola portables are being prepared for the post-war market. Glen M. Waters, President of the company, Harold M. Souders, General Manager, and D. S. Spector and D. L. Torchin, Sales Managers, will help bring the listening public an even finer instrument than it knew before the war.

Two models combining utility and beauty which were manufactured before the war.



booth no. **57, 58**

Pfanstiehl Needles

Quality of reproduction and length of service are the two features that determine the value of a phonograph needle. In solving the "quality and long-life" problem, the Pfanstiehl Chemical Co., Illinois, has as its answer the metal, Osmium.

Osmium, an element, is more costly than platinum, and is the densest metal known to science. While it is mined alluvially in a small way in some sections of Russia and New Zealand, it is principally a by-product of the South African gold mines, and South Africa is the main source of supply. Because of its extreme density, Osmium is heavier than gold. When the gold at the mines is cast into ingots a space is provided in the bottom of the mold through which the Osmium escapes by virtue of its weight, carrying with it iridium, platinum and other precious metals for which it has an affinity. This by-product is known as osmiridium. Osmium is not soluble and can only be clarified through a process of elimination by dissolving all the other precious metals until nothing but osmium is left.

This metal is neither hard nor soft but because of its density can withstand more wear and abuse than any other metal known to science. It may be said in a sense that osmium has the atomic resistance of rubber. That is why it has long been used by the world's leading fountain pen makers in producing the tip of expensive pens. In fact, a great percentage of the quality pens are actually made with Pfanstiehl osmium alloys and welded by exclusive processes, designed, patented and manufactured by Pfanstiehl.

Pfanstiehl needle tips are made by a new science of powder metallurgy and it is practically impossible to press a Pfanstiehl point and develop air bubbles in the metal. Pfanstiehl osmium tips take an extremely high polish. All needles are honed and polished under a shadowgraph that

enlarges the needle 450 times so that it can be built to tolerances exact to within 1/10000 of an inch and to within 1/20 of the thinness of a human hair of absolute smoothness. That is why a Pfanstiehl needle glides over the record as gently and smoothly as a most expensive fountain pen glides over thinnest paper. It is not unusual to hear of Pfanstiehl needles that have given thousands and thousands of plays in excess of all expectations. That's because the needle doesn't scratch the record and

the record doesn't roughen the osmium tip.

Since the beginning of the war it has not been possible to obtain sufficient osmium to manufacture all the Pfanstiehl needles demanded by the public. There have been times when this demand has far exceeded the supply. Now, with the possibility of an increased supply of osmium for industrial purposes, the Pfanstiehl Chemical Company is planning increased production to take care of all requirements.

Skilled workers at the Pfanstiehl Chemical Co. (below) examine needles for any flaws. Imperfect needles are discarded quickly.



booth no. **59, 60**

A cross-section of the factory operations in Pfanstiehl plant (below) illustrates the intricacies of the needle making operations. The work may be compared to that of a watchmaker in the degree of the skill required. The needles have a tolerance exact to within 1/1000 of an inch, accomplished by means of a shadowgraph which greatly enlarges the needle.





Pfanstiehl employees (above) work with the metal Osmium, a costly metal with an extremely high density. It is the Osmium tip of the needle, according to company officials, which is responsible for clarity of tone in reproduction. Its atomic resistance gives it the ability to hug the record grooves, thus reducing surface noise and scratching.

booth no. 61, 62

Philco Sets

With special ground-breaking ceremonies, John Ballantyne, president of Philco Corporation, recently officially marked the beginning of work on an ultra-modern Philco plant in Philadelphia, which will feature the longest continuous radio production lines in the world.

"The new plant will contain 300,000 square feet of floor space, will cost upwards of a million dollars, and will provide eight parallel conveyor lines for high-speed manufacture of console radios and radio-phonographs," Mr. Ballantyne stated.

It will cover the entire block from Westmoreland to Ontario at C Street and will adjoin the main Philco plants in Philadelphia.

"Philco engineers have designed many new features for this plant, which will include three floors and a mezzanine," Mr. Ballantyne pointed out. "All materials will flow into special receiving and inspection areas on the first floor. Production starts on mechanically conveyORIZED moving assembly lines at the north end of the building on the third floor. Completed chassis will be assembled with cabinets and such parts as record-changers on moving lines which extend for about 500 feet along the second floor. Finished consoles and radio-phonographs will be loaded on freight cars at a siding beside the north end of the second floor."

A novel U-shaped pattern for the flow of production through the top two floors of the new plant will make possible continuous movement of materials through the various assembly operations. Testing and inspection will be streamlined, with such features as a central "cage" for piping test signals of various frequencies, AM and FM, to positions along the production lines.

Assisting Mr. Ballantyne in the ground-breaking ceremony were William Balderston, vice president in charge of operations, and Joseph H. Gillies, vice president in charge of radio production for Philco.



During the past 12 years 17,500,000 sets bearing the Philco label were sold to American families. In the wide range of radios and radio-phonographs manufactured by the company can be found the above handsome console model.

- Philco distributors are ready to serve dealers in every section of the country with their seasoned experience in the appliance field and their intimate knowledge of Philco merchandising.*

booth no. 65, 66

Designed to display many different 10 or 12" children's illustrated story albums or showpieces, the "Music House" is a permanent fixture with a multitude of promotional possibilities in any record department or store. The bright-colored illustrations of favorite nursery rhymes and stories attract the attention of both parents and children and the pictures on the covers of the sets themselves supplement the appeal of the "Music House." By means of the display the customers get a close view of the sets.

The new Victor "Music House" (below) displays, sells, and stocks records





(Above) Victor's new window display which will be a dealer's "problem solver".

Victor's triangle holder (below) permits maximum display of Popular and Red Seal sets.



booth no. **65, 66**

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Victor's triangle holder (below) permits maximum display of Popular and Red Seal sets.



booth no. 67, 68

RCA Victor Home Sets

The RCA Home Instruments Division, manufacturers of Victrola radio-phonographs and radio and television receivers, is now actively engaged in production for consumer use. Included in the new line will be console and table model radios and phonographs in many different finishes, styles and prices.

One of the pioneers in electronic engineering, RCA-Victor first introduced the Personal Radio shortly before World War II. During the war, advances were made in the development of miniature tubes, compact designing and construction to withstand heavy usage. Result: creation of RCA-Victor's new Pocket Personal radios. These too will be available soon, as will portable phonographs and radios.

A table model Victrola one-third smaller than the smallest RCA-Victor pre-war combination (with advanced design incorporating features of console models), a set which will provide more selectivity for rural areas, an AC-DC two-band table model with 12,000 mile pick-up, and models that are distinguished in taste and design will also be available in the post-war line.

Television receivers are expected to become available some time in 1946, in both direct viewing and large-screen projection models.



RCA-Victor television consoles and table sets of both direct viewing and large-screen projection types will be restyled from the laboratory demonstration models above. The DeLuxe automatic Victrola combination set below is one of many sets that will be available shortly.



booth no. **69**

Recoton Needles, Discs

The Recoton Corp., 212 5th Ave., N. Y., is widely-known as the manufacturer of Recoton playing and cutting needles and recording discs. Promotion plans of the company call for an extensive consumer advertising campaign to promote their products to the general public. Both of their recently introduced needles—"Supra" and "Primus"—are packaged in transparent plastic containers which will go into colorful boxes for ready display on counters, and provide an attractive point-of-sale dealer help.

An artist's conception of Recoton's new needle packages.



booth no. 70

Stewart-Warner Sets

Officials of the Stewart-Warner Corp. announce that, as a result of war-accelerated research and the company's 21 years of experience in the field, the new models will be a great improvement on the pre-war sets.

The trend toward smartly styled radio-phonograph cabinets is exemplified in the new models of the Stewart Warner Corp., 1826 Diversey Pkway, Chicago, Ill. The console sets, fashioned by leading cabinet designers, range in style from modern to faithful period reproductions.

The new Stewart-Warner radios will contain features that have been advertised so tantalizingly during the war years. The sets will feature Frequency Modulation, which is clear and undistorted by static. Large screen television will be contained in the Stewart Warner models and the pictures, according to the company, will be clear and sharp.

One of the new Stewart-Warner console models. New cabinet types carrying AM, FM and large-screen television are expected to become available.



booth no. 71, 72

Sonora Sets, Albums

Engaged in the manufacture of phonographs since 1914, Sonora has enlarged its production through the years to include radios, radio-phonograph combinations and recently, records in album form. First of the radio manufacturers to enter the record field, Sonora's goal is to produce 20 million records annually.

The company plans to continue its emphasis on "clear as a bell" tone reproduction in advertisements placed in leading national consumer magazines. Officials of the firm state that "Every prudent step will be taken to insure high quality products in line with the desires of the American public."

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*Joseph Gerl,
President of
Sonora Radio
& Television
Corporation.*





A huge turn-out of outstanding dealers marked the Graybar-Sonora radio dealers' conference at the Hotel Detroit Leland in June, 1945. Seated at the speakers' table are (left to right) Ed Harris, J. R. Middleton, Joseph Gerl, Monte Randall, V. K. Stalford, A. R. Maynard, E. A. McGrath, W. F. Moor.

booth no. 73

Signature Records

With a record of successful preliminary pressings in the background, Signature Records, 601 West 26th St., New York City, has acquired a new pressing plant. A group of new artists slated for future popularity have been chosen for exclusive presentation by the company. An "American Jazz" series and a number of interesting albums are planned.

Matching up the manufacturing capacity of its new plant with President Bob Thiele's flair for picking the tunes and talent the public wants, the company's slogan may be "Quantity Production of Quality Records."

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Bob Thiele, president of Signature Records. As master of ceremonies of a radio program on station W H X, Mr. Thiele has gained attention for his ability to anticipate the public's desires in popular music.



ooth no. 74

Stromberg Carlson

The Stromberg-Carlson Company, Rochester, N. Y., distinguished itself during the war by turning out precision communications equipment for use at the battle-fronts. The company's contribution to victory can be measured by \$120,000,000 worth of equipment in the four war years, an Army-Navy "E" flag with four white stars and the best production record in its half-century history.

Today Stromberg-Carlson is ready to provide American homes with the radio receivers, FM and television sets. The company's marketing and export officials intend to insure that the products are backed up by an extensive program of advertising and sales promotion. An enterprising distributor organization and an army of dealers in the top drawer of the nation's markets will take up the job from that point on.

The illustration (below) shows the post-war Stromberg console model.



booth no. **75**

Sterling Records

Sterling Records, Inc., 9 West 46 Street, New York City, is a new company which records, manufactures and merchandises jazz concert, race and spiritual records and albums. With offices in both Hollywood and New York and a manufacturing plant in the East, the company hopes to produce 5,000,000 records in its first year of operation.

While the combination is a fairly new one, the company brings together as president, vice-president and recording director respectively, three men who are veterans to the record field. Al Middleman, president, is known to many as the creator of the Hit label. Ben Siegel, vice-president, has been connected with several West Coast recording plants. Art Rupe, recording director, issued several record-breaking releases when he was president of his own firm, Juke Box Records.

Art Rupe brings to his position of Recording Director of Sterling Records, Inc. experience in the record and motion picture fields.



Tunnis "One-Spot" Publishers

The Tunnis "One-Spot" Publishers, Oak Park, Ill. manufacture a filing, finding and selling system which has been helping dealers do a better and more profitable job for the past six years. A great many leading record departments have accepted the "One-Spot" system as standard equipment, it is claimed. The company offers to send information and a free trial to any dealer not familiar with the "One-Spot" speed system.

The Tunnis "One Spot" speed system in use.



booth no. **77**

United Album Co. Record Albums

The United Album Co., Inc. (also known as the United Loose Leaf Co.) at 233 Spring Street, New York City, has been engaged in the manufacture of albums for the recording companies and consumers since 1939. They have manufactured attractive and marketable albums for Columbia, Victor, Decca, Capitol and other leading companies . . . providing colorful "packages" for some of the biggest hits of the past few years.

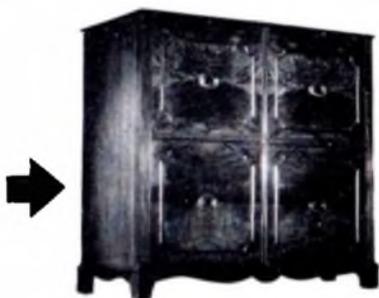
The company also manufactures a complete line of storage albums for the consumer trade—attractive simulated leather books to help turn a record collection into a record library. With the opening of another manufacturing plant in Ohio, the company should be able to fill dealers' needs in short order.

Panoramic view of successful decorative albums the United Album Co. has manufactured for leading record companies.



Demonstrate all your records on a Stromberg-Carlson radio-phonograph combination.

Records sound so much better that customers buy them in large numbers. Find their old players don't match up to Stromberg-Carlson standards of reproduction. So they buy Stromberg-Carlsons. Become more enthusiastic than ever over their



records. Buy more records than ever before!

Truly a vicious circle. Are you at its center, making money 2 ways? You can be so easily — just by arranging to stock the new Stromberg-Carlson line as soon as it is released.

A VICIOUS CIRCLE...

*And how to
become its
profitable
center!*

*(just as soon
as business
opens up)*

STROMBERG-CARLSON

ROCHESTER 3, NEW YORK
RADIOS, RADIO-PHONOGRAPH, AND TELEVISION

**in perspective
and
in prospect**



TOMORROW'S ARTISTS TODAY!

Johnny
BOTHWELL

once heard, will always be remembered for his individual interpretations of popular melodies.

Bill
STEGMAYER

his clarinet, and his arrangements will be a top 8-man combination in anybody's book!



The advent of SIGNATURE in the popular record field ushers in a new standard of leadership . . . inspired by a unique insight into the public taste . . . and backed by a new, modern and capacious plant geared to the quantity production of quality records. The demonstrated ability to pick tomorrow's musical winners . . . today . . . is just as important as the capacity to turn out the records. Together, they give you SIGNATURE . . . The Record Of Tomorrow . . . Today!

Bob Thiele
PRESIDENT

SIGN

SIGNATURE RECO

**Monica
E W I S**

as taken a front spot
n the radio . . . and
er records will be just
s tremendous.

**Yank
LAWSON**

and his trumpet are an-
other bet to be among
the name bands when
tomorrow's polls are
taken.

**Joe "Flip"
PHILLIPS**

is setting the pace in
small jazz combinations
with his distinctively
different style.



NATURE
Records

RDING CORP. • NEW YORK

COMPANION FEATURE

**AMERICAN
JAZZ**

SERIES • Featuring
COLEMAN HAWKINS
EDDIE HEYWOOD
SHORTY SHEROK
BARNEY BIGARD
DICKEY WELLS





ON RECORDS... as on *Silver*

Sterling

always means

A GOOD PLATTER!

132 The STERLING label is your assurance of a top flight Concert Jazz or Race record — each release carefully selected, superbly recorded and perfectly pressed (in our own new ultra-modern plant). Back of the label is an experienced organization headed by AL MIDDLEMAN (creator of the sensational HIT Record) and BEN SIDGEL and ART ROPE, whose achievements in the record field are well known. STERLING RECORDS will be released every three weeks — *on schedule* and **WILL BE SHIPPED** — *on schedule*. Depend on the mark of STERLING for quality and performance.

DISTRIBUTORS IN ALL MAJOR CENTERS

STERLING RECORDS, INC.

7 WEST 46th ST., NEW YORK 19, N. Y.

Plant: LOS ANGELES

YOUR NAME should be on our mailing list to get our regular release sheets. Send it in right now!

a convention-in- print message from the n. a. m. m.

The president of the National Association of Music Merchants brings to the dealers a "war and peace year" greeting and a report on plans for the days to come.

By E. R. McDUFF

THE National Association of Music Merchants has taken a number of important steps during the past twelve months. The reorganization program inaugurated following the 1944 trade show and convention was climaxed at the 1945 summer meeting of the Board of Control with the approval of a new constitution and by-laws and the adoption of a twelve-point program for the coming year.

During the past year NAMM has:
Opened national headquarters at Chicago in the heart of the music industry.

Employed a staff of competent people trained in organization technique.

Modernized its constitution and by-laws.

Adopted a budget commensurate with the importance of the music industry and created the machinery to finance the program.

Initiated a number of new services for the benefit of the industry.

Given the industry effective representation at Washington.

Held a series of regional meetings, taking the organization to the membership.

Adopted a program and created the committee structure necessary to carry it out.

Enlisted all branches of the music industry in a campaign to "merchandise music."

Of particular interest to readers of RECORD RETAILING is the leadership NAMM gave during Music Week and the campaign it initiated at that time to "give records as gifts."

The music merchants of America are conscious of the bright future of the record business. Records have been one of our principal "bread and butter"

items during the war. They have unlimited profit possibilities for the future. Our staff is devoting a great deal of time to securing public acceptance of the idea of giving records as gifts on all gift-giving occasions. We believe we can duplicate the success of the greeting card, candy and flower industries.

The association's executive committee has authorized consultation with a well known advertising agency and shortly we expect to have a merchandising plan we hope the manufacturers of records will support. The day is not far off when supplies of records will exceed demand. We believe we can create new markets that will absorb the several hundred million records the industry is planning to produce annually.

For the first time in a number of years we have a united front in the music industry. This broadened interest in NAMM comes through the realization that music has made an important contribution to the winning of the war; the armed forces both at home and overseas have used music to sustain morale, and everywhere more people are in attendance at or participating in musical activities—all of which points to a greater postwar sales potential. It is universally accepted that a strong central organization is needed to help translate this potential into actual sales.

We are proud that our industry was selected as the guinea pig for postwar reconversion. The piano was the first item of durable consumer goods permitted to resume production. The piano was the first product repriced by OPA with fixed dollar-and-cent ceilings. We believe we should be "first." We want to take the piano out from control of OPA price fixing. We think we can demonstrate that free play of the enterprise system will stimulate production and reduce prices.

When we of NAMM speak of the music industry, we mean music in all of its branches—pianos, organs, band and orchestra instruments, sheet music, musical supplies of all types, radios, phonographs, phonograph records, television—to name

the most obvious. That leaders in all branches of the industry share our point of view is evidenced by their generous financial support of and interest in our program.

At the Music Industries dinner held in connection with the summer meeting of NAMM's Board of Control, every major trade association allied with the music industry was represented. Among those who were present and spoke were: Chauncey B. Bond, President of National Piano Manufacturers Association; Paul Galvin, representing the Radio Manufacturers Association; Fred A. Holtz, President of National Association of Band Instrument Manufacturers; Jay Kraus, President of National Association of Musical Merchandise Manufacturers; Max Scherl, President of National Association of Musical Merchandise Wholesalers; Alfred Utterberg, Past President of American Society of Piano Tuner-Technicians; L. A. Crowell, President of Wire Recorder Development Co.; Frank Freimann, Executive Vice-President of Magnavox; I. C. Hunter, Manager of Caphart Sales Division; Standish W. Donogh, Regional Manager of RCA Victor Division; W. Hayes Clarke, Sales Manager, Musaphonic Sales, General Electric Company; J. V. Sill, Vice-President of W. W. Kimball Company, and W. H. Hetznecker, Sales Manager of Hammond Instrument Company, also spoke.

Here is the comprehensive program we have adopted:

1—Adequate representation at Washington to advocate manufacturers' price increases necessary to stimulate production with adequate cost-of-doing business margins at the retail level; elimination of all wartime controls as soon as consistent with the war effort; revision of wartime tax laws including elimination of musical instrument excise tax; flexibility in Regulation "W" in order to expand credit sales when necessary.

2—Seek the elimination of trade practices which in the past have been sources of irritation through more teamwork be-

New impetus was given National Music Week this year as the revitalized N.A.M.M. launched the first of a series of sales building campaigns emphasizing the importance of discs in the music store.



tween retailers, and by better supplier-dealer relations.

3—School cooperation—Better cooperation at the local level to improve school music programs; exploration of new programs and expansion of old activities at the state and national level.

4—Merchandising aids for retailers—Expansion of bulletin service with more emphasis on merchandising ideas; seasonal merchandising and advertising helps for dealers; consultation service on individual problems.

5—Sales Training—Stress importance of proper selection and training of sales personnel at regional meetings; urge trade press to emphasize sales training—help them secure proper material; hold sales training conference to study possibility of preparing manual on selling musical instruments.

6—Store Service—Continue regional meetings and trade press emphasis as in the case of selling; keep members informed on training facilities and material; publicize postwar employment

in music store service departments as a means of employing radar techniques developed in the armed forces; continue cooperation with piano manufacturers in securing piano tuner trainees.

7—Store Modernization—Develop source of information for interested retailers; urge commercial concerns to study modernization requirements of music stores; study "occupancy costs" experience of the trade for the benefit of those leasing new quarters or expanding in present locations.

8—Community Music—Attempt to sell music as a civic asset (a postwar "natural" for chambers of commerce, junior chambers of commerce, and other similar groups); encourage organization of community music planning committees; better music merchant participation in Music Week programs; stimulate reactivation of Legion, VFW, and other service organizations' bands and drum corps; promote music as a leisure time activity by municipal recreation departments and adult education activities.

9—Public Relations—Through every means possible encourage the use of and personal participation in musical activities; seek the use of music instruments and music symbolism in magazines of national circulation; newspaper and magazine publicity for and about music and the industry; cooperate with other organizations and agencies as a means of expanding the public's interest in and use of music.

10—Church Music—Seek cooperation of religious leaders in the development of a program; find out where music is being effectively employed—get examples of unusual church music activity—make this information available to music merchants and interested religious leaders.

11—Music in Industry—Seek cooperation of personnel manager's associations in advocating industrial music—particularly music participation as a means of improving employee-employer relations; seek other means of expanding the use of music by industrial workers and other employed groups.

12—Trade Show and Convention—Develop a convention program designed to help the retailer merchandise music; merchandise the trade show as the marketplace for the music industry; within limitations of transportation carry out the regional meeting program for the remainder of this year.

This comprehensive program will become possible through the streamlining of our constitution and by-laws, permitting us to take our place alongside of the other great national retail associations with which we are associated as members of the Central Council of National Retail Associations. In reporting on the by-laws at the Music Industries Dinner, Mr. L. C. LaMair, chairman of the special committee appointed to recommend changes, emphasized these points:

"The committee was instructed to accomplish two principal objectives: (A) Modernize the by-laws so that the Association can conveniently and economically conduct its business and serve the needs of its members to the maximum extent. (B) Establish true democratic policies in

the administration of the Association by placing its control in a group of officers and directors elected at regular intervals by the total membership."

The revised by-laws, as unanimously recommended by the committee, were unanimously approved and adopted by the Board of Control and by the Advisory Board in session in Chicago on July 9, 1945.

There are four principal changes in the new by-laws as adopted:

(A) Classes of membership are established: Active, Associate, Commercial, Guest and Honorary.

(B) Active and commercial membership in the association will be on a company or firm basis in lieu of individual membership as at present. Other memberships will be on an individual basis.

(C) Schedule of Dues—The enlarged program of activities upon which the Association has embarked will require a minimum budget of \$35,000 to \$50,000. The schedule of dues as established in the new By-laws will produce the proportion of the Association's revenue which should fairly be contributed by the membership.

(D) Governing Body—The new by-laws provide for twenty-four directors to be elected at the next annual meeting of members. Eight of the directors will be elected for a two-year term and eight will be elected for a one-year term. As the term of each director expires, new directors will be elected for terms of three years. This method of staggering the terms of directors will assure regular infusion of new members to the Board while a portion of the Board will comprise experienced directors. A director may not be re-elected until he has been retired from the Board for at least one year. The directors will elect the officers.

While we do have a workable set of by-laws and we have a challenging program, the real strength of NAMM is in the character of its membership and the quality of leadership of those associated with me while on the governing board.

popular music and the post-war world

One of the country's leading jazz critics takes a look at the popular music trends, traces the reasons behind them, expertly outlines the future.

By CHARLES EDWARD SMITH

This post-war world, as was that of World War I, is an era of prophecy. Most of it is guessing and some of it will be good guess-work but the latter must not be based on former post-war periods. There are several obvious reasons, some of which apply to the year to come in general; some of which apply particularly to popular music.

Let's take the first first. When the boys came home from Verdun and other battle spots of the first World War there was, for a time, an understandable spirit of hilarity. Music was ra-te-ta and so, for that matter, was life. I recall a critic who interviewed me this spring asking me if I agreed that very jazzy—as they said then—or hot, as we say now, music didn't get a special play during wartime. I disagreed. I disagreed even more heartily after looking over back issues of *Variety*, *Billboard*, *Metronome*, etc. I found, rather, that the jazz trend showed a progressive upsweep beginning from about 1910 onwards, inter-

rupted only by depressions which, of course, put us all in the doghouse.

It was the first post-war depression that gave the first solar-plexus blow to the record business and popular music in general. Recovery came more slowly for the record business during the 20's because Uncle Sam's children had just found a new toy, the radio. (This, of course, hit sheet music even harder, the life expectancy of a real hit being cut from a year to three months.) In those days, despite some rather impressive sales, there was much moaning and groaning in the record industry, radio being the scapegoat.

We know better now. It's true that songwriters must face new facts of life, see many of their babies born one month and expire a few months later. But nowadays they get, at least, a three-way parley—a flourishing record industry with clerks in most stores as busy as ever, radio shots and a sheet-music trade that is far from dormant. And of course



Harry James is only one of the famous Benny Goodman alumni who established bands of their own.

the songs used in shows and movies have an even better chance of survival, all things being equal. Every major recording company packages the Broadway shows and the Hollywood movies in albums that, quite apart from the talent enclosed, have the same appeal for the public as those sets of prettily bound books that were the vogue when you and I were very young.

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The other important distinction from this post-war world and the previous one is the awareness on the part of a majority of the people, veterans and civilians alike, that to win the peace has an importance far greater than we realized back there when President Wilson made his futile trip to Versailles. You'll find this reflected in music. Sinatra's plugging of *The House We Live In*, Earl Robinson's story of our home, America, is a case in point. A while back one heard it sung occasionally by Josh White, or by groups at benefit parties for United Nations causes. There

was one major recording of it. But the song did not catch on then and does now. This doesn't mean we're all going to have furrowed brows about reconversion. But it's one indication of the fact that this post-war world is not like the last. Not only in material but in musical presentation and in personnel there'll be some changes made.

In the newspapers and over the radio one constantly hears talk of reconversion, the deployment of millions of men from the armed forces, and so on. And each professional or industrial group has its own special problems. In the record industry popular music will be particularly affected. In the concert field the venerable New York Philharmonic Symphony Orchestra and even younger groups are pretty much established institutions. They are by no means static, but by comparison popular music groups and singers are as frenetic as Betty Hutton at her maddest.

There are well established bands in

jazz that have survived for years—the Goodman Orchestra, Dorsey's (both of them), Duke Ellington's and a score more. Within these bands personnel changes that took place during the war because of the draft may soon be a thing of the past, except with leaders who never quite get what they want. In an interview with the late Glenn Miller some years ago he remarked that for years he'd wanted to have top rhythm and felt that at last he was achieving it. A bit later came the war and the Glenn Miller Orchestra was broken up. Even if Glenn had not entered the army it would have been disrupted for its membership was exceptionally young, on the average. Woody Herman, whose new records on Columbia have made an excellent impression on name band connoisseurs, said that he couldn't possibly rehire all the men who'd left him because of the draft—the turnover had been such that he'd wind up with something like a 50- to 100-piece band, and it would be hard to make *Apple Honey* with that set-up.

But it's not merely the war that has made its inroads in big band personnel. Modern jazz, even in the most innane name band, allows the sideman special opportunities to develop a following of his own. If this was true when Bing left Whiteman think how much more true it has been in recent years, both of performers and singers. Cootie Williams, for years with Duke Ellington, now has his own band, records for Capitol. Gene Krupa, Teddy Wilson, Harry James, are three Goodman alumni with bands of their own. (As of this writing Teddy is back with Goodman to play in the small units of the orchestra, not of necessity, however.) These are a few typical examples. Amongst vocalists who've gone out for solo work, e.g., T. Dorsey lost Connie Haines and Sinatra, Harry James lost Helen Forrest.

Of course, the shifting about of personnel is commonplace. Harry James let Frank Sinatra go to Tommy Dorsey because at that time it seemed a better break for Sinatra. (Hard to believe now

what with ex-circus prodigee trumpeter James heading one of the very top bands of the land.) Vocalists and sidemen are constantly shifting about. The public didn't used to take much notice of the latter but they've wised up in recent years and this—not merely musicianship per se—is a factor in personnel shifts.

The war years also have witnessed the rise of new outstanding bands in the name field. Stan Kenton's, for example. It used to be known better West than East—at least, such was the impression—but Capitol's nationwide distribution, among other things, made it possible for it to line up with the well established bands for juke box honors and a high place in musicians' polls.

Recently in *Down Beat* an article listed a dozen or so new orchestras formed, or being formed, by ex-sidemen, and posed the question: What will happen to them? And that question becomes more of a question mark when one thinks of the highly capable jazzmen returning from the wars—Ray McKinley, for example.

There is no need to tell dealers what the established labels have to offer—except to predict there'll be a scramble for some of the unattached bands inasmuch as they show selling power. The Meadowbrook and similar establishments with radio wires that act as barometers for band popularity are back in business and the new voices will be heard a-plenty.

Meanwhile, we know that Artie Shaw is back at Victor with a well rehearsed band, and that Charlie Spivak, with Anita O'Day, is also on that label. And as with other established firms, RCA Victor has what the trade calls top-drawer attractions that their new popular music recording director will make the most of—T. Dorsey, the Duke and his men, Dinah Shore, and so on. Columbia has plenty of jackpot material, what with Goodman, Woody Herman, Count Basie, Sinatra, etc. And Decca's top stars have not lagged in popularity, especially the singers. Coupling various groups and individuals has added a note of freshness and in some instances may have had a beneficial in-

fluence on the singers. Capitol has already a remarkable array of sales-making talent—Benny Carter, Betty Hutton, King Cole Trio, Johnny Mercer, to name only a few—and both Musicraft and Majestic seem eager to get in the running.

In looking over the orchestras one already observes an improved musicianship, though not as yet enough care in choice of material. It is understandable that ten companies should rush to wax a predictable hit such as *It's Been a Long, Long Time* but why so many duds, especially in the ballad department, get on precious shellac is hard to understand. But then, so are grade B movies. In some instances a band leader or singer wants to plug a song. Everyone wants to get into the act but sometimes in too much of a hurry. And whether it's because of an interest in sales because the singer or leader has a chunk of a music firm or an interest in the song itself, the net results are the same. It can be backed up by a hit and sell like mad but that doesn't make the grade B song any better nor the public any happier.

The public's interest in this is increasingly vociferous, as it is with regard to movies. If they buy an album they want it one package all the way through. If they buy a record they want to flip it over rather than dismiss it as merely a good try. The leading vocalists seem to have been more aware of this than some of the name bands. The Dinning Sisters, as popular on records now as they've been on Radio's National Barn Dance these past two years, have shown generally good taste. That is, in their public's interest. For it must always be borne in mind that a group still sings for its own group of listeners, even if that group numbers millions.

Apart from the obvious trend towards albums and the continuance of traditional popular music, one looks about to see what goes on as to performers and material. We've mentioned the trend towards a more competitive situation in the big-band field that should bring with it better quality of performance, more careful choice of material. Newcomers in all de-

partments will offer the standbys a run for their money.

In talking with recording officials it's not easy to find out what else might or might not happen. One question asked but unanswered was that of reissues. During the war years, due largely to the ban on recording, major companies brought back hundreds of records that had hitherto been unavailable: Benny Goodman's Victors, Sinatra's discings with James, and so forth. Some of these will, in a sense, remain standards, just as many old discs by Crosby remain so. The disc jockeys don't care to repeat too often, even if numbers repeated are new and popular. Moreover, they get thousands of listener-requests for old numbers. But the reissues of such numbers will now, it's safe to say, necessarily lessen. There are plenty of artists in all fields, including the Latin American, and there's gold in them there artists.

Recording of small groups constitutes a problem all its own. The grouping of small hot bands made up of star sidemen is pretty much by-passed by major companies. This does not apply to units from larger orchestras—the Goodman Sextet, Herman's Chips, etc.—but to special recording dates of groups made up of men from various bands. Such music is generally in the hot category and while this type of music has a greater following today than ever it doesn't compete with Sinatra.

It might be well to recall how such recordings came into vogue. Hot jazz of the 20's was often music of this type, the Ellington and Fletcher Henderson bands being exceptions. Even the Jelly Roll Morton and Louis Armstrong dates drew upon men not regularly working with Jelly or King Louis. But such recordings already began to decline in the late part of that decade and by 1930 (Dave Dexter, Jr. in his booklet for the Capitol History of Jazz Series, hit this on the nose) a new era, the swing era of the Dorseys, the Casa Loma, etc., was under way.

Prophets of hot became prophets of doom and burrowed around dusty second-hand furniture shops looking for small-



Tommy Dorsey, one of RCA Victor's top-drawing recording artists.

band hot (improvised) jazz. Mimeographed magazines carried the torch to encourage small groups to carry on and extend their experiments in improvisation. Finally Milt Gabler of Commodore (now also associated with Decca) brought together such groups, and other small recording outfits followed suit. They supplemented this by reissuing old records.

At first this didn't look like much of a good thing and major recording companies took it with good-natured tolerance, even renting out their old master records. But it began to be clear that this was a field with a growing, if still rather insignificant, following. The big companies clamped down on the use of masters and, instead, planned reissue series

of their own. RCA Victor had Hugues Panassie, the famous French jazz critic, work with them on a series of small band recordings and those that were not re-issued are now collector's items.

Columbia and Decca both brought out albums re-creating styles—the former the Chicago style, the latter the New Orleans. A small company, General, sponsored an album of New Orleans' Memories by the pianist-singer, Jelly Roll Morton. All of this happened before Pearl Harbor. Now, in 1945, Capitol announces its four-album series, History of Jazz. As this was written, two volumes were already on the counters, a third on the way. Very seldom do such volumes, taken all in all, succeed in re-creating the essence of a style. But star-studded albums such as that of Capitol do stimulate public interest in this aspect of jazz.

It is not in the province of this writer to say what will happen to the innumerable small recording outfits that have mushroomed during the war years. Some of the older ones will survive, either at present levels or will perhaps show a growth. Commodore, for example, is much too well established in the jazz field to be expected to fold, and one might say the same for Blue Note, though the latter is a newer firm. Asch Recordings has never limited itself to jazz but has a reputation in other fields as well and, usually, as with the aforementioned outfits, for the sort of material that would not compete with the major companies.

The smaller companies, and even those that are rather large, have been more or less in the position of the "little" theatre groups. Guild, Cosmo and ARA are typical exceptions for they have boldly gone into the name singer, name band business that has heretofore been a pretty much cornered market.

Of direct interest to their position as "little" recording groups is the question of what quality they produce. Like other critics and collectors I've waded through hundreds of records during the past years

made by small groups and I'd be willing to bet that a majority of them have been floppers. Exceptions are groups such as Commodore (there are a few others that need not be mentioned here, what with space limitations and such).

For the dealer, the problem here is one of choice, for even with big jazz names he cannot always know what to expect in the way of performance. And unless demand asks for it, he cannot be expected to stock his shelves with duds. He can, of course, read record reviews, hoping that these might be the answer. Better still, he can gradually learn to expect what of what company.

The larger concerns will keep an eye on the little fellows because they themselves will continue to want complete catalogues. But this is obvious. The question remains: Will their reissues of old hot records continue and will they occasionally record small groups? My guess is that sooner or later they will.

There is a difference in the folk music-hillbilly situation that every dealer will recognize. A well established music store catering to a general trade (say Carl Fischer's of New York) can always sell a Burl Ives, a Josh White album or such albums as that excellent Smoky Mountain set brought out by RCA Victor. In recent years a substantial following has developed for authentic folk music and even for reasonable facsimiles by singers not themselves folk-trained. When Lead Belly (Huddie Ledbetter) first came North few supposed his records would sell, but they have—on RCA Victor, on Asch, and, most recently, in Capitol's History of Jazz Series.

Hillbilly music often has traces both of folk music and jazz. The distinction? From an esthetic point of view it's often neither here nor there, but for dealers with the trade that buys it we need not say how it sells . . . and Elton Britt, Denver Darling and the rest of them often do numbers that have a wider appeal than just the mountain-music public.

from the retailers' point of view

The executive secretary of the National Association of Music Merchants brings a "convention in print" message packed with suggestions and plans for a new era

WILLIAM MILLS

The National Association of Music Merchants is the only organization serving retailers of phonograph records at the national level. I welcome this opportunity to address myself to 10,000 or more merchandisers of music as represented by the record retailers of America. It gives me an opportunity to tell you what we are doing and to urge your personal participation in the program.

We thoroughly believe that as we are able to broaden the base of interest in music, we at the same time increase the sales potential. If we can get more people promoting "music," the law of averages will take care of sales by individual merchants. In addressing the Music Industries Dinner in connection with the 1915 summer meeting of the Board of Control of the National Association of Music Merchants, I said:

"When I met with members of the Board of Control for the first time last January I said, 'The hope of the music industry lies in broadening the base of interest in music—

to coin a phrase, to *Merchandise Music* through getting traffic on the musical Main Streets of America.' Six months of contact have confirmed my original conviction—a point of view concurred in by leaders of the trade everywhere.

"This morning at the Board meeting I presented a report in which I reviewed the high spots of administrative activity since the group last met. Tonight I want to have you think with me about our program for the months and years immediately ahead. I'm gratified to have this opportunity to present my views, not only to the members of the governing board of my own association, but to our guests, representative as they are of every branch of the industry. Much of what I have to say applies to the industry as a whole.

"The presence of these men of diverse interest is symbolic of a new spirit of unity within the industry, a unity which must prevail if we are to compete successfully with other industries for our share of the consumer's dollar."



WILLIAM MILLS
N. A. M. M. Executive Secretary

In attendance at the meeting were representatives of the allied music trade groups as well as a number of leaders of the phonograph-radio industry. At the meeting I pointed out that while the association's long-range program must emphasize the promotion of music, the actual development of such a program must coincide with the availability of an adequate supply of instruments. In the meantime we can and we will do the necessary planning—essential contacts will be made and trade acceptance of the program will be sought.

Currently other problems claim our attention: How soon can we get merchandise? Will we be able to sell at a profit? These continue to be the most frequently asked questions.

Because of the general membership interest we must devote a substantial part of our effort at Washington. We will cooperate with supplier groups in seeking elimination or modification of war controls. Realistic pricing is an essential part of the program of reconversion. While we will cooperate in securing necessary price adjustments to stimulate production, we must

protect the merchant against burdensome absorption at the retail level. The trend is in that direction.

With war costs admittedly past their peak, we should join with other business groups in seeking tax relief as a major factor in adjusting from war to a peace economy. Such cooperation will develop assistance in getting early revocation of the excise tax on musical instruments.

In a survey of membership opinion more people expressed themselves as interested in improving trade practices than in any other item of suggested activity. This presents both a challenge and an opportunity. With so many people concerned we must devote ourselves to improving the situation, and with so many people interested we would seem to have a large percentage of the trade willing to follow intelligent, informed leadership.

Frankly I've been shocked more than once with intra-industry pettiness. One thing is certain, we cannot clean up a bad competitive situation by everybody trying to beat the "chiseler" at his own game. Lack of confidence between nations leads to war. In the field of business it leads to economic strife and inevitable business failures. Perhaps our inability in the past to pull together is why the music industry continues to be a "small" industry. It must be apparent to anyone who studies the situation that the most successful firms in the business are those who play the game clean. We cannot entirely eliminate but I am sure we can substantially reduce the number of sources of irritation!

Before embarking on an extensive program of promotion, we must develop definite objectives and get assurances from industry leaders that they intend to "see this one through." There have been several sporadic attempts to promote music in the past. Some of them have been singularly successful but none of them have continued long enough to get the full impact of a sus-

tained program of promotion. This is our great opportunity. Because of the unifying influence of music during the war—because of the increased personal participation by men in the armed forces in musical activities, we have a market potential unequaled in modern history. We can translate this appetite for music into over-the-counter sales if we act promptly and intelligently. The market potential exists but we must realize we are entering a highly competitive era when other industries will be competing for the consumer's dollar. To get our share we must become smart merchandisers!

Whether it's a youngster in school with his single tonette, or one of the world's great artists with his "Strad" each in his own way is making music. If more and more can be encouraged to *make music* we in the industry will make money.

Here are some examples of music promotion. Do we have the courage to tackle this kind of a program?

Better School Music

Young men and women are returning from the armed forces and war jobs to their own profession of teaching music in the schools of America. Isn't this a good time to sit down with our school music people—to appraise the strength and weakness of present programs and make plans for *more* and *better* school music? Schools are prosperous now. With intelligent cooperation they can be persuaded to expand their programs.

What is the opportunity? In the past 200,000 wind instruments a year has been a "big" year for the band instrument group. Is that a good showing in the face of the millions of youngsters who each year reach the age for band training? Frankly now, is there any reason why any school in America—elementary, junior and senior high—should not have a band?

How many schools in America have orchestras that compare favorably in number and ability with existing school bands? The industry would

like to sell the strings as well as the brasses. Why not more orchestras? And what about glee clubs, choirs and choruses in our schools?

Emphasis on adult education will continue after the war. Can we find a place for music in this program?

The industry has done a lot of talking about group piano instructions. Isn't it time to evaluate the progress or lack of it—find out what constitutes the obstacles and take steps to eliminate them.

Music in Church

The church has always had an important influence on music. In the face of the multiple uses of music in our modern society, religious music and music used in connection with religious activity is still a matter of major importance. Personal participation in church activity is the constant goal of religious leaders. Properly programmed music offers an opportunity for participation to large numbers of people. With the wealth of musical talent available in even the most remote communities or smallest of congregations, is there any excuse for "quartets" as substitutes for choirs?

Opportunities for new musical activities in the program of the church are almost unlimited. Young people's choral groups, Sunday School orchestras, ensembles entertaining hospital patients and other "shut-ins," a record library and a good radio-phonograph in the church recreation parlors. What an outlet for interest developed in the schools of America that at present finds no organized outlet in the post-school days. Give young people an opportunity to keep busy and they will keep out of trouble. They love to make music; we can help give them the chance.

Industry's favorable war experience with the use of music to relieve fatigue monotony should result in almost universal use when wartime restrictions have been lifted. Past experience has indicated that participation in em-

ployee musical organizations has contributed to good employee-employer relations. There is no form of musical activity that does not lend itself to exploitation and promotion in the field of industrial music.

Can we capitalize on these opportunities?

Many years ago when the Music Industries Chamber of Commerce was at the peak of its effectiveness, one of its chief beneficiaries was the Bureau for the Advancement of Music. Much of the present popularity of music is attributable to the excellent work of Mr. Tremaine and his associates. The program was successful because of the bureau's ability to unite the commercial and non-commercial music interests behind a unified program. As the management of the bureau's program was farther and farther removed from its original sponsorship, when music merchants particularly lost the sense of responsibility for and participation in the program, the bureau, lost its effectiveness. At the end the National Bureau had many friends but few supporters. The men who founded it because of the good it could do for the industry failed to support it.

Non-Commercial Aids

While there is a definite need for promotional agencies working in non-commercial fields, it is not necessary for our business groups to apologize for needed ethical promotion at our level. I am sure that we can enlist the cooperation of a great many agencies in support of a promotion program under our sponsorship if we take them into our confidence, tell them what we hope to achieve for music and how we expect to profit. Any promotion that is good for music will be good for the industry. A promotion that is not good for music ought not to be undertaken in the first place. The music merchant is the logical link between the industry and the consumer. Many of the non-commercial promotions depend upon activation at the local level. Ours is the only agency with local

contacts in every center of music activity, no matter how small. If we can inspire, as I believe we can, merchant participation in these local programs, their success is assured.

Here are a number of things which music merchants can do right now:

"Living Memorials"

Plan for the maximum use of music in the "Welcome Home" celebrations sure to be a part of every community's civic planning. Most "Welcome Home" celebrations will probably be in connection with the dedication of community war memorials.

Stress is being laid upon "living memorials" with parks being favored. Facilities for open air concerts should be provided in every major recreational area.

Planning for community leisure time recreational activities will be resumed after the war. See that music has its place in the recreation program.

Take time to get acquainted with the architects and others in the home building industry in the community. Stress the importance of piano wall space, proper FM and television antenna construction. A number of areas will hold "home building institutes." Get them to make music a part of their planning. Don't overlook extra antenna outlets in the rumpus room.

Get luncheon clubs to devote a program to music. Tell them it will be some time until their "one and only" will get her new piano but when she does get it, it will be a better instrument—it will be worth while waiting for. When they get it tell them of the necessity for frequent tuning. Tell them about FM. Tell them the truth about television—its present limitations but its great potential. Tell them about the great advances in recorded music and its reproduction. In doing this, you will be talking to an audience much larger than the club membership because what you have to say will be so news-worthy the newspapers will report your story.

Get acquainted with the current

leaders at the American Legion and the VFW. Help them get an early start in the reorganization of their bands and drum corps.

Hundreds of communities will be building new school buildings. Do they provide proper rehearsal halls, instrument racks and other physical facilities for the music department? Are there recording studios and provisions made for a modern music and record library?

Take the lead in forming a community music planning committee. Survey present resources. Find out what is missing. And then by all means get civic support to supply the missing links.

Prepare now for merchant participation in the 1946 Music Week.

The motion picture industry is becoming an increasingly important factor in the phonograph record industry.

Here is an excellent opportunity for joint promotion.

Promote records as gifts for every occasion.

Study the opportunities for additional sales through group promotion of fretted instruments.

Encourage group music competition at state and regional fairs when such events are resumed. This has unlimited opportunities.

These are just the high spots. Many, many other ideas will suggest themselves. Of the practicability of the program I am fully convinced. It is not a new program—it is the elaboration of a plan approved by the governing board of N.A.M.M. last January, and enthusiastically supported by dealers in every part of the country.

Swift-moving events require daring plans. We can look to the future with confidence if we plan wisely, then do something about it.

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sound on wire, tape or film versus sound economics

BY PAUL PUNER

ABOUT a year ago—when I went out on a limb with the claim that the record business as we now know it was here to stay—a smart merchandiser wrote me and said that while he agreed with everything I wrote, in his 35 years of experience as a buyer, he had always found that when a product was developed that was good for the public, the public would find a way to get at it.

This sage observation has troubled me no end, but after an additional year of study and discussion, I still think that in the *discernible future*, three to five years, there isn't even a remote possibility that the present system of recording will be seriously challenged by sound on film, wire or tape. To answer my friend directly, I don't believe that a changeover from disc recording to another system would be in the public interest because of its limited advantages and the overwhelming waste it would entail virtually all along the line.

No one has yet successfully challenged the arguments that point to the continuing of the present flat disc system. Let me restate them:

1. If the change were to come quickly, more than five million existing phonographs, at an average cost of conservatively \$50 each, would be rendered obso-

lete and \$250,000,000 worth of equipment would have to be junked. If it were to come slowly the number of machines would be even greater, if indeed the impending change didn't depress the entire phonograph manufacturing industry.

2. While there are no accurate figures, it is safe to assume that there are from two to three hundred million 12" classical records in the hands of the public, representing record libraries acquired over many years. With a new system coming in, it is clear that their value would decline to a fraction of what they are now worth. The number of popular records in the hands of the public is, of course, many many times beyond the classical record figure, and while such records depreciate quickly, the sheer quantity in existence is so great as to represent even a salvage value of many millions of dollars. This entire value would have to be written off.

3. All accessory equipment, such as needles, albums, racks, etc. would cease to represent anything but scrap.

4. The investment of manufacturers in the industry as it exists today runs to hundreds of millions of dollars in the form of (a) accumulated libraries of matrices; (b) recording equipment, and, (c) investment in record pressing plants

The challenge to the disc recording method is discussed from a "dollars-common sense" standpoint by Mr. Puner (right) who is the president of the Musicraft Corporation



and in other machinery necessary to the manufacture of records.

5. Then there is the investment of manufacturers in the collateral industries, such as radio phonograph manufacturers, manufacturers of phonograph motors, pick ups, needles, albums, record racks and many other manufacturing plants built to support the record business as we now know it. The system of tape recording would wipe this out, just as surely as it would wipe out the investment of record manufacturers themselves.

A changeover to film, wire or tape would wipe all this out in one enormous, wasteful sweep that would shake to its roots the entire radio-phonograph amusement business—one of the major industries of our economy.

However, no matter how great the waste, if something new comes along, as my friend pointed out, that is so much better than what has gone before, there is no doubt that it will prevail regardless of the consequences. Clearly, the automobile industry wiped out the carriage business and horse breeding and resulted in the loss of millions upon millions of dollars. However, automobiles had so much more to offer to the public that the economies of automobile transportation and the increase in the productivity

of our country that resulted, made up many times over the losses involved in the changeover.

But do the new systems of sound on tape and sound on wire stand in the same relative position to the disc recording industry? This I seriously question. When you boil it all down, what has sound on tape to offer?

Long play definitely has many advantages. But as a manufacturer with due regard to the present state of the industry as outlined, the advantages are still too insignificant to lead us to consider the major revolution involved in an all out conversion to another system.

The bulk of the record business today (approximately 70%) is done in popular 10 inch records that play approximately three minutes. No manufacturer, no matter how great his roster of artists is, could ever hope to put out a tape containing 20 selections that would play an hour and expect the public to buy his own preselection of the numbers and the performers. The popular record buying public is one of the most discriminating in the world. They know what they want and they know who they want to do it. They arrive at their final judgment by hearing the available recordings of a given number, and they pick the per-

former or performance they like best. Freedom of choice is at the heart of the amusement business. If this freedom were to be taken away by a manufacturer dictating the selections and artists to be purchased the public would stop buying.

As conclusive evidence of this, look at any juke box. I have never yet seen a juke box that had 20 records from one company. As a matter of fact the great success of the independent companies in the last few years, has been through their ability to create good records and give them a wide public hearing through the juke boxes.

It's all very well to talk lightly of having manufacturers make three minute strips and have the juke box operators splice them together. But first this would call for throwing out 400,000 juke boxes (at a cost of \$300 each) and second, it would mean that all companies simultaneously would agree to go into the sound on tape field or would agree on any other uniform field. I think it would be hard to find a reasonable man who would claim that such a possibility is imminent or even feasible within the next few years. From a manufacturer's standpoint, therefore, 70% of his market stands like a road block against change.

What about the other 30%? This represents a more difficult problem. Obviously here is something that is awfully good for the other 30% of the market. To hear a symphony without a break or to hear an opera without a break is highly desirable. It is something that music lovers have been looking for for years. Equally obvious is the fact that manufacturers cannot go into tape unless there are machines in the hands of consumers that can play the tape.

With the largest portion of the buying public removed from the market as an immediate possibility, if then new machines are to come at all, they will have to come slowly, almost imperceptibly and they cannot come on the basis that there is going to be a library made available to them. They will have to come on the basis that the new system is the best possible system for off-the-air and home

recording, which I am convinced will be an integral part of most of the radio combinations of the future. With the growth of FM it will be possible to make the magnificent recordings in the home of symphony orchestras, operatic performances, bands, singers, etc., etc.

It is not outside the field of probability that an adaptor can be developed for those who want to add it to their present equipment. All this over the course of time will develop the potential market for the new system.

But before I give the impression that I am receding from my original position that sound on tape, film or wire is not in the cards in the discernible future, I want to point out that there is still no agreement as to which of the three systems is the best, and until such agreement is reached, there is a further obstacle in the way of the development of long playing records.

For what it is worth, I would like briefly to comment on the three presently known and much touted systems:

In its present development it is hard to see where the wire recorder has the potential to displace disc recording. The basic objection to the system is that it contains a continuous spool of wire that plays for an hour. In order to get to the selection one wants, one has to continuously wind and rewind the tape. While it is true that the rewind device is much more rapid than the speed in which the record is made, it nevertheless is a great nuisance, and I would doubt seriously whether the public would accept its complications.

Also up to the present time its fidelity has not yet reached the same high quality as disc recording and the calibration or selector device, while reasonably accurate, requires a considerable amount of work on the part of the consumer to keep his own records properly coordinated.

Sound on steel tape was a forerunner to sound on wire. I am not aware of any advantages that it has to sound on wire, except that it can be handled a little more conveniently.

Sound on film divides itself into two

fundamental ideas. The first is sound on film by means of photo-electric cell, such as is now being used in the motion pictures. The second is a new system that has been developed recently for actually embossing a sound track mechanically on a film. This track is similar to the track on a standard phonograph record.

The photo-electric cell system has been in existence for many years, and while satisfactory reproduction can be obtained from it, its development has progressed very little beyond the initial surge forward when talking pictures were first introduced. There are numerous scientific reasons for this but presumably they can be solved and true high fidelity reproduction developed. Its disadvantage in relation to the other tape system is that its sound track is quite large and the number of tracks possible on a single film are considerably fewer than the mechanical sound track of the other system.

The mechanical embossing of film is, in my opinion, the best system yet de-

veloped. Excellent fidelity has already been obtained to 6,000 cycles, and in the apparatus that was demonstrated to me the selector device was extraordinarily accurate within a tolerance of two minutes. In other words, on a film that had 60 sound tracks capable of playing for eight hours continuously, it was possible to get within two minutes of any selection by a simple mechanical device. Presumably this device can be further improved, and selection can be had almost "on the button." Of all the systems I have seen, this is the one that I would rate the best bet for the future.

To sum all of this up, I can only repeat the thesis of this article, and that is that while it is now possible to produce a system of recording that can play continuously for as long as a listener would care to listen, the ramifications of the established system are so far-reaching as to prevent any quick and revolutionary change-over to another system. That a change-over may come with the passing of years, I am not prepared to deny.

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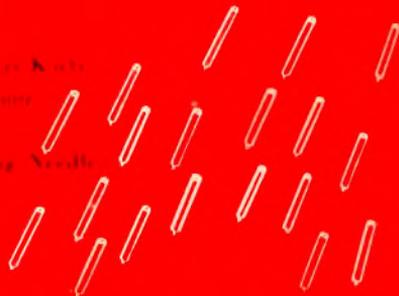


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the coming role of the retail outlet

With many more familiar names and many startling models to pick from, the customer will tend more to be guided by the dealer, imposing on him some new responsibilities

More than ever before, the retailer is going to be the merchandising kingpin in the post-war era. There will be more brands, more money, pent up buying desires—and not enough to go 'round. All this points to one thing: *Showmanship*, or call it attractiveness, efficiency and comfort, will be more important in the retail outlet than ever before.

And why does everything point to the increased importance of the retailer, and of showmanship on the part of the retailer?

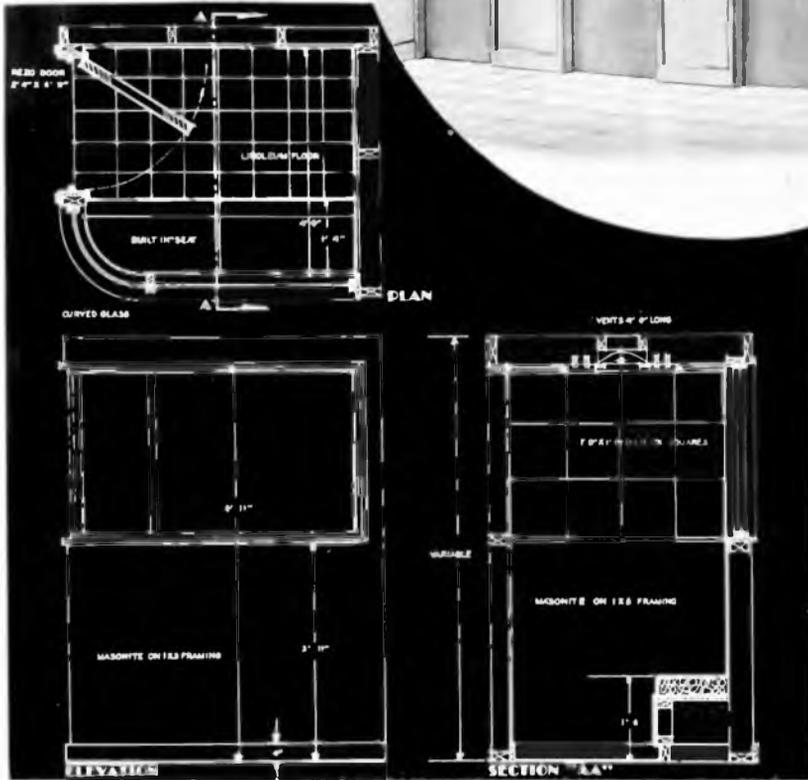
Take the matter of brands, as an example. In the phonograph-combination and home radio field alone dozens upon dozens of strong companies will re-enter or will invade the field for the first time. The customer, instead of having a few brands to choose from, will be bombarded with selling messages from company after company all having familiar names and established reputations. Choosing solely on the strength of a brand name and reputation will, then, become increasingly difficult; therefore it follows there will have to be something more than the showmanship of the manufacturers to prompt a customer decision.

And that can only mean that showmanship at the direct point of contact, the retail outlet, will play an increasingly important role.

Then there is another extremely important reason for close attention to showmanship on the part of the retailer. The buying power of the lower income groups will for some time after the end of hostilities be greater than in the past. More showmanship has always been required to sell this group than those in the higher income brackets. For this reason it is again to be emphasized that it is important the store be made as attractive and inviting as possible.

In the belief that physical appearance of the retail outlet is the first and perhaps most important step in showmanship on the part of the dealer, the Admiral Corp. of Chicago has prepared an elaborate set of designs for record, radio and appliance stores and departments, and covering both over-all store layout and equipment designs. In announcing to dealers that the designs, known as the Admiral Flex-O-Plan, have been prepared, the company states:

This blueprint for listening booths is so drawn as to allow for modifications or additions so as to fit just about any area.



"You are probably thinking now about how to remodel and modernize your store. It is an accepted fact that the physical appearance of your store is of great importance not only in attracting customers but in helping to sell them once they are within the store.

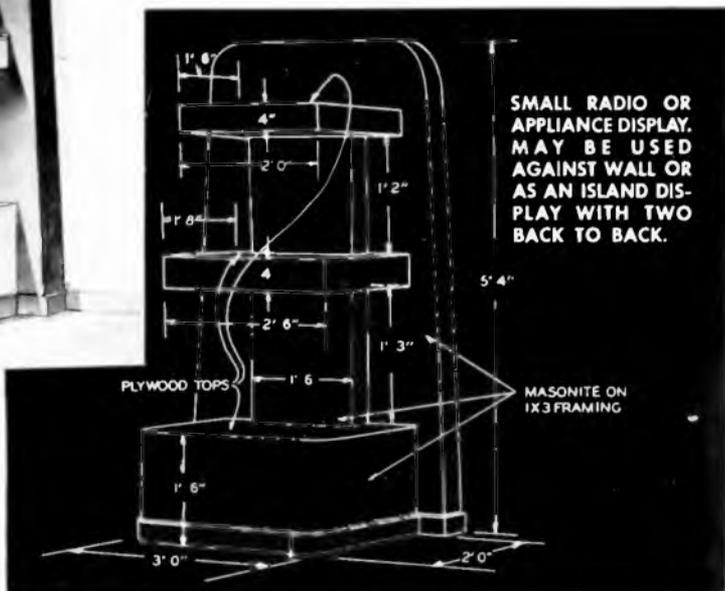
"With these facts in mind, we have retained George W. Walker, internation-

ally famous industrial designer to prepare Flex-O-Plan, a book of complete remodeling plans for the radio, record and appliance store of tomorrow. We believe Flex-O-Plan will serve as a constructive guide for modernization."

Of particular interest to record dealers are a number of plans for fixtures. Sketches and blueprints of these are re-



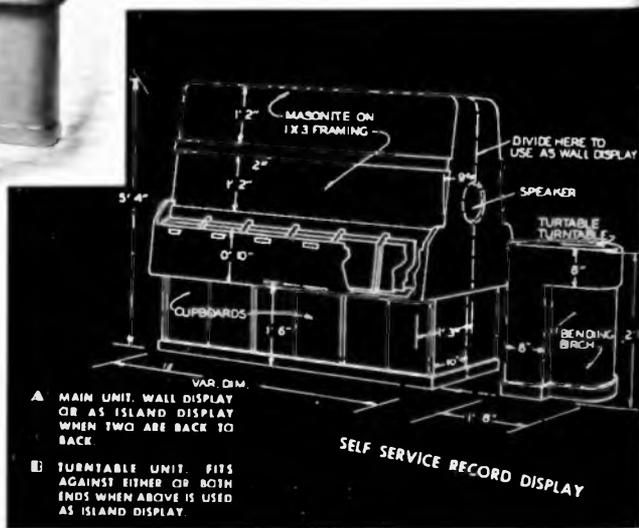
For the self-selection operation the units shown here can serve numerous purposes.



SMALL RADIO OR APPLIANCE DISPLAY. MAY BE USED AGAINST WALL OR AS AN ISLAND DISPLAY WITH TWO BACK TO BACK.



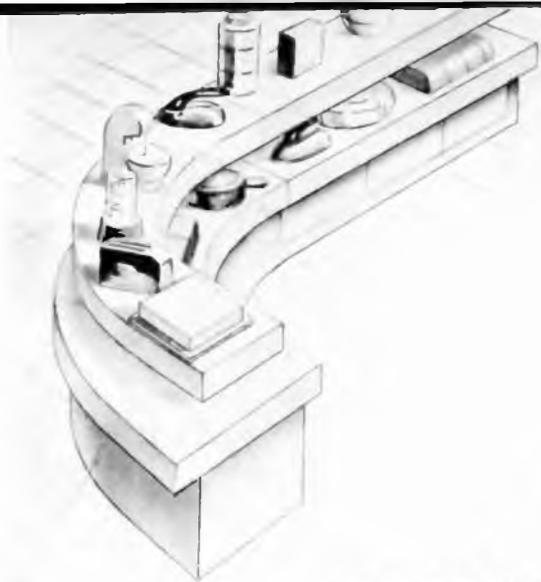
Note the album and singles display areas, listening posts and storage space provided in the one at the left.



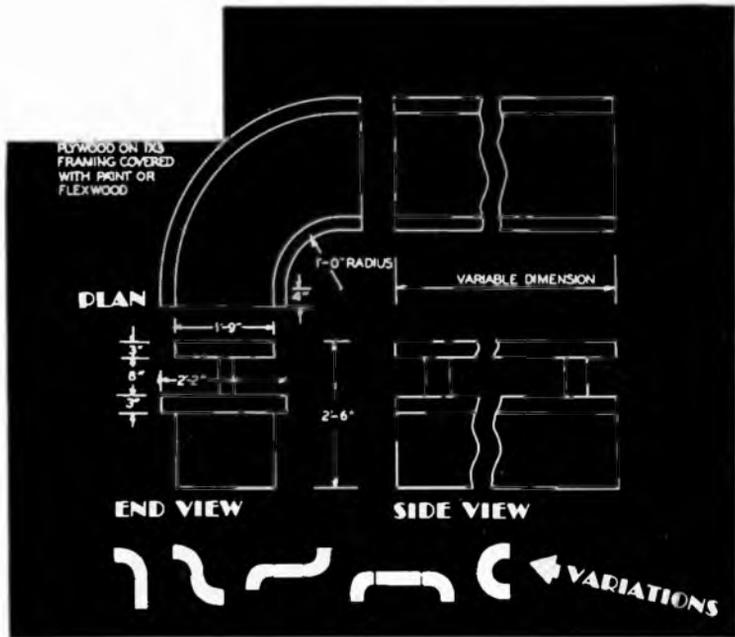
▲ MAIN UNIT. WALL DISPLAY OR AS ISLAND DISPLAY WHEN TWO ARE BACK TO BACK

■ TURNTABLE UNIT. FITS AGAINST EITHER OR BOTH ENDS WHEN ABOVE IS USED AS ISLAND DISPLAY.

SELF SERVICE RECORD DISPLAY



Here is a gracefully curving counter suitable for service or display purposes and so designed as to permit a number of interesting variations, depending on use and location.



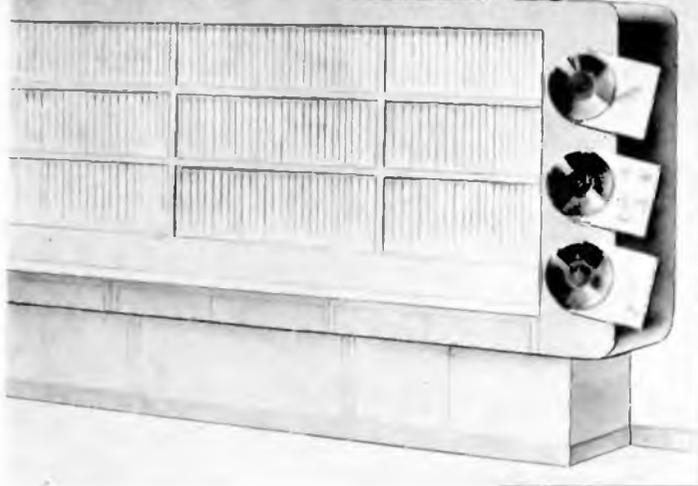
produced on these pages. Some of them, although designed with the thought in mind of one use, are extremely variable and may interest dealers because of their possibilities for use as selling aids and display backgrounds for accessories or other lines he may carry. All of the fixtures are modern and attractive in design, yet completely practical. One of the outstanding features is that all of them are light in weight, yet sturdy in construction to withstand constant use, and most of them are of the type that can be easily moved when rearrangement of the store interior is felt desirable.

The fixtures shown in the Flex-O-Plan will not eliminate the use of advertising material so often provided by manufacturers. In fact they are designed to enhance the value of such material by providing suitable backgrounds.

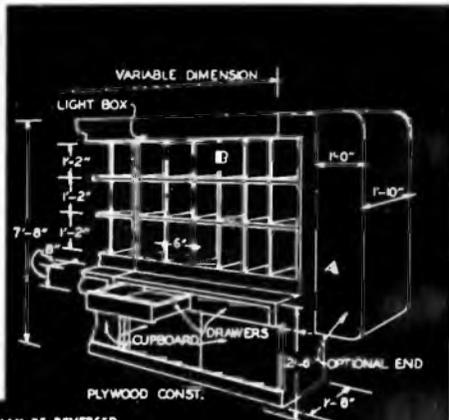
Plans for the equipment or fixtures are simple and complete in detail, and the local contractor or carpenter, or the dealer himself if he is so inclined, can build any of the items shown and be fairly certain of satisfactory results.

Other parts of the Admiral Flex-O-Plan are reprinted elsewhere. These deal with various phases of store modernization.

D CLASSICAL RECORDS

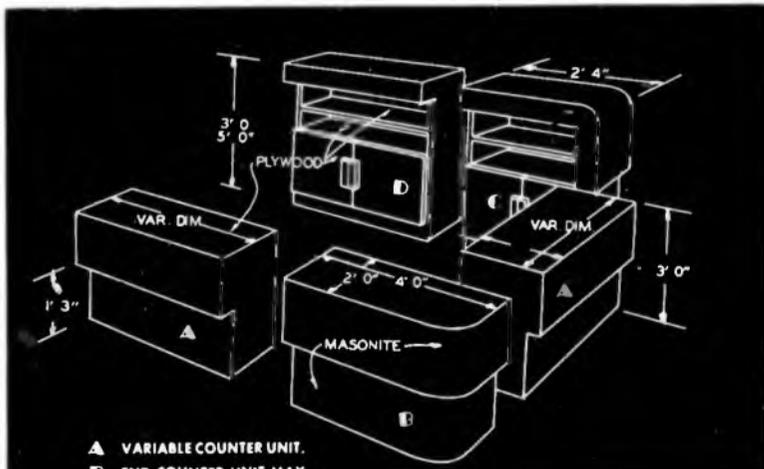


Here is an album unit (above) suitable for behind-the-counter use.



- A** END PIECE. MAY BE REVERSED AND USED AT EITHER OR BOTH ENDS.
- B** CENTER PIECE. ANY NUMBER MAY BE USED.
- C** END PIECE. MAY BE REVERSED AND USED AT EITHER OR BOTH ENDS.

RECORD SALES



- A** VARIABLE COUNTER UNIT.
- B** END COUNTER UNIT MAY BE REVERSED TO FORM OPPOSITE END.
- C** END BACK SHELF UNIT MAY BE REVERSED.
- D** VARIABLE SHELF UNIT.

The one shown below can be used for a number of functions as it is or with a few minor modifications.



blueprint for self-selection

Here is the detailed story of one of the first extensive self-selection operations—at Wieboldt's, Chicago—that has served as a model for many other such units.

Many months of actual operational tests and detailed analytical study of the self-selection merchandising of records have been completed by the RCA Victor record department in cooperation with Wieboldt's, one of Chicago's leading stores. Extensive statistics, designs and layouts, methods for inventory control, stock marking and placement, personnel studies and advertising and promotion programs have been prepared on the basis of the actual tests and analysis.

So complete was the test and so extensive is the data compiled by the Victor record department that it is possible to give the record dealer a detailed picture on the following phases of self-selection:

1. Designs and measurements of fixtures and equipment for single record and album racks.

2. Complete listing and approximate cost figures of fixtures for self-selection record departments of various sizes.

3. Diagrams and other pertinent data on store arrangements for departments of 900, 1,200 and 1,800 square feet.

4. A complete breakdown on the grouping of stock and the use of classification headings.

5. Illustration or sample forms and suggestions for the control of inventory, sale procedure, daily posting of control ledger, and ordering of merchandise.

6. Personnel training and recommendations on suggestive selling, handling transactions, replenishing of the display shelves, etc.

7. Suggestions and illustrations on methods of stressing the advantages of self-selection for the customer.

Victor decided to conduct the test analysis of self-selection after extensive consumer surveys indicated customers went out of the conventional record store with less merchandise than they went in intending to buy.

"In other words, it seemed to us as though conventional record merchandising had not fulfilled its selling function," is the way one Victor official explains their interest. "With these points in mind we contacted various merchants,

saw the mass display of books, of expensive china, etc., etc. When we talked to record merchants, however, they indicated that in their opinion records should not be sold through self-selection for the reasons that theft and breakage would be too high, the clerk was too important a factor in the sale, the space required would be too great, and many other reasons which could not be reconciled with other progressive retailing experience.

"After listening to these opinions which had no facts to back them up, we decided to actually lay out a complete self-selection store. We worked on fixture design, layout, equipment, grouping of records and albums, etc., all problems which could be worked out in theory and tried out tentatively in a model layout."

Through arrangements with Samuel Hypes, Victor was assigned 2,000 square feet of space in the annex to Wieboldt's Northtown Store. The test department displayed only Victor albums and classical single records, while the store's conventional record department continued to operate in the normal manner. Sales of the self-selection department surpassed the volume of the conventional operation, and the store management was enthusiastic and wished to continue the tests and experimentation. After five weeks of operation, however, it was decided that the self-selection and the conventional departments should be consolidated. Therefore the test was discontinued in order to make the necessary changes and to analyze the problems encountered during the five weeks of operating experience.

Wieboldt's and Victor were satisfied the first practical test answered the most fundamental question of all that might be asked about self-selection. *It proved that the public likes the self-selection method of shopping for records.* Customers were practically unanimous in their approval of the self-selection department. These are some typical responses: "Every time I come here I buy more than I intended to" . . . "It makes it



Illustration 1. This slant type rack for vertical display of single records is particularly good for use around columns.

easy for one who doesn't know much about music" . . . "I'm reminded of a lot of things I've wanted and forgotten."

Four months after the initial test was discontinued the doors were opened to the first complete self-selection record department. This new department, containing normal stocks of all brands of single records and albums, required 1,800

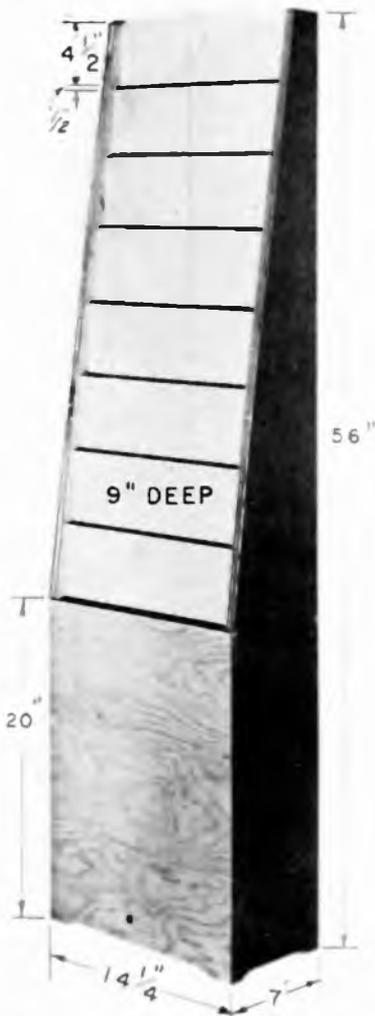


Illustration 2. If a single unit is found more suitable, this compact design is suggested.

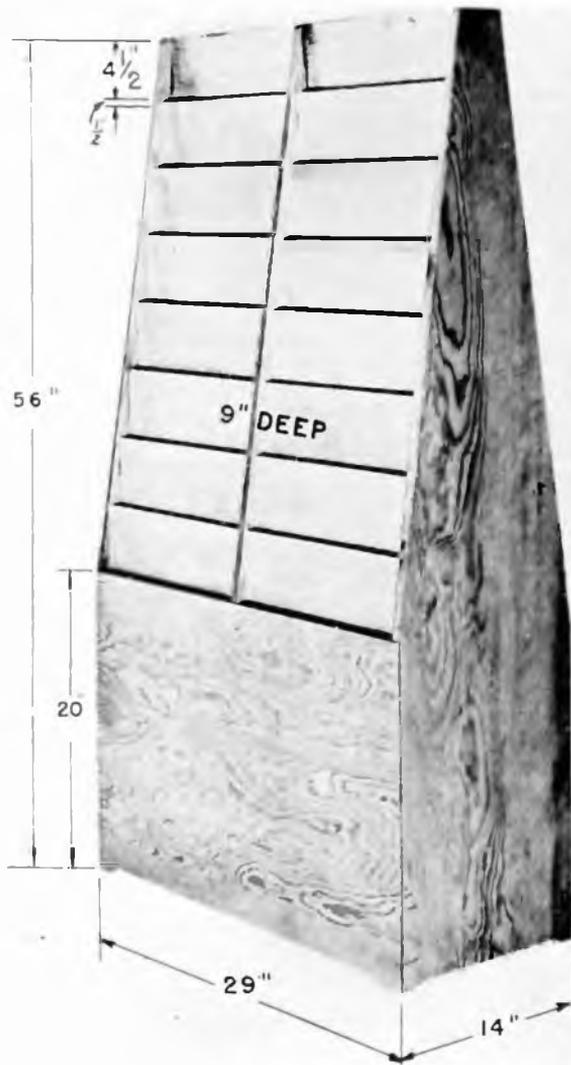
square feet of floor space. This is approximately double the size of the conventional record department formerly operated in this store. Sales volume has increased 61%, however, with the result that dollar volume per square foot has been maintained at a high level.

This complete self-selection department has been in continuous operation for eight months, during which time the operating procedures and physical fa-

cilities have been under constant revision. While self-selection merchandising of records will continue to move forward, the major problems have been satisfactorily solved, it is felt.

Many dealers have used open display fixtures to promote the sale of albums, but relatively few have tried the open display and self-selection in the promotion of

Illustration 3. The double racks are backed up here to provide an excellent aisle display setting for single records.

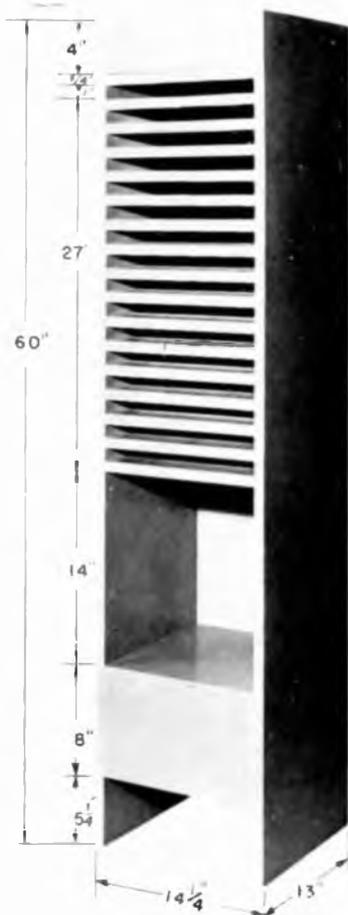


single classical records. In the past, dollar sales of classical albums have far exceeded the volume on single classical records.

In the self-selection operation it was found that by putting single classical records on open display the dollar volume has been brought up close to the volume produced by classical albums. Therefore, it would seem, single record fixtures should receive as much attention as album fixtures in any self-selection plans.

Three types of racks are recommended for single records. The slant type rack

Illustration 4. There is less visual display, but this type of rack possesses many advantages.



displays the records in a vertical position, with about one-third of the record envelope visible. It can be constructed with record slots on one side only for wall or column display (See Illustrations 1 and 2) or on both sides for floor display (See Illustration 3). These racks can be constructed in multiples of eight sections. Each slot will conveniently hold three records, and each shelf is tilted one half inch to the rear. This eliminates the possibility of the records falling out of the fixture due to consumer handling. The depth of each slot is constructed to hold 12" records. Removable wood blocks 2 1/4" wide, 8" long and 3/4" high should be placed in the slots if 10" recordings are to be displayed (For dimensions, see Illustrations 2 and 3).

The other two single record racks display the records in a horizontal position, with each slot conveniently holding six records. The single horizontal type rack (Illustration 4) is provided with sixteen slots. A large storage space at the bottom is for reserve stock. These racks can be used for either partition or floor space and can also be grouped together if desired (Illustration 5).

The multiple horizontal type rack is similar in construction to the single horizontal type, but affords greater indexing than is possible with the single verticle fixture. On the single horizontal type it is necessary to use a rather heavy shelving to accommodate the indexing tabs. On the multiple horizontal type, however, the index tabs are to the right of the corresponding slots, permitting the use of glass shelving. This increases either the number of positions for individual selections or the storage capacity of each position, whichever is desired (Illustration 6). This type of rack can be used only in floor or "area" space.

Three types of racks are recommended for album display, one for floor or "area" space, one for use against a wall or partition, and one for use in corners. All are easily constructed, yet adequately display albums in a compact

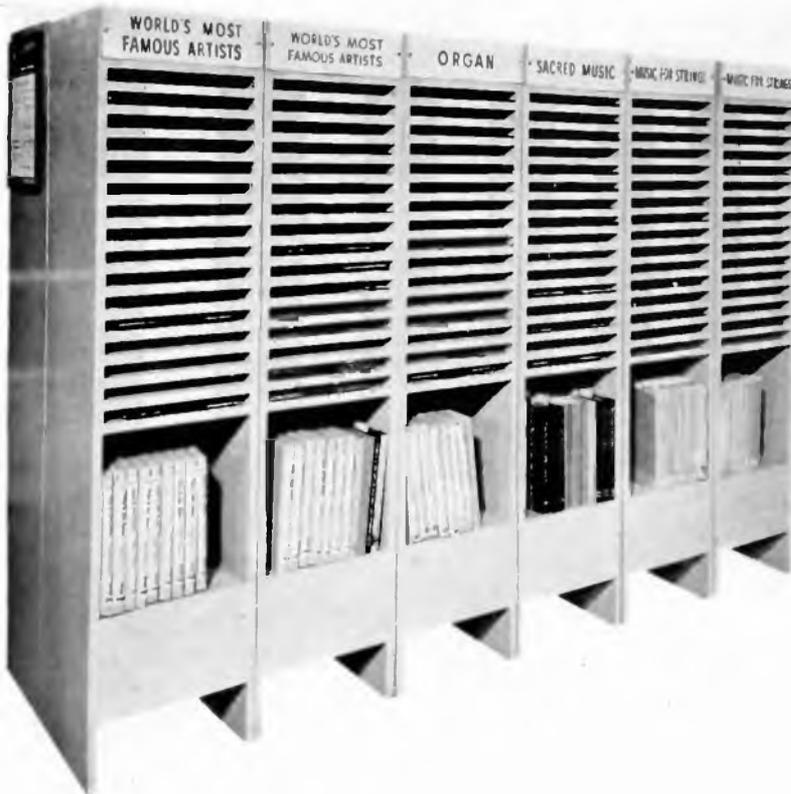


Illustration 5. The horizontal record racks lend themselves readily to effective wall or aisle groupings. (See also, Illustration 6, next page.)

space. The floor and partition racks follow a single design, having a pyramided appearance with the lowest shelves possessing greater depth, though the back is vertical. (Illustration 8.)

The floor type fixture measures 4' 4½" wide, 4' 8" vertical height, and the base is 1' 8" deep. (See Illustration 8.) This fixture together with its classification sign is 60" high, and thus permits a clear view of the entire department. A slot 3/16" wide and 2" deep, extending along the entire top of the racks, should be provided to accommodate the various record classification headings.

Tests have proved that the bottom shelf does not lend itself to display or sales, since the albums on this shelf are

far below the eye level and are not easily accessible. Its sole purpose is to hold the reserve stock for the particular rack. It is 14" deep and 14" in height and is divided into three compartments. The upper three shelves are 5½" deep and 14" high. These display shelves are provided with four cleats for displaying 12" albums or six cleats for displaying 10" albums on an angle. Thus the three upper shelves on the floor racks display twelve different 12" albums or eighteen 10" albums. The shelves are slanted slightly to reduce the danger of the albums falling as a result of careless consumer handling.

A partition fixture, which does not have to conform to store aisle heights, has an additional tier so that sixteen

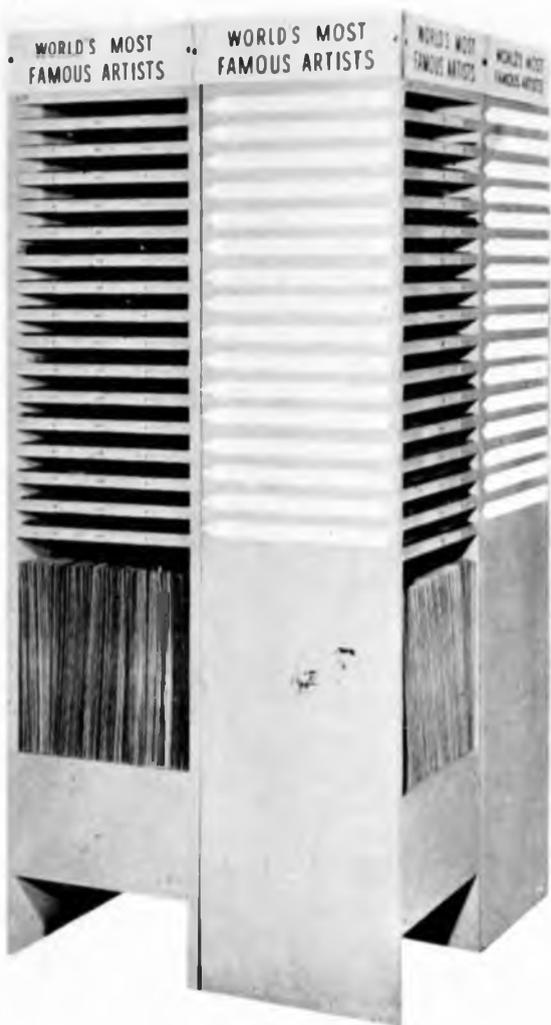


Illustration 6. An additional advantage — a large indexing space — is to be gained in this area space grouping.

12" albums or twenty-four 10" albums can be shown.

Although the width of these racks is given as $V\ 4\frac{1}{2}$ ", they are not necessarily limited to these dimensions. In constructing album fixtures, the dealer should consider the available space in

his particular store and establish a standard width for his self-selection fixtures accordingly.

The corner rack (*Illustration 7*) can be made to conform in height to either the floor racks or the partition racks, depending upon where the corner rack is to be employed. While the width of this rack might be varied, a corner rack measuring 31" from the back corner to either end has been satisfactory in use. Slots should be provided along the top of each wing, thus providing for two small classification signs, set at right angles to each other. This rack finishes off any corner in the department attractively and can be used to display

Illustration 7. An excellent spot for albums or accessories is the corner display rack, that can be made in varying sizes.



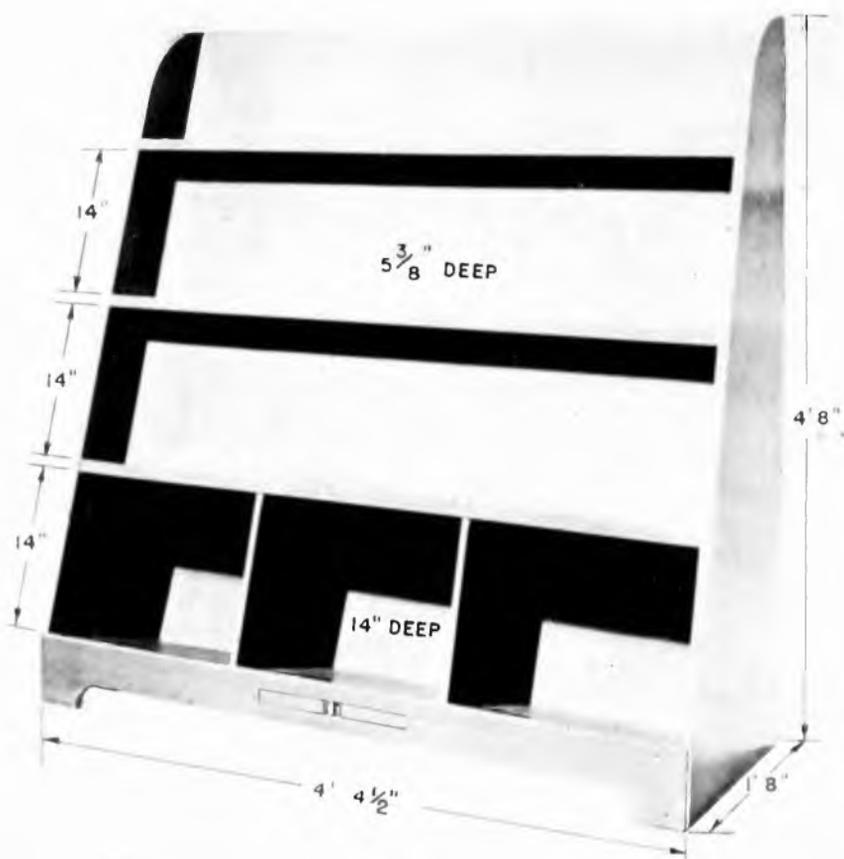


Illustration 8. This type of rack can be enlarged to provide another tier if desired.

albums or accessories in an eye-arresting manner.

Every album and single record fixture in the department should be assigned a number which is shown on the rack itself. These numbers are used to good advantage in equipping a self-selection store. With slight modification it is very effective for display and sale of single records, both popular and classical. This supplement wall rack (*Illustration 8*) serves to fill several important needs.

1. It affords a numerically arranged stock of classical records, some of which

are duplicated under artist and musical headings in the open display racks.

2. It provides for the display of many slower-moving selections, both popular and classical, which cannot be accommodated in the open display space. It is a "must" in a large record department or in any store where floor area is at a premium.

3. Space for storage of reserve stock is provided in the cabinets at the base of the unit.

The size of this rack will depend entirely upon the stock carried by the individual store and upon the available floor space for open display.

the good hunter watches the way the bird dog points

By LOUISE GALE

It takes a good salesperson to sell the customer all those choice items upon which he gazes so fondly—particularly in a colorful album display.

Probably the most effective use of floor space is that which contains self-selection album display equipment especially designed to attract the eye. The pros and cons of self-selection versus personalized selling have been many, but time has shown that there are merits in both, and each augments the other. Your customer, like a bird dog, stands and points to the game he is after when he wanders into your department or your store and pauses before a self-selection rack.

These racks, to attain their maximum efficiency, should be used for *classified* groups of merchandise. The tops of most of these album racks have slots into which long cards, lettered to indicate the type of music to be found on that rack, can be inserted. Grouping record merchandise in this fashion makes self-selective selling very easy and profitable. For instance, you can arrange an album rack of overtures, one of musical comedy albums, another of light classical works, and so on. These albums can be changed frequently, according to merchandise available, and in the case of certain items which are headlined for advertising, an entire rack can be devoted to the display of that album alone. This mass display of a single item featuring a brilliant cover design, has heavy sales appeal. At the

bottom of these racks is storage space which is sufficient to contain a stock of all the albums displayed on the racks. This space will help you to solve your record storage problem.

There are numerous forms of single record self-selection racks wherein single records may be displayed in a vertical position or a slant type rack which can be constructed to be used for wall or column display. There are also single record racks which display the records in a horizontal position with space in each slot for six records. A large space for album storage is at the bottom of these racks as well. These self-selection racks can be used in groups or singly. Another effective method of merchandising single popular records is with the use of glass partitions to divide the surface of an ordinary sales table, each division just large enough and deep enough to hold one box of records or 25 singles. With this method an entire table of recent "pops" can be exposed for self-selection; or there can be a variety of standard popular numbers that are perennial best-sellers. There are infinite variations on the self-selection theme.

From the practical point of view it has been found that the use of single record self-selection display racks will bring a substantial amount of breakage, and there is no evading the problem which incorrect replacement of records by the customer will bring to the salespeople.



Single record racks, as well as album racks, must be reviewed and reorganized each morning before the customer traffic begins or there will be chaos. With constant attention however, it is not too great a task and $\frac{1}{2}$ hour each morning should mean all racks sorted and in order.

While these wooden racks and scientifically designed slots are man made and must be classified by human intelligence to meet the needs or desires of other human beings remember that there is no mechanical sales device or display set-up which can replace the intelligence and personality of a human being. Presiding over all these fine mechanical devices for sales is the record sales manager or the dealer, and in the last analysis, it is personal plus-selling which makes the customer actually buy more.

The use of standard files of single records to which only the record salesperson will have access, plus self-selection racks which have been found to be most effective for the store, will provide the maximum sales efficiency for the department, as well as the maximum eye-appeal for the customer.

Lighting is most important, as well as the colors chosen to decorate the record shop or department. The psychological effect of dark colors or certain shades of red, green and purple, is well known to advertisers—and their use is to be avoided

except in the most skillful decorating. Glass display counters with tubular lighting are the most effective means of displaying needles and record accessories which will remind the customer to buy more than he had planned.

Hot jazz and high art do not mix. The trend is more and more to the separation of popular and classical record merchandise. The customer who buys fine music requires fine machines to hear those records reproduced, and adequately large booths to make listening a pleasure. Here is the *substantial volume* trade, and it is well to segregate this business in location and in treatment from the popular records. There is no need to install large expensive listening booths for the young fry or popular trade. They know what they want and a short session at a "listening post" at which they can stand with a three sided partition and play their records on a turn table which is placed at a convenient height, will serve them admirably.

For popular record demonstration many record operations have found most effective the counter-type of turn-table inset into the counter with a specially muffled counter-cloth covering for the speaker. This makes it possible for the salesperson to play records upon request at the counter, and yet to conduct business with other customers without an excess of volume from the record being played. This counter-type of record player can be heard by only the two or three customers directly above the machine. Chain stores are finding this equipment effective for lowering sound disturbances to other departments.

If space is limited, it is suggested you at least sound-proof all booths—to prevent the jive hounds from annoying the Beethoven listener. If you have a little space to work with, make attractive booths for listening to popular music on one side of the department or shop, and dignified listening booths for classical trade on the other side. Post-war, air-conditioning in the store and record booths will insure comfort for customers, and increased sales.

there's more than looks to be considered

Walls and ceilings can add "liveability" as well as attractiveness through acting as controls of climate and acoustics, and choice of color can aid in merchandising

BY MARVIN GREENWOOD

General Sales Manager, The Celotex Corp.

(Reprinted from Admiral Flex-O-Plan)

Will the interior of your store "live up to the promise?"

A modern, attractive store front, scientifically designed to interest the passer-by in the store's merchandise and lead him inside, is important, of course. But after he gets inside—will he feel "let down" by the contrast?

A beautiful interior cannot take the place of an alert, courteous salesman. It cannot compensate for inferior or shoddy merchandise. It cannot overcome the handicap of poor lighting. But it can do much to create a favorable attitude in a customer's mind. Good value in merchandise and intelligent treatment by salespeople are still high on the list of what it takes to make a satisfied customer. But add to that a clean, restful, beautiful interior that permits advantageous display of merchandise, and the result is a higher batting average of business success for any retail merchant.

Today most business operators have accepted this growing trend toward smartly styled commercial interiors, not as an added expense, but as a contribution to increased patronage and increased profits.

Fortunately for the store owner, such beauty is neither difficult nor expensive to achieve, thanks to the development of modern wall and ceiling materials. In the building of new establishments, these easily applied products enable owners to open days earlier. Likewise, in the modernization of old interiors, the use of these same materials permits business-as-usual while alterations are in progress.

The modern store owner knows that it is not enough that his store be attractive to the eye—it must be comfortable also. Temporary skin deep beauty has little place in a business building budget. Every expenditure must pay its own way, not only in improved ap-



Bagasse (cane fibre) boards are easy to install and serve a number of important functions

pearance, but in improved "liveability" of the room. For that reason, more and more owners are selecting wall and ceiling materials that provide thermal insulation as well as attractiveness of design and color. Materials which adequately impede the passage of heat keep a store several degrees cooler than outside Summer temperatures, offering welcome relief to sweltering customers. The same insulating material helps to keep the store snug and warm in Winter and actually effects a reduction in the amount of fuel used to heat it, so that over the course of a few years the installation usually pays for itself in fuel savings.

Plans of a good many dealers include the installation of air conditioning equipment as soon as materials are available. Those dealers will find that adequate insulation is essential to securing full efficiency from the air-conditioning unit. For the dealer who cannot yet afford air conditioning, proper insulation of his store thus takes on the aspect of a preparatory step, and yet gives him the advantage of greater comfort in the meantime.

One interior finish material that has proven ideal from the standpoint of combining decorative beauty with proper thermal insulation is made of sugar cane fibre—or bagasse. The long, tough, wiry cane fibres, each containing millions of tiny, sealed dead air cells, are made into "boards," "tiles," or "planks," half an inch thick. Not only does heat have difficulty penetrating this board, but it insulates against sound as well, thus reducing the transmission of disturbing noise from adjoining rooms.

This material retains its strength and insulating efficiency for the life of the building, and is protected against damage from termites, dry rot and fungus growth by a patented process. A choice is available of many standard sizes, ranging from large board units four feet wide, to plank and tile size units six to 16 inches wide. Special joint features provide neat, tight fitting, dust-proof seams that add much to the attractiveness of the design.

War conditions have restricted to some extent the sizes and colors in which these materials can be secured, but in the post-war period a wide selection will again be available. The choice of colors for the store interior depends to some extent on the character and predominant color of the merchandise. If a high degree of light reflection is desired (where merchandise is predominantly in the darker shades) white or ivory should be the principal color used.

The lines of the tile ceiling and the plank wall themselves add much to the beauty of the material. Stores which for years had either plastered walls and ceilings—or, in the case of some stores, old-fashioned metal ceilings—take on a new vitality and interest with the application of these coverings. Time is slow to dull the beauty of this material, but when it does become necessary to renew its attractiveness, a simple cleaning or a single coat of paint is all that is needed to give it new life.



Acoustical material of the type shown here may be used throughout the store, or just in demonstration rooms or listening booths

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The store owner may want to give some thought to the desirability of sound conditioning the room. This can usually be done satisfactorily by using an acoustical material on the ceiling instead of the plain tile. A number of very satisfactory and decorative products have been developed that will perform the function of quieting sound in a room—some of them composed of porous stone; some (previous to the war) of perforated steel; others of fibre of various kinds.

An acoustical material in wide use is Acousti-Celotex sound absorbing tile, made of sugar cane fibre, perforated with hundreds of tiny holes per square foot. Sound, hitting this surface, is largely absorbed by the holes instead of reverberating throughout the room. The insulating qualities of the cane fibre make this tile a truly multiple-function material. It insulates, it decorates, and at the same time quiets sound. It is available in white, but can be painted any color and as often as desired, without affecting its sound absorption value.

If the dealer does not want his store sound conditioned throughout, he may still find it very desirable to have acoustical material installed on the ceilings of special rooms, such as record-listening booths or rooms used for radio demonstrations. Highly satisfactory results from such special treatment have been achieved. Musical tones seem clearer and softer. The result is a highly effective demonstration of recordings or instruments, presented under ideal conditions.

Besides its more permanent use as a partition material, this utility board is excellent for use in displays of various kinds. For example, the dealer may want to feature or highlight a certain piece of equipment. Using this utility board he can build an attractive display background for it to gain greater attention. It is widely used for window display purposes. It may be beveled on the edges if desired, or grooved into modern or classic designs. And of course, it can be painted any color desired.

when the emphasis is on the displaying of albums

Self-selection boils down to more album display — and sales, Columbia believes, and shows what some dealers are doing to boost dollar volume.

Whatever may be the record dealer's thinking on self-selection: however elaborate or however simple he may plan to make his operation, he need have no concern over the possibility he is heading into a blind alley. Signposts to guide him are plentiful—in the form of detailed diagrams, construction plans, sample and actual layouts, before and after pictures, operational aids, personnel training and suggestions and just about everything else that might conceivably be connected with this type of operation.

Concurrent with the release by the RCA Victor record department of an exhaustive illustrated report on operational tests and analysis of the self-selection operation, Columbia Recording Corp. has issued an elaborate presentation based on its findings after lengthy and careful study.

The Columbia treatment differs from the Victor, in that it offers the dealer the opportunity of redesigning his record department primarily around the self-selection

album display unit, whereas the Victor study is based both on album and single record display units. The Columbia presentation offers a number of striking photographs, mostly of the "before and after" type, on successful self-selection operations.

There are also detailed letters from a number of stores that were among the first to change over to the self-selection operation, and some of these deal at considerable length on methods and results.

Under the heading "The public demands," President Edward Wallerstein discussed the self-selection operation in these words:

"Ten years ago there were but a handful of Class A record dealers in the United States. Most of these dealers did a tremendous mail order business reaching out thousands of miles. Record manufacturers received literally hundreds of letters weekly from consumers asking: 'Where can I buy records?' Today the number of Class A record dealers in the country has increased many



This is the way the Brunton Piano Co. record department at Hackensack, N. J., looked before the owners decided to switch to self-selection equipment.

before

Here is the pre-self-selection record department at the Rollman & Sons store in Cincinnati, with promotional space limited to spots here and there



With the installation of racks all along one wall, Brunton Piano was able to place a tempting array of artistically-decorated albums for all to observe.

after

Now there is display space that sells all over the department, with the most interesting feature being the step-like arrangement shown in the foreground.





The Music Mart, in Orange, N. J., reports an increase of 300% in classical album sales since installing these display units.

times. But the public demand still far exceeds the supply. In other words, the public has led the retail record industry continuously in the phenomenal development of the record business during the past 10 years, and the end is not yet in sight.

"You in the retail record business are on the threshold of a retail volume three times greater than you ever knew before. In these days of grave uncertainties the surest thing we know is the ever-increasing demand by the public

for the music they want by the artist they want, when they want it. This has been finally and entirely proven by the events of the past ten years by the public itself.

"There will be 250,000,000 to 300,000,000 records sold per year as soon as manpower conditions permit. Are you going to be in a position to get your share of this tremendous volume? Not unless you keep up with the pace by installing a modern record department wherein you can display hundreds of

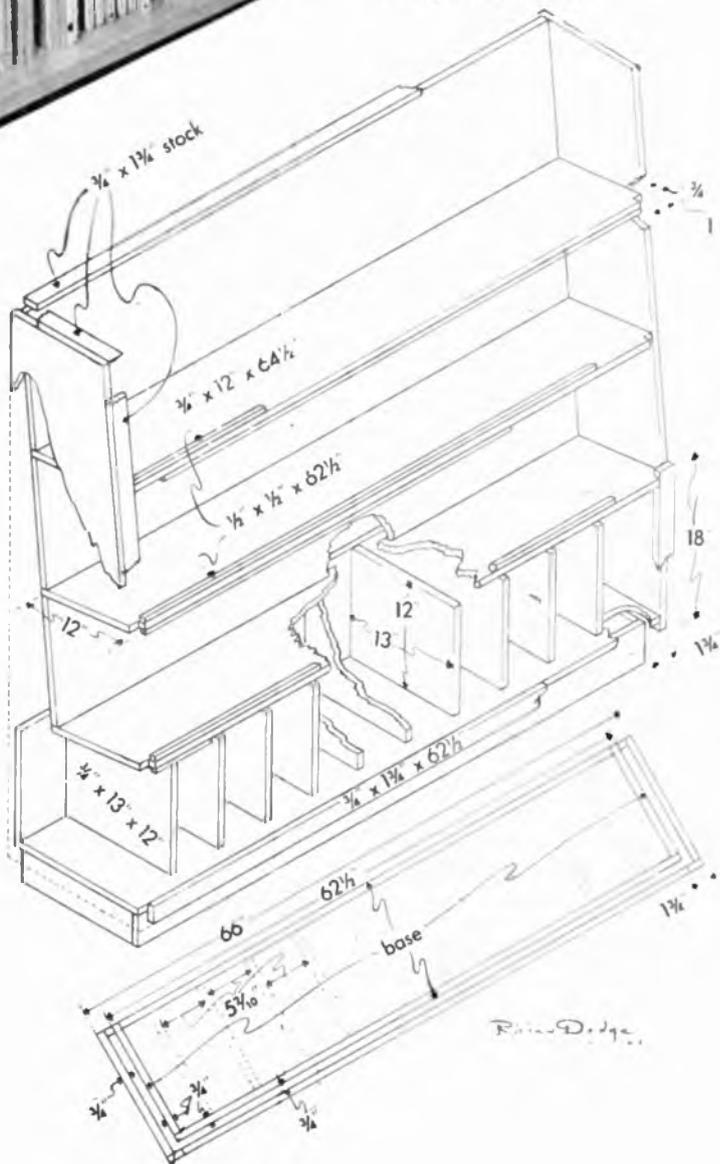
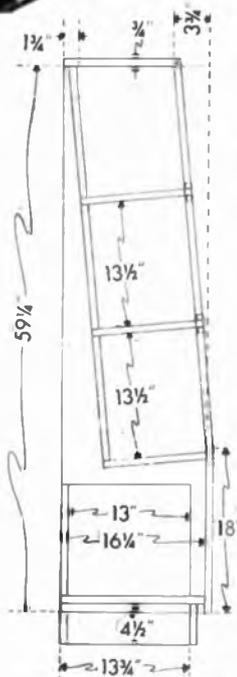
This attractive layout is in the new Record Shop at Kansas City, Mo., and shows an unusually effect arrangement of racks.





building a unit

Suitable against walls or in pairs back-to-back, this unit can be built for from \$16 to \$40, depending on the material, workmanship and quantity desired



eye-compelling decorated albums now at your disposal. To see these albums is to want them."

The self-selection operation may be the answer to a lot of things, but it is by no means the complete cure-all, in the opinion of Columbia's vice president and sales and advertising director, Paul Southard. He is more than a bit concerned about whether, in the excitement over new developments in this type of merchandising-by-display the importance of the sales end may be overlooked, or at least underestimated.

"The term 'self-service' in connection with retail record departments is the most highly controversial subject in the record business today," he states. "The term is loosely applied to all modern record departments which devote a large amount of space to display. However, I know of no dealer, large or small, who depends solely upon this display to sell merchandise in the way we think of self-service in connection with food stores. Such an idea would, of course, be ridiculous because nothing can ever replace the suggestive selling, the intelligent attention and the helpfulness of an experienced record salesperson. We have never and do not now encourage the modernizing of record departments on the basis that it will do away with, or even lessen, the number of salesper-



Harry James and Frank Sinatra do a bit of self-selection shopping at Bloomingdale's.

sons the dealer needs to handle his potential record volume.

"What we do say, and can prove by dealers' experiences, is that a spacious attractively decorated record department with facilities for displaying hundreds of albums and single records will increase volume from 100 to 300%. Record customers are the greatest browsers in the world and will, if given a chance, select items from the display stands that no one would ever think of suggesting to them. That is the secret of the huge increase being chalked up by dealers immediately following the modernization of record departments."



The University Store at Granville, Ohio, makes effective use of the self-selection theme in this very attractive album window display.

store fronts are planned for motion

Customer circulation a prerequisite of good store design, and the "open-face" shop is more inviting to the restless shopper. It aids too in dramatizing your merchandise

BY H. CRESTON DONER

Libby · Owens · Ford Glass Co.
(Reprinted from the *Admiral Flex-O-Plan*)

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Many new and interesting glass products in the hands of the architect or designer will play an important part in all post-war construction. The thing uppermost in the mind of everyone is where and how these glass products will serve them best with their individual problems. The transparency of plate glass, the permanent colors of Vitrolite, the decorative and translucent qualities of Blue Ridge figured glass, and the glamour of Tuf-flex glass doors—when manipulated under the deft fingers of a skilled designer will emerge into a marvelous new selling machine, commonly referred to as a store or shop.

The architectural afterthoughts of the past, modernized for selling, will become beehives of activity, persuasively leading the war-weary consumer "in" and "out" of resplendent window displays of much needed, long-sought-after merchandise. An eager public, clamoring to be first to purchase greatly improved post-war merchandise, will be confused by the many new and unfamiliar products. Compe-

tion, instead of being a battle of brand names and the survival of the fittest, will boil down to a competition of the best displayed merchandise in the most modern of store fronts and store interiors. Glass will be a favored material for best showing this merchandise.

The average store front is more than just that part of the store which abuts on the street. It has *three* definite vital functions to perform. **FIRST**—and most obvious—it is a frame for displaying and dramatizing the merchandise, creating "eye appeal," and the desire to buy. **SECOND**—it is a billboard which serves as a means of identifying the store. **THIRD**—it is an entrance to the store, providing easy access to the interior. These three basic essentials of a good functional store front must work together if they are to produce increased traffic, quicker turnover, and added profits. In the past, oftentimes, the emphasis has been placed on *one*, rather than all three of the essentials of a complete store front.



Cordiality and warmth seem to flow out through this wide and inviting doorway

Customer circulation is a prerequisite of good store design. In the ordinary store front, set flush against the sidewalk, potential customers are jostled by crowds on the sidewalk. This does not permit comfortable window shopping. In the streamlined version of the old arcade type store front, adequate space is provided for window shopping—but often there is the psychological effect of leading potential customers by one display area, past the entrance door, by another display area, and out to the street again. The heavy entrance doors and the solid walls on either side actually divide the store into two parts—the store front and the store interior. This often tends to hold the public at arm's length.

Store fronts are different from all other forms of planning in that they must be planned for motion. The shopper is never at rest. The windows and entrance must be so related that the sequence unfolds properly as the store is approached from any direction. Once the shopper has approached the store, the plan must invite him or her to enter and follow the line of show windows, through the entrance door, to the store interior.

The store interior, with its warmth and human activity, can be called upon to

perform its own best advertising job. It can become a mammoth showcase, a visual front, acting as a continuous silent salesman selling service, cleanliness, dignity, smartness, simplicity, luxury—whatever is required. Selling is being made more direct by bringing the merchandise into closer contact with the customer.

The theory of the visual front, or open-face type of shop, is simple enough. The arbitrary dividing line between the exterior and the interior is eliminated, or partially so, by the use of large areas of clear plate glass. As a building material, glass serves two functions: it adds necessary color, and keeps out the weather. The all-glass front of the store is set well back out of the sun, where it produces a minimum of reflections, interposing virtually no visual barrier between "inside" and "outside." Attractive displays draw the shoppers into a generous arcade in which there is freedom of movement, adequate shelter, and maximum convenience for leisurely inspection of merchandise. The visual front directs the shoppers' attention to the activity and the additional merchandise displayed within, and gives them the feeling that window shopping need not be exclusively on the outside of the store.

Hand in hand with this innovation in the use of glass goes a new, creative and highly flexible treatment of display. One type is virtually a series of hanging cases suspended on metal tracks on the side wall of the store front. These display cases could be accessible from either the shop interior or exterior, and may be variable in size to accommodate and bring to eye level different types of merchandise. Continuing these cases through the glass partition, where they become well-stocked interior shelves, furthers the illusion and wipes out the last vestige of an arbitrary dividing line. Correlation of color and design between the exterior and interior of the store can create an uninterrupted line of interest, leading the customer to the very back of the store. Another type of display is mobile units which can be wheeled in and out of the store for quick changes. Strategically placed in the outside lobby, they display



Here is a front that offers fine opportunities for dramatic displays that will catch the attention of the hurried shopper or casual passer-by

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certain merchandise to a better advantage. Polished plate glass in display cases provides a good view of the merchandise.

Identification of the visual front is accomplished by making the sign a part of the total composition. Hanging signs may follow the contour of a permanent cantilevered structural awning, and continue through the glass partition. Smaller free standing signs on lobby showcases may do likewise. A sign sandblasted on the upper area of the glass partition, edge-lighted from a concealed light source, produces an illusion of letters floating in thin air.

The visual front relies entirely on the use of Tuf-flex glass doors, for it was not until after the advent of these doors that the success of the completely open-faced shop became apparent.

The visual front, like its predecessor, has the same three definite, vital functions to perform, but cannot attain complete efficiency without adequate and flexible illumination of store front and interior. High level illumination concentrated on all merchandise is just as necessary for selling as for display. Night-time illumination of the store interior relies wholly on the dramatic use of light and color to spotlight well-placed interior displays.

National distributors will be calling upon the store architect or designer to blend the functions of the store front, interior, storage and handling facilities, personnel quarters, and mechanical equipment into one smoothly working unit, designed and built as an integral mechanism for selling.

the industry appraises self-selection

This war-baby in the record industry has grown to the point where self-appraisal is needed to show what modifications peacetime conditions may demand.

Two years or so ago there started in the record business a pronounced swing toward self service, self selection, suggestive selling or call it what you will.

Some joined the swing because they thought that therein lay the answer to their help problem . . . others, because they suddenly found themselves with space on their hands and merchandise worries on their minds . . . still others, because they saw the greater display possibilities in the new operation . . . and with greater display—greater sales volume.

Some made a complete change-over . . . others adopted a modified form. Some looked upon it as a permanent proposition . . . others as only a wartime measure. Today, after a considerable experimental period, self selection has come into its own as has recognized record display method.

Whether or not this relatively new merchandising method is a wonder worker in every case and in every sense of the word, it has opened the way to changes and im-

provements that are now record selling fixtures.

Let's see what some of the dealers have to say on that score:

"Regardless of what changes the end of the war and relief from the merchandising shortage situation brings, we've learned the true value of display, display and more display!" is one regular comment.

"It's the best relief in the world for the Friday night and Saturday jam up; if nothing else, it gets the swing kids out of our hair, and they're just as happy looking out for themselves," is another endorsement.

Many others look at it this way: "We're all self service now, but after the war we'll probably modify, because we believe the classical record buyer, who's content now to browse around where there is lots of floor room and things otherwise aren't crowded, won't be so easy to please when there's merchandise all over the place."

And what has led to this variance in views?

For one thing, self service does not

MUSIC

SELF SERVICE RECORDS *and* ALBUMS



Self service made attractive at Scruggs, Vanderboort, Barney, St. Louis.

mean that the store operation can be turned over to a couple of inexperienced clerks, a cashier and a bundle wrapper. Organizations that have gone into an extensive self service operation have made

a close study of the situation in a great many units, and they have found that in every one of their SS operations as much or more help has been necessary.

What then, they are asked, is the ad-

Montgomery Ward, Detroit, uses this efficient arrangement.



vantage? Simply that the operation attracts more business, either through drawing customers from elsewhere or through stimulating more buying. In either case, the greater display possibilities in the SS operation is the key, they contend.

Although self service apparently does not in any way relieve the help shortage difficulty, it does, its proponents contend, serve as a great leveller. The inexperienced clerk who for a time would be almost a total loss in a purely service operation (where he or she has to become familiar with all sorts of stock storage nooks and crannies, catalogs and other details) catches on more rapidly in the self service operation. The everything-where-it's-handy situation gives the beginner a better break, and then too, he

or she has the help of the customer, who does most of the scouting around himself.

What has the customer reaction been? Very fine, is the response from all quarters. It seems to please the hurry-up fellows as much as it does those browsers to whom the atmosphere and arrangement of a public library is made to order.

There's another type of customer too, and to him self-service has been a god-send. That's the chap who is not sure of himself, for one reason or another. When he can mosey around and pick out what he likes he doesn't have to expose his uncertainty. And tastes that they might never think or attempt to express verbally are on their own in the midst of often indicated by customers who are a fascinating array of albums.

Adams Radio of Providence, R. I., for

Record shopping is made easy at Marshall Fields, Chicago. Grouping and labeling albums according to the type of music can be valuable in the self service shop.





Accessory section of the self service shop at the People's promotion through attractive displays.

instance, has built up quite a healthy list of pop record customers who have cultivated a taste for semi-classical and classical numbers. And after pointing out that an out-and-out pop buyer is generally a drifter—to the store that is handy or is lucky enough to be Sinatra-stocked, they put it this way at Adams':

"We learned more by watching customers than by listening to them. When they're selecting for themselves we have better chances to notice when a pop record buyer, for instance, stops and looks at an album of standard organ selections. And when we see that we have our cue. No high pressure, of course, but there we have the perfect set-up for a bit of suggestive selling. In self service we have more chances for these sales-build-

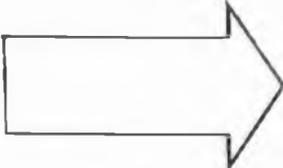
ing observations and we never miss the opportunity of trying to interest the jazz fan who gives some indication, however slight, of being interested in more substantial fare. And it's amazing how many have been led through some familiar standard set of light classics to becoming steady customers for the kind of record business that really counts—the better records and albums."

Virtually all counters, racks and other equipment for the SS operation need not necessarily be elaborate or expensive. Many fine pieces of such equipment can be obtained at a reasonable figure from fixture companies that specialize in such things, and others can be made by the local carpenter, from a sketch.



RCA VICTOR

rings the bell

FOR YOU 

WHO HAS THE GREATEST RECORD TRADE

WHO MAKES THE MOST POPULAR AND CLA

WHO MAKES THE MOST ALBUMS?



WHO GIVES YOU THE WORLD'S GREATEST

WHO GIVES YOU THE GREATEST SALES PR

WHO IS THE LARGEST CONSISTENT NATIONAL

WHO WILL LEAD IN POST-WAR DEVELOPME

ARK?



*And here's
the answer
to all 7*

CAL RECORDS?



TISTS?



RCA
VICTOR

OTION?



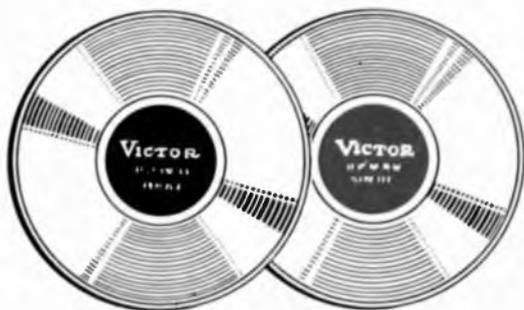
L ADVERTISER?



V?



AND THAT'S NOT ALL



"HIS MASTER'S VOICE"

RCA VICTOR 

gives you a fair share!

• During these war years, you've benefited from RCA Victor's policy of fair dealing. No matter how large or how small your account, you've been getting your share of the available merchandise. It has been difficult at times, for in addition to meeting your needs, we've supplied the armed forces with huge amounts of vital war material; shipped large quantities of records to the services and associated organizations.

*We, at RCA Victor, are proud of our wartime record and pledge to continue our fair-share policy for every dealer.
Radio Corporation of America, RCA Victor Division,
Camden, N. J.*

THE WORLD'S GREATEST ARTISTS ARE ON

RCA VICTOR RECORDS

arranging stock and inventories for self-selection

Proper placing aids the customer and makes for better display. A simple control system eliminates most of those "inventory blues."

Arrangement of stock is equal in importance to general arrangement of the self-selection store or record department. This is the conclusion reached through the operational tests and analytical study carried on by the RCA Victor record department, in cooperation with Weiboldt's of Chicago.

"Buying is difficult, much more difficult than selling," the Victor report maintains. "This is something few salesmen appreciate, for we have always emphasized the importance of selling. The customer needs sympathy and help in making her purchases, and proper grouping and classification of merchandise helps to make her shopping easy."

The self-selection record department, it is suggested, should be divided into two distinct sections, one of which is devoted to classical albums and single records, and the other to popular recordings.

Classification headings in each section will be influenced by the stock which has been selected or which is on hand. On the basis of the tests, there are the suggested groupings for albums: Classical album headings—Symphonica, Con-

certos, Suites, Tone-Poems, Grand Opera, Operettas, Chamber Music, Overtures and Preludes, Sonatas, Piano, Violin, Concert Songs, Ballet, Orchestral and Collector's Items. All but the last mentioned should be arranged alphabetically by composers. It is suggested the collector's items be arranged by titles.

Popular albums headings and method of alphabetical arrangement—Popular Smart Sets, by types of music, Children's Sets, by title, and Patriotic, by title. Depending upon the variety of popular albums carried, the "Popular Smart Sets" can be grouped with one or more racks devoted to light orchestral, Latin American, jive, vocal, piano, etc. In addition, a classification heading "New Releases" can be used for both popular and classical albums, and it is recommended it be placed fairly near the center of the department.

Classification headings for single records also depend upon the character of the stock. The Victor suggested headings are these: Waltz Time, Music for Strings, Marches, Echoes from the Opera, Operettas, Organ, Overtures, Sacred Music, Light Instrumental, Piano Music, Music

America Loves Best, and World's Most Famous Artists. It is suggested the piano selections be arranged by type (sonatas, etudes, etc.), and by outstanding titles; that the "world's most famous artists" singles be arranged by artists, and that all other classical singles be arranged alphabetically by titles.

Popular single record headings and alphabetical arrangements — Leading Artist's Names, Waltz Time, listed by title; Hawaiian, by title; Latin American Tunes, by type (rhumbas, tangos, etc.); Patriotic, by title; Polkas, by title; Hill-billy, by artist; Ten Best Sellers, by individual cards showing title, artist and price.

All classification headings in the department should be easily read. Decorative signs are not recommended, because they detract from the album displays. All signs should be changeable, so that new ones can be substituted easily.

In the inventory control method recommended by Victor, the following forms are used: 1. Stock envelopes (green), to contain single records while in stock. 2. Album markers—colored cardboard strips to be placed in albums for proper identification. 3. Stock Control Ledger—in which is maintained a daily record of sales, receipts, orders and current inventory.

Each record in the department's stock, and hereafter each record received in the department, should be placed in a green stock-envelope, on each of which should be printed the following identification: (a) In the upper right hand corner, the manufacturer's name and the stock number of the record; (b) In the upper left hand corner, the rack number of the floor-stand and the letter of the insert in that rack; (c) In the center of envelope, the price of the record. After the records have been put in the stock envelopes, they

Clear, concise and unembellished—that's the suggestion for the headings for classical or pop album racks.





Colored cardboard strips such as this aid in inventory control and to guide the customer.

should be placed in the proper slots in the display racks.

Each album now in the department's stock and hereafter each album received in the department should be identified by inserting in the last pocket of the album the appropriate album marker. If more than one brand of record is carried, red might be used for one, blue for another, buff for a third, etc. On these album markers the following information should be indicated: (1) selling price; (2) series and number of the album, and (3) number of the rack on which the album will be displayed.

The markers for 10" albums are 10 $\frac{1}{4}$ " in length and those for 12" albums are 12 $\frac{1}{4}$ " in length. Hence, the marker will extend beyond the top of the album so that the customer may readily see the selling price of that album.

Many dealers have found that customers take albums or records to the listening booths and then return them to the wrong display racks. This can be checked to a great extent by placing a sign in each booth: "Please Do Not Return Records to Racks—Place Them on Table in Front of Booth."

When the customer selects merchandise and brings it to the cashier's desk, it is

recommended the clerk there proceed as follows: If the sale is an album of records, remove the colored marker from the album and place it on a spindle provided for that purpose; if the sale is single records, remove the records from the green envelopes and insert them into the original manufacturer's envelopes. Place the green envelopes on a spindle.

During the day salespeople can fill the vacant spaces on the display racks from the available reserve stock by referring to the colored markers and the green stock envelopes which have accumulated on the spindles.

The stock control ledger sheets represent a master control for each selection. These sheets may be placed into two sections; one for albums and one for single records, both sections arranged by manufacturer and in numerical order by series number of the selections. When the dealer starts to use these stock control ledger sheets, the *current inventory* of each number should be shown on its respective sheet.

These sheets are designed to show the following information for each selection: Title of the selection; series number of the selection; maximum and minimum stock to be carried (determined by the store and policy and the sales of each item); daily sales; current inventory; merchandise on order, and merchandise received.

In order that the current inventory of any selection may be known at all times, the stock control ledger should be kept up to date and, to do this, the clerk be guided by this procedure:

1. As merchandise is received in the department, post the date and quantity of each selection in the space provided on the ledger sheet for this purpose and *correct the inventory as the receipts are posted.*

2. Each day remove from the spindles the green envelopes and colored album markers accumulated as sales were made, and sort them in numerical order by manufacturer. Recap the day's sales by number, post the date and quantity sold—

These compact album racks provide Vim, Newark, N. J., with a great deal of display space. Photo courtesy of the Bitter Construction Co. of New York.



in the space provided for this purpose, and *correct the inventory as the sales are posted.* (Place the envelopes and markers in file for re-use with new stock.)

3. If the new inventory, computed by adding the receipts and deducting the sales as mentioned in Nos. 1 and 2, declines to the indicated minimum or below, include that selection in purchase order that day.

4. Immediately upon placing a purchase order officially, post the date and quantity of each selection order—in the space provided for this purpose.

5. As a double-check, go through the stock control ledger occasionally and see that the latest inventory posted is within the range indicated by the maximum and minimum quantities shown.

6. In the event of breakage, post that quantity in the "Received" column in *red* and *deduct* it from the inventory.

Since the stock control ledger, described here furnishes a perpetual inventory of any selection and a definite check on its sales, such a record is a valuable

guide in ordering stock and improving turnover.

Visual aids for the planning of self-selection departments are being successfully used by Columbia distributors and by RCA Victor to assist interested dealers. In each case miniature counters, special merchandise and scaled-down floor layout sheets serve to give the dealers opportunity to get a general idea of how most efficiently to arrange their new departments.

John C. Dauble, manager of the Omaha Appliance Co. record division used miniatures as well as regulation-size merchandisers for albums and singles at recent meetings. The miniatures, which Mr. Dauble calls his "million dollar set of blocks" consists of a set of counters, self-selection single record merchandisers and album merchandisers which are cut out to the scale of one inch to one foot. By using a large sheet of paper ruled in one inch squares, the distributor's representative can sit down and plan a new self-selection department right on the dealer's desk.

Speaking of their experience with the use of the models, he added, "It really is most effective to sit down and plan a dealer's record department. You can shuffle the block around until the best possible arrangement has been determined. It takes but a few minutes to determine how many albums will be on display and to figure how much floor space will be devoted to a new department. I got the idea while rummaging through some old sales management manuals where I ran across a kitchen planning unit which was made up by Youngstown Steel & Cabinet Co., who had a very detailed program for kitchen planning with scale models."

Sets of miniature racks, complete with tiny decorated albums and of the general design recommended in the Columbia presentation "The Public Demands," have been made up for the guidance of dealers by George Shearer of Federal Distributing Co. of Kansas City, Mo., and are

being used at meetings and calls upon individual dealers.

Many record dealers throughout the country have been provided with photographs picturing their stores, in full scale miniature, equipped with self-service merchandising fixtures as the result of a unique service offered by RCA Victor. The service was based on RCA Victor's report of its study of self-selection merchandising of records.

Self-selection fixtures, merchandisers, etc., developed by RCA Victor as a result of this study, were reproduced as miniature blocks, scaled one-inch to the foot. Elements included counter and wrapping unit, area album racks, wall album racks, slant type single record merchandiser, slot type single record merchandiser, pop best seller merchandising units, slant type single record fixtures and listening booths. The complete layout was photographed and a copy of the photo was sent to the dealer for his study and guidance.



Models built by George Shearer of Federal Distributing Co. are shown by Jeff Wilson of Columbia to Nebraska record folks. Left to right—Laura Lee Erickson, Miss B. Walters, Mr. Wilson, Viola Blanchard and Helen Wilson.

do you try to know your customer?

When you are a record dealer, entertainment is your merchandise and there is no more rewarding or bewildering field.

Because you are selling entertainment it will be up to you and to your sales clerks to classify your customer, his preference, and his desire by his initial request, and to follow up this first contact with the suggestive selling of related record merchandise in that part of the music field with which your customer is best acquainted. Phonograph records are highly specialized merchandise, not comparable to anything else being sold on the retail market.

The "Master of Ceremonies" introducing new artists and new music is the person at the "point of sale"—that's the dealer and his salespeople. Experienced record sales personnel is hard to find and while many young people are willing to work with records for experience, and the fun of "playing music," it is a very serious thing for any merchant to place in incompetent or inexperienced hands thousands of dollars worth of record stock which may not be sold intelligently, or with the amount of turnover required for a successful record operation.

At the present moment, there is no central source of across-the-board record sales training which would produce the type of thoroughly schooled record sales people so much in need today. Record sales training can be given in the store by the dealer, or, as has been done, given in a course by record manufacturers. It is to be understood that courses provided by the individual manufacturer will not

cover the whole record retailing field, but are limited, of necessity, to the products of that manufacturer.

The home-trained record sales unit, in most cases, can be given only a general idea of what constitutes the stock with which he is working. While this is helpful, it is hardly a rounded training in the record field, and the dealer's sales suffers accordingly.

The catalogs of the major record companies should be thoroughly familiar to the record sales clerk and if a customer's request cannot be filled in one of the lines, a knowledge of a recording of that same title and composer on another record with another label, will save the sale and help to move stock. In the popular field it is extremely important that the dealer and the clerk be familiar with all types of labels or pressings and their comparative value in the market. It is in the popular field that the record dealer can accumulate a large inventory of "dogs" and unsaleable merchandise.

Records cannot be merchandised impersonally, like so many shoes or gloves. The phonograph record contains a personality and is a *live* piece of merchandise. Don't make the mistake of thinking that records, even the hottest sellers, will "sell themselves" 100% through sheer demand. The buyers' market will have to be sold and only a trained record salesperson with a thorough knowledge of the personalities that are contained in his record stock, can provide the store with a maximum of sales and a clientele of thoroughly satisfied customers.

floors have a function in merchandising

In addition to adding attractiveness, there are materials that do extra duty through making the going easier and moving your customer traffic in desired directions

BY LEON L. KLAUS

Armstrong Cork Co.

(Reprinted from Admiral Flex-O-Plan)

An important factor in creating an attractive store—a factor whose importance often has not been fully appreciated—is the floor. Covering an old, worn floor with linoleum or other resilient materials such as asphalt tile, is a major step toward transforming and modernizing a store; and it can be done with a relatively modest outlay.

Once, a floor was considered “just something to walk on.” but today it is recognized that modern resilient floorings can also set the whole decorative tone and atmosphere of the store. They can be an important merchandising factor. Experience has proved that properly designed floors attract trade and increase sales.

While linoleum is not now being made in the same quantities or in the same wide range of gauges, colors and patterns as before the war, it is still generally available in a good range of patterns and colors.

One of the great advantages of linoleum is the fact that it lends itself perfectly to custom design, enabling the store owner to install a floor that has individuality and distinction. By using a combination of the various types of linoleum and by employing borders in colors different from those of the floor field, the store not only can be floored most attractively, but various other purposes can be achieved. For example, a linoleum floor can be designed to make a long, narrow room appear wider.

Similarly, a store can be departmentalized, or divided into two or more sections. By inseting directional lines in prominent colors, linoleum can be made to “direct traffic” to certain parts of the store. People unconsciously will tend to follow these decorative lines.

To provide added distinction, a monogram, or the full name of the store, or a reproduction of a product or some other identifying insignia may be inset



Flooring at Dynamic Record Salon, New York, provides effective contrast to fixtures and general decorative scheme

catching, right-angle joint where floor and wall meet.

While linoleum is entirely satisfactory on a concrete sub-floor if the concrete is suspended and completely dry, it is not recommended for use on concrete that is on or below grade. For the latter type of installation, there is a resilient flooring material available that was developed primarily for this purpose—*asphalt tile*.

Concrete laid in direct contact with the ground, either on or below grade, or over an air space that is unheated and unventilated, tends to draw moisture from the ground and the free lime in the concrete is brought to the surface by capillarity. Linoleum and other floorings that are not alkali resistant are attacked by this lime. But asphalt tile is moisture and alkali resistant.

However, asphalt tile is not limited to basement areas. It is widely used both upstairs and downstairs in stores, shops and business areas of all kinds where a low-cost flooring that is both durable and attractive is desired. Asphalt tile gives years of trouble-free service without needing any costly re-finishing: all the attention it requires

is routine sweeping and occasional waxing and washing. The colors go all the way through the material, and cigarette or match burns can easily be removed. Asphalt tile is installed by individually cementing each tile to the underfloor. Should one tile accidentally be damaged in service, it may easily be replaced without disturbing the rest of the floor. Asphalt tile, like linoleum, may be installed with cove base.

Besides linoleum and asphalt tile, there are other resilient floorings on the market which might be chosen for particular areas of a store. For example, if there is a separate office, where traffic is not heavy and where there is no excessive dirt problem, the owner might choose for this area cork tile, which is resilient and easy on the feet.

If the store has a separate entrance area, where foot traffic is especially heavy, but which the owner feels should have a floor of exceptional quality, the answer to the problem might be linoleum cut into tiles which is a special product made of a linoleum-type mix without backing that is the densest and most resistant to wear of any resilient type flooring available.



A floor pattern such as this enhances displays, and will do much to focus the customer's attention and direct traffic in the right direction.

near the entrance or in some other prominent area. By applying to the local linoleum merchant, record store owners can obtain the services of factory experts who will provide individual assistance in designing monograms and in creating special floor plans built around the needs of a particular store.

Because of the resilience of linoleum, a property which is imparted by the use of ground cork and other ingredients of the "mix," it is quiet and easy on the feet. Not the least of the advantages of linoleum, particularly in this period when help is difficult to get, is the ease with which it is cleaned and maintained. Dry-dusting and sweeping, with waxing at intervals and occasional washing, will keep it smooth and gleaming for years. To avoid marring the linoleum, chairs and other furniture, and heavy merchandise on display should be placed on furniture rests. However, there is no surface design to wear off, for the colors and patterns of linoleum go all the way through the material.

Linoleum may be laid on practically any type of sub-floor—wood, metal, terrazzo, or concrete (provided the concrete is suspended and thoroughly dry). Unless it is the type made with "safety-back," linoleum should be installed by the felt-layer method. By this method, the linoleum is cemented over a sound-absorbing cushion of lining felt. The use of lining felt is necessary over wood underfloors to take up the seasonal expansion and contraction of floor boards and thus prevent their movement from splitting the finished floor. Lining felt may also be used on other underfloors to help provide additional warmth, quiet and comfort underfoot. Several types of linoleum with "safety-back," a patented feature, may be installed directly to the sub-floor without the use of lining felt.

In many modern installations, cove base is used. This allows the linoleum to be curved up the wall a few inches to eliminate sharp corners and the dirt-

select a stand — then strike up the band

In this, the second of a series of articles on store operation and record promotion, Miss Gale discusses the importance of location, and passes on some suggestions for making the most of promotion aids

BY LOUISE GALE

Former Record Buyer, Wieboldt Stores, Inc.

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The growing line of record dealers goes forward at a faster pace each day, and when unlimited production is possible following Victory, this parade of dealers will strike up the band and march forward to the tune of the greatest sales in record history. Will you be in the parade?

Whether you are a new record dealer—one of the many dealers who are about to take on record franchises for the first time—or a dealer with an established record shop or record business with its individual store or department, the question of advantageous location is your first consideration. Choose your store's location with full consideration of whether you are on the "right side of the street" in your town. How near are you to the heavy shopping district? Are you placed close to a university or school which

will provide you with constant traffic?

In cases where there has never been a record shop or where new franchises are being established to compete with older record operations now in existence, you will have these factors to consider: (1) In what relation of distance and position is your store to the other established record shops or record departments in your town or city? (2) How is the business district laid out, and are there other business districts in the same town which would draw some of your traffic? (3) Will the population of the town stand the addition of another record operation of some size?

One most important thing to consider is the type of clientele toward which you expect to build your business. Are you interested in a family trade? . . . It might be well to chose a location in the shopping district where the family

does most of its buying. Or are you planning to develop a specialty music and record shop which will be a music center for the town . . . one where all types of musical merchandise will be provided as well as phonograph records? In this type of operation, trained record sales personnel can establish an excellent classical trade with the older members of the family, as well as servicing young people with their favorite "pops." This type of operation does not need to be as closely adjacent to the main shopping district, but may be a little farther away from Main Street without endangering potential traffic.

Or are you planning to build your record business on the constant flow of traffic from some school or university? Here, a location near the campus is desirable and here again, a heavy classical record business can be expected and developed, as well as a tremendous popular record business.

In the case of the new record department, or the established department which you are planning to enlarge, ask yourself these questions: How much floor space shall I devote to this department, and will the display equipment which I have chosen give the maximum efficiency for the floor space occupied? Is the record department placed strategically to draw traffic through the rest of the store? In this connection, it must be borne in mind that the most tremendous sales potential of all lies outside the record department, which has acted as the "bait" to bring in your customers.

For instance, the record department, post-war, might well be placed adjacent to the radio department where one sale will lead to the other; or the record department might be placed in a position which will make it necessary for the customer to go through or go past other "big-ticket" departments, such as furniture, appliances, china, etc.

But if you are planning to carry records only as an accommodation and accessory to the sale of radio-phonograph combinations, and if you are

planning on only a minimum of space and display for these "small-ticket" items in your stock, be prepared for a surprise when you find that the baby of your departments turns into the Little Giant which will "Strike Up the Band" at the head of the big sales parade.

The record dealer is the local press agent, as well as the local sales representative, for the musical and dramatic stars on records. The record manufacturers are backing the dealers with superb advertising campaigns bringing recorded entertainment to America through advertisements on the radio, in the movies, in all national magazines and in *your* store windows. They will help the dealer to hit the jackpot with full-color advertisements of great music and great artists, and with replicas of these—small and large—made for use in the store windows.

The large record companies send to every franchised dealer a monthly kit of display material, pamphlets for stuffing sales bags, blow-ups of the artist featured that month, and even complete full size window displays that are replicas of that month's advertisement in the national magazines. You are your town's representative in the national music parade as it marches across America.

A regular mailing piece from your store, telling your customers about new releases, suggesting old favorites, or presenting lesser-known recordings in a new dress will more than pay its way. Then too, it is suggested you contact your local movie manager and find out when certain musical films are playing. Anticipate these playing dates with orders placed with your record distributor for the music recorded from the coming film. Plan in-store, window and theater-lobby displays to tie in the picture, the artist, and the music involved, with your store.

Is a record artist scheduled to make a personal appearance at a theater in your

you're the "advance man"

In the section of this article devoted to suggestions for dealer promotional activity, Miss Gale terms him "the local press agent for musical and dramatic stars on records" and describes a number of the effective ways . . . such as through use of mailing pieces, window tie-ins, theatre co-operation, etc. that will serve to make the community look to the dealer for the latest word in what's new in music and who's who in the record entertainment world. In addition to window display and mail promotions, the widely-known Chicago record buyer discusses other display possibilities and use of newspapers and radio

town? Through the theater manager, try to make arrangements with the manager of the artist for a personal appearance to autograph records in your store. Your distributor will be glad to cooperate in a personal appearance of this kind and will give every assistance in setting up your store with special advertising and display and will see to it that you have an ample supply of records for the occasion.

Make your store the ticket headquarters for the sale of your town's or city's seasonal concert series and special artist's concerts from time to time. Here again you will become known as the music center of the community. And as concert managers realize that you are a source of ticket sales, they will forward to you special advertising material, posters, photographs, and so on. You can tie-in with planned newspaper advertising, on a shared basis, upon arrangement with your distributor. Plan a little series of small weekly or larger

monthly record ads to be prepared on special and on new releases. Use the many ad mats supplied to you by all record manufacturers.

When business seems quiet, drum up a few original ideas for seasonal music; i.e., light summer favorites, sweet and swing for spring, Easter Hymns, a patriotic ad, etc. These are only a few of the many suggestions to merchandise excellent records that are sitting quietly on your shelves, but that will sell with promotion. A spot announcement on your local radio station can take you into every home in your community.

Your community looks to you for the latest word in what's new in music, what's fun for dancing, what is the finest recording of the classics, and who's who in the record entertainment world. You can tell the story dynamically with striking window displays, special lighting for this month's record releases, added color from full color blow-ups of the artists . . . Make the best of your present set-up . . . "Brighten the corner where you are," and watch your community beat a path to your door!

special promotions

capitalizing on movie
tie-ins, personal appearances
concerts and other
special musical events



accent the artist

Hitching his promotion wagon to stars of the musical firmament offers the record dealer countless opportunities for enhancing his prestige and adding to his profits.

Why bother with a lot of fancy promotions? Anybody can sell records, and any records will sell. Oh yes, we'll keep the place neat; change the windows pretty regularly, and we'll do a bit of advertising, "just to keep the name before them." But why bother with a lot of frills when there's not enough merchandise to meet the demands we have right now?

Why indeed! Because the day is coming when the supply-demand scales will tip the other way. Many more records will be made and sold—but by whom? The association between good music and music on records is fostered at every turn by the record manufacturers, with the result the demand is increasing tremendously. The dealer's concern is to make sure the connection is extended—so that the association is: good music—recorded music—his store.

Certainly one of the best ways of associating the record store with good music is by linking it with the musical life of the community and with musical events and personalities that are in the public eye. Too often the prestige value of a strong position in the musical scene is apt to be neglected by the record dealer, particularly in times such as these when the stress is on getting merchandise, any merchandise instead of a particular kind of merchandise.

Today, especially in the pop field, the consumer doesn't insist on a particular disc by Dorsey, James or Como. A few may, but for the most part the consumer just wants a recording, almost any recording. If it happens to be available in a "name" that's all the better, but if it isn't, the answer is still "Wrap it up!"



The Merry Macs prove a big drawing card for feminine fans at The Emporium, Los Angeles.



But whether or not the artist is a prime factor in the demand for a particular recording, he is still a major force in stimulating the interest in records in general—pop or classical. Names still “make the news,” and the featuring of artists still arouses musical appetites.

The best proof of this is to be found in experiences reported from all over the country by record dealers who have continued to place a major portion of their promotional emphasis on the artist. In each case where substantial quantities of records by artists featured in window displays, personal appearance tie-ins and the like are available the sales have been terrific. And just as important, sales of other records of the same general type have skyrocketed. In other words, the big name is still the magnet that draws public attention, and customers.

Perhaps more important to the dealer who is concerned, not only with selling all the merchandise he can get today, but also with building for the future is the fact that emphasis on the artist draws attention to music on records and to the record store as an important musical center. If an artist appears in a city there is immediately a concentration of interest upon him and upon the music he represents. And in turn, that interest is drawn to the record store, either through a direct tie-in by personal appearance, or indirectly through window displays and other promotions.

On these and succeeding pages are a number of examples of “accent on the artist” promotions that have brought immediate sales booms, together with increased prestige of the type that makes for strengthening the dealers’ position for the future. They relate to artists in the classical field, and in the pops. In some cases the “accent” has been tied in with personal appearances, and in others the dealers simply took advantage of natural public interest in an entertainment favorite.

With the appearance of Sigmund Romberg in Rochester, N. Y., one of that town’s most successful record-artist promotions was launched in a combined effort by Bickford Brothers Co., RCA Victor distributors in Rochester, and the Sibley, Lindsay & Curr Co.

Tieing in with Romberg’s one-night stand at the Eastman Theatre, distributor and dealer invited the musician-composer of such popular operettas as “The Student Prince,” “Desert Song” and “Blossom Time,” to appear at Sibley, Lindsay & Curr’s that afternoon. The composer was interviewed before a capacity audience in the store’s fourth floor auditorium, and the informal program was broadcast over a local station.

Louis W. Johnson, president of Sibley, Lindsay & Curr, introduced the artist, and other company officials and officers of the Rochester Civic Music Association also participated in the broadcast. The pro-



A Sigmund Romberg personal appearance is tied in effectively with National Music Week, at Sibley, Lindsay & Curr.

gram terminated with Romberg's playing of several of his most tuneful songs, after which he remained to autograph records for an enthusiastic gathering of his fans.

The Romberg appearance at Sibley, Lindsay & Curr was given excellent advertising and publicity throughout the Rochester area. Ads were run locally in both the morning and evening papers on the day of the event. The regular Sibley, Lindsay & Curr radio broadcast of the previous day featured continuity on the coming Romberg visit. Local papers were generous with illustrated news items and reviews. As a result, interest was focused on Sibley's up-to-date self-service record department, and Romberg sets and single records moved out at an amazing pace.

Not to permit a dropping off of the interest thus aroused, Sibley's followed up the event by placing a full-page record ad in the Rochester *Times-Union* only a week later.

Following-up advertisements snared the sales of those who had enjoyed the concert and wished a permanent memento for their record libraries.

Philadelphia record dealers made Arturo Toscanini's guest conducting of the Philadelphia Symphony Orchestra the occasion for city-wide promotion of the maestro's discs. Eight downtown dealers who concentrated on Toscanini stock and window displays included John Wanamaker's, The Record Shop, Royer Smith, Shryock, Weymann's, Presser's, Newman's and Falkenstein's.

The Wanamaker window, highlighted by several valuable items, drew much public attention. It included original manuscripts of the "Star-Spangled Banner" and "Hymn to the Nations" by Verdi, arranged by Toscanini, and a Warwick Hotel menu carrying a few bars of the march from "Tannhauser" in the maestro's handwriting. Toscanini-Bee-

thoven albums were featured in the display. Other windows displayed various formal shots of the maestro; colorful Victor picture albums, and posters to tie in with the concert.

The concert itself, held in the Academy of Music for the benefit of the Philadelphia Orchestra Pension Fund, featured a Beethoven program chosen by members of the orchestra as a tribute to Toscanini's matchless ability to interpret works of that composer. Compositions heard were "Egmont Overture," "Septette," arranged by Toscanini with augmented string sections, "Lenore Overture No. 2," and the "Pastoral" Symphony (No. 6).

Thanks to record store promotions, sale of Toscanini records soared and Philadelphia dealers satisfied themselves as to the value of banding together for all-out publicity.

An outstanding example of group *accenting the artist* was the extraordinary Boston promotion on Frank Sinatra, in which 140 dealers, in cooperation with Columbia Wholesalers, Inc. of New Eng-

land, put on a promotion that started a series of stampedes and actually had Frank Sinatra albums sharing the spotlight with his p.a. at the RKO-Boston. In fact, so neatly was the whole thing handled that the albums-on-sale-here angle was played up over the theater appearance—in placards furnished by the theater.

The promotion covered just about every conceivable type of advertising and publicity, and the mass effort created demands that many times exceeded the special supply of Sinatra records. Every sale meant an album sale, since in the entire three-weeks promotion period not a Sinatra single was sold in any of the 140 outlets. In each album there were four records.

One of the co-operating stores held a contest and drew close to 1,000 replies to its teaser line: "What is this phenomenon called Sinatra?" They gave away 15 albums and 100 autographed photos as prizes, cleaned out on Sinatra records and made a host of friends.

Genial Sigmund Romberg autographs records and albums for fans at Sibley, Lindsay & Curr's, in Rochester, N. Y.



**allied lines
and
accessories**



should the "fill-in" line be pushed for permanency?

The music dealer, faced by shrinking stocks and mounting regulations, could find a simple solution to his problem if he is the least bit weak-kneed. He could close his doors and turn the key in the lock. His customers then found the notice—"closed for the duration."

The aggressive concern which is determined to stay in business takes another tack. Meeting the emergency in its stride, it solves the difficulty by substituting new lines of merchandise for vanishing stock-piles. Making a virtue of necessity it selects such substitutes as will in the future form a permanent part of his stock in trade.

Such a situation confronted the Gewehr Piano Company, of Wilmington, Del., when George M. Reese, co-owner, saw its various merchandise lines pass slowly but surely out of existence. First went electrical equipment, then radios; finally pianos, with no expectation of replacement.

But Gewehr had more than a quarter of a century of business history behind it, and would not give up without a struggle. Mr. Reese determined that even if the firm must operate without its usual profit, yet it would continue as a going concern, with its sales organization as nearly intact as possible. At least one new line must be installed to bolster the dwindling volume.

In order to explore the various possibilities, Mr. Reese attended the furniture shows, the gift mart, and the toy exhibit in New York. He felt that the new line

must, without any compromise, be closely related to music in its buying appeal. He sensed danger in introducing any type of merchandise which was foreign to the lines in which Gewehr had built up an enviable reputation.

Discussing his problems with leading furniture men and merchandisers of specialties, Mr. Reese became convinced that pictures offered an attractive as well as an interesting sideline. Works of art would present no conflict with works of music. The transition would not be difficult for his customers to take. Above all, there was an available supply of merchandise to be depended upon.

Accordingly, Mr. Reese took his first plunge into the picture field. His initial order included a group of 45 subjects of a varied, but popular nature. The themes were general, and the treatment decorative, to catch the widest public attention. The prices ranged from \$5.95 to \$25.

One entire show window was devoted to the initial display, with an attractive exhibit inside the store. Results at once materialized. Folks stopped in front to look at the pictures—then stepped inside to buy them. Mr. Reese relates that one customer bought four pictures, seriously depleting the stock. The whole line moved with alacrity; and Mr. Reese was kept busy with reorders.

Within a month it was plain that he had hit upon a diversified line that was admirably suited to his needs. Not only did it serve as a "fill-in" during the war

emergency, but it was evident that it could be developed into a permanent line of merchandise in the future.

Regarding pictures as a permanent stock line, Mr. Reese immediately began studying the merchandising possibilities from a long-range point of view. The value of localized interest was evident; and he arranged with local artists of known reputation for the exhibit and sale of their compositions. The Gewehr exhibits are conducted on the usual consignment basis, with mutually attractive commissions for sales.

The price range, too, has been widely extended as a result of the Gewehr experience. Drawing upon additional sources for his merchandise, Mr. Reese is stocking pictures scaled from \$1.50 to \$300 top. Whereas the original sale averaged \$15, the new price range will materially increase this figure, resulting in an increased net profit.

Mr. Reese adds a note of caution regarding his art venture. It is wise, he says,

to avoid competition with the "five-and-dime" stores and others of similar type. These can sell a very attractive picture, ready framed, for from 25c to 50c. His advice is to stock only the better quality subjects which command a higher price, and give full satisfaction to the customer. In his general selection, also, Mr. Reese has attempted to stock subjects different in theme and treatment from those already on display in established art stores. Thus he has escaped competition which could only be mutually destructive.

On the whole, declares Mr. Reese, pictures are not difficult to merchandise. They practically sell themselves, if regard is given to the level of taste of the store's clientele. They insure customer satisfaction, for they are bought to be lived with and permanently enjoyed. They occupy a minimum of store space, and can be hung on the walls directly back of other types of merchandise, where they form an eye-catching background.

Oil paintings and water colors on display in the sales room of Gewehr Piano Co., with George M. Reese, manager.



hints for hitting the accessory pay-lode

A pay-lode lies in the rich field of accessories with which the dealer can serve his record customers, and in the repeat-sale business which comes from a constant flow of traffic to the store for every type of musical merchandise.

There is gold in the tremendous plus-business that every alert dealer can realize from the planned, advertised selling of records, accessories, sheet music, record cabinets, musical instruments, et cetera. Your store can be more than just a record shop—you can become *the* music center in your community if you go after that plus-business that can easily lie dormant.

Let the music teachers of your town or city know that you represent the finest source of supply for all their musical needs, and for the needs of their many pupils. When you serve the pupil, you also serve the pupil's family, and 'round and 'round it goes with the music of the cash register coming out merrily at the other end.

In the spring and summertime young people turn to ukuleles to play on the porch or at beach parties. With the ukulele you sell a book of instructions, a pick and auxiliary strings. Here is a \$5 or \$6 sale that you might not have had without a planned accessory program. For weekend jaunts sell them a record carrying case as well as a full quota of new popular releases and the needle that is suited to their machine. Here again is anywhere from \$3.00 to \$5.00 more business in one sale than you might have had, if you had not "plussed" your customer.

Have you a customer that has begun to feel the need of more storage space for her albums? Your complete line of record cabinets plus storage albums should

answer this need, and anywhere from \$12 to \$50 is added to that particular sale.

The sale of a small record brush, suggested with every record purchase, can mean many additional dollars at the end of each day, for record brushes are of genuine help in keeping the surface of the record clean and more playable. Make it a habit to suggest needles and accessories to *every* record customer and you will be amazed at the increase in sales volume from this small effort. With all these suggestions you are doing your customer a service, and the additional sales bring you added revenue.

Sheet music is a "must" in all live record operations, for Susie just loves to try to play the music she hears on records; and sheet music at three for a dollar, folios of favorite arrangements or swing selections at anywhere from 35c to \$1 apiece help to swell the total at the end of the day. Very often the sheet music customer can be sold the recording of that selection as well, through suggestion.

Strings for musical instruments provide added revenue and are service to music pupils and teachers. You can serve your community better with a complete stock of accessories, and customer traffic to your store will be increased greatly. Small instruments, such as ocharinas, tonettes, toy flutes, recorders, ukuleles, harmonicas, et cetera, will bring traffic to your store, and with suggestive selling by the sales clerk, will add plus dollars to the record sales. If you haven't mined the rich field of the accessory business, start to do so *today!* In the days of '49 the boys made that added effort that struck the pay-lode. Today, plus-selling will strike gold for you "in them thar hills."

—LOUISE GALE

weekly special pushes accessories

Consistent newspaper advertising, regular window displays and a good deal of suggested selling are serving to build plus business for many alert dealers.

The Story of THE THEARLE MUSIC CO. San Diego, California

An unusual promotion of accessories consisting of a weekly "special" devoted to a single item has resulted not only in a large volume of spot sales for the Thearle Music Company of San Diego, but has increased the general traffic in other accessories and records. The promotional value of the weekly "special," according to O. E. Nobles, manager of the record department, is far in excess of the actual dollar receipts, which in themselves constitute a substantial plus item.

The idea, which originated primarily as a traffic builder, consists of offering a particular item at a shade less than the customary price. Among the items which have been featured in recent months are long-life needles, record brushes, radio and furniture polish, record storage albums, and cabinets. With the advertised

item as leader, no pains are spared to sell up similar merchandise of higher price and the results have been most satisfactory.

The "special" is given conspicuous newspaper advertising, appearing on a different date from the usual Thearle record advertising. If the item is to be had in varying price ranges, the copy furnishes this information together with the text on the "special." Thus in a recent promotion of record cabinets offered at \$16.95, the copy read:

"Your records will keep better and you'll get more enjoyment from them if you have an orderly filing and storage cabinet like this one. Bought months ago under more favorable market conditions, its value will delight you. Other cabinets in period styles to \$50."

The sales items are conspicuously displayed in the department, and if they consist of counter goods, a special set-up is assembled of eye-catching design. The sales personnel are instructed in a concerted effort to push the item, and particularly instructed to call attention to the better quality lines in stock.

Individual promotion of record albums has also stepped up the sales of the classics at Thearle's. Advertised as the "Gift of the Week Suggestion," a particular release is selected and featured in specially prepared copy. "Just the gift for friends or family, for birthday, anniversary, or any special occasion," reads the ad.

Popular music is featured in a "Top Tunes of the Week" listing, which is carried in Monday newspaper copy and on posters and counter cards in the store. "Top Tunes" was originated to take the place of the "Hit Parade," as the numbers in the Lucky Strike list are not always available. At Thearle's there is no wasted effort or lost motion; and instead of advertising popular hits which were not on hand, Mr. Nobles created the "Top Tunes" list.

The advertising is designed to create a permanent following, with a distinctive border which appears only in "Top Tunes" copy. For the convenience of pop addicts, a file of the back advertisements is kept on the counter, for ready reference in case of a request for a number that is no longer on the list.

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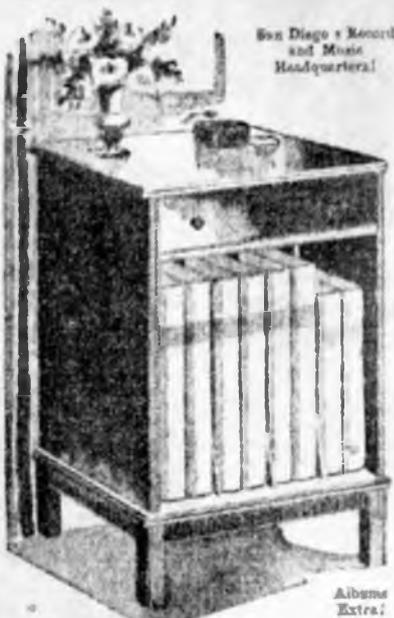
The window displays are changed each week to feature the new numbers listed in "Top Tunes," and boxes of these records are stacked on the counter to facilitate sales. Window display of the "Gift Suggestion" is also changed each week, with the gift number mounted on an easel with a card that tells the story.

Suggested selling is an integral part of Thearle's merchandising practice. An interesting experiment was undertaken by Mr. Nobles, when the supply of *As Time Goes By* ran short, and the demand could not be met. Recognizing that Dinah Shore's *Boy in Khaki and Girl in Lace*

was similar in theme and appeal, Mr. Nobles instructed the sales persons to offer it when customers inquired for the

THEARLE'S 640 Broadway

San Diego's Record and Music Headquarters!



Albums Extra!

RECORD CABINETS **\$16⁹⁵**

Good quality—low priced

Your Records will keep better and you'll get more enjoyment from them if you have all records filed and stored safely in the top one. Bought months ago under more favorable market conditions, its value will double here. Other cabinets in period styles to \$50.00.

Thearle Music Co.

A. B. LAMOTHE B. E. CALLAWAY

640 BROADWAY PHONE—M. 4122

*Consistency is keynote of
Thearle's newspaper ad. program.*

Vallee side. In a check-up that was carried on for a day and a half, 24 out of 25 customers took the suggested disc.

Never at any time are the sales persons permitted to say, "Stocks are scarce." If



Storage albums for the weekly "special" feature this window display of Thearle's.

a requested number is not available, the mere statement is made that the store is sold out at the moment, and a related recording is mentioned.

Recently Mr. Nobles has instituted regular promotion of children's records, which had previously been relegated to an under-the-counter bin, and shown only upon request. To correct the situation, Mr. Nobles installed a display on the main floor, stocked with a complete assortment of talking story books and children's records. One immediate result, Mr. Nobles observed, was that the enthusiasm of the sales personnel mounted at once. Sales volume has demonstrated that there is a profitable call for children's records at all times of the year, instead of merely a holiday demand.

Mr. Nobles, with Thearle's for the past twenty-five years, was previously

in charge of the radio department. His formula for selling contains three major principles—knowing his stock; recognizing the value of sales psychology; and keeping his department one jump ahead of the buying public.



the accessory as a gift item

The record dealer who will use a bit of ingenuity and a lot of accessories is going to accomplish big things during Christmas shopping weeks. In fact, if he uses what he has or what he can readily get, he should be able to supply the answers to a lot of his own, his customers' and some potential customers' prayers. The matter of the bit of ingenuity enters the picture in making those customers and potential customers fully aware of just how much he can do to help them check off that difficult Christmas list.

The music connoisseur and the discerning shopper, as well as the uncertain miss or man who fumbles around at the last minute, are all going to find those "shopping days 'til Christmas" more trying than usual. And they will be that much more on the lookout for the gift that is different, and receptive to suggestive selling that will offer them the solution to their problems.

A careful look around the store will reveal a number of possibilities. A bit of extra thought on advertising and other promotion will develop the possibilities.

For one thing, accessories should be given a mention in all advertising. And they should be accorded a prominent place in all Christmas window displays, both singly and in combinations. Inside the store there should be appropriate emphasis given to needles, cabinets, albums and books as gift possibilities. If there isn't room to set aside a whole counter for an eye-arresting array of these gift suggestions, it would be well to spot prominent displays at whatever counter space can be made available.

Customers may well be reminded, and reminded often, the high pre-war standards for needles, albums and other accessories have been maintained.

But it is up to the record dealer to remind them that for the music loving relative or friends there are many possibilities, individual or group, for fine gifts. Advertising, display and sales suggestions should get across the gift possibilities of a higher priced needle and a book, or an album and a needle, three or four records and an expensive needle in its beautiful jewel box, or a set of good storage albums.

The children, particularly those who are beginning to have their own mechanical possessions, and who are just starting to take on responsibilities, are potential candidates for accessory gifts. These would include needles, albums, racks, cabinets and books. For the person in search of practical incidental gifts, for the youngster especially, there are such accessories as needle sharpeners, and record brushes and other cleaners.

In short, figuring the individual and combination gift possibilities in accessories alone, the record dealer has innumerable possibilities for doing a bang-up merchandising job during holiday weeks. But one of the most important phases of his job will be to see to it that all the possibilities are thoroughly explored. And even more important, that the results of this exploration are extensively and interestingly put before all those puzzled buyers who are now, or soon will be, in search of more and better gifts in this wartime era of stouter pocket-books and less and less merchandise.

the customer gets some mighty big ideas

And in this case the bigger the better says the Paine store of Boston, as throngs flock in to view a model hobby room that sets them planning a music center of their own

Recorded home entertainment figures prominently in the version of the "Post-War Modern Home" recently presented by the Paine Furniture Co. of Boston. Thousands of visitors have already seen this six-room house that fills the prescription laid down by *Mademoiselle* readers who answered a survey questionnaire from the magazine's "Design for Living" department.

Although the setting up of a complete model home is impractical for the store devoted largely to records, instruments and accessories, there are phases of the Paine display project that can be adopted by the dealer who is seeking to stimulate customers' interest in things to come and in directing their thoughts toward the desirability of a recreation or hobby room in which a radio-phonograph combination and a representative collection of records would play an important part. As the post-war era approaches, the value of such displays increases tremendously.

Mademoiselle readers wanted a hobby room, today's variation of the oldtime study or library. Since the appeal of

music is practically universal, the Paine Post-War Modern Home provides a hobby room where husband and wife can lounge comfortably against prop-up pillows at each end of a double-length banquette, while listening to their favorite symphonies or swing music on the phonograph. The hobby room also has shelves for a library of records, a rack for individual selections, a radio, a console piano, and space-saving cabinets. The walls are a restful dark green, enlivened by a montage of record-album covers and "Mr. and Mrs." pin-up boards for concert programs or radio time-tables. It is a room that may also be used for over-night guests.

The Paine Post-War Modern Home was officially opened by Governor Leverett Saltonstall of Massachusetts at a preview and housewarming attended by more than 200, including prominent members of the industry. Fox Movietone made a newsreel of the opening ceremony and room interiors. Architecturally, the house has strong, youthful lines, with a feeling of spaciousness in every room. Clear, vibrant colors appear all through

the decorative scheme. The furniture has modern freshness and arrangements are planned for utmost utility. H. T. Anderson, sales promotion manager of Paine, collaborated with Miss Elinor Hillyer in designing the house.

During the past decade the Paine Furniture Co. established a notable reputation in the selling of radio-phonographs and pianos. The store, with a background

of 109 years' ownership by one family, is often thought of as an organization of stylists for the home. At the present time the Paine store is blueprinting the future. The Post War Modern House is a step in the Paine plan to be first in presenting better things for better homes, aiming to give the customer the unmistakable impression that here is a store to be watched.

Whether it's for rumpus or relaxation, the idea of a special room for it holds a great deal of fascination—and many sales stimulation possibilities



**bookkeeping
and
inventory control**



books are essential but they should be simple

Here are some suggestions for the dealer-to-be, with easy-to-follow diagrams on setting up a set of books for the record store or for the set and appliance unit

BY JOHN MECK

President, John Meck Industries, Inc.

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All businesses, large or small, should keep books. A number of businesses go under every year because an accurate accounting of transactions is not kept. It is the purpose of this article to show how a simple set of books for a radio retailer may be kept in a minimum of time.

All bookkeeping is based on three fundamental principles. To operate your business, you require some property—a certain amount of cash, furniture, and equipment. These items are called business assets. An asset is anything a business owns. Let us say that your assets were made up of:

Cash	\$500
Furniture	300
Equipment	200
Accounts Receivable	100
	—————
	\$1,100

Assuming that you owned only those things that have been enumerated, it can be said that your total assets were \$1,100.

Always bear in mind the fact that in every bookkeeping transaction at least two things happen. For every debit entry there must be a corresponding credit entry. Thus (see illustration next page), debit cash for \$500 because cash is an asset, and its balance therefore goes on the debit side. Debit equipment for \$200 because equipment is an asset, and its balance goes on the debit side. Debit furniture for \$300 because furniture is an asset, and its balance goes on the debit side. Debit accounts receivable \$100 because that represents an asset, and the balance goes on the debit side. Credit accounts payable for \$300 because it is a liability account, and its balance goes on the credit side. Also credit yourself for

\$800 because this is an ownership account and the balance goes on the credit side. Thus in posting the ledger the following procedure should be used:

	Debit	Credit
Cash	200.00	
Accounts Receivable	300.00	
Prepaid Insurance	200.00	
Accounts Payable	100.00	
Capital		300.00
		800.00
Total	1,100.00	1,100.00

Simple method for debit and credit posting

The sum of the amounts recorded on the credit side of the cash account is the total cash received; the sum of the amounts recorded on the debit side is the total cash paid. The balance of the cash account, therefore, should be the same as the amount of cash on hand. Ascertaining that the amount of cash on hand agrees with the balance of the cash account is known as *proving cash*.

The sketch which appears on the next page shows one form of ruling that may be used for your accounts receivable ledger. One full page should be devoted to each account, thereby minimizing the number of errors as well as making the respective accounts more accessible. The use of each horizontal line and of the columns provided by the vertical ruling in the center divides the account into two sections so that increases and decreases can be recorded on opposite sides. Increases in assets, decreases in liabilities, and decreases in ownership are recorded on the debit side of the account, which is the space at the left of the center vertical ruling. Decreases in assets, increases in liabilities and increases in ownership are recorded on the credit side of the account which is the space at the right of the double vertical ruling in the center of the illustration.

It is necessary to keep the following points in mind in setting up your system of books and posting your ledgers:

1. Every time a debit entry is made, a credit entry of equal amount should also be made.
2. The total of the debit column and the total of the credit column should always be equal.
3. The total of the debit page of the cash book is posted in the debit side of the cash account in the ledger. The individual entries on the debit page are posted directly in the *credit* side of their respective accounts. The credit side of the cash book is posted as a single item to the credit of the account with cash, while the other individual entries on the credit page are posted in the *debit* side of their respective accounts.
4. Debit an account when an asset comes into the business, and credit the account when an asset goes out of the business.
5. Credit a "force," such as interest income, which brings an asset into the business; we debit the force account which takes an asset out of the business.
6. The books should be closed at regular intervals, at least once a year.
7. Real accounts are not closed out at the end of the year, but all force accounts must be closed out.
8. To close a force account at the end of the year, add enough to either the debit or credit side, whichever is the smaller, to make the two sides equal. If it is necessary to add to the debit side, make a journal entry debiting the force account and crediting Profit and Loss. When the credit side of the force account is the smaller, debit Profit and Loss and credit the force account.

avoiding that "by guess and by golly" basic inventory

It is the smart dealer who knows his clientele and can translate it into terms of a basic record inventory which will permit a turnover of several times a year. In the record business, "you pay your money and take your choice," and it is only through the efforts of trained record personnel that you'll see your money again soon, plus a little margin of profit besides. You are interested in buying records and selling them at a profit without tying up your money too long, but if you set up your record operation by "guess and by golly" and with the enthusiastic assistance of every record and accessory salesman, you may find yourself with more records than money and not much hope of changing the situation.

Either your stock is wisely chosen for your particular needs and permits several turn-overs a year, or it is badly chosen and represents your investment lost in dead stock and slow selling merchandise. Again it is the trained record buyer who can be of the most assistance in the problem.

There is a certain basic record stock of light classical records, and 10" standard popular records which never grows old, and which is a good investment. There is also a basic inventory of standard classical works which is the backbone of all dealers' album stock . . . but *beyond* these standard numbers and this classical stock lies the rounded inventory made up of the record merchandise most suited to *your* communities' needs.

Where your particular store will sell a

tremendous amount of race records because of the race population surrounding it, another store five miles away can hardly move a sample stock of these same records. The high school crowds demand hot jazz and jive records in quantity; whereas the community music store which serves the entire family, sells only a percentage of these.

In localities where the population is mixed, with German, Polish or Swedish, Spanish, etc., predominating, the record stock must have wide selection of foreign recordings . . . native songs, polkas, and mazurkas, and the like. If the store is situated near a university, the faculty will purchase the finest chamber music, and the student body will build standard libraries of classical recordings as well as purchasing sweet and swing records. If the store is in the center of a metropolitan section, then you must have all types of music represented, with an accent on the standard library indicated before. Only a competent record operations analyst—or long experience—can give you the guidance toward setting up the record operation which will give you the most return for your investment, and which guess work will never in the wide world provide.

So when you plan your record retailing budget, or are about to install or augment your phonograph record stock, it is well to remember that your record stock must be tailored to your store's particular needs.

—LOUIS GALE

an ethics code that packs a punch

In the coming days of peace and the ensuing return to civilian production mean a return, too, of those old price cutting, "back-door" selling and other headaches? There are many in all phases of the industry who sincerely hope not—and there's at least one who is now expressing that hope in tangible form.

Bickford Bros. of Rochester, N. Y., RCA Victor distributor, recently conducted a survey, results of which prominently highlighted one fact—the universal and the greatest gripe of dealers—is back-door selling by distributors.

Consequently, company officials stated, the Bickford firm, even though it felt its skirts have always been clean along this line, determined to put its own business code of ethics down in black and white. It felt this wise procedure, particularly in view of the inevitable entry, when production bars go down, of numerous new manufacturers and distributors into the field—many on a shoe-string basis.

At the same time, Bickford tightened its policy, so that even its own executives cannot purchase the firm's merchandise at a discount. Going further, Bickford has put teeth into its Code of Ethics by a "Guarantee of Adherence, \$1,000 Forfeiture" section.

The code, printed suitably for mounting and signed by the company president Paul Wolk is being sent to all dealers in the Rochester and Buffalo areas. Highlights of the statement are:

"Bickford is unalterably opposed to so-called back-door selling by distributors. Bickford believes such practice is grossly unfair to the dealer and dan-

gerously detrimental to the distributor-dealer plan of merchandising. Bickford believes proper and pleasant business relations cannot continue to exist between a distributor and his dealer if such practice is condoned in even the most trivial manner. Therefore, Bickford states its policy below:

"1. Any product which we distribute will be sold *only* through authorized franchised dealers. An authorized franchised dealer is one who has signed an accepted Bickford franchise covering a particular product and who stocks and displays that product in line with the terms of the franchise.

"2. In event an individual, a firm, a dealer, or any member of a dealer's organization desires to purchase for his own use, or for resale, any product distributed by us and for which product such person or firm is not a duly authorized franchised dealer, such party will be respectfully referred to our list of dealers handling that product.

"3. No sales will be made by us, even to our own employees, of the products we distribute. This ruling covers our own executive staff.

"Nor will any executive be permitted to make a gift of any merchandise from his department, or any other department, to anyone within or without this organization.

"4. Dealers, friends, and employees are kindly requested not to ask us to violate this code. Such courtesy requests positively cannot be granted. We are wholesale only—strictly, absolutely, and without exceptions!"

telephone and mail selling

suggestions on the
use of promotion pieces,
selling by phone, and
building mailing lists



the story of a record promotion

There are two kinds of record customers, and the judicious use of unbiased reviews can do much to stimulate their interest. In this article a leading record authority discusses this service

BY LOUISE GALE

Former Record Buyer, Wieboldt Stores, Inc.

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The one business where the indifferent customer can be sold even easier than the good prospect is the record business. There are two kinds of customers: the one whose taste is discriminating (or at least he thinks it is discriminating) and the other who is mildly or not at all interested in the merchandise offered. This latter customer will buy upon recommendation of his dealer or the newspaper critic whom he trusts once his interest is sufficiently aroused. The discriminating customer will look for so-called choice tid-bits, out-of-press albums, renditions of certain works which may not even be in existence. A little knowledge is often a dangerous weapon. Consequently, the unguided record fan will demand the next to impossible from the harassed dealer and may hold him responsible for many unavoidable omissions and mistakes of the record companies.

In encouraging the enthusiasm and at the same time in counteracting the demands of the unguided and unreasonable record enthusiast and in promoting the general interest in recordings the magazine, *LISTEN, the Guide to Good Music* has, in its five years of existence, ren-

dered invaluable service to dealers, customers and the record industry as a whole. As the saying goes, the proof of the pudding . . . and so it is with *LISTEN*. The biggest retailers in the country have taken several thousands of copies a month to be distributed among their customers and have constantly increased their orders; individual subscriptions have grown steadily and hundreds of praising letters reach the editorial offices. A navy lieutenant writes: "Reading *LISTEN* these past few years has given me many hours of enjoyment and countless interesting items about the world of music." David D. Boyden, professor of music at the University of California says: "For some time I have been an admirer of *LISTEN* and since those who carry the torch can never be encouraged too much, I take this opportunity to express my appreciation of your work." The following item is from the Curtis Institute of Music in Philadelphia: "We have gone over *LISTEN* and find it most engaging. We shall place the magazine in our reading room where the students and faculty members of the Institute may read through it." A record collector from Pennsylvania re-



Pictured here is effective use of a mailing piece for a window display. By W. W. Kimball Co. of Chicago

ports. "Having been a reader of this delightful publication for quite some time I would like to tell you I enjoy every piece of musical interest that has been printed." The USO in Portsmouth, Va. reports that "LISTEN finds much favor with service men." And so forth. The quotations are endless and come in from musicians and laymen alike.

Just as numerous are the newspaper plugs which LISTEN has been getting by the leading dailies which quote repeatedly from the pages of its record reviews. Virgil Thomson, in his Sunday column of the *New York Herald Tribune* writes: "LISTEN contains, in addition to reviews of new records, extended essays on contemporary composers that are anything but blurbs and highly perspicacious treatments of interpreters. . . . I should not be surprised to see it grow after the war both in size and in circulation." Among the magazines which have reprinted articles from LISTEN are NEWSWEEK and SWANK. Original letters of contemporary composers participating in a symposium in LISTEN have been con-

sidered so important that they were requested by the Library of Congress, whose Chief of the Exchange and Gift Division, has stated in a letter that "the original letters from famous composers which appeared in LISTEN's article will be a most interesting addition to the Music Division Collection." The leading universities and public libraries of the nation display the magazine in their reading rooms.

What does LISTEN actually do for the customer and how does its distribution operate? The operation is simple. The dealer orders from one hundred copies upward for which he gets free an ad of his store on the back cover. These copies he then mails individually to his customers, prospects and people in the community who may be mildly interested in cultural affairs; or he distributes them right in his store. Two advantages are gained: the store's name is kept before the public through the most inexpensive and continuous kind of advertising every month, and a general interest in musical merchandise is created.

The entire content of LISTEN is designed to this end. First of all there is the dealer's ad on the back cover. Then there are the permanent ads of Victor in the centerspread and of Columbia on the inside front cover announcing the most important current releases. In addition the leading needle companies such as Pfannstiehl (on the third cover) and Fidelitone (in the inside of the magazine) advertise their products each month. There are also occasional ads of smaller record companies, accessory manufacturers, publishers of books on music, etc.

The main thing, however, as far as the reader is concerned, is the editorial content. Here all the recent classical and popular releases are reviewed by a staff of unbiased critics, serving as a guide to the customer. There is no commercial pandering in these reviews but honest, expert opinion, valuable not only to the music lover but also to the record clerk who is furnished with a wealth of information on the current releases that gives him ample material for his sales talk. Because the reviews are unbiased they are being sought out eagerly by a public that has lost its trust in many reviews which do nothing but either praise or pan everything on the market. Ask any important dealer in the field who sends LISTEN to his customers and he will tell you that they all come in with LISTEN in their hands to buy the records discussed in the magazine.

Furthermore there are always two feature articles on composers, artists or works which have been recorded in the past with a complete listing of the available records of the treated subject. In this manner interest for many discs the dealer has is vitally awakened.

A permanent reader's contest makes the magazine attractive and builds good will among the readers, a good will which is not only to the benefit of the magazine but also of the dealer who distributes it.

The various departments are headed by engaging titles which in themselves are stimulating and suggestive of the musical theme upon which the entire editorial content is based. There are such

titles as "Comparing Notes", (a parallel between live performances and records), "Counterpoint" (a department in which the readers are invited to give their views,—an invitation that has met with overwhelming response), and "Measure for Measure" (the editorial department).

A special feature called "LISTEN's Re-issue" draws attention to an outstanding album of past years, still available, and the various articles on accessories, books on music, special types of recordings, such as children's records, the theatre on records, etc. draw attention to new and sometimes even unknown aspects of the record business. The "Measure for Measure" page deals with general musical problems and makes the concert and movie audience aware of the existence of their preferred music on records.

All the articles are written partly by the expert editorial staff, but to the greatest part by artists famous in the field of music who enhance the magazine's value through their glamour and authority. Among the most recent contributors one can find such outstanding celebrities as the conductor Bruno Walter; the violin virtuosi Josef Szigeti and Zino Francescatti; a member of the Budapest String Quartet, the piano virtuosi Artur Schnabel and Arthur Rubinstein, the soprano Helen Traubel and the band leader Duke Ellington. In various symposia conducted by LISTEN Andre Kostelanetz, Artur Rodzinski, Robert Casadesu, Deems Taylor, Howard Hanson, Aaron Copland, Igor Stravinsky, and many more have participated and will continue to contribute to the magazine.

All this adds up to "a swell magazine" to put it in the words of one reader. I firmly believe that all better stores will find it to their advantage to be identified with a magazine whose musical content and fame of contributors make it the foremost record magazine in America. The promotion possibilities are unlimited and a grateful public appreciates the good will of the dealer and expresses its appreciation in words and deeds which bring definite results as far as the selling end is concerned.

making—or losing friends by phone selling

Telephone selling pays if properly done; improperly done, it is a nickel wasted, and perhaps a customer lost. Consider the risk. Your sales talk to a customer may be good or bad; but at least he asked for it. But your telephone call is unexpected; Mr. Prospect is entirely unprepared.

Timeliness is the essence of successful phone selling. Your customer should either expect your call; or you must be sure he will welcome it.

In the first case, you will always be safe in phoning a customer with whom you have established cordial relations over the counter, and who has agreed to your suggested, "May I call you when something comes in that you might want to hear?"

The second case—the prospect who is likely to welcome your call—is one who you have reason to believe would appreciate the intrusion. If you see a notice in the society column that Mrs. Blank is going to entertain a young college crowd, you might venture to suggest over the phone that some new boogie-woogie has just come out. Or if a prominent citizen is entertaining a musical celebrity, you would be guilty of no offense in mentioning an important new album that you have in stock.

As for the steady customers whose preferences you know, it is only good salesmanship to notify them when new records arrive that you feel will interest them.

In fact, if you add, "I thought I'd let you know before we're sold out," you will actually be doing them a favor.

The important thing in telephone selling is to establish the element of complete trust. Never try to unload surplus stock, or bad recordings, or dirty merchandise. Some customers are smart in buying music, and others are not. But they recognize honesty and reliability; and it's these qualities that they depend on when dealing with their favorite music store.

A few simple rules will make the telephone a profitable medium of doing business, and will prevent the angry comeback that sometimes makes your receiver too hot to hold:

1. Rule out with heavy black ink all indiscriminate phone selling. Do not call anyone who is not expecting it, or who has no reason to be interested in your offer.

2. Make your talk brief, and be prepared on all points. Your customer has no time to waste while you're commuting from the catalog to the phone.

3. Remember that your customer can not see the merchandise, nor hear it. Thus a more vivid impression must be conveyed by suitable adjectives and enthusiasm in your voice.

4. Be prepared to extend return privileges on all merchandise sold by phone. This courtesy will vastly increase the sales you make and the satisfaction you create.

handling those mailing list deadheads

The ideal mailing list is one which contains only the names of regular buying customers. This ideal, like so many others, is never attained in actual practice. A periodical check of the store's mailing list usually reveals much "dead wood."

The problem of disposing of these unproductive names is an important one, and presents the question of whether or not to continue sending mailings to them. Every store has had some experience of people coming in constantly to listen to records without actually making purchases. How to treat these customers is the problem.

The natural attitude is one of discouraging the non-purchasing visitors to the store. One is tempted to say, "Sorry, we don't have it," when asked for records; and in general make them feel unwelcome. For some stores this may be the only logical policy. However the "dead-head" not infrequently may turn into a valuable customer, most loyal because of courtesy shown when making a sale was not a factor. By the same reasoning many of the names kept on the mailing list may be charged to advertising and missionary work.

A purchaser of a radio-phonograph combination who has not previously bought records may not immediately become a steady customer, yet such a name is a potential source of profit, and repeated mailing will keep the name of the store in mind against such a time as he buys records.

A most profitable market may be developed from local music teachers. Progressive music teachers of various instruments can easily be interested in the value of phonograph records as an adjunct of teaching. The use of records of master instrumentalists and singers for illustrative purposes is obvious.

Enterprising dealers have arranged record recitals at the studios of teachers for the purpose of arousing wider interest in the vast store of great music available on records and incidentally as a means of expanding the mailing list with names of persons who evince a genuine interest in music.

A studio demonstration of the Columbia "Add-a-part" records can hardly fail to open a new market. This demonstration may be held in a teacher's studio, at a dealer's store, or if a more elaborate affair is desirable, several teachers may be invited to cooperate and a local auditorium may be engaged. Such a recital should be carefully planned, the participants should rehearse sufficiently to insure a performance of genuine artistic merit, and the mailing lists of the teachers used in conjunction with those of the dealer in sending out invitations.

In the case of dealers who use mailing pieces which are more expensive than the average, or in the case of those who publish their own magazines, a charge for mailing may be made. This charge serves a twofold purpose: it helps defray expenses and helps to weed out the casual inquirer.

preparation and use of mailing lists

A house-to-house salesman does not use a mailing list. By ringing enough bells and speaking to enough people, a certain amount of business is done. Personal appeal, in the final analysis, is an ideal way of conducting a business.

For the average record business, however, ringing doorbells is not a practical or economical method of reaching the potential market. One must, therefore, consider other means of accomplishing the result.

Consider just which door-bells to ring, and arrange to let the postman ring them for you. In other words, build a solid mailing list and put it to work.

Your mailing list is not a cold, alphabetical grouping of abstract names. It must be a living organic assistant ready to reach out to every part of your potential market and carry your sales message into every home you wish to reach.

How shall such a list be built? The foremost answer is, "Ask people for their names and addresses as each sale is made." Writing this information on the sales-slip serves a two-fold purpose. First: you have the name and address. Second, together with the name and address you have a record of the type of music purchased, the date and the exact titles in the case of classical records.

The information taken from the sales-slip should be transcribed onto 5x3 index cards for a permanent record at the

earliest possible opportunity. This card may take this form:

Roe, Richard 110 Lake Drive City	6 6/43-DM 666 MM 500
INTERESTED IN:	
Classical Piano	

One store which has done a thriving repeat business based on a thorough mail canvass uses a colored card system for their permanent mailing list. Those customers whose primary interest is "classical" music are filed on blue tinted cards; the swing fans on pink tinted cards; the balance on white cards. In this manner it is possible to readily plan specific mailings on a new Horowitz recording, a Benny Goodman special, and the latest Fred Waring album with the assurance that the news speedily reaches the appropriate market.

A great value in the specific mailing list is the guide it offers to the purchase of new releases. Mr. Roe, who has purchased the Serkin recording of the Beethoven "Emperor" Concerto is a strong prospect for a new Serkin recording of the Schumann Quintet. Miss Doe, who buys every Charlie Spivak recording will

probably be interested in a new Gordon Jenkins release. In addition to the purchasing information many customers who are large buyers of albums are grateful for the sales clerk's aid in keeping a duplicate list of the records they own.

At this point you have a working nucleus for your mailing list. You have a list of people who have made purchases of specific types and quantities of the records they have bought and an accurate measure of their likes and possible dislikes. From this point continue to expand the list of names to potential buyers not yet tapped.

To begin with, it is necessary to make mailing pieces interesting, not mere "envelope stuffers." An attractive and interesting mailing piece of the type that creates buying demand is of prime importance.

An obvious method of obtaining more names is to ask for them from customers on the mailing list. An excellent method of expanding the list is to send out a return post card to prospective customers,

offering to place them on the mailing list for new releases. The return card may read as follows:

THE RECORD STOP
000 Blank Street

Thank you. I would like to receive your monthly list of new record releases. I am interested in the following types of music:

Classical

Popular

Symphonic

Vocal

Piano

Violin

Other

Name

Address

The classifications appearing at the bottom of the card are flexible and may include sheet music, books, and other types of merchandise offered by the store.

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PHONOGRAPH NEEDLES

SAPPHIRE NEEDLES

ALWAYS
RECOTON
FAITHFUL

RECORDING STYLII

RECORDING BLANKS

RECOTON CORPORATION • 212 FIFTH AVE., NEW YORK 10, N. Y.

It's a postwar Promise ... from

Admiral



TUNE IN

Every Sunday—Admiral
"World News Today"
CBS, 2:30 P.M. EWT.

QUICK CHANGE ARTIST — that's what you'll call the postwar Admiral automatic record changer with its five-second record changing time. And what a selling feature it's going to be for you. No surface noises. Fool-proof, *trouble-free* operation. Only 3 moving parts. Beautiful cabinet designs and new high fidelity performance will make America's smart buy an Admiral Radio—America's Smart Set. There's a bright future ahead for alert dealers who Get Aboard With Admiral.

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Admiral
Electric Range



Admiral Dual-Temp
Refrigerator



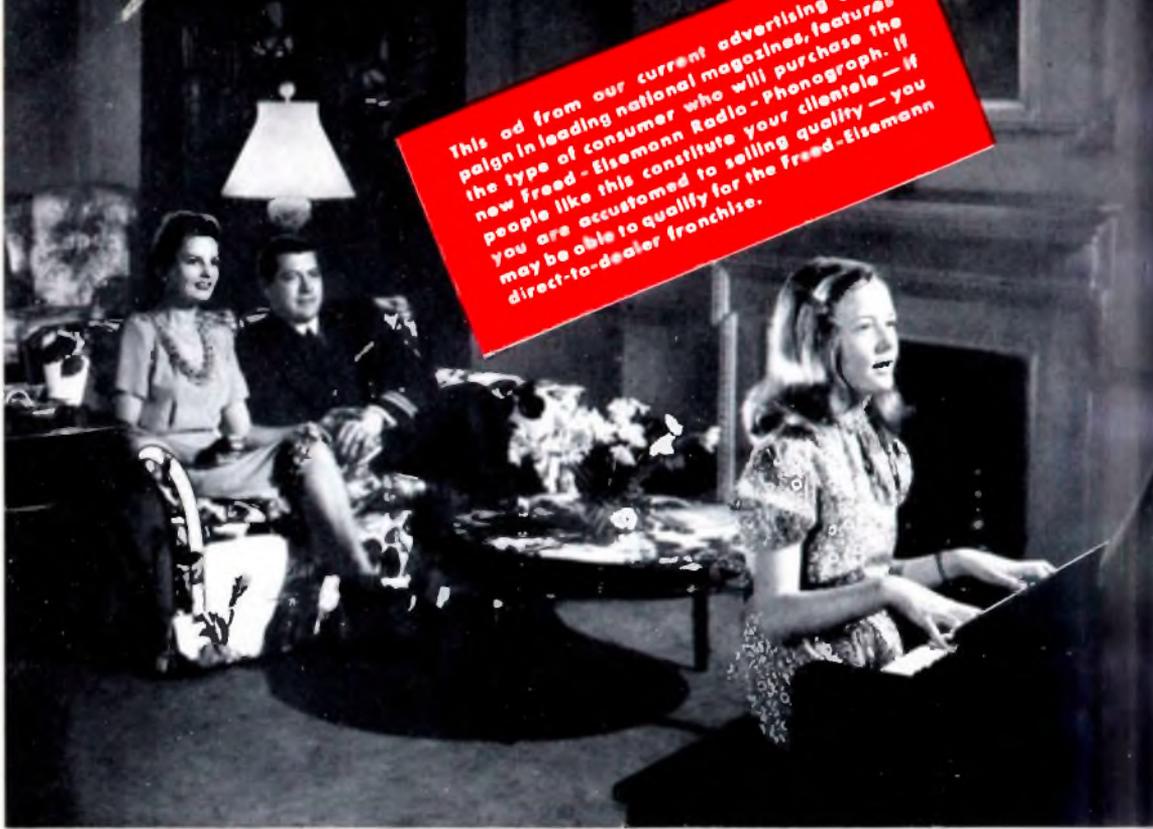
Admiral
Home Freezer

Admiral Corporation, CHICAGO 47, ILL.



World's Largest Mfr. of Radio-Phonographs with Automatic Record Changers.

This ad from our current advertising campaign in leading national magazines, features the type of consumer who will purchase the new Freed-Eisemann Radio-Phonograph. If people like this constitute your clientele — if you are accustomed to selling quality — you may be able to qualify for the Freed-Eisemann direct-to-dealer franchise.



"HOME IS THE SAILOR... HOME FROM THE SEA"
TO A HAVEN GRACED BY MUSIC AND CHARM

HOME on leave! In this place that holds so much to be remembered, they again, for a little while, spend happy hours enriched all the more by cherished music. Some fine day, when he returns for good, they will fulfill their dreams for this talented daughter and this lovely home. One of those dreams includes the postwar Freed-Eisemann Radio-Phonograph.

To them, and to you, the new Freed-Eisemann will bring magnificent war-born advancements . . . in FM (Frequency Modulation) . . . in international shortwave . . . in standard radio reception . . . in reproduction of recorded music — each tone clear and pure!

As distinguished in design as in musical tone, this thrilling new instrument will come to you in both period and contemporary cabinets—in models which will express the talents of leading decorators and furniture craftsmen. These cabinets will, inevitably, "belong" in homes of distinction and gracious charm.

As in the past, expect great things from Freed-Eisemann—a name which, since crystal-set days, has marked quality radio. And expect the postwar Freed-Eisemann Radio-Phonograph to be a musical instrument which will adorn your home and enhance your enjoyment of life. Freed Radio Corporation, New York 13, N. Y.



Freed-Eisemann

ONE OF THE WORLD'S GREAT RADIO-PHONOGRAPHS



window displays

arrangements that sell;



hints on display shortcuts;

diagrams, choice of

subjects, and timing

the store window— make it your page one ad

Here are a dozen pages of suggestions, some perhaps new and some reminders on how to build displays both for the immediate sale and the lasting impression

By LEWIS T. BOLGER

“E very time I sit down to sketch out a new window display I say to myself, ‘You’ve just bought yourself another full page of advertising space in a class magazine . . . it’s costing you plenty . . . but it’s worth plenty more than you’re paying—provided you fill that blank page with the right kind of copy—copy that will attract attention and sell merchandise.’”

That’s the way one of the country’s leading record dealers sums up his approach to the all-important question of utilizing his window display space to the fullest extent.

Appreciating just how valuable a space he has out there on the street front, his next step is to decide which one of several equally important functions he wants that “ad” to perform during the period of time in which it is to serve as his introduction to potential customers and as his promotional message to old friends.

If it is to serve at a *buying season* of the year the answer is easy—make it a *selling* window! But any other time the answer doesn’t come so easily, for while the primary purpose of any window is to sell, just as with any other form of advertising, the record store’s window has a complexity of selling jobs to handle—depending not only upon the season, but also on such matters as type of trade, creation of impressions, in other words, prestige that will mean repeat business instead of one quick turnover—and then, of course, there’s that “ol’ debil” Availability of Merchandise.

The practice of thinking of window display space in terms of newspaper and magazine advertising space is fully appropriate since the window’s function is advertising. In selection of a publication in which copy is to be inserted, an advertising man’s first thought is to the type of reader he wishes to reach. In the case of

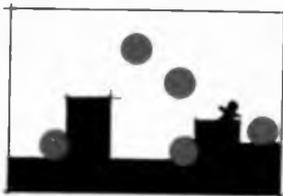
window displays, however, the retailer does not have the same range of choice, since his "readers," the passerby, are predetermined. But he should know what type they are, so as to be guided in the type of displays.

For instance, in an area where the passerby is generally the stroller or leisurely shopper, there can be a good deal of selling material. Where the passerby is generally in a hurry and preoccupied with other things, some dramatic touches are required to attract attention, such as in the use of a figure, enlarged photographs or startling colors.

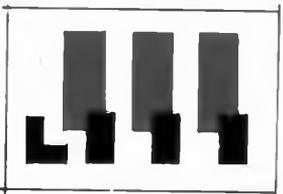
But before further discussing types of locations, let us first consider types of windows. And here the comparison with newspaper or magazine advertising is particularly appropriate. If the primary aim is to create an immediate buying urge for a particular item or items, the advertising man is likely to select newspaper space, cram it with items and dramatize the newness or price attractions. A comparable window treatment would be to create a mass display of a single item—a popular album of the "Oklahoma" or "Aloha Hawaii" type. Or the display may consist of a multiplicity of items—the

A striking artist tie-in has been achieved with an unusual combination of effects in this display by The Record Shop, Kansas City, Mo.

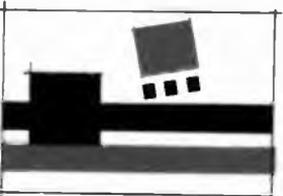




Def't use of circular and straight lines, with touches of drapes and plants to soften, make this model Victor window (above left) highly effective



Use of bulk framework, in the record racks, heighten the dramatic effect in this Sherman, Clay-Columbia window (above right) at Portland, Ore.



A judicious mixture of straight and slanting lines and the contrasting bulk of the piano make an arresting combination in the Humphrey, Long Beach, Calif. window (right)





latest pop and classical albums or singles, some new accessories and so on.

Next there is the *informative ad* (or window). This one may also tend to create immediate buying impulses in many, but its primary purpose is to attract and create a favorable impression that will have a lasting effect. Such an ad or window should dramatize the value, interest and attractiveness of the item or items shown. In the case of the record window, an effective treatment is the pictorial display of artists (blow-ups) with perhaps the added use of clippings, sketches, etc. This is effective especially in areas where the public is not too critical, since there are a great many people (as is attested to by the tremendous number of fan magazines) who are interested in the background of the artists who perform for them. Many such people are more concerned with what their favorite singer or orchestra leader looks like than with his or her talent, and to them such windows are a strong magnet. This type of window,

too, is particularly effective in busy areas where the passerby is usually in a hurry or preoccupied.

Where the reader (or the passerby) is of the more critical, and thus of the more substantial buying type, quiet good taste is in order. In an ad, this generally means a lot of white space and little copy—a sort of "Tiffany touch." This treatment in windows suggests solidity of background of the record shop, and seems to say: "Here is an atmosphere of culture, integrity, and a sincere desire to serve."

Professional window trimmers and leading record dealers in many parts of the country, who have devoted much attention to utilizing their window display space to the best possible advantage agreed that window displays cannot receive too much attention. Most of them believe record store windows suffer from neglect, and this for the most part is inexcusable, they add, since anything relating to music lends itself ideally to display. Few record dealers, they contend,

A life-sized figure and a realistic background insure plenty of attention for this Mandel Bros., Chicago window, designed to attract the busy shopper





Scenic effects, judiciously used are often highly attractive and need not involve elaborate settings, as witness this attention-compelling Lyon & Healy display

realize just what a big edge they have over their shoe shop, drug store or lingerie neighbor.

Asked if there were any decorating principles or aids that may be generally overlooked or under-stressed by record stores, they all replied with the statement few dealers make adequate use of drapes in their windows. Because of the severe lines, both of individual records and of albums, drapes, they all believe, are indispensable. Drapes add warmth and color to the window and they afford opportunity to introduce soft lines to break the severity of the straight and circular lines of albums and records.

There are some window decorators who believe that drapes are dated and a bit stodgy. Exponents of their use, however, contend that they do provide warmth and

suggest an atmosphere of conservatism, culture and refinement especially appropriate to music. In substantiation, they cite the "plushy" atmosphere of the Metropolitan Opera House and many other opera and concert halls.

While on the subject of some decorators' views on drapes, one dealer sounded something of a warning to those who have special trimmers:

"It must be borne in mind," he cautioned, "that the window should be a reflection of the store's personality, integrity and stability, and not merely a reflection of the window trimmer's artistic ability or imagination. The window must also be functional; in other words, it must sell."

On the question of the frequency with which changes should be made, most



The musical notes draw attention and soften severe lines of this McCrory, Johnstown, Pa., window



In this William Taylor Son's window at Cleveland is an interesting combination of line and theme

PIANO FAVORITES ON RECORDS



By
World's Greatest Artists



Here too is a window in the musical motif that stopped them and had them coming in for Frankie Carle and a good many other piano albums at the Mori F. Farr record store in Upper Darby, Pa.



This window of Capital Record Co. artists, at The Record Shop in York, Pa., L. S. White, owner, held a great deal of attraction for pop record fans who are keenly interested in pictures of their favorites

This world is full of folks as much interested in the artist's life and looks as they are in his art. The windows pictured on these two pages are good examples of a "newsy" type of treatment that is sure to attract and hold the interest of a large segment of the buying public. But just what buying they will do after their interest is aroused depends in large part upon how much else the display has to tell.

On this score, the treatment at the left is somewhat more effective, since in addition to the artists' pictures and background there is a display of actual merchandise—the Johnny Mercer albums.

The Music Box, Nashville, Tenn., provides an interesting "frame" for pictures of classical artists with this mounting-on-records arrangement. Contrasting arrangement on side wall adds to the effect



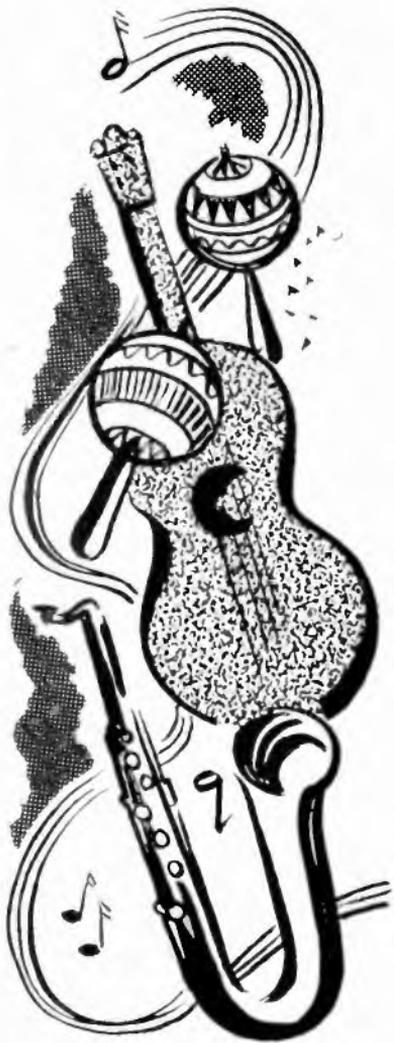


This striking window sold a batch of Columbia albums for Paul J. Christoph Co., Rio de Janeiro, Brazil

selling records— the south american way

An elongated figure and giant disc dress up a Alfonso Salazar & Co., window in Bogota, Colombia





Here is an interesting counter display arrangement by Alfonso Salazar & Co., Bogota, Colombia. Note panels in front of counter, one for albums and the other for accessories or allied lines



The universal language of music is helping to spread the Good Neighbor policy below the equator, and record dealers there are using window display and interior arrangement techniques that compare favorably with many of the more advanced methods employed by enterprising dealers in this country. They, too, have found that careful attention to such details as these pay big dividends. Among other typical American merchandising techniques proving successful in the other Americas is self-selection. One of the first to employ this method is Alfonso Salazar, of Bogota, Colombia



FIDELITONE



\$1.50

COMES PACKAGED IN A USEFUL RECORD BRUSH

Supreme!

That's the world's verdict—the verdict of dealers and users alike.

FIDELITONE PHONOGRAPH NEEDLES—unequalled for quality and value!

FIDELITONES—with world-wide distribution—are the most effectively advertised and merchandised needles on the market. You'll like FIDELITONE profits and you'll like FIDELITONE co-operation.

The Finest Shops Cash in on
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Phonograph Needle Supremacy



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Royal Family

IN LONGLIFE NEEDLES
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BELOW



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provides all these: (1) Floating point construction. (2) Horizontal and vertical shock absorption. (3) Permium† metals tip (four times more costly than gold) assures maximum needle life. (4) Finest reproduction. (5) Increased kindness to records. (6) Filtered record-scratch. (7) Patented self-locking insertion design.

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with the Permetal® Tip. Gives smooth, scratch-free reproduction . . . Months of satisfactory service . . . Floating point construction . . . Kind to records . . . Patented self-locking design. The best needle a dollar can buy.



Fidelitone FLOATING POINT

worth more than the price. Its Floating point construction filters record scratch, and its precious-metals tip assures up to 1000 or more perfect plays with kindness to records.



Fidelitone DE LUXE RECORDING STYLUS

a professional stylus of true Fidelitone quality for home recording. The platinum metals (Permium†) tip is accurately shaped and precision-ground to scientific specifications. The finest stylus available for home recordings.



1 REG. U.S. PAT. OFF.

Each FIDELITONE MASTER comes packaged in a useful record brush.



PERMO Incorporated

6415 Ravenswood Ave., Chicago 26

The original and world's largest manufacturer of longlife phonograph needles

A Message to the Dealer:

A matter of great personal interest to the public has been the subject of Home Recording. Many articles have been written describing the use of tape, wire and disc recording equipment in the home after the war, and because of the glamour associated with recording many of these publicity articles have given exaggerated views of just what the public can expect from the equipment. It is our purpose in this message to explain briefly what we have done with tape recording and what we expect to accomplish.

We at Fonda have proven that tape recording, aside from the problem of reproducing recordings in quantities, is competitive in quality and price with all other types of recording equipment. Moreover, tape recording has the additional advantages of offering long recording time, simplicity in operation, hundreds of playbacks without loss of quality and the use of an inexpensive recording medium, plastic tape. It is because of these features that we believe that tape recording will be the type of home recording equipment universally used after the war.

The development work that we have done in our Engineering Department has indicated that our first model for home recording, Model HR-2, will be capable of making recordings of radio programs that will be comparable in quality to that obtained from the better grade records. Although greater fidelity than this can be obtained on tape it is believed that the public will more readily accept equipment which will give the same tone quality to which they have become accustomed.

As an example of economy in operation, the Model HR-2 will provide up to two hours of continuous recordings at a cost of approximately \$1. No other type of recording can offer such extremely low recording costs.

Microphone recordings, of course, will be possible with our home unit. The quality of these recordings will be affected by the ability of the operator to properly place the microphone and monitor the recorder while in operation, but the Model HR-2 will be so flexible that we anticipate even children making satisfactory recordings after a few simple instructions.

Our Engineering Department is continuously engaged in research and development work and we expect many improvements in the next few years in tape recording, as it is still in its infancy. In this connection, let us state definitely that we do not expect either tape or wire recordings to replace the use of disc recordings in the home until a method is devised in which recordings on these mediums can be economically reproduced in large quantities. This is one of the problems under consideration by our Engineering Department.

Our surveys and conversations with the general public indicate a tremendous interest in home recording and it is our belief that home recording in the future will be as popular with the public as photography is today.

As a pioneer in the production of tape recording equipment we are interested in developing intelligently this extensive potential market. We want the dealers to know that this is a new market for them and that it should be approached with careful consideration. One of the immediate dangers we see in the initial sales promotion programs for home recording machines will be overselling the customer on the merits of the equipment he purchases. Such a condition would be detrimental to all dealers and manufacturers. To prevent such an occurrence we, as a designer and manufacturer, will do our part by conservatively stating the performance characteristics of our equipment to the dealer. This policy will prove of mutual benefit to our company, the dealer and the customer.

FONDA RECORDER DIVISION JEFFERSON-TRAVIS CORPORATION

245 East 23rd Street

New York City

children's records

some suggestions for
departments and display
arrangements in an
often-neglected field



selling the parent who is musically-minded

In this, the second article on "Essentials for the Record Collector," Kurt List discusses the growing list of recorded music likely to interest children of all ages

A love for music is only in the rarest case a sudden God-given inspiration. Neither is it the result of painful systematic musical education gathered from a more or less competent piano teacher who starts his tedious job with a child of any age from six to sixteen. The eternal fights about practising an instrument while other kids play baseball rather stifle than incite the pleasure felt through listening to a musical work. It is true that the love of music will depend on many factors usually beyond the influence sphere of the parent and teacher, but a casual approach to an important education problem is hardly satisfactory.

What then constitutes a systematic attempt to instill in our children the love and interest for the great compositions which are an important segment of our cultural life? The education of a human being begins with his life and not at a point chosen at random or convenience by an educator. (Naturally, the actual learning of an instrument is not necessary for a full appreciation of music and fulfills entirely different functions than the education to interest in music. Therefore it depends upon many other

factors than those mentioned here and choice of age will be influenced by intellectual understanding, physical dexterity, individual desire, etc., on the part of the child.)

In the two paragraphs which follow Mr. List tells of the importance of parental interests in music to insure a natural interest on the part of the child. Points such as are made here provide excellent material for over-the-counter discussions with parents desirous of fostering musical interests in their home.

The education to music may and should be planned to the minutest detail by the parent, but it must never appear to the child as being planned. There is no room for a fixed musical schedule in an infant's life, and there can certainly be no talk or ostentatious emphasis on music itself. But if there is a lot of music in the home; if the family itself serves as a cultural nucleus; if music is made to appear as something important and integral to life, then there will be no question in the mind of the growing child as

to whether music shall take the back-seat to Dick Tracy comics and cops and robbers.

Music then will have become a matter-of-fact experience, one without which a person cannot do. To effect such a result it is important that the parent is genuinely interested in music and does not merely pay lip service to cultural interests. One can never expect something from a child which one is not willing to give himself. The mother who prefers her bridge game to the Philharmonic broadcast can hardly ask of Johnny to put his practicing on the piano before a game of marbles with the neighbor's kids. But the mother who sings fairly well and can also play an instrument will be a great asset to the child's musical potentialities. However, even if these talents are lacking, enough of a musical interest can be displayed in the home by listening to the radio and records if such interest is actually existent on the part of the parent. Records, especially with their wide selection of tone material and color and with their potentiality for repeated playing, will be a decisive factor in the child's musical education.

The alert record dealer or salesgirl will find many matters of mutual interest among parents aware or potentially aware of the importance of an intelligent approach to the question of arousing the child's curiosity and attention to carefully-planned musical steps.

Culture is essentially a result of imitation. The child who observes his parents listening to good music will quite naturally grow up with a similar desire. Thus the first step in musical education is the self-education of the parent. Obviously, this is not enough.

If the child is to grow up with a keen desire for the good and valuable things in life, then these good and valuable things must be brought to his attention. In music the formula is simple: good music, played competently on good equipment. There must be a good phono-

graph, reproducing the sound as faithfully as possible. Records should be of the highest quality, scratchy surfaces should be avoided, inferior needles are out of the question, and naturally, performance must be of the highest order.

One should also remember that talking down to a child will have no other effect than to keep the child on a baby's level. The intelligence of the child should never be insulted if one is not to hamper his growing development. On the other hand one must not forget that a child's power of reception is indefinitely smaller than that of a grown-up. Unless music is to become an intolerable burden to the infant one must guard against over-taxing his brain with complicated and long compositions. There is no need to play nursery rhymes exclusively to the inhabitant of the nursery. But neither is a performance of César Franck's *D Minor Symphony* a commendable first step in music education. It is best to begin with some very short uncomplicated piece of music, e.g., a minuet by Mozart (Victor 1693); to repeat the performance several times in order to acquaint the child with the tune thoroughly from all possible angles, and then to proceed to some longer and more complicated work, repeating the same procedure of frequent playing and gradual extending of the music session from two to eight minutes. The parent should remember that such a music session must take place in a casual, unobtrusive way. She shouldn't say: "Now we will play some music as we do every day at 4 P.M.," but just put the record on at any time of the day when it is felt a lull has been reached in the general activities of the child's playing and feeding. In all probability, when the child is able to talk he will ask for such music by himself, eager to hear again the old familiar tunes. Then gradually he is introduced to a new record among the older ones until the new work becomes as familiar as the old ones.

It is not always easy to select the right kind of music. Special attention should be paid to the fulfillment of a natural rhythmic desire on the part of the child.

Very rhythmical works will always meet with greater interest than mere melodic ones. It should also be kept in mind that the child should be given a taste of musical variety from the very beginning. Thus no one period of music should be given preference. Old music, the classics, the romantics and the modern period should be employed to approximately the same degree.

A few well-thought-out suggestions: on the part of the salesgirl will often serve to stimulate parents' interest in the acquisition of singles and albums that will add immeasurably to their own library while at the same time aiding greatly in the musical education of the embryo music lover.

Assuming one starts with the minuet, how is one to increase the complexity and length of music? After the minuet has sunk halfway into the consciousness of the child (which is easy to see by some kind of joyful reaction when the music is played), one proceeds to some other works. *Moto Perpetuo* by Paganini (Victor 15547) or the *Perpetuum Mobile* by Johann Strauss (Columbia 9076) might be the next step.

So far only the dance and rhythmic element has been introduced. Now the orchestral color may enter the picture. Tchaikovsky's *March Miniature* (Victor 6835) should prove to be of excellent value. Then the human voice will add new interest to the experiment. Brahms' *Cradle Song* (Columbia 17300-D) or Schubert's *Good Night* (Columbia 71174-D) are simple enough to appeal to a young child, yet contain all the romantic beauty of the deep and thoughtful music. After this the time may have come to emphasize the contrapuntal potentialities of music. Short compositions by Bach, like a minuet (Victor 1136) or one movement of a suite (Victor Album DM-332) will round out the picture. The list can be amended and continued indefinitely and for those who are interested in a systematic procedure I can best recommend the excellent book "How to Teach Children to Know Music" by Harriet B.

Barbour and Warren S. Freeman, published by Smith & Durrell, Inc., New York, which contains a very detailed plan and excellent suggestions.

It must not be forgotten that special attention should be paid to the child's own private world. It is impossible, and completely undesirable, to exclude this world from the educational program. The school, friends, craving for fantasmagory, and other factors of the outside tend to keep this world alive. And a charming world it is indeed. I am referring to the stories for children, fairy tales, nursery rhymes, etc., which have constituted the happiest part of our childhood and which rightly should constitute a happy part of the early life of our children. Fortunately, there are a number of very excellent records in existence which take into account all of the child's desires in this respect.

The list of records and albums that provide fine discussion and suggestion material between the salesgirl and the customer is extensive. Here are a few recommendations on some of the outstanding children's records, covering just about every age group and juvenile musical taste.

Children's records fall basically into several categories, according to age, taste and predilection. First, it is the nursery rhymes which will enchant the infant. Among the many albums Victor's *Uncle Mac Nursery Rhymes* (Y-2), *Rock-a-Bye Parade* (Y-3), *Mother Goose* (Y-4), and Decca's *Mother Goose* (K-1 and K-27), and *Nursery Rhymes* (K-2), are outstanding. A very interesting and successful attempt to dramatize some nursery rhymes which should prove of great fascination for children has been made in the *Jack and Jill Story Book* records (Musette Publishers, Inc.).

There are also several compositions by masters dealing with the nursery. These should be featured in the child's education. Ravel's *Mother Goose* (Columbia set X-151 or M-74), (Victor M-693 or 7370-7371) and Moussorgsky's songs *The Nursery* (Columbia J-14) are

equally commendable as good music and as fitting the purpose in an excellent manner.

Then there are the songs directly connected with the child's activities (it is always an excellent idea to tie in the every day life with the music practice), e.g., lullabies. Columbia's *Lullabies* (J-17) and Sonora's *Lullabies* (MS 462) are excellent albums in this category.

Fairy tales, such as Columbia's *Fairy Stories* (J-19, J-20 and J-23) and Decca's *Fairy Tales* (K-3) and stories with music, like Victor's *One String Fiddle* (Y-308), and *Rumpelstiltskin* (Y-306), Columbia's *How the Man in the Moon Lost His Face* (J-1), *Captain Kidd's Cats* (J-2), *The Adventures of Bubble and Squeak* (J-10), Sonora Records' *Uncle Don's Playland* (MS-452), Capitol's *Stories for Children* (J-1), the various story book records of Musette, and especially the extremely charming verses and stories of Decca's *Winnie the Pooh* (K-12 and K-15) serve more to satisfy intellectual curiosity than musical ambitions. But the musical background will always instill some feeling for the sound in addition to the content. Similarly, famous stories of good literature with musical background combine good literature with music and synthesize the two arts in the mind of the child. Albums like Columbia's *Dicken's Christmas Carol* (M-521), *Treasure Island* (M-553) and *The Night Before Christmas* (7407-M) give the child a feeling for poetry and valuable prose as well as music.

There are quite a number of records featuring the spoken word to a sound effect accompaniment, such as Victor's *Let's Play* (Y-5), *Little Black Sambo* (Y-301), *Winnie the Pooh Goes Visiting* (Y-302), *The Little Engine That Could* (Y-307), *Bertram and the Baby Dinosaur* (Y-310), Columbia's *Herman the Littlest Locomotive* (J-3), *Cherub the Chick* (J-4), *Sugar Cookie Flats* (J-5), *Mike, the Tough Little Tug Boat* (J-11), *Edward the Dignified Monkey* (J-13) and *Great Surprise of Spring* (J-24).

Of similar value are the records with disguised educational intentions, such as the *Songs of Safety* (Decca K-20), which

teach the child in a playful manner important rules of every day behavior, or the ones which lead the child straight into the world of music by giving him the capacity to differentiate between the various instruments, like the famous *Peter and the Wolf* (Columbia M-477, Victor DM-566 and Musicraft 65) or *Little Black Sambo's Jungle Band* (Victor Y-303). Finally, there are scores of excellent individual children's songs put out by Columbia, Decca and Victor, all well done, charming and appealing.

Not to be overlooked in the direct or indirect sales approach is the increasing awareness on the part of the record manufacturers of the value of dressing up the children's sets in gay albums and with engaging and informative stories or rhymes that help on sight to stimulate a buying impulse.

An important factor is the cover design of the album. Most albums come in attractively designed bindings, which adds a great deal to the child's interest in the music. Then too there are more and more that also offer informative booklets or other illustrated printed matter relating to the music in the sets.

It must not be forgotten that children's records are not a substitute for classical recordings. Only together with these will they tend to enliven the child's cultural horizon and keep his interest mounting. It is clear that a great deal of care has to go into the child's musical education. But if the parent loves music and loves the child; if he or she pays just as much attention to this phase of his development as to his feeding and clothing, there is little possibility of going wrong.





Units such as shown here provide a start or augment a children's department. Left The new Victor counter-on-wheels display is readily adaptable for just such use.

for the kiddie corner

This display, at Werner's, Easton, Pa., delights the youngsters.



it's easy to set up 'a kiddie corner' — and it pays

Playing nursemaid to a bunch of youngsters by playing records to them in a novel "musical kindergarten" is bringing big returns and winning new friends, young and old, for the Byerly Music Store of Peoria, Ill.

Not only does the unusual nursery lead to big sales in children's records; Byerly's is getting additional business from grateful mothers, who are now free to do their own musical shopping — without risk of having Junior or Mary drown out their initial enjoyment of a new Toscanini, Sinatra or Crosby platter.

The regular nursemaid situation having become more and more acute as the war went along, Byerly's experience, like that

of just about every other record dealer, has been that more and more mothers find it necessary to take the children along if there's any shopping to be done. And some mothers, they found, preferred to put off all but absolutely essential trips rather than have the youngsters become fretful.

"If they have to bring the kids along, we'll make it a pleasure rather than a burden," said the Byerly management, "and if it's a pleasure to them it's very likely to be profitable to us."

That is why it is that now, with appropriate equipment, interested personnel, and a wide variety of stock, the store manages to please children of all sizes as



An inviting spot to leave Junior while Mother does shopping is this simple but gay little nook at Byerly's.



Hope Gamble—Her “musical kindergarten” a hit.

well as busy mothers, at the same time selling just about all available juvenile merchandise.

Most of the credit goes to Mrs. Hope Gamble of Byerly's record department, who originated the idea of a complete children's section, with the cooperation of George L. Byerly, president, and Eldred S. Byerly, secretary and general manager. Thanks to her efforts, mothers can now enjoy their recorded favorites at Byerly's, after leaving their youngsters among pleasant surroundings nearby, happily listening to children's records. A capable

salesperson, usually Mrs. Gamble, is always on hand to supervise the youngsters' activities.

It all started with a small room which had been used to display accessories and instruments at the back of the store. Under Mrs. Gamble's magic touch the room soon became an Alice's Wonderland for record-loving children.

Attractive display shelves, tastefully painted, now house gaily colored juvenile sets or single-disc envelopes, while neat cupboards conceal extra stock. Midget-sized chairs, pretty pictures and cuddly toys—just the sort to arouse small fry's enthusiasm—lend charm to the department. The whole transformation was wrought by Mrs. Gamble's interest, with the assistance of the store's handy man and the expenditure of \$25.

Byerly's carries a complete stock of available Victor “BC” and “J” sets, and finds a ready market for them. Rhythm records and simple melodies from classic works are also fast sellers. Mrs. Gamble is a thorough student of her public, and gives serious consideration to the age, interests and musical background of each young customer. Through experience she has found it preferable to supply youngsters with records just a little beyond them rather than with too-childish selections.

A toy here and there, and bright albums and pictures everywhere make this a favorite with the kiddies and their parents.



A FAMOUS NAME
SINCE 1916 . . .

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ACOUSTIC AND ELECTRONIC PHONOGRAPHS

. . . WILL BE MORE FAMOUS
WHEN WAR RESTRICTIONS
ARE LIFTED!

• With a background of 28 years in the business, we were the largest manufacturers of portable phonographs before the war. Now we build communications devices and specially de-

signed PHONOLAS for the Armed Forces. But whenever restrictions are lifted, look for the bigger-than-ever PHONOLA line, incorporating (as materials are released to us) new improvements in tone and appearance by which both you and your customers will benefit.

WATERS CONLEY COMPANY
ROCHESTER, MINNESOTA

MIDWESTERN SALES OFFICE
224 So. Michigan Ave., Chicago. HAR. 1880

EASTERN SALES OFFICE:
17 E. 42nd Street, New York City, N.Y. G-2079

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LET THESE FAST-MOVING TITLES GO TO WORK FOR YOU NOW



256

FREE DISPLAY RACK

This metal counter display rack, when opened up, is 24" high, 15" wide, 12" deep. It is a pleasing eye-catcher and silent salesman, and never fails to attract the interest of customers. The rack (of which we have only a limited number left) will be sent to you FREE with your order while the supply lasts.

ESQUIRE'S 1945 JAZZ BOOK Edited by Paul Eduard Miller. Introduction by Arnold Gingrich. The success of Esquire's 1944 Jazz Book proved the great demand for an authoritative ANNUAL publication covering all the developments in jazz during the year. Hence the new 1945 Jazz Book. Book's picture sections contain many heretofore unpublished photographs which are collector's items in themselves. Paper bound, \$1.00, Cloth bound, \$2.00

THE RECORD BOOK (*The Complete Edition*) by David Hall. Over 40,000 copies have been printed of this standard work. Contains a selected list of more than 8,000 available records—the greatest work of over 350 composers. Name of manufacturer, catalogue number, price, followed by an impartial analysis of the quality of performance and mechanical reproduction. "A valuable and unique work of its kind."—Deems Taylor. \$4.95

THE JAZZ RECORD BOOK by Charles Eduard Smith with Ramsey, Russell, and Rogers. A brilliantly annotated listing of more than 1,000 famous jazz records. Each is analyzed as to soloist, band, period and style. In addition there is a complete history of the origin and development of jazz. \$3.50

HOW TO TEACH CHILDREN TO KNOW MUSIC by Harriott Buxton Barbour and Warren S. Freeman. "A systematic program of record playing—with the fun left in it—to teach children from babyhood through high school to enjoy music. The business of selecting music for young children that grownups can tolerate is nicely handled."—*Chicago Tribune*. \$2.50

For record dealers' discounts on these and other popular books in the series, write to:

A. S. BARNES AND COMPANY, Distributors

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NEW YORK 18, N. Y.

**books
on music**



record books can aid your customers

In this, the third article in the series on "Essentials for the Record Collector," Kurt List discusses some of the volumes that should serve to further interest in recorded music

The record collector's biggest problem is deciding upon one specific recording. Having made up his mind about the composer and the type of music he wants to hear, he finds it hard to determine which musical work represents best the characteristic opus and perfect rendition. Even after having decided as to the exact title he will hesitate in selecting one out of the many performances of various artists, all of reputation and excellence. Whence shall he turn when confronted with the renditions of Toscanini, Stock, Walter and Koussevitzky of Mozart's *G Minor Symphony*? Naturally, he could depend upon the clerk of the record store. But the clerk not always possesses enough of a musical background to advise the customer properly, although the recent years have developed a type of clerk whose taste and understanding often rival that of many an erudite critic. But then there is always the fear that the clerk may be more governed by commercial than musical determinants. Doubtlessly, co-operation and trust between the intelligent consumer and the experienced clerk will be a great asset to an intelligent selection.

But as ever, the critic is the foremost guiding star in advising the record collector. Unfortunately, only a few members of this learned profession possess enough objectivity and knowledge to be of service to their public. Many books on records have been published and I shall deal here only with those that have reached a certain measure of popularity in recent years. But even among these there is precious little that can be of real service to the collector. The book which is one of the best aides to the record enthusiast is Irving Kolodin's "A Guide to Recorded Music" (published by Doubleday, Doran & Company, Inc., Garden City, N. Y.).

The author deals almost exclusively with the rendition of music; his curt remarks are always to the point, never colored by any favoritism or pet hate. He also evaluates the records according to their technical production (clarity of sound, etc.) and compares price to quality. The arrangement of the book which deals with such a vast field (most of the available and a great deal of not available and European records are listed and discussed) is excellent. Easy consulta-

tion is made possible by the alphabetical order according to composers, the subdivision into types of music with each author, and an alphabetical index of performers which allows cross-reference. The weakness of the book lies in the complete omission of any evaluation of the compositions; in the lack of data concerning the composers; in its limiting itself to recorded music not reaching back any further than the period of Palestrina; and in an occasional inaccuracy when it comes to events outside the specific musical field. But as an exhaustive survey and evaluation of performances on records Kolodin's book is excelled by no other work.

"The Record Book" by David Hall (published by Smith & Durrell, Inc., New York) may serve as a supplement to Kolodin's book. The great achievement of the Hall book is its attempt to deliver a compact and a unified picture of musical history and intentions. One may quarrel with many of Hall's opinions; his chief fault seems to be that he is much too uncritical. He is not catholic in his taste, which would be a great asset to any critic, but he likes almost anything, not for its specific virtues but on general musical principles. He speaks about the contemporary American composer Roy Harris, who at best is mediocre, in the same glowing terms as about Beethoven. This with the necessary space limitation lends the whole book a certain air of superficiality and leads to commonplace phrases which are disagreeable at times.

Hall is much more orthodox in his evaluation of performances. But here he makes the mistake of singling out one rendition and giving all others the appearance of worthlessness in comparison with his selected rendition. The book is arranged into chapters according to musical categories, such as Keyboard Music, Music for Voice, etc. Each chapter is in more or less chronological order. The general text is to be found on the right hand pages of the book; records are discussed on the left side pages. The arrangement is intelligent

but it makes it difficult to find records for reference unless one possesses the knowledge which only reading of the book is supposed to transmit. A cross-reference index, however, remedies this setback to some extent. If you buy the book get the complete edition which contains a great deal of material on new releases not contained in the Kolodin work. Kolodin's and Hall's books together offer the most valuable information to the collector despite their deficiencies.

"The Gramophone Shop Encyclopedia of Recorded Music" (published by Simon & Schuster, New York) is an excellent and most complete compendium in spite of occasional slight inaccuracies. A great deal of thorough and scholarly research has gone into this work which lists about everything ever recorded. There are short biographical notes on the composers who follow in alphabetical order. The book is indispensable for any record critic and conscientious dealer, but it is practically of no value to the lay collector since it lacks explanatory or evaluating notes.

The aforementioned three books are the only ones which encompass more or less all of recorded music. The remaining works deal either with special phases or limited fields. Charles O'Connell's "The Victor Book of the Symphony" (published by Simon & Schuster, New York) is not actually a book about records. In a rather off-hand manner, with little lucidity and musical insight, and with some factual inaccuracy, O'Connell gives a short biographical picture of the principal symphonic composers and an extensive though ordinary analysis of their main works. The appendix lists the recordings of the discussed music without any additional notes. Since the list includes only Victor recordings its value is not greater than the very excellent Victor catalog. As far as the analysis goes, the reader will find better written and informed essays by leading musicologists, such as Riemann, Tovey, etc. The "Victor Book of the Opera" by the same author (published by the RCA

Manufacturing Co.) contains the stories of the most important operas, interspersed with detailed listings of Victor records (complete renditions as well as single arias and ensembles). This would be a valuable compendium were it not limited to the output of one company. As it stands now it caters more to Victor than opera enthusiasts.

B. H. Haggin's "Music on Records" (published by Alfred A. Knopf, New York) fulfills hardly any function at all. Designed to be a guide in respect to the minimum requirement for the record enthusiast, the book makes no pretense as to completeness. But it brings all the bias and antagonizing orthodox of the arrogant critic to a haughty analysis of a musical cross-section of debatable fundamentality.

Mr. Haggin does not have an opinion; he is opinionated. He speaks with unquestionable authority of matters which he obviously does not comprehend. He is doubtlessly an interesting conversationalist but has none of the essential qualities necessary for a good critic. His dictatorial approach to music leads to the strangest results. The "know-it-all" attitude of the critic seduces him to classify compositions like a schoolmaster. He actually divides the compositions of every composer into "the best works," "other good works," and "bad works." Among other things he fails completely to understand a composer like Brahms whom he accuses of pretentiousness. He lists his two piano concerti, the violin concerto, the double concerto, the First Symphony and the majority of the chamber compositions under "bad works." Haggin also misses the point about many periods of music, and displays an amazing ignorance in regard to contemporary composers. With sophomoric immaturity he does away in one sentence with such contemporaries as Hindemith, Bartok, Berg and Schoenberg. Their music shows—according to Haggin—the "evidence of warped emotions . . . fluent aridities . . . ugliness and horrors." I have heard such remarks loosely strewn about by many people who dislike modern music and

refuse to give it much thought. From a critic one ought to expect more responsibility and intelligent presentation. But what he probably considers an aristocratic taste does not prevent the author from uttering the most banal phrases about the music which he enjoys. There is very little analysis offered in this book which guides the uninitiated under the direction of somebody who displays less of the initiated understanding than many lay-people I've had occasion to meet.

Mr. Haggin's latest opus "Music for the Man Who Enjoys Hamlet" (published by Alfred A. Knopf, New York) is designed for the more sophisticated trade, but is essentially no better than the other works by the same author. Haggin invented a new system of sectional listening to records which may be of advantage to a conservatory but makes for strenuous and boring reading and tends to confuse the layman more than it aids toward understanding.

In the field of the children's records the most outstanding book is "How to Teach Children to Know Music" by Harriet Buxton Barbour and Warren S. Freeman (published by Smith & Durrell, Inc., New York) which has been discussed in the articles on children's records in the December issue. Aside from the style, which is rather gauche, it offers the most intelligent plan and suggestions I have ever come across.

There is a plethora of books on jazz, some good, many more meaningless, all with rather incomplete listings of what the authors consider the most outstanding discs. The real jazz fan will find the most complete and interesting presentation in the excellent "Jazz Record Book" by Charles Edward Smith, written in collaboration with Frederick Ramsay, Jr., William Russell and Charles Payne Rogers (published by Smith & Durrell, Inc., New York). Both listings and articles are valuable, the latter being on an exceptionally high level. Among the many books I found most interesting Hugues Panassie's "The Real Jazz" and, in a limited way, "Esquire's Jazz Book"



Books on music have a place in window displays, as in this attractive arrangement at the Master Music Shop at Vineland, N. J.

(both published by A. S. Barnes & Co., New York). Records aside, the best and most penetrating presentation of jazz is given in Winthrop Sargeant's "Jazz: Hot and Hybrid" (Arrow Editions).

There is no room and hardly any need to go into all the books on music appreciation which also contain listings of records. Essentially all these "intelligent man's baby-talks to music" say on two

to three hundred pages but one thing: to appreciate music one must hear music repeatedly. This obvious truism requires no further elaboration. The collector seeking sound advice and thorough information will find none of these in the appreciation books. The eager musical beginner will profit more from the discs than the script. The musician will only be annoyed.

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better record retailing through sheet music

By ARTHUR A. HAUSER

*Vice President and Sales Manager
Carl Fischer, Inc.*



It is not necessary for anyone to prove to records retailers that Americans are musical. If they were not, there would not be so many record retailers. So let us start from the premise that since Americans are musical, they are a ready-made market for music in many forms.

Some people are passive music patrons and others are active ones. Many of the passive variety are completely satisfied to listen to music in any quantity that does not cause them effort to obtain it. They are those who like push-button radios—they occasionally buy a record. It is fortunate, though, that the large group constitutes a good percentage of record buyers. It is this group that is anxious to learn more about music. Just listening to the same record over and over is not satisfying to them. They want to broaden their musical experience; they want to know something about musical instruments, about forms, about arrangements.

Comparisons between two renditions of the same composition bring a keener perception of intrinsic values in musical

form, themes, and phraseology. Interpretation in music becomes more than just a word used by critics. The listener begins to develop a sense of musical values, which may not be those of the trained musician, but at least they are a guide to the amateur who purchases records. The record retailer benefits from the growing taste for music, no matter whether the taste runs to popular or to serious music.

The record companies have long realized that the desire of the average person for more insight into the pleasures obtainable through music is a valuable stimulus to the sale of records. This instinct can be fostered or not; with just a little help from the record dealer many people have been led over from the passive into the active class. Pamphlets and books on what is popularly called "Music Appreciation" have been published by the record companies and sold by the hundreds of thousands. Music history is fascinating; biographies of composers and artists make delightful reading; stories of the operas and symphonies bring the

listener into greater intimacy with the music.

Radio programs featuring good music as entertainment were formerly considered "public service." Today most of these programs are sponsored by far-seeing business men who realize that public taste for good music has developed greatly and that people actually *want* it. So I say again that Americans are musical, only now I add that Americans, more than they were a decade or so ago, are hungry to know more about music.

Just as there are passive and active music lovers, there are passive and active business men. The difference between them is that the passive music lover misses what could be a great cultural part of his life while the passive business man misses the profits from extra sales that are begging to be made. The record retailer must be active—he must look for ways and means to develop the desire of most people to know more about music; he must lead them to active participation in making music. Any effort along these lines is bound to help him sell more records.

Among all other presentations of musical merchandise, the sheet music department is high in value. That greater musical knowledge creates more business is well known to everyone connected with the business of music, whether it be through selling radios, records, pianos, musical instruments, or tickets to concerts. The advantages of sheet music retailing, however, have not always been understood by record retailers. Many music merchants are of the opinion that a sheet music department involves a complicated system of keeping stock, ordering music, etc. All these bugaboos about sheet music are pure imagination. Anyone who knows how to keep a record stock will have no difficulty in handling sheet music. The idea of displaying popular music, folios, and outstanding works of a serious nature, whenever it is timely to do so is similar to the same policy in connection with records. The merchandising of sheet music, therefore, ties in ad-

mirably with the record retailing business.

We know that record buyers are anxious to know more about the music on records. A sheet music department carrying printed copies of the recorded music can present to every purchaser of, let's say, the Tschaikowsky *Piano Concerto*, the printed copy of it at a reasonable price—much less than the cost of the records themselves. If, for instance, the record purchaser wishes to be able to play the outstanding themes from the Tschaikowsky *B Minor Piano Concerto*, your sheet music department can sell him the printed edition of selected themes from the work, either in the original form or in simplified form.

If your sheet music department carries books on the various symphonies, every purchaser of the Beethoven *Fifth Symphony*, or the Shostakovitch *Sixth*, or the Brahms *First*, etc. will be delighted to know that he can purchase a book which tells him not only about the symphony which he is purchasing on records, but about a great many other important symphonies. As a record retailer you will want your customer to know something about other symphonies because the more he knows about them the more likely he is to buy additional records of symphonies.

Space does not permit us to go into any more of the numerous ways in which a sheet music department stimulates sales to record buyers. Let us say, however, that the ideal library for a music lover is one which contains the record, the printed music (whether it be a full conductor score, an opera score, or an instrumental solo, etc.), and a book describing the music. Libraries of this kind are really worth while and the record dealer should make every effort to increase his record sales through an interest in the other two music branches.

We have seen how a record department can create sheet music sales. Let us now examine a sheet music department and see how it in turn can create record sales. There are many professional musicians, students, teachers, and amateurs, who are

constantly purchasing sheet music. They enter the sheet music store on the average of once a week. If they have never been record buyers to any degree it is easy to see how the sheet music salesperson can suggest that his customer listen to the recording of the music he is buying. In the school field many of the band, orchestra, and choral conductors would be delighted to build a personal library of records of the masterworks so that when his school organization performs them he will be thoroughly familiar with the various interpretations of these works: the tempi, nuances, climaxes, different tonal effects, etc. Even if the conductor or teacher is thoroughly familiar with the composition in question, his students can always benefit by hearing a rendition of the work by an outstanding organization. By recognizing the fact that educators are potentially large buyers of records, a sheet music salesperson can create very good additional sales for the record department.

It seems to me that any record retailer looking for additional merchandise to sell would not overlook the psychological effect of adding kindred lines to records than lines such as electrical equipment, which have no bearing on music. The sale of an electric iron does nothing to build a desire for a well rounded library of good records. The sale of a piece of printed music or a book on music, however, holds the customer's interest in music so that with the proper encouragement from the retailer he will become a valued record purchaser.

During the past few years, when merchandise of various kinds has been difficult to obtain, many record retailers have experimented with sheet music. It is gratifying to report that every one of them not only has continued his sheet music department but has increased its size. This is irrefutable proof that a sheet music department is a money maker for the record retailer. Most of the dealers referred to began with units of popular and standard numbers and folios. They built display racks according to a diagram that appeared in a booklet entitled "Mak-

ing Money in Music" (published by Carl Fischer, Inc.). Other dealers purchased display racks exhibiting their first music units. As they added the second and subsequent units they built shelves and shelf-boxes for storing their stocks. The aforementioned booklet, "Making Money in Music," gives detailed and workable descriptions of the routine of running a sheet music department.

Many stores were turning to steel letter files made to the proper dimensions for housing their sheet music and folios. These metal files take up about one-third of the floor space required for the ordinary shelf-folio shelving. Because of war needs metal files have been unavailable, but recently the outlook for new supplies of these files has improved and they may be available in the near future. No record retailer, however, should delay the acquisition of a sheet music department pending the appearance of the steel files. He can use one or more of the racks which are now available at reasonable cost, and can begin with sheet music units of \$100 or more (net wholesale price) which greatly simplifies the choosing of the proper stock. Unit I contains small quantities of the twenty outstanding popular tunes (from the hit parade), an assortment of standard popular songs (O Promise Me, Gypsy Love Song, etc.), and an assortment of collections (community song books, piano solo albums, cowboy songs, etc.). Unit II contains a wider variety of items covered by the classifications in Unit I. The experience obtained through the sale of music in the first two units is a distinct guide to the dealer in further developing his stock, according to the demands in his territory.

The theory of self-service, which has been publicized in connection with the sale of records, also applies to the sheet music department. The display of popular and standard sheet music and folios creates self-service sheet music sales. For additional information concerning a sheet music stock—units one and two, and prices of racks—inquire of the Information Service of Record Retailing.

sheet music as a big traffic builder

Dropping in frequently—for the latest hit or a serious score—the sheet music and folio customer is constantly exposed to the lure of recorded music. Here's an outline of how one store adds it all up to plus business

The Vesey Music Store, owned by Mr. Martin Hirschberg, has been located in downtown New York just a few months short of 27 years. During all that time the company has handled records, sheet music, folios and musical instruments. The Vesey store's growth and the growth of its departments present an unusual picture of the changes that have been taking place in the music merchandising world during a little more than a quarter of a century.

But it's the present and probable future relationship of sheet music and folios to records that formed the basis of a recent discussion with Harry Lew, the Vesey manager.

"I've never been able to understand why some record dealers were reluctant to carry sheet music and folios," Mr. Lew commented. "Perhaps there was a time when all the detail and the smaller returns per sale made it seem hardly worth while, but today—with merchandise scarce and a vast new audience of popular music fans and classical music lovers shooting demands sky high . . . the com-

bination is a natural, if not a merchandising must!"

To illustrate the importance the Vesey store attaches to sheet music and folios, Mr. Lew pointed out they regularly devote half their window space and about a quarter of their interior display space for these items. This, despite the fact sheet music and folio represents at best only about 10% of their volume.

However, it's not quite fair to put it on a percentage basis in gauging relative amounts of space devoted to display, for while the returns may be only 10c for each 90c worth of record and record accessory sales, the Vesey management looks at it another way.

Sheet music buyers have a way of running in every couple of days or so for a new number. Once every couple of weeks or so the steady customer may pick up a folio, and that means a 50c sale, on the average. Then too, many of them are record customers, or become record customers through their constant contact with recorded music in their frequent calls for sheet music or folios. Keeping

an informal check of their hundreds of steady sheet music and folio customers, Vesey has found the average makes a purchase three times every two weeks.

Another reason the store puts heavy emphasis on sheet music and folio display is that the management believes it absolutely essential as many titles be shown as possible. As far as they are concerned that holds true to a greater extent even than with records. One of the two windows is regularly devoted to sheet music, folios or both, and more often than not, another 40 or 50 titles, generally arranged fan wise, serve as backgrounds for the records, albums and accessories in the other window. Because of their great faith in the value of displaying as wide a variety of titles as possible, Vesey's window trimmer is always provided with a staggering mass of material for his "pile-up" arrangements.

Next in importance to display is adequacy of stock, the Vesey management believes. On the wall over one of the six-foot sheet music and folio racks is the Vesey slogan: "If you don't see the music you want, please ask for it."

"We know the music jobbers give pretty good service, even these days," Mr. Lew explained, "But when you have folks dropping in perhaps two or three times a week, it's important to be able to whip out just what they want or to tell them they'll find the number or numbers in such-and-such a folio."

"Of course," he continued, "someone breaking into the field probably wouldn't attempt to carry a stock such as ours. We have just about every music folio that is published, and (pointing to a series of metal filing cases towering 10 feet up) there's about an \$8,000 in stock of sheet music there, all arranged according to types and titles."

The Vesey folio stock, embracing just about all lines, starts with 25 or 30 titles in the quarter and 35c pocket folio, and goes all the way up the line to the general top price of around \$1.25. As a hint to the dealer who feels he must limit his stock



An effective means of displaying folios is this, used by R. H. Macy, New York

of folios, Mr. Lew reported the pocket editions rank next in popularity to the consistent leader, the 50c folio.

Apart from display and adequacy of stock, emphasis is placed at Vesey on familiarity with the titles in each folio, so that should a particular piece of sheet music be missing from stock there is a good chance a folio sale can be made.

And the final music sale policy at Vesey is always to have and to hand out plenty of catalogs.

"All the publishers have them, and we find them a big help in stimulating sheet music and folio sales," Mr. Lew said. "And we firmly believe that not only as we stimulate interest in sheet music and folios do we enjoy direct returns, but we also have every reason to believe we are helping to stimulate interest in music in all its forms. Apart from the direct profits that extra 10 per cent of so represents, we look on sheet music and folios as real musical appetizers."

a music publisher looks at records

Discs and sheet music provide a "sight and sound" combination that serves all concerned, and can be of special help to the record store in adding eye-appeal

BY LOU LEVY

President, Leeds Music Corp.

RECORDS are today the big salesmen of the music industry. Once upon a time, a music publisher orientated his whole campaign around radio. He broke his neck trying to get major commercial plugs, he sent out his plug-gers to key cities, looking for remote plugs. And he knew he had a big copy seller when the plugs came rolling in from here, there and the hinterlands.

Today all this has changed. A Bing Crosby plug is still a terrific thing. An Andrews Sisters plug means a lot to a song. The same with a network plug by Kate Smith and any one of a large group of named bands. But within the past year and a half, the correlation between plugs and sheet music sales has not been there. Today it's records that publishers worry about most. More important than an air-shot by Dinah Shore is a record by Dinah Shore. The same with Bing Crosby and Frank Sinatra. The recent experience with publishers has been, given several top notch records in

quantity—and the hit song becomes a big copy seller.

This situation has special implications for the record dealer. *It means that the record dealer who doesn't handle sheet music, is missing a large volume of ready business.* More and more dealers have become aware of this fact. Music sells through the year. The customer buys a song when he hears it and likes it but it's also true that sheet music can do an important job in selling records.

Records have no eye appeal. They look alike. The disc may say, "'Along The Navajo Trail' by Bing Crosby and the Andrews Sisters." Until the record is heard, one disc is just the same as another. Sheet music, however, has individual character . . . Sheet music has color . . . It has a picture . . . It has eye appeal. It gives a customer a sense of the song. Instead of reading a name, the picture of an artist sells him. Put next to records, sheet music can do a selling job via the eye. Just

as records can sell the song via the ear.

There are different ways of displaying music and records together. Take a window display. Records by themselves don't tell the story. Special lettering is costly and not too attractive. Fill a window however with colorful sheet music, and a few discs—and the sheets attract the buyer and sell the records.

Inside the store various dealers use charts of hit songs to promote record sales. How much more attractive is a display consisting of the sheets of these songs? Sheet music can be used effectively in record listening booths. Listening to a recording, the customer's eyes are busily roving about. A printed list of records is a valuable sales aid. A title may catch a customer's eye, the name of an artist or his picture may

make him ask for a record. But how much more effective is the sheet music itself in attracting a customer's interest?

On occasion, sales of both records and sheet music have been promoted by having a customer follow the words of a song in the sheet as he hears the record. It is impossible, and unnecessary, to suggest the different ways in which displays of records can be integrated with displays of sheet music. Enterprising dealers have found countless methods for doing this interestingly and effectively.

The point of this article is that sheet music sales are today based largely on record sales. Because of this situation the record dealer can easily increase his volume of business by introducing sheet music into his shop.

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RECORD COMPANIES

The following record companies are those which were in existence at the time the RECORD RETAILING YEARBOOK went to press. If information about any other record company is desired, please write the Record Retailing Information Service, 274 Madison Avenue, New York 16, N. Y.

A-1 Records of America

580 Fifth Ave., New York 19, N. Y.
President and sales manager:
Eugene A. Panzone
Talent manager: Helen Couchman
Retail Price—10-in. records, 75c.
Distribution direct.

Ace Record Co.

1619 Broadway, New York 19, N. Y.

Apollo Records Inc.

615 Tenth Ave., New York 19, N. Y.

ARA Records

686 N. Robertson Blvd., Hollywood 46, Calif.

Distributors

E. Stanley Freeman, 80 Federal St., Boston, Mass.
Grant Enterprises, Tower Bldg., 14th & K St., Washington, D. C.
Household Distributing Co., 1233 N. W. 12th Ave., Portland, Ore.
Music Distributing Co., 1408 West 9 St., Cleveland, O.
S. R. Ross, 1212 S. State St., Salt Lake City, Utah

Asch Records

117 West 46th St., New York 19, N. Y.
President and sales manager: Moe Asch
Products Manufactured
Phonograph records and albums

Distributors

Allied Music Sales, 3112 Woodward Ave., Detroit, Mich.
Interstate Music Suppliers Co., 1328 Broadway, New York 1, N. Y.
Music Distributing Co., 1408 West 9th St., Cleveland, O.
Nelson & Co., 1000 South Linwood Ave., Baltimore, Md.
Pacific Allied Products Co., 814 West 8th St., Los Angeles, Calif.
Sni-Dor Radioelectric Ltd., 455 Craig St., W., Montreal, Canada.
Stinson Trading Co., 27 Union Square West, New York 3, N. Y.

Atlas Record Co.

(formerly Premier)

8818 Sunset Blvd., Hollywood 46, Calif.

Avalon Record Co.

117 West 48th St., New York 19, N. Y.

Bel-Tone Recording Corp.

8621 Sunset Blvd., Los Angeles 46, Calif.

Beacon Record Co.

331 West 51st St., New York 19, N. Y.

Bibletone

354 Fourth Ave., New York 10, N. Y.

President: Arthur L. Becker

Distributors

Barth Feinberg, 17-19 Union Square West, N. Y. C.
Interstate Music Supplies Co., 1328 Broadway, N. Y. C.
Melody Record Supply Co., 311 West 52nd St., N. Y. C.
Music Distributing Co., 1408 West Ninth St., Cleveland 13, O.
Gordon E. Wilkins, Inc., 331 San Pedro, Los Angeles, Calif.
Wyatt & Cornick, Inc., Grace at 14th St., Richmond, Va.
Herbert E. Zobrist, 2125 Westlake Ave., Seattle, Wash.

Black & White Record Co.

2117 Foster Ave., Brooklyn 10, N. Y.

President: Les Schriber

Products Manufactured

10-in. and 12-in. shellac records.
12-in. plastic records.

Retail Prices

10-in. record, \$1; 12-in. record, \$1.50.

Distributors

Music Distributing Co., 1408 West 9th St., Cleveland 13, O.

Blue Note Records

767 Lexington Ave., New York 21, N. Y.

President: Alfred W. Lion

Sales manager: Francis Wolfe

Products Manufactured

10-in. and 12-in. records

Retail Prices

10-in. record, \$1; 12-in. record, \$1.50.

Blue Star Records

309 Plymouth Bldg., Des Moines 9, Iowa.

President and sales manager: Jerry Smith

Secretary: Sidney Pearlman

Retail Price—10-in. record, 52c.

Bost Records Co.

29 West 57th St., New York 19, N. Y.
President: Rudolph Steiner
Sales manager: Herbert H. Borchardt
Secretary-treasurer: Julia Pontell

Products Manufactured

Phonograph records in albums

Capitol Records, Inc.

1183 North Vine St., Hollywood 28, Calif.
President: John H. Mercer
Sales manager: Floyd Bittaker
Secretary-treasurer: Glenn E. Wallich

Products Manufactured

Phonograph records, phonograph accessories, phonograph needles

Retail Prices

Phonograph records—50c. and 75c.
Phonograph needles—\$2.50.

Distributors

Capitol Distributing Corp. of California, 318 West 15th St., Los Angeles 15, Calif.
Capitol Distributing Corp. of Georgia, 427 Peachtree St., N. E., Atlanta 3, Ga.
Capitol Distributing Corp. of Illinois, 322 North Michigan Ave., Chicago 1, Ill.
101 St. Clair Ave., N. W., Cleveland 13, O.
Capitol Distributing Corp. of New York, 225 West 57th St., New York, N. Y.
930 F. Street N. W., Washington 4, D. C.
825 Walnut St., Philadelphia 7, Pa.
1192 Commonwealth Ave., Boston 34, Mass.
Capitol Distributing Corp. of Texas, 1505 Young St., Dallas 1, Tex.

Cavalcade Music Co.

1674 Broadway, New York 19, N. Y.
Sales manager: Phil Martin

Products Manufactured

12-in. Plastic records

Chicago Recording Studios, Inc.

64 East Jackson Blvd., Chicago, Ill.

Classic Record Co.

7 West 46th St., New York 19, N. Y.
Trade Names: Concertone, Elite, Hit, Imperial records.

Co-Art

Box 1298, Beverly Hills, Calif.

Coast Records

1511 West Pico Blvd., Los Angeles 15, Calif.

Coda Record Co.

1291 Sixth Ave., New York 19.

Columbia Recording Corp.

1475 Barnum Ave., Bridgeport 8, Conn.
President: E. Wallerstein
Vice president in charge of sales:
Paul E. Southard
Secretary: Kenneth E. Paine
Export manager: Sandor A. Porges

Trade Names

Columbia, Columbia Masterworks, Okeh

Retail Prices

Columbia, 53c.; Columbia Masterworks, 10-in., 79c.; Columbia Masterworks, 12-in., \$1.05, and Okeh, 37c.

U. S. A. Distributors

Artophone Corp., 4200 Forest Park Blvd., St. Louis 8, Mo.
H. R. Basford Co., 425 Second St., San Francisco 7, Calif.
Bennett Radio Co., Inc., 39 East Chestnut St., Columbus, O.
Cain & Bultman, Inc., 505 West Adams St., P. O. Box 4429, Jacksonville, Fla.
Charleston Electrical Supply Co., 914 Kanawha St., Charleston 29, W. Va.
Columbia Wholesalers, Inc. of New England, 584 Commonwealth Ave., Boston 15, Mass.
Benjamin T. Crump Co., Inc., 1310-1334 Franklin St., Richmond 13, Va.
Crumpacker-Covington Distributing Corp., Hamilton & Canal Sts., Houston 2, Texas.
Electric Appliance Distributors of Ky., Inc., 1601 South First St., Louisville, Ky.
Farrar-Brown Co., 492-498 Forest Ave., Portland 5, Me.
Federal Distributing Co., 1717 Walnut St., Kansas City 8, Mo.
Flint Distributing Co., 316 West Second St., Salt Lake City 11, Utah.
Hommel, Ludwig & Co., 600-620 Second Ave., Pittsburgh 19, Pa.
Hopkins Equipment Co., Inc., 418 West Peachtree St., N. W., Atlanta 3, Ga.
Howe, R. A. Ltd., 816 Fort St., Honolulu, T. H.
Latham, E. B. & Co., Inc., 1010 Broad St., Newark 2, N. J.
Mathias, Albert & Co., 113 S. Mesa, El Paso, Texas.
Mathias, Albert & Co., 305 S. Second Ave., Phoenix, Arizona.
Miller-Jackson Co., 111-119 E. California Ave., Okla. City 2, Okla.
Motor Parts Co., 1229 North Broad St., Philadelphia 22, Pa.
Omaha Appliance Co., 18th at St. Mary's Ave., Omaha 2, Nebr.
Onondaga Supply Co., 351-57 East Onondaga St., Syracuse 1, N. Y.
Philco Distributors, Inc., Detroit Division, 1627 West Fort St., Detroit 16, Mich.
Radio Specialty Co., 829 North Broadway, Milwaukee 2, Wis.
Rodefeld Co., 612-614 North Capitol Ave., Indianapolis 4, Ind.
Roskin Brothers, Inc., 351 Central Ave., Albany 4, N. Y.
Roycraft Co., The, 1625 Hennepin Ave., Minneapolis 3, Minn.
Roycraft-Iowa Co., The, 1326 Walnut St., Des Moines 9, Iowa.
Sampson Electric Co., 3201 South Michigan Ave., Chicago 16, Ill.
Simons Distributing Co., 17 Lyman St., Providence 3, R. I.

Southern Bearings & Parts Co., Inc., 315 North College St., Charlotte 1, N. C.
 Southern Equipment Co., 210 West Commerce St., San Antonio, Texas.
 Southwestern Co., Inc., The, 1719 North Harwood St., Dallas, Texas.
 Stern & Co., 210 Chapel St., Hartford 1, Conn.
 Strong, Carlisle & Hammond Co., 1392 West Third St., Cleveland 13, O.
 Sunset Electric Co., N. W. Tenth Ave. & Glisan St., Portland 9, Ore.
 Sunset Electric Co., P. O. Box 3148, Seattle 14, Wash.
 Sweeney, B. K. Electrical Co., The, 1601 23rd St., Denver 17, Colo.
 Thomas, Ray Co., 1601 South Hope St., Los Angeles 15, Calif.
 Times Appliance Co., 353 Fourth Ave., New York 10, N. Y.
 Tri-State Distributing Corp., The, 328 East 8th St., Cincinnati 2, O.
 Walther Brothers Co., 714-20 Howard Ave., New Orleans 13, La.
 Watts-Newsome Co., 1705 First Ave., North Birmingham 3, Ala.
 Western Merchandise Distributors, Inc., 68 West Huron St., Buffalo 2, N. Y.
 Woodson & Bozeman, Inc., 482 Union Ave., Memphis 1, Tenn.
 Zamoi-ski, Jos. M. Co., 110 South Paca St., Baltimore 1, Md.

Columbia Foreign Distributors

Argentina, Uruguay, Paraguay, Bolivia
 Industrias Electricas y Musicales Odeon, Corrientes 485, Buenos Aires, Argentina, S. A.

Australia and New Zealand

Columbia Graphophone Co., Ltd., 2 Parramatta Road, Homebush, N. S. W., Sydney, Australia.

Brazil

Industrias Eletricas e Musicais Fab. Odeon: Caixa Postal 2752, Rio de Janeiro, Brazil, S. A.

Canada

Sparton of Canada, Ltd., London, Ont., Canada.

Chile

Industrias Electricas y Musicales Odeon, Casilla 2651, Santiago, Chile, S. A.

Colombia

D. Guayasamin Corredor, Pasto-Narino, Colombia, S. A.

F. J. Jaramillo & Cia, Apartado 295, Manizales, Colombia, S. A.

Alfonso Salazar y Cia., Ltda., Apartado 2553, Bogota, Colombia, S. A.

Werner Gordon, Apartado 561, Cali, Colombia, S. A.

E. A. Velasco, Apartado 290, Barranquilla, Colombia, S. A.

Costa Rica

Almacén Philco, Mariano I. Coronado, Apartado 568, San Jose, Costa Rica, C. A.

Ecuador

Romeo Cordover C., P. O. Box 681, Quito, Ecuador, S. A.

Emporio Musical, Apartado 1276, Guayaquil, Ecuador, S. A.

El Salvador

Jose L. Aquino, Santa Ana, El Salvador, C. A.

Guatemala

M. A. Mena y Cia. S. en C., 11 Calle Oriente No. 4, Guatemala City, Guatemala, C. A.

Honduras

Luis Soto M., Calle Sexta No. 9, Tegucigalpa, Honduras, C. A.

Mexico

Chihuahua Motors, S. A., Apartado 112, Chihuahua, Chih., Mexico.

"El Capitolio", S. A., Madero 20, Mexico, D. F., Mexico.

General Electric, S. A., Colon 168, Guadajara, Jal., Mexico.

Internacional Distribuidora, S. A., Zaragoza 1005, Sur, Monterrey, N. L., Mexico.

Mercantil Distribuidora, Aurora No. 101 Norte, Tampico, Tamps., Mexico.

Salón Philco, S. A., Apartado 38, Merida, Yucatan, Mexico.

Netherlands Guiana

A. Van der Voet, P. O. Box 220, Paramaribo, Neth. Guiana, S. A.

Nicaragua

Humberto Lopez M., Managua, Nicaragua, C. A.

Panama

Casa Philco, Carlos de la Guardia, P. O. Box 1560, Panama, Rep. of Panama.

A. Fastlich, Inc., Apartado 323, Panama, Rep. of Panama.

Jose Maria Gonzales, Apartado 1005, Colon, Panama.

Tivoli Radios, S. A., Ave. Tivoli 2, Panama, Rep. of Panama.

Peru

Agencia Philco, S. A., Apartado 1008, Lima, Peru, S. A.

South Africa, England

Columbia Graphophone Co., Ltd., Blyth Road, Hayes, Middlesex, England.

Venezuela

C. A. Corporacion Zuliana, Apartado 70, Maracaibo, Venezuela, S. A.

Sabel & Cia. (Corp. Americana), Apartado 1766, Caracas, Venezuela.

Comet, Inc.

420 Lexington Ave., New York 17, N. Y.

Commodore Record Co., Inc.

415 Lexington Ave., New York 17, N. Y.

President: Milton Gabler

Vice president: Barney Gabler

Sales manager and secretary: Jack Crystal

Treasurer: Julius Gabler

Trade Names

Commodore, Jazz Information.

Retail Prices

500 series, \$1; 1500 series, \$1.50.

Consolidated Records, Inc.

1600 Broadway, New York 19, N. Y.

Trade name: Accompo

Continental Record Co., Inc.

265 West 54th St., New York 19, N. Y.

President: Donald H. Gabor

Distributors

Buhl Sons Co., Detroit, Mich.

Ortolo Distributing Co., Baltimore, Md.

Goody's Distributing Co., New York, N. Y.

S. R. Ross, Salt Lake City, Utah.

Cosmopolitan Records

715 Fifth Ave., New York, N. Y.

Joe Davis Record Co.

331 West 51 St., New York 19, N. Y.

Decca Records, Inc.

50 West 57 St., New York 19, N. Y.

President: Jack Kapp

Trade names: Decca, Brunswick, Odeon.

Distributor—Decca Distributing Corp.

1616 Third Ave. North, Birmingham, Ala.

1865 Cordova St., Los Angeles, Calif.

1708 16th St., Denver, Colo.

50 Winthrop St., Hartford, Conn.

52 "O" St. Northwest, Washington, D. C.

323 East Bay St., Jacksonville, Fla.

72 Central Ave. Southwest, Atlanta, Ga.

1509 South Michigan Ave., Chicago, Ill.

22 West Hubbard St., Chicago 10, Ill.

517 Canal St., New Orleans, La.

110 Cummington St., Boston, Mass.

23 Erskine St., Detroit, Mich.

17-19 East Hennepin Ave., Minneapolis, Minn.

3611 Main St., Kansas City, Mo.

1916 Washington Ave., St. Louis, Mo.

19 Edison Pl., Newark 2, N. J.

1233 Main St., Buffalo, N. Y.

662 Pacific St., Brooklyn 17, N. Y.

36 Bainbridge St., Brooklyn, N. Y.

619 West 54 St., New York, N. Y.

213 West Palmer St., Charlotte 1, N. C.

715 West Superior Ave., Cleveland, Ohio

2125 Main St. West, Oklahoma City, Okla.

731 Arch St., Philadelphia 6, Pa.

925 Penn. Ave., Pittsburgh, Pa.

632 Madison Ave., Memphis, Tenn.

508 Park Ave., Dallas 1, Texas

1212 Franklin Ave., Houston, Texas

512 Fifth Ave., San Antonio, Texas

5th & Carey St., Richmond, Va.

3131 Western Ave., Seattle, Wash.

511 East Clybourn St., Milwaukee, Wis.

DeLuxe Record Co., Inc.

1130 St. George Ave., Linden, N. J.

President: P. Braun

Secretary: S. Braun

Distributors

All-State Distributors, 563 Hawthorne Ave., Newark, N. J.

Coinmatic Distributors, 2712 West Pico Blvd., Los Angeles, Calif.

DeLuxe Record Distributing Co., Linden, N. J.

Modern Music Sales, Tenth Ave. and 45th St., New York, N. Y.

Dix Records

1540 Broadway, New York 19, N. Y.

President: Dick Gilbert

Excelsior Record Co.

3661 South Gramercy Pl., Los Angeles 7, Calif.

President and sales manager: Otis René

Secretary-Treasurer: Margaret René

Retail Price—\$1

Distributors

Jack Gutshall Dist. Co., 1870 West Washington Blvd., Los Angeles, Calif.

Metropolitan Record Co., 4646 South Parkway, Chicago, Ill.

Exclusive Records

1515 North Vine St., Hollywood 28, Calif.

President: Leon René

Sales manager: Ben Ellison

Secretary: I. F. Jahncke

Treasurer: Jimmie Thomas

Retail Price—\$1.

Distributors

Jack Gutshall Dist. Co., 1870 West Washington Blvd., Los Angeles 7, Calif.

Famous Record Co.

22 Demarest St., Newark, N. J.

Feature Records

1440 Broadway, New York 18, N. Y.

A division of WOR Program Service, Inc.

President: Theodore C. Streibert

Sales Manager: Herbert W. Schmid

Retail Prices—53c. and 79c.

Gala Record Co.

350 Fifth Ave., New York 1, N. Y.

President: J. J. Sperans

Sales manager: Ben Lane

Distributors

Favorite Manufacturing Co., New York.

H. Royer Smith, Philadelphia.

Hamburg Brothers, Pittsburgh.

Adleta Company, Texas.

Hawaii Music Company, Hawaiian Island.

Harper-Meggee, Inc., Washington.

Harper-Meggee, Inc., Oregon.

Gordon E. Wilkins, Inc., California.

RECORD COMPANIES

General Records Co.

(Div. of Consolidated)

1600 Broadway, New York 19, N. Y.
 President: Hazard E. Reeves
Trade Names
 General, Acampo, Exclusive, Gamut and Timely
Products Manufactured
 10-in. and 12-in. records—individually and in albums
Retail Price
 Single Records, 75c. to \$1.25.
 Albums, \$1.50 to \$6.50.
 Distribution direct.

Gennett Record Division of Starr Piano Co.

South First St., Richmond, Ind.

Globe Record Co.

4716 South Hoover St., Los Angeles 37, Calif.

Grand Record Co.

1619 Broadway, New York 19, N. Y.

Guild Records, Inc.

(American Glossite Co., Inc.)

665 Fifth Ave., New York 22, N. Y.
 President: Boni B. Fox
 Sales manager: Monroe Bablove

Gulf Record Co., Inc.

Houston, Texas

Distributors

Standard Music Distributors, 1201 Chenevert St., Houston 3, Texas

H. R. S. (Hot Record Society)

303 Fifth Avenue, N. Y. C.

Distributors

Jack L. Caidin, 825 Seventh Avenue, New York 19, N. Y.

Hargail Records

130 West 56th St., New York 19, N. Y.

President: Harold Newman

Distributors

J. F. Bard, Chicago; Illinois, Indiana, Iowa, Minnesota, Missouri and Wisconsin.
 Interstate Music Suppliers, New York; New England territory.

Direct to rest of U. S. and Canada.

Harmonia Records

1328 Broadway, New York 1, N. Y.

Retail Price

10-in. record, 79c.; 12-in. record, \$1.56.

Distributors

Harmonia Distributing & Publishing Co., 1328 Broadway, New York 1, N. Y.

Mary Howard Recordings

37 East 49th St., New York 17, N. Y.

Immortal Records

Prince Edward Hotel, Long Beach, N. Y.

International Artists, Inc.

1512 North Gordon St., Hollywood, Calif.

Jamboree Records, Inc.

1650 Broadway, New York 19, N. Y.

President: L. Miller

Vice president and treasurer: Ruth Royce

Production director: Morton Kline

Retail Price—\$1.

Jay-Dar Recording Co.

51 West Randolph St., Chicago 1, Ill.

President and sales manager:

Joseph D. Romano

Secretary: Eileen Hilton

Treasurer: Emer H. Romano

Trade Names

Jay-Dar Recordings, Columbia Music Publishers

Jazz Man Records

1221 Vine St., Hollywood 38, Calif.

President and sales manager: Marili Morden

Trade Names

Jazz Man, Crescent.

Distributor

Jazz Distribution, 1221 Vine St., Hollywood 38, Calif.

Jewel Records, Inc.

9307-17 Washington Blvd., Culver City, Calif.

1514-20 Crossroads of the World, Hollywood 28, Calif.

President: Ben Pollack

Secretary: Ernest Wetterbahn

Treasurer: Al C. Papworth

Trade Names—Jewel, Onyx, Jade, Diamond.

Kasper-Gordon, Inc.

110 Boylston St., Boston 16, Mass.

President: Edwin H. Kasper

Sales manager: Aaron S. Bloom

Secretary-treasurer: Aaron S. Bloom

Products Manufactured

Transcribed syndicated programs (radio shows), recordings.

Distribution direct.

Keynote Recordings, Inc.

522 Fifth Ave., New York 18, N. Y.

President: Eric Bernay

Sales manager: Rubin Weinstein

Secretary: Mildred V. Bisso

Treasurer: (Mrs.) Isabel Bernay

Retail Price

10-in. record, 50c. and 75c.

12-in. record, \$1.

King Record Co.

1510 Brewster Ave., Cincinnati 7, O.

President and sales manager: Sydney Nathan

Secretary: Howard Kessel

Treasurer: Sam Nathan

Retail Price—75c.

Distribution direct.

Kismet Record Co.

227 East 14 St., New York 3, N. Y.

Lee & Roth Enterprises

1697 Broadway, New York 19, N. Y.

President and sales manager: David Roth

Secretary-Treasurer: Seymour Lee

Trade Name—Stan-Lee*Retail Price*—79c.**Liberty Music Shops**

150 Madison Ave., New York 22, N. Y.

Linguaphone Institute

30 Rockefeller Plaza, New York 20, N. Y.

President: Max Sherover

Products Manufactured

Home study language courses—29 languages

Courses in English diction, speech, public speaking, dramatics, etc.

Retail Price

Average European language course \$50.

Retail distribution through leading music stores and record departments of department stores throughout the country

Lorelei Recording Co.

43-10 53rd St., Woodside, N. Y.

Maestro Music

Hollywood, Calif.

Majestic Records, Inc.

29 West 57th St., New York 19, N. Y.

President: James J. Walker

Sales manager: Parker H. Erickson

Secretary: Curtis Franklin

Treasurer: Carroll E. Underwood

Major Sound Effects Records

1600 Broadway, New York 19, N. Y.

President and sales manager:

Thomas J. Valentino

Manor Record Co.

5 Pomona Ave., Newark 8, N. J.

Sales manager: Irving Berman

John Marsich

251 West 42nd St., New York 18, N. Y.

Melodisc Record Co.

6625 Sunset Blvd., Hollywood, Calif.

Modern Record Co.

115 South San Pedro St., Los Angeles 12, Calif.

Musette Publishers

565 Fifth Ave., New York 19, N. Y.

President: Arthur Zinkin

Secretary: Albert Paul Wollheim

Treasurer: Arthur Zinkin

Trade Names—Musette, Musicomics*Products Manufactured*

Books and records. Musical radio scripts series, Jack and Jill singers series

Retail Prices—\$1.25; 50c.; 39c.*Distributor*

Chicago Musical Instrument Co., 30 East Adams St., Chicago, Ill.

Music Appreciation Projects, Inc.

75 West St., New York 6, N. Y.

Music You Enjoy, Inc.

120 Lexington Ave., New York 17, N. Y.

President: Harry Alderton

Sales manager: D. O. Brickner

Secretary: D. J. Randall

Treasurer: Wilder Gutterson

Trade Names

Pied Piper; Listen Look Picture Book; Melodyland Record Book

Products Manufactured—Children's records*Retail Prices*

Pied Pier 25c.; Listen Look Picture Book

35c.; Melodyland Record Books \$1.98

Muscraft Corp.

40 West 46th St., New York 19, N. Y.

President and sales manager: Paul Puner

Secretary: Oliver Sabin

Trade Names

Muscraft Records, Red Robin records, Masterpiece records, Muscraft albums, Duralite discs.

Products Manufactured

Records, albums, racks, kindred items

National Recording & Film Corp.

20 North Wacker Dr., Chicago 6, Ill.

President: Richard Bradley

Secretary-Treasurer: Ben Tunick

Products Manufactured

Instantaneous and transcription recordings, projection and movie jobs, etc.

National Records Co.

1841 Broadway, New York 23, N. Y.

President: A. M. Cary

Sales manager: A. B. Green

Retail Prices—Hill billy & popular 10 in. record 75c.; specialty, hot jazz and race 10 in. records \$1.*Distributors*

Allied Music Sales Co., 3112 Woodward Ave., Detroit, Mich.

Coinmatic Distributors, 2712 West Pico Blvd., Los Angeles 6, Calif.

Interstate Music Suppliers, 236 West 55 St., New York, N. Y.

RECORD COMPANIES

Mid-West Music Co., 215 South Peoria St.,
Chicago 7, Ill.

Modern Music Sales Co., 455 West 45 St.,
New York 19, N. Y.

Music Distributing Co., 1108 West 9 St.,
Cleveland, O.

National Disc Sales, Inc., 1841 Broadway,
New York 23, N. Y.

Richard A. Nelson

500 North Western Ave., Los Angeles 4,
Calif.

President: Richard A. Nelson

Sales manager: George R. Burke

Trade Names

Gilt-Edge Records

Products Manufactured

Phonograph records

Biscuits for phonograph records

Distributors

Coinmatic Distributors, 2712 West Pico
Blvd., Los Angeles, Calif.

Apollo Records Distributing Co., 500 North
Western Ave., Los Angeles 4, Calif.; 615
Tenth Ave., New York, N. Y.

Nu-Vogue

1674 Broadway, New York, N. Y.

President: Murray Singer

Trade Name: Nu-Vogue, Vogue

Retail Price—10-in. record 75c.

Pan-American Record Co.

619 Antonia Ave., Los Angeles 31, Calif.

Partners: J. F. Bard, Franz Green

Paraclete Music Disc

Foxon, East Haven 12, Conn.

President and sales manager: S. Evreinow

Retail Price—\$1.25

Peerless Records

1511 West Pico Blvd., Los Angeles 15,
Calif.

Premier Radio Enterprises, Inc.

3033 Locust St., St. Louis 3, Mo.

President: H. S. Somson

Secretary-Treasurer: Wilson Dalzell

Retail Price—50c.

Process Records

19 Pennell St., Franklin, Pa.

President: Norman Kelly

Sales manager: Charles F. House

Secretary-Treasurer: John B. Whitney

Retail Prices—50c. and 75c.

Distributor

Process Records, 2900 Avenue G., Council
Bluffs, Iowa

RCA-Victor Div. of Radio Corp. of America

Front & Cooper Sts., Camden, N. J.

General manager: J. W. Murray

Merchandise manager: J. L. Hallstrom

Advertising manager: J. M. Williams

Products Manufactured

Records and record accessories.

Trade Marks—Victor, Bluebird.

Distributors

Adleta Co., 1900 Cedar Springs, Dallas, Tex.
Associated Distributors, 211 South Illinois
St., Indianapolis, Ind.

Bickford of Buffalo, 727 Main St., Buffalo,
N. Y.

Bruno-New York, Inc., 460 West 34th St.,
New York, N. Y.

Cleveland Radioelectric, Inc., 2905 Chester
Ave., Cleveland, O.

Cressey & Allen, 35 Commercial St., Port-
land, Me.

D. & H. Distributing Co., 202 Pulaski St.,
Baltimore, Md.

D. & H. Distributing Co., 311 South Cameron
St., Harrisburg, Pa.

Dulaney Distributing Co., 831 Northwest 2nd
St., Oklahoma City, Okla.

The Eastern Co., 620 Memorial Drive, Cam-
bridge, Mass.

Eddy & Co., Inc., 23 Broad St., Providence,
R. I.

Electrical Supply Co., 201 Magazine St., New
Orleans, La.

Ewald Distributing Co., 1538 South Brook
St., Louisville, Ky.

Hamburg Brothers, 305 Penn Ave., Pitts-
burgh, Pa.

Harper-Meggee, Inc., 15th & Irving Sts., Port-
land, Ore.

Harper-Meggee, Inc., Republican & Terry
Sts., Seattle, Wash.

F. C. Hayer Co., 300 Washington Avenue,
N., Minneapolis, Minn.

Hendrie & Bolthoff Mfg. & Sup. Co., 1635
17th St., Denver, Colo.

Interstate Supply Co., 10th & Walnut Sts.,
St. Louis, Mo.

Klaus Radio & Elec. Co., 707 Main St.,
Peoria, Ill.

Krich-Radisco, Inc., 422 Elizabeth Ave.,
Newark, N. J.

Major Appliances Inc., 474 Riverside Ave.,
Jacksonville, Fla.

C. M. McClung & Co., 501 West Jackson
Ave., Knoxville, Tenn.

R. P. McDavid Co., Inc., 2101 First Ave.,
Birmingham, Ala.

McGregor's Inc., 1071 Union Ave., Memphis,
Tenn.

Leo J. Meyberg Co., 2207 South Figueroa
St., Los Angeles, Calif.

Leo J. Meyberg Co., 70 Tenth St., San Francisco, Calif.
 Midland Specialty Co., 427 West San Antonio St., El Paso, Texas
 Morris Distributing Co., 412 South Clinton St., Syracuse, N. Y.
 Northwestern Auto Supply Co., 420 North Broadway, Billings, Mont.
 Ohio Appliances, Inc., 6th & E. Court Sts., Cincinnati, O.
 Ohio Appliances, Inc., 243 North 4th St., Columbus, O.
 G. W. Onthank Co., 11th & Cherry Sts., Des Moines, Iowa
 Radio & Appliance Distributors, Inc., 673 Conn. Blvd., East Hartford, Conn.
 RCA Victor Distributing Corp., 445 North Lake Shore Drive, Chicago, Ill.
 RCA Victor Distributing Corp., 1930 East Jefferson Ave., Detroit, Mich.
 RCA Victor Distributing Corp., 1422 Grand Ave., Kansas City, Mo.
 Raymond Rosen & Co., 32nd & Walnut Sts., Philadelphia, Pa.
 Salt Lake Hardware Co., 105 North 3rd St. W., Salt Lake City, Utah
 Shapiro's Distributing Co., 94 Hudson Ave., Albany, N. Y.
 Southern Radio Co., 1201 West Morehead St., Charlotte, N. C.
 Southern Wholesalers, Inc., 1519 L St., N. W., Washington, D. C.
 Straus-Frank Co., 1618 Fannin St., Houston, Tex.
 Straus-Frank Co., 301 South Flores St., San Antonio, Tex.
 Taylor Electric Co., 112 North Broadway, Milwaukee, Wis.
 Van Zandt Supply Co., 1123 Fourth Ave., Huntington, W. Va.
 Wyatt-Cornick, Inc., 11th & Grace Sts., Richmond, Va.
 Yancey Co., Inc., 310 Peachtree St., N. W., Atlanta, Ga.

Regis Record Co.

162 Prince St., Newark 3, N. J.

Rhythm Recordings

1317 Grove St., San Francisco, Calif.

President: David Rosenbaum

Retail Price—\$1.05

Riggs & Jeffries, Inc.

73 Winthrop St., Newark 4, N. J.

President: Wilfrid P. Riggs

Custom made chime records of hymns

Royal Record Co.

6425 Hollywood Blvd., Hollywood, Calif.

President: Irving Mills

Trade Name: Gem

Rodeo Records

1511 West Pico Blvd., Los Angeles 15, Calif.

Russian Music Co.

121 Lexington Ave., New York 16, N. Y.

Savoy Record Co.

58 Market St., Newark 1, N. J.

President: Herman Lubinsky

Sales manager: Henry Allen

Secretary: Nancy Ross

Trade Names

Savoy, King Solomon Records

Products Manufactured

Phonograph records, needles, record players, phonograph radios

Retail Price—79c.

Distribution direct

Scandinavian Music House

625 Lexington Ave., New York 22, N. Y.

President and sales manager: Edwin Jarl

Trade Names

Scandinavia, Cordion

Distributors

J. F. Bard, 414 S. Franklin St., Chicago, Ill.

Murray M. Kirschbaum, 200 Eleventh Ave. S., Minneapolis, Minn.

Sni-Dor Radioelectric, 455 Craig St. W., Montreal, Quebec

G. Schirmer, Inc.

3 East 43rd St., New York 17, N. Y.

SD Records

104 East Bellevue Pl., Chicago 11, Ill.

President: John Steiner

Products Manufactured

Modern jazz classics; reissues of jazz classics

Seeco Records

1393 Fifth Ave., New York 29, N. Y.

Session Records Corp.

125 North Wells St., Chicago 6, Ill.

President and sales manager: William P. Featheringill

Seva Record Corp.

15 East 19th St., New York 17, N. Y.

President: J. Kupitsky

Retail Price—\$1

Signature Recording Corp.

60 West 26th St., New York 1, N. Y.

Sonora Record Co.

77 West Washington Blvd., Chicago, Ill.

President: Joseph Gerl

Vice president: Jess S. Raban

Distribution—For information regarding Sonora record distribution write to the address given above (also see listing under Radio-Phonograph Companies of information about Sonora Radio & Television, the parent company. NOTE: Distributors listed there do not necessarily serve Sonora Record Co. in their areas).

Sorority Fraternity Record Co.

12 West 117th St., New York 26, N. Y.
 President: Norridge B. Mayhams
 Sales manager: Benjamin J. Mayhams
 Secretary-Treasurer: Julia Betty Mayhams
Trade Name—Co-Ed Records

Standard Phono Co.

163 West 23rd St., New York 11, N. Y.

Sterling Records, Inc.

7 W. 46 St., New York 19, N. Y.

Super Discs

610 Fifth Ave., New York 20, N. Y.

Top Records

1674 Broadway, New York 19, N. Y.

President: Dick Kuhn

Retail Price—10-in. record 75c.

Distributors

Modern Music Sales Co., 15 St. and Tenth
 Ave., New York 19, N. Y.

United Record Co.

2304 West 7th St., Los Angeles 5, Calif.

President: Arthur N. Rupp

Sales manager: Benjamin O. Siegel

Trade Names—Juke Box, Hot Classic
 Series (Black Label), Special Series
 (Blue Label), Sepia Series (Red Label)
Retail Price—\$1.05

Distributors

Jack Gutshall Distributing Co., 1870 W.
 Washington Blvd., Los Angeles 7, Calif.—
 West Coast

J. F. Bard, 411 S. Franklin St., Chicago, Ill.
 —Middle West

Music Distributing Co., 1108 West Ninth St.,
 Cleveland 13, O.—East

United Record Co., 2301 West 7th St., Los
 Angeles 5, Calif.—National and Foreign

Vanguard Records

1211 North Orange Gr., Los Angeles 16,
 Calif.

WOR Recording Studios

1110 Broadway, New York 18, N. Y.
 See Feature Records-Listing

Neale Wrightman Publishers

P. O. Box 2615, Hollywood, Calif.

President: Neale Wrightman

Secretary-Treasurer: L. M. Wrightman

Retail Price—10-in. record, 75c.; 12-in.
 record, \$1.

Zora Record Co.

2711 East Division Ave., Detroit 12, Mich.

Products Manufactured:

Serbian and Croatian (Jugoslav) records.
Retail Price—50c.

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Lamps
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Household Appliances

292

Times
Appliance

Co., Inc. 353 Fourth Ave., New York 10, New York
Western Merchandise Distributors, Inc.
68 West Huron St., Buffalo, New York — Subsidiary



**accessory
companies**



NEEDLE & ACCESSORY COMPANIES (Including Companies Offering Services To Dealers)

H. W. Acton Co., Inc.

370 Seventh Ave., New York 1, N. Y.
(Products manufactured by W. H. Bagshaw Co., Lowell, Mass.)

President: H. W. Acton

Sales manager: H. A. Bengueyfield

Trade Names: Brilliantone, Actone Transcription Needles, 100% Shadowgraphed.
Type of Needles: Cutting Styli, special brands for manufacturers, semi-permanent needles, needles for special purposes.

Aero Needle Co.

9 East Huron St., Chicago 11, Ill.

President: Burton Browne

Sales Manager: Dorothy Steven

Trade Name: Aeropoint.

Types of Needles: Long-life and permanent phonograph needles.

List Prices: \$1 to \$5 each.

Allied Recording Products Co.

21-09 43rd Ave., Long Island City, N. Y.

Types of Needles: Cutting. *Other Products:* Cutting heads, blank discs, recording machines, turntables.

American Brush Co.

1056 Sheridan Ave., New York 56, N. Y.

President: A. Weinstein

Products Manufactured: Record brushes.

American Needle Works

14 Wooster St., New York 13, N. Y.

Proprietors: Durbrow & Hearne

Type of Needles: Phonograph

W. H. Bagshaw Co.

Lowell, Mass.

Products Manufactured: Phonograph needles.

Bakelite Corp.

30 East 42nd St., New York 17, N. Y.

President: J. W. McLaughlin

Sales Manager: Gil Shaw

Products Manufactured: Record pre-forms of Vinylite.

Berger Electronics

109 72nd Road, Forest Hills, N. Y.

Type of Needle: Phonograph. *Other Products:* Felt-flok Turntables, Equalizers, Screws.

A. Bitter Construction Co.

721 East 133rd St., New York 51, N. Y.

President: A. Bitter

Products Manufactured: Record and album racks, record booths.

Boetsch Bros.

221 East 141st St., New York 51, N. Y.

Trade Name: Birch.

Type of Needle: Shadow-Tested Phonograph (10 plays).

List Price: 10 for 15c.

Boye Needle Co.

4133 North Ravenswood Ave., Chicago, Ill.

Type of Needle: Phonograph.

Capitol Records, Inc.

1483 North Vine St., Hollywood 28, Calif.

Products Manufactured: Records, needles, albums, home recording discs.

Type of Needle: Sapphire Phonograph, \$2.50.

Other Products: Aluminum base recording disc (Pro-Disc) 6½" 30c.; 8" 50c.; 10" 75c. Fibroid paper recording disc 6½" 15c.; 8" 25c.; 10" 35c. No. 250 record storage album, finish silver fox color tan: 10" \$2.00; 12" \$2.50. No. 150 Director record storage album embossed maroon covering: 10" \$1.25; 12" \$1.50.

(For more detailed information about this company, see listing under Record Manufacturers.)

Frank L. Capps & Co., Inc.

244 West 19th St., New York 19, N. Y.

Types of Needles: Sapphire reproducing. Recording (sapphire, Stellite and steel).

Columbia Recording Corp.

1473 Barnum Ave., Bridgeport 8, Conn.

Trade Names: Columbia Chromium, Columbia Masterworks, Columbia Steel.

Types of Needles: Chromium Shadowgraphed, Steel.

Other Products: Records, pressers, electric phonographs.

(For more detailed information about this company, see listing under Record Manufacturers.)

Decca Records, Inc.

50 West 57th St., New York, N. Y.

Type of Needle: Semi-permanent.

(For more detailed information about this company, see listing under Record Manufacturers.)

Duotone, Inc.

799 Broadway, New York 3, N. Y.

President: Stephen Nester

Sales Manager: A. J. Beck

Secretary: Virginia Daniels

Treasurer: Nathan L. Van Cleave

Trade Names: Duo Chrome, Duodi-c, Duomatic, Duotone, Durpoint, Filter Point, Lifetone, Miro Point, Regent, Star Sapphire, Van-Eps.

Types of Needles: Playback and recording.

List Price: 10c. to \$8.25.

Other Products: Recording discs, record preserver, pre-recording fluid, hardening fluid.

Territorial Offices:

Don C. Wallace, 4214 Country Club Dr., Long Beach, Calif.
Gordon G. Moss, Box 428, Greeley, Colo.
William Holmes, 1121 Vermont Ave. N. E., Washington, D. C.
J. P. Davenport, 604 Kerr Bldg., Detroit, Mich.
Edward B. Lundgren, 516 Manufacturer's Exch. Bldg., Kansas City 6, Mo.
Herbert Erickson, Hendersonville, N. C.
Lyle E. Markham, 17 West 11th St., Erie, Pa.
S. H. Gatty, 6713 North Sydenham St., Philadelphia, Pa.
Hal F. Corry, 3522 Gillon Ave., Dallas 5, Texas
Dave M. Lee, 1001 Westlake Ave. North, Seattle 9, Wash.

Export Distributors:
American Steel Export Co., Ltd., P. O. Box 7708, Johannesburg, South Africa
Ernesto J. Alvear, Cangallo 441, Buenos Aires, Argentina
J. J. Kerin, American Steel Export Co., Asia, Ltd., 280 Castelreagh St., Sydney, Australia
Bornstein Hnos., Comercio No. 473, La Paz, Bolivia
Representacoes Ascco, Ltda., Av. Rio Branco 9, Sala 224, Rio de Janeiro, Brazil
Representacoes Ascco, Ltda., Rua Marconi 131-90, Sala 909, Sao Paulo, Brazil
Schkolnik Hnos., Minjitas 739, Santiago, Chile
Foto Velasco, Jesus y Progreso, Barranquilla, Colombia
Salazar & Crane, Ltda., Bogota, Colombia
Zacharias I Abufhele, Cucuta, Colombia
E. M. Gerush, Muralla 474, Habana, Cuba
Isaac Rachman, Presidente Zayas 504, Habana, Cuba
Luis Jimenez, Angeles 13, Habana, Cuba
Alfredo Esquivel y Cia., Ltda., San Jose, Costa Rica
J. G. Daniel, American Steel Export Co., Ltd., Windsor House, 46 Victoria St., London, S. W. 1, England
M. A. Mena & Co., S. C., 11 Calle Orinete 4, Guatemala City, Guatemala
Kaimuki Electric Sales Co., 3565 Waialae Ave., Honolulu, T. H.
Hawaii Music Co., 1184 Fort St., Honolulu, T. H.
Luis Soto M., Calle Sexta 9, Tegucigalpa, D. C., Honduras
Reidhjolaværksmidjan Falkinn, Lougavec 21, Reykjavik, Iceland
Near East Trading Co., Ltd., (Samaan Bros.), Avenue Ferdowsi, Teheran, Iran
Francisco Sapien C., Garibaldi 903, Guadalajara, Jal., Mexico
American Steel Export Mexicana, S. A., 16 Septiembre 55-601, Mexico, D. F., Mexico

El Capitolio, S. A., Ave Madero 20, Mexico, D. F., Mexico
El Hogar Electrico, S. A., 8 Diaz Miron 306 ote., Tampico, Tamps., Mexico
Jose Cantisani, Av. 20 de Noviembre 49, Vera Cruz, Ver., Mexico
M. Scott-Young, Auckland, C. 1, New Zealand
Charles Begg & Co., Ltd. (Branches throughout New Zealand)
Julio Valdes, Apartado 1172, Panama City, Rep. Panama
Rockgas-Carlos A. Muller, S. A., Panama City, Rep. Panama.
Agencias Americanas, Lima, Peru
Jose A. Negroni, San Juan 12, Puerto Rico
Juan Martinez Vela, San Juan, Puerto Rico
Dada-Dada & Co., Apartado 274, San Salvador, El Salvador
El Hogar de la Music, Uruguay 1039, Montevideo, Uruguay
Musica y Ritmo, 18 de Julio 1269, Montevideo, Uruguay
Sabal & Co., Caracas, Venezuela
Carlos Jaeger, Jr., La Casa Del Radio, Maracaibo, Venezuela
C. A. Corporacion Zuliana, Maracaibo, Venezuela
Stanley Motta, 109 Harbour St., Kingston, Jamaica, British West Indies
Gramophone Shop, Ltd., 58 Frederick St., Port-of-Spain, Trinidad, British West Indies
Aruba Trading Co., Aruba, Neth. West Indies
C. G. Hurtado, La Casa Del Libro, Curacao, Neth. West Indies

The Eldeen Co.

504 North Water St., Milwaukee 2, Wis.
Sales Manager: Harold G. Olsen
Trade Names: Classic Point, Maestro Point, Merit Point, King Juke, Phono Point.
Types of Needles: Long-life phonograph, cutting.

Electrovox Co., Inc.

169 Maplewood Ave., Maplewood, N. J.
President and sales manager:
H. Lowell Walcutt
Secretary-treasurer: R. G. Walcutt
Trade Names: Walco (Tru-Trac Sapphire); Walco (Floating Jewel Tru-Trac Stylus).
Types of Needles: Phonograph (sapphire); cutting (steel, Stellite, sapphire); embossing (sapphire).
List Price: 5 for \$1 to \$5 each.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
Trade Names: Miracle Tone; De Luxe.
Types of Needles: Chromium-plated shadowgraphed, precious metal tip, double-tipped precious metal point, recording (for home or commercial use).

NEEDLES & ACCESSORIES

List Price: From 10 for 50c. to \$1.50 each.

(Also listed under Radio Manufacturers.)

Samuel Eppy & Co., Inc.

333 Hudson St., New York 13, N. Y.

Types of Needles: Phonograph.

Galvin Mfg. Corp.

1515 Augusta Blvd., Chicago, Ill.

Trade Name: Motorola.

Type of Needles: Reproducing. *Other Products:* Electric phonographs, crystal pick-ups, automatic record changers.

(For more detailed information, see listing under Radio-Phonograph Manufacturers.)

Garod Radio Corp.

70 Washington St., Brooklyn, N. Y.

Trade Name: Permatone.

Types of Needles: Permanent, Cutting.

(For more detailed information, see listing under Radio-Phonograph Manufacturers.)

Garrard Sales Corp.

101 Broadway, New York 13, N. Y.

Type of Needles: Phonograph. *Other Products:* Record changers, single record assemblies, pick-ups, phonograph motors.

General Cement Mfg. Co.

919 Taylor Ave., Rockford, Ill.

Types of Needles: Reproducing, cutting.

Other Products: Felt-Flok turntables, record compounds, radio specialties.

General Phonograph Mfg. Co., Inc. Elyria, O.

Types of Needles: Reproducing, cutting.

M. A. Gerett Co.

724 West Winnebago St., Milwaukee 5, Wisc.

President: H. J. Rettke

Trade Name: Miracle Point.

Type of Needle: Coin phonograph needle.

Gould-Moody Co.

395 Broadway, New York 13, N. Y.

Type of Needles: Cutting. *Other Products:* Blank discs.

Harris Mfg. Co.

2122 West 7th St., Los Angeles, Calif.

Type of Needle: Cutting. *Other Products:* Electric phonographs, transcription record players, blank discs.

Hollywood Premium Record Guide

P. O. Box 2829, Hollywood 28, Calif.

Sales Manager: Will Roy Hearne

Products Manufactured: Pocket-size value catalogues and other reference books on out-of-print phonograph records.

International Merit Products Corp.

251 West 51th St., New York 19, N. Y.

President: Julius Mueller

Sales Manager: Edward M. Bieher

Treasurer: Ernest Laubscher

Export Manager: T. W. Maas

Trade Name: Meritone (phonograph needles).

Type of Needles: Phonograph.

List Price: 10 for 10c. to 55 for 50c.

Jensen Industries, Inc.

737 North Michigan Ave., Chicago 11, Ill.

President: Peter L. Jensen

Sales Manager: Phil M. Spink

Types of Needles: Phonograph (No. 10

Concert; No. 25 Royal Jewel Sapphire).

List Price: \$1 to \$2.50 each.

Other Products: Phonographs.

Export Representatives:

Coronet Packing Co., Jersey City 4, N. J.

Dragoner Trading Co., 381 Fourth Ave.,

New York 16, N. Y.

International Industries, 600 South Michigan

Ave., Chicago, Ill.

Kowhet Associates, 21 Stone St., New York

4, N. Y.

Munda Trading Corp., 102 West 38th St.,

New York, N. Y.

Robinn Agencies, 115 Fulton St., New York

7, N. Y.

Leon N. Rodell, 13 East 17th St., New York

17, N. Y.

Lowell Needle Co.

1 Wildore St., Putnam, Conn.

Trade Names: Goldenstone, Goldenpoint.

Mermod & Co.

125 West 72nd St., New York, N. Y.

Types of Needles: Permanent (diamond point and sapphire point).

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.

Types of Needles: Cutting, recording for dictation, conference recorders, telephone recorders. *Other Products:* Play-back (film) units.

M. A. Miller Mfg. Co.

1167 East 13rd St., Chicago 15, Ill.

Types of Needles: Long life needles of all types: play-back and recording needles (osmium alloy and sapphire tipped) for home and professional use.

Mirror Record Corp.

1133 Broadway, New York 10, N. Y.

Type of Needles: Cutting. *Other Products:* Blank discs.

Music Master Mfg. Co.

512 South Dearborn St., Chicago 5, Ill.

Types of Needles: Reproducing, cutting. *Other Products:* Electric phonographs, transcription record players.

The Paroloy Co.

600 South Michigan Ave., Chicago, Ill.

Types of Needles: Playing, cutting.

Peerless Album Co., Inc.

352 Fourth Ave., New York 10, N. Y.

President: Norman D. Ravis

Vice-president: Alexander H. Rothschild

Sales manager: J. E. Halpern

Trade Names: Peerless, Protecto-Flap.*Products Manufactured:* Record albums, record racks.*Retail Price:* Albums, 75c. to \$2.50.**Permo, Inc.**

6115 N. Ravenswood Ave., Chicago 26, Ill.

Trade Names: Fidelitone, Fidelitone DeLuxe, Fidelitone Master.*Types of Needles:* Permanent, Recording Stylus.*List Price:* 50c. to \$1.30.**Pfanstiehl Chemical Co.**

101 Lakeview Ave., Waukegan, Ill.

President: Henry B. Balson

Sales manager: Owen O'Neil

Secretary: Ray DuBois

Treasurer: T. W. Merritt

Types of Needles: Home phonograph, coin machine, resistance pick-up.*List Price:* 50c. to \$1.50.*Other Products:* Vibrodamp (plastic damping material).*Distribution:* In most instances Pfanstiehl needles are carried by Columbia and RCA Victor distributors, who are listed in the Record Companies section.**Phonograph Needle Mfg. Co., Inc.**

12-16 Dudley St., Providence 5, R. I.

Types of Needles: Steel, brass plated and chromium plated phonograph needles, sapphire permanent-type needles, steel and sapphire cutting needles.**Phono-Rec Mfg. Co.**

7 West 16 St., New York 19, N. Y.

President: Jack H. Bergman

Secretary: Morton Kline

Trade Name: Gem.*Products Manufactured:* Needles (natural sapphire phonograph, steel cutting), home recording blanks, record brushes, portable phonographs.**Plaza Mfg. Co.**

869 Broadway, New York 3, N. Y.

Types of Needles: Phonograph needles.*Other Products:* Portable phonographs.**Presto Recording Co.**

212 West 55th St., New York, N. Y.

Types of Needles: Playing, cutting. *Other Products:* Blank discs, magnetic pick-ups, cutting heads, transcription record players, turntables.**Radiant Photo Service**

55 Vesey St., New York 7, N. Y.

Partners: Joseph Markowitz, Frank Mann.

Products Manufactured: Pictures of band

leaders and vocalists.

Price: \$6 per 100.**Radiotone, Inc.**

7356 Melrose Ave., Hollywood, Calif.

Type of Needles: Cutting. *Other Products:* Cutting heads, blank discs, equalizers, recording machines, turntables.**RCA Manufacturing Co.**

Front & Cooper Sts., Camden 2, N. J.

Needle Trade Names: Bluebird, RCA, Victor (Shadowgraph).*Types of Needles:* Playing, cutting. (For more detailed information, see listing in Record Manufacturers' section.)**Recordaid, Inc.**

1616 Walnut St., Philadelphia 3, Pa.

President: Harry B. Gettlin

Secretary-treasurer: David R. Gettlin

Trade Names: Popular Recordaid, Classical Recordaid.*Products Manufactured:* Popular and classical catalogs giving alphabetical lists of records of all manufacturers.*Price:* \$20 per year for each.**The Record Disc Corp.**

395 Broadway, New York 13, N. Y.

President and sales manager: Sidney S. Gould

Products Manufactured: Needles, recording discs (bond, steel, aluminum and glass bases).*Types of Needles:* Cutting.**The Recordit Distributing Co.**

3028 Locust St., St. Louis 3, Miss.

President: A. Edward Gross

Sales Manager: James J. Friedeman

Treasurer: George S. Hachtel

Trade Names: Brush-Off, Rec-o-pad, Recordit Cutters.*Products Manufactured:* Brushes, playing and cutting needles.*Retail Prices:* Brush-off \$1.50, Rec-O-Pad 10c. per package, Recordit Cutters 35c.**Recoton Corp.**

212 Fifth Ave., New York 10, N. Y.

President: Herbert H. Borchardt

Executive vice president:

Fritz R. Schoenheimer

Secretary: M. W. Markowitz

Types of Needles: Phonograph and cutting needles.**Scranton Record Co.**

First National Bank Bldg., Scranton 1, Pa.

Types of Needles: Playing, cutting.**H. & A. Selmer Inc.**

Elkhart, Ind.

President: J. M. Grolmund

Sales Manager: L. R. Juhl

Treasurer: J. M. Brodhead

Trade Names: Goldentone, Selmer, Bundy.

Products Manufactured: Recording discs, musical instruments, musical specialties.
Distributors: H. & A. Selmer, Inc., 251 Fourth Ave., New York 10, N. Y.

Sorkin Music Co.

251 Fourth Ave., New York, N. Y.
Trade Names: Beltone, Filtra.
Types of Needles: Permanent, steel, cactus.
List Price: 30 for 25c. to \$1 each.

Speak-O-Phone Recording & Equipment Co.

23 West 60th St., New York 23, N. Y.
Types of Needles: Playing, cutting. *Other Products:* Phonographic equipment, parts, accessories, etc.

Star Needle Co.

3112 Woodward Ave., Detroit 1, Mich.
Types of Needles: Permanent (3 grades).
List Price: 50c. to \$1.50.

Stark Sound Engineering Corp.
Fort Wayne, Ind.

Swiss Jewel Co.

437 Chestnut St., Philadelphia 6, Pa.
Types of Needles: Diamond, sapphire point.

Troy Radio & Television Co.

1144 South Olive St., Los Angeles, Calif.
Types of Needles: Playing, cutting. *Other Products:* Electric phonographs, crystal and magnetic pick-ups, records, blank discs, automatic record changers.

Tunnis "One-Spot" Publishers

Oak Park, Ill.
Sales Manager: John F. Tunnis
Trade Names: Disc-Hits, Magic (record filing), One-Spot (record finder; self-selling).
Products Manufactured: Speed systems for filing, finding and selling records.

United Loose Leaf Co. — United Album Co., Inc.

233 Spring St., New York 13, N. Y.
President: Frank Trinkoff
Sales Manager: Manuel A. Freiberg
Secretary: Benjamin B. Freifeld
Products Manufactured: Record albums.

Wall-Kane Needle Mfg. Co., Inc.

869 Broadway, New York 3, N. Y.
Type of Needles: Playing.

Wilcox-Gay Corp.

Charlotte, Mich.
Types of Needles: Playing, recording.
(For more detailed information about this company, see listing under Radio Manufacturers.)

An Apology and a Pledge

United, the largest manufacturer of albums in the country, has been unable to meet the tremendous demands from the record trade.

Due to war-time conditions United has been forced to divert most of its albums to the record manufacturers, who in turn have supplied you with complete classical sets in these albums.

To our distributors and dealers we pledge:

Delivery of the finest albums in every price range will be made by United as soon as conditions permit.

*Watch for the New, Improved,
Complete Line of United
Albums*

United Album Co.

233 Spring Street
New York City

Factory: Kingsmills, Ohio

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Distributing Corp.

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great Middle West markets with
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- DETROIT

1930 E. Jefferson Street

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 Harry Carney
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 Buck Clayton
 Lee J. Cobb
 Cozy Cole
 Corky Corcoran
 Israel Crosby
 Vic Dickenson
 Ray Eldridge
 Nick Fatool
 Brick Fleagle
 Walter Gonsalves
 John Guarnieri
 Bill Harris
 George Hartman
 Coleman Hawkins
 J. C. Heard
 Horace Henderson
 Earl Hines
 Johnny Hodges
 "Chubby" Jackson
 Beatrice Kay
 Tony Kraber
 Sir Lancelot
 Howard McGhee
 Al Menconi
 Benny Morton
 Red Norvo
 Les Paul
 Paul Robeson
 Harold J. Rome
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 Earl Robinson
 Sabicos
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 Willie Smith
 Rex Stewart
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 Billy Taylor
 Jack Teagarden
 Dave Tough
 Gloria Valiente
 Gianimo Villarino
 Dickie Wells
 George Wetting
 Josh White
 Teddy Wilson
 Lester Young



FOR THE DISCERNING

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**recording
artists**



RECORDING ARTISTS

Key to Abbreviations: ARA—American Recording Artists; BN—Blue Note; Cap—Capitol; Col—Columbia; Cos—Cosmopolitan; De—Decca; Mu—Musicraft; So—Sonora; Vi—RCA-Victor

A

Acuff, Roy—Col.
 Adler, Larry—De
 Air Lane Trio—De Luxe
 Albanese, Licia—Vi
 Allen, Cliff—Schirmer
 Allen, John—Bost
 Allen, Napoleon "Snags"—BN
 Allison, John—Keynote
 Allison, Lucy—Keynote
 Allyn, Eddy—Mu
 Almanac Singers—Keynote
 Alpert, Pauline—So
 Alphand, Mme. Claude—Lib.
 Alvin, Danny—BN
 Amato, Gennaro—Harmonia
 Amaya, Carmen—De
 Amaya, Francesco—Keynote
 Amaya, Paco—Keynote
 American Concert Orchestra,
 The—So
 Ammons, Albert—Commo-
 dore, BN
 Anderson, Marian—Vi
 Anderson, Stell—Bost
 Andrew Sisters—De
 Apollon, Dave—De
 Appelbaum, Kurt—Mu
 Armstrong, Lil—De
 Armstrong, Louis—De
 Arnold, Eddy—Vi
 Arrau, Claudio—Vi
 Astaire, Fred—De
 Auld, George—Guild, Apollo
 Austin, Gene—Gilt Edge
 Autry, Gene—Col.
 Aversano, Nick (Orchestra)
 —Harmonia

B

Babos, Arpad—Keynote
 Baccaloni, Salvatore—Col.
 Masterworks
 Bach Choir of Bethlehem—Vi
 Bacon, Trevor—Manor
 Bailes Bros.—Col.
 Bailey, Pearl—Col.
 Bailey, William Buster—Asch
 Baker, Belle—Gala
 Baker, Kenny—De
 Baller, Adolph—Mu
 Balogh, Erno—Asch
 Bampton, Rose—Vi
 Barksdale, Everett—BN
 Barnett, Charlie—De
 Barrett, Sheila—Schirmer

Bart, Jan—Seva
 Bartlett & Robertson—Col.
 Masterworks
 Barton, Vera—So
 Bascomb, Dud—De Luxe
 Basie, Count—Keynote, Col.,
 De
 Bauer, Harold—Schirmer
 Baum, Kurt—Bost
 Beason, Bill—Asch
 Bechet, Sidney—BN
 Beecham, Sir Thomas—Vi
 Belarsky, Sidor—Mu
 Bell, John—Keynote
 Bellamy, Ralph—Vi
 Bennett, Russell and His
 Orchestra—So
 Benskin, Sammy—BN
 Berman, Ruth—Liberty
 Bermann, Nicholas—Keynote
 Bernstein, Leonard—Vi, Har-
 gail
 Berry, Chu—Commodore
 Berry, Emmett—Keynote,
 Asch
 Bert, Eddie—Keynote
 Best, Densil—Asch, Keynote,
 Jamboree
 Bethancourt, Jose—Mu
 Big Joe and His Rythm Band
 —Vi
 Bigard, Barney—Keynote, BN
 Big Maceo—Vi
 Biggs, E. Power—Vi
 Bill and Evalina—King
 Blakstone, Nan—Liberty
 Bland, Jack—BN
 Bloch, Suzanne—Hargail
 Bolar, Abe—BN
 Bond, Johnny—Col.
 Bonney, Betty Jane—Vi
 Borge, Victor—Col.
 Boston "Pops" Orchestra—Vi
 Boston Symphony Orchestra
 —Vi
 Boswell, Connie—De
 Boswell Sisters—De
 Boulevardiers—Avalon
 Bourbon, Ray—Liberty
 Boyd, Bill and His Cowboy
 Ramblers—Vi
 Bradshaw, Tiny—Manor
 Brailowsky, Alexander—Vi
 Brandwynne, Nat—De
 Bring, Lou—Maestro
 Brito, Phil—Mu
 Britt, Elton—Vi
 Brooks, Jerry—Avalon
 Brooks, Joan—Mu

Bronzy, Willie—Col.
 Brown, Anne—De
 Brown, Dick—Guild
 Brown, Eddy and His String
 Ensemble—So
 Brown, Lawrence—Keynote,
 Apollo
 Brown, Les—Col.
 Brown, Pete—Keynote
 Bruce, Carol—Schirmer, De
 Bruner, Cliff—De
 Brunis, George—Commodore
 Buchanan Brothers—Vi
 Buckner, Milt—Keynote
 Budapest String Quartet
 —Col. Masterworks
 Bunn, Teddy—BN
 Burdette, Patricia—Avalon
 Burnette, Smiley—ARA
 Burns, Ralph—Keynote
 Burroughs, Alvin—Keynote
 Busch, Adolph—Col.
 Busch, Ernst—Keynote
 Buschell, Garvin—A-I
 Bushkin, Joe—Commodore
 Busse, Henry—Cos
 Butler, Lois—Cap.
 Butterfield, Billy—Cap., Asch
 Rutterfield, Erskine—Guild,
 De
 Butts, Jimmy—Asch
 Byas, Don—Apollo, Asch,
 Jamboree, Comet, H. N. Soc.

C

Calder, Crane—Mu
 Caldwell, Frances—Ace
 Calloway, Cab—Col.
 Capo, Bobby—De
 Carle, Frankie—Col.
 Carlisle Brothers—King, De
 Carlisle, Kitty—De
 Carmichael, Hoagy—ARA
 Carney, Harry—Keynote,
 Apollo, BN
 Carney, Uncle Don—So
 Carpenter, John Alden
 —Schirmer
 Carpenter, Teddy—Mu
 Carroll, Jimmy—Schirmer
 Carter, Benny—Commodore,
 Cap, Asch
 Carter, John—Col.
 Casadesus, Robert—Col.
 Casadesus, Gaby—Asch, Col.
 Casey, Al—Asch, Apollo,
 Comet

Cassell, Pete—De
 Castagna, Bruna—Col. Masterworks
 Castagnetta, Grace—Mu
 Castaing, John—Keynote
 Castellon, Augustin—Keynote
 Castle, Lee—Mu
 Catlett, Sidney—Keynote, Commodore, BN, Apollo
 Cavall, Jean—Liberty
 Cavallaro, Carmen—De
 Centobie, "Buij"—Keynote
 Centobie, Leonard—BN
 Charioteers—Col.
 Chase, Frank—Gala
 Chicago Symphony Orchestra—Vi
 Chittison, Herman—Keynote Mu
 Christian, Charles—BN
 Churchill, Savannah—Manor
 Churchill, Winston—Lingua-phone
 Cincinnati Symphony Orchestra—Vi
 Clark, Adele—Asch
 Clark, Gerald—Keynote, Guild
 Clark, Tiny—Asch
 Cless, Rod—BN
 Cleveland Orchestra—Col. Masterworks
 Clifton, Bill—Asch
 Clayton, Buck—Jamboree, Keynote
 Cobb, Lee J.—Keynote
 Cobbs, Arnette—Keynote
 Cody, Wayne—Avalon
 Coelho, Olga—Hargail
 Coleman, Bill—Asch
 Coleman Brothers—Manor
 Cole, Buddy—Cap.
 Cole, Cozy—Keynote, Guild, Jamboree
 Cole Trio—De
 Coleman, Dave—Keynote
 Coleman, Ronald—De
 Collins, Harriet—Mu
 Colonna, Jerry—Cap.
 Colwell, Frances—Mu
 Como, Perry—Vi
 Condoli, Pete—Keynote
 Condon, Eddie—Commodore
 Coniff, Ray—Asch
 Cooley, Spade—Col.
 Connors, Frank—So
 Conrad, Paul—Asch
 Cooper, Al—De
 Coon Creek Boys—Avalon
 Copas, Cowboy (Pappy)—King
 Coppe, James—Liberty
 Corcoran, Curky—Keynote
 Gordon, Norman—Vi
 Costello, Diosa—Schirmer

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Cotillion Room Orchestra—Liberty
 Courboin, Charles M.—Vi
 Courtney, Del—Cos
 Crawford, Jessie—De
 Crooks, Richard—Vi
 Crosby, Bill—Col.
 Crosby, Bing—De
 Crosby, Bob—ARA, De
 Crosby, Israel—Keynote, Apollo, BN
 Cross, Milton—Mu
 Crudup, Arthur "Big Boy"—Vi
 Cugat, Xavier—Col.

D

Daffan, Ted—Col.
 D'Amico, Hank—Asch, Keynote
 Daniels, Joe—De
 Dantin, Lloyd—Keynote
 Darcy, Emery—Col. Masterworks
 Darling, Denver—De
 Dave, Red River—Continental, De, Mu, Savoy & So
 Davis, Jimmie—De
 Davison, "Wild Bill"—Commodore
 Day, Dennis—Cap.
 Defauw, Desire—Vi
 Delgado, Fausto—De
 Dell, Eddie—Keynote
 Delmore Brothers—King
 De Loach, Benjamin—Mu
 Delta Rhythm Boys—De
 De Paris Brothers—Commodore
 De Paris, Sidney—BN
 De Silva, Howard—De
 Detroit Symphony Orchestra—Vi
 Devol, Frank—Maestro
 Dexter, Al—Col.
 Dexter, Tony—Mu
 Dickenson, Vic—Asch, Keynote, BN
 Di Mola, Enzo—Harmonia
 Dinning Sisters—Cap.
 Dixie Humming Birds—Manor
 Dixon, Lee—De
 Don Cossack Chorus—Col. Masterworks
 Dorsey, Jimmy—De

Dorsey, Tommy and Orchestra—Vi
 Dougherty, Eddie—BN, Asch
 Downey, Morton—De
 Duey, Phil—De
 Duffy, Al and Rhythmasters—Mu
 Duncan, Todd—De
 Dunne, Irene—De
 Dupree, Jack—Asch
 Durbin, Deanna—De
 Dyer-Bennet, Richard—Keynote

E

Eberle, Bob—De
 Edwards, Joan—Cos, Liberty
 Eddy, Nelson—Col. Masterworks
 Einstein, Albert—Lingua-phone
 Eldridge, Roy—Keynote, Commodore
 Ellington, Duke and Orchestra—Vi
 Elman, Mischa—Vi
 Ennis, Skinny—ARA
 Esmeraldy—Mu
 Evans, Dale—Maestro
 Evans, Joe—Asch

F

Fairchild & Carroll (Orchestra)—Liberty
 Fairchild, Edgar—Liberty
 Faith, Percy—De
 Fatool, Nick—Keynote
 Ferman, Bernie—Wrightman
 Fiedler, Arthur—Vi
 Fields, Gracie—De, Liberty
 Fields, Shep—Vi
 Fisher, Freddie—De
 Fiske, Dwight—Gala, Liberty
 Fittelberg, Gregor—Harmonia
 Fitzgerald, Ella—De
 Fleagle, Brick—Keynote
 Fletcher, Bruz—Liberty
 Foley, Red—De
 Fomeen, Basil—Seva
 Foran, Dick—De
 Forrest, Helen—De
 Foss, Lukas—Hargail

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Foster, George "Pops"—BN, Asch
 Foulton, Seva—Seva
 Four Blues—De Luxe
 Four Chicks and Chuck—Cos
 Four Clefs—Vi
 Four King Sisters—Vi
 Four Tones, The—A-I
 Fox, Curley—Col.
 Fox, Virgil—Vi
 Fowler, Wally—Cap.
 Francescatti, Zino—Col. Masterworks
 Franklin, Buddy—Mu
 Freeman, Bud Trio—Commodore
 Freeman, Porky—ARA
 Froeba, Frank—Keynote
 Frye, Don—BN
 Fuller, Blind Boy—De
 Fulton, Jack—De

G

Ganchoff, Cantor M.—Asch
 Gandhi, Mahatma—Lingua-
 phone
 Garber, Jan—ARA
 Garbousova, Raya—Vi
 Gardiner, Reginald—De
 Garland, Judy—De
 Garry, Vivien (Trio)—Guild
 Gesell, Morris—Hargail
 Gibbs, Georgia—Maestro
 Gibson, Harry—Mu
 Gilbert, Dick—Dix, Liberty
 Gildersleeve—Cap.
 Gillespie, Dizzy—Guild,
 Apollo, Manor
 Gillum, Jazz—Vi
 Girard, Adele—Mu
 Glazer, Tom—Asch
 Glenn, Tyree—Keynote, BN
 Gloomchasers—Wrightman
 Golden Gate Quartet—Col.
 Golschmann, Vladimir—Vi
 Gomez, Eddie—De
 Gomez, Vicente—De
 Goodman, Al and Orchestra
 —Vi
 Goodman, Benny—Col.
 Goossens, Eugene—Vi
 Gonsalves, Walter—Keynote
 Gorin, Igor—Vi
 Gorodinsky, Noy, and His
 Gypsy Ensemble—So
 Gould, Morton—Col. Master-
 works

Grande, "Tex"—De Luxe
 Grandjany, Marcel—Vi
 Grant, Cecil—Gilt Edge
 Gray, Chauncey (Orchestra)
 —Liberty
 Gray, Glen—De
 Gray, Lanny and Ginger
 —Guild
 Grimes, Tiny—BN, Comet,
 Asch
 Greene, Claude—Asch
 Greene, Freddy—Keynote
 Green, Lil—Vi
 Greer, Sonny—Apollo
 Guarneri, Johnny—Jamboree,
 Asch, Keynote, HR Society
 Guarneri, Leo—H. N. Society
 Guthrie, Jack—Cap.
 Guthrie, Woody—Asch

H

Hackett, Bobby—Commodore
 Haddock, G. Marston—Mu
 Haggart, Bob—Asch, BN
 Hain, William—Mu
 Hall, Al—Keynote, Asch
 Hall, Ed—Asch, BN
 Hall, Edmond Sextet—Com-
 modore
 Hamblen, Stuart—ARA
 Hamfats, Harlem—De
 Hamilton, Jimmy—Apollo
 Hampton Institute Quartet
 —Mu
 Hampton, Lionel—De
 Hanna, Phil—De
 Harden, Harry—De
 Harding, Buster—Keynote
 Hargail Chorus—Hargail
 Harris, Bill—Keynote
 Harris, Katherine—Hargail
 Harris Trio—Mu
 Harris Phil—ARA
 Harshaw, Margaret—Vi
 Hart, Clyde—Apollo
 Hartman, George—Keynote
 Harvey, Jane—Col.
 Havoc, June—De
 Hawes, Butch—Asch
 Hawkins, Coleman—Keynote,
 Cos, Commodore, Asch
 Hawkins, Erskine—Vi
 Hayden, Ethyl—Mu
 Haydn, Richard—Liberty
 Haymes, Dick—De
 Haynes, Cyril—Comet

Hayward, Billie—Schirmer
 Head, Marian—Hargail
 Heard, J. C.—Hargail, BN,
 Keynote
 Heath, Boyd—Vi
 Heidt, Horace—Col.
 Henderson, Horace—Keynote
 Henderson, Fletcher (Connie-
 Inn Orchestra)—Asch
 Hendl, Walter—Hargail
 Henke, Melvine E.—Vi
 Herman, Woody—Col. De
 Herth, Milt—De
 Heywood, Eddie—Commodore
 Higginbotham, J. C.—Asch,
 BN
 Hilda, Irene—Bost
 Hildegard—De
 Hill, Tiny—De
 Hines, Earl—Keynote, ARA,
 BN, Apollo
 Hines, George—Ace
 Hinton, Milton—BN, Keynote
 Hodes, Art—De, Black &
 White, Jazz, Sessions, Blue
 Note
 Hodges, Johnny—Keynote
 Holiday, Billie—Commodore
 Holland, Crys—So
 Holloway, Sterling—De
 Holly, Vercy—Harmonia
 Hollywood Bowl Orchestra
 —Vi
 Hollywood Legion Band
 —Wrightman
 Holm, Celeste—De
 Holman, Libby—De
 Hoosier Hot Shots—De, Col.
 Horne, Lena—Vi
 Horowitz, Vladimir—Vi
 Hotel St. Regis Orchestra
 —Liberty
 House, Wallace—Asch
 Houston, Elsie—Liberty
 Houston, Sisco—Asch
 Hovlick, Harry—De
 Howard, Willie—Gala
 Hudson, Dean Orchestra—Ace,
 Mu
 Hughes, Langston—Asch
 Hutton, Betty—Cap.

I

Indianapolis Symphony Or-
 chestra—Vi
 Ink Spots—De

Iturbi, Jose—Vi
Ives, Burl—Asch

J

Jackson, "Chubby"—Keynote
Jackson, Cliff—BN
Jacobs, Sid—BN
James, Harry—Col.
James, Leslie—Avalon
Janssen, Herbert—Col. Masterworks
Janssen Symphony of Los Angeles—Vi
Janssen, Werner—Vi
Jefferson, Hilton—Keynote
Jerome, Jerry (All Stars Orchestra)—Asch
Jesters—De
Johnson, Bud—Keynote, Asch
Apollo, De
Johnson, Bunk—Jazz Man
Johnson, George—Asch
Johnson, James P.—Asch, BN
Johnson, James Weldon—Mu
Johnson, Lonnie—Vi
Johnson, Manzie—BN
Johnson, Pete—BN
Johnson, Willie "Bunk"—BN
Johnston, Bob—ARA
Johnston, Johnny—Cap.
Jones, Allan—Vi
Jones, Budly—De
Jones, Claude—Asch, Keynote
Jones, Grandpa—King
Jones, Jimmy—Asch
Jones, Jo—Keynote
Jones, Jonah—Keynote, BN
Jones, Spike—Vi
Jordan, Louis—De
Juanita Hall Choir—De

K

Kaminsky, Max—BN
Kanner, Hal—Harmonia
Kansas City Five and Six
Commodore
Kapell, William—Vi
Katins, Milton—Col.
Kay, Beatrice—Col., Keynote
Kaye, Milton—Mu
Kaye, Sammy—Vi
Keller, Greta—Asch, Liberty
Kelly, Gene—De
Kenton, Stan—Cap.
Kersey, Kenneth—Keynote
Kilenyi, Edward—Col. Masterworks
Kindler, Hans—Vi
King Cole Trio—Cap.
King, Howard (Orchestra)—Harmonia
King, Nora Lee—Asch

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King, Saunders and Orchestra—Rhythm
King, Vernon—Keynote
King, Wayne and Orchestra—Vi
Kings of Harmony of Alabama—Manor
Kipnis, Alexander—Vi
Kirby, John—Asch
Kiriloff, A. and Orchestra—Seva
Kirkpatrick, Ralph—Mu
Kirsten, Dorothy—Vi
Knickerbocker Serenaders—De
Knight, Evelyn—De
Knight, Felix—De
Korjus, Miliza—Vi
Korn Kobblers, The—Majestic
Koshetz, Nina—Schirmer
Koussevitzky, Serge—Vi
Kraber, Tony—Keynote
Kreisler, Fritz—Vi
Kremer, Isa—Seva
Kress, Carl—BN
Krueger, Karl—Vi
Krupa, Gene—Col.
Kryger, Brunon—Harmonia
Kuhn, Dick—De
Kullman, Charles—Col. Masterworks
Kunz, Charlie—Liberty
Kurtz, Edmund—Vi
Kurtz, Efrem—Col. Masterworks
Kyser, Kay—Col.

L

Labastille, Irma—Bost
Laine, Julian—Keynote
Lamour, Dorothy—De
Landowska, Wanda—Vi
Langford, Frances—De, ARA
Larkin, Milton—Asch
Lavalle, Paul—Mu
Lawrence, Marjorie—Col.—Masterworks
Lawson, Yank—Asch
Leadbelly—Cap., Mu, Asch
Lee, Mary—De
Lee, Peggy—Cap.
Lehman, Lotte—Col. Masterworks
Leibert, Richard—Vi
Lena, Lotte—Bost

Leonard, Ross—A-1
Lesberg, Jack—Keynote
Lester, Frankie—
Levant, Oscar—Col. Masterworks
Levy, John—Asch, Comet
Lewis, Meade "Lux"—Asch, BN
Lewis, Ted—De
Light, Enoch and his Light Brigade—Avalon
Lillie, Beatrice—Liberty
Linda, Rosa—ARA
Livingston, Ulysses—BN
Lomax, Bess—Asch
Lombardo, Guy—De
Long, Johnny—De
Loring, Michael—Keynote
Lowery, Fred—Col.
Lubin, Harry (Orchestra)
Luboshutz & Nemenoff—Vi
Lucas, Al—Asch, BN, Keynote
Luce, Mabel—Mu
Lugg, George—BN
Lunceford, Jimmie—De
Luther, Frank—De

M

MacDonald, Jeanette—Vi
MacDonald, Ramsey—Linguaphone
MacGregor, Evelyn—Mu
MacLeish, Archibald—Linguaphone
McCoy, Minnie—Col.
McEachern, Murray—Keynote
McGhee, Brownie—Asch
McGhee, Howard—Asch, Keynote
McIntyre, Hal and Orchestra—Vi
McIntire, Lani and His Aloha Islanders—So
McLane, Ralph—Mu
Mme Maeterlinck—Linguaphone
Madriguera, Enric and Orchestra—Cos., So
Mann, Marion—Mu
Mann, Peggy—Col.
Mann, Thomas—Linguaphone
Manners, Zeke—Vi

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Manuel and Williamson
Harpisichord Ensemble—Mu
Mara—Bost
Marais, Josef—De
Marlowe, Sylvia—Bost
Marmaroso, Dodo—Keynote
Marsala, Joe—Mu
Martin, Billy—A-I
Martin, Freddy—Vi
Martin, Mary—De
Martin, Ted—De Luxe
Martin, Tony—De
Masiello, Joe—Harmonia
Massey, Curt—Col.
Massey, Raymond—Lingua-
phone
Matthen, Paul—Hargail
May, Billy—Keynote
Maynor, Dorothy—Vi
Melchior, Lauritz—Vi
Melton, James—Vi
Menconi, Al—Keynote
Menken, Shephard—Asch
Menuhin, Yehudi—Vi
Mercer, Johnny—Cap.
Mercer, Mabel—Liberty
Merman, Ethel—Liberty
Merrill, Jean—So
Merrill, Robert—Vi
Merriman, Nan—Vi
Meslin, Louis—Keynote
Messner, Johnny—Asch
Metropolitan Opera Chorus
—Col. Masterworks
Mezzrow, "Mezz"—BN
Michell, Phil—Ace
Mignone, Francisco—Bost
Mihelich, Ed—Keynote
Milanov, Zinka—Vi
Miller, Glenn—Vi
Mills Brothers—De
Milstein, Nathan—Col. Mas-
terworks
Minevitch, Borrah—De
Minneapolis Orchestra—Col.
Masterworks
Miranda, Carmen—De
Mitchell, Hal—Manor
Modernaires—Col.
Moffet, Adelaide—Liberty
Molina, Carlos—Cap.
Monroe, Bill—Col.
Monroe, Vaughn, and Orches-
tra—Vi
Montoya, Carlos—Asch
Moore, Fred—BN
Moore, Grace—Vi
Moore, Phil (Four)—Vi

Monteux, Pierre—Vi
Morand, Jose—Mu
Moreno, Buddy—Asch
Morgan, Dennis—Col. Mas-
terworks
Morgan, Russ—De
Moriak, Kostia—Seva
Morini, Erica—Vi
Morris, Joe—Keynote
Morris, Marlowe—Apollo
Morse, Ella Mae—Cap.
Morton, Benny—Keynote, BN
Morton, Jelly Roll—Jazz Man
Mroczek, Stanislaw and His
Orchestra—So
Munsel, Patrice—Vi
Munshin, Jules—Asch
Mura, Corinna—De
Murray, Kel and His Orches-
tra—So
Murray, Lyn and Orchestra
—De
Murray, Wynn—Liberty
Myers, Wilson—BN

N

Nae, Sophia—
Nance, Ray—Apollo
National Symphony Orchestra
NBC Symphony Orchestra
—Vi
Nettles, Bill & His Dixie Blue-
boys—Vi
New York City Symphony—Vi
Neway, Patricia—Hargail
Newton, Frank—Asch, BN
Niesen, Gertrude—Cos.
Niles, David—Asch
Nobile, Ray—Col.
Noone, Jimmie—De
Norvo, Red—BN, Keynote,
Comet
Novaes, Guomar—Col. Mas-
terworks
Novak, Frank—Mu
Novotna, Jarmila—Vi

O

O'Brien, Margaret—Cap.
Odnosposoff, Ricardo—Vi
Old Harp Singers—Mu
Old Hickory Singers—Col.
O'Malley, Pat—De
Oppenheim, David—Hargail

Ortenberg, Edgar—Hargail
Ory, Kid (Creole Jazz Band)
—Crescent
Osborne, Verna—Hargail
Owens, Harry—Cap.
Oyangeren, Julio Martinez
—De

P

Pablo, Don and Orchestra—De
Page, Milt Trio—Manor
Palmer, Clarence—Keynote
Palmieri, Remo—Keynote
Pancho—De
Parker, Jack—Asch
Parraga, Graziella—Bost
Pastor, Tony and Orchestra
—Vi
Paul, Les—Keynote
Pavlovskaya, Vera—Seva
Paxton, George (Orchestra)
—Guild
Payne, Johnny—Liberty
Peach, Georgia—De, Manor
Peach Pickers—Col.
Peck's Bad Boy—Asch
Peerce, Jan—Vi
Penny, Hank—King
Perryman, Bill—Col.
Petina, Irra—Col. Master-
works
Petri, Egon—Col. Master-
works
Petti, Emile (Orchestra)
—Liberty
Pettiford, Oscar—Apollo, BN,
Manor
Phelps, William Lyon—Lin-
guaphone
Philadelphia Orchestra—Col.
Masterworks
Philharmonic Symphony Or-
chestra—Col. Masterworks,
So
Phillips, Joe "Flip"—Apollo,
Keynote
Phipps, Gene—Manor
Piatigorsky, Gregor—Col.
Masterworks
Pied Pipers—Cap.
Pinza, Ezio—Col. Masterworks
Pittsburgh Orchestra (Reiner)
—Col. Masterworks
Platoff, Gen., Don Cossack
Chorus—Vi
Pliner & Earle—Liberty

Podgorski, Ignacy—Harmonia
 Poliakova, Natia—Seva
 Polly, Tina—Seva
 Pons, Lily—Col. Masterworks
 Powell, Dick—De
 Powell, Gordon "Specs"
 —Apollo, Asch, Keynote
 Powell, Mel—Commodore
 Presidents of the U.S. from
 Theodore Roosevelt through
 Harry Truman (Cavalcade
 of Presidents)—Lingua-
 phone
 Price, Sam—De
 Priestley, Harriet—Asch
 Prima, Louis—Majestic
 Primrose, William—Vi
 Prior, Ferdinand—Mu

Q

Quebec, Ike—BN
 Quital, Rayon—Col. Master-
 works

R

Radeliffe, Fred—Keynote
 Raderman, Lou—ARA
 Radio City Four—Liberty
 Raeburn, Boyd (Orchestra)
 —Guild
 Raglin, Alvin—BN
 Rainer, Luise—Linguaphone
 Ramirez, Roger—BN
 Ramona—Liberty
 Rangers Quartet—De
 Rathbone, Basil—Col. Master-
 works
 Raye, Martha—De
 Reardon, Casper—Liberty,
 Schirmer
 Red River Dave—Mu, So
 Regan, Phil—De
 Reichman, Joe—ARA
 Rein, Maria—Seva
 Reisman, Phil—De
 Reuss, Allan—Keynote
 Rey, Alvino—Vi
 Ricca, Lou—Avalon
 Rice Brothers Gang—De
 Richards, Johnny—Mu
 Richardson, Rodney—Keynote
 Ritter, Tex—Cap.
 Rivera, Dave—BN
 Roach, Max—Apollo
 Roberts, Joan—De
 Robertson, Dick—De
 Robertson, "Texas" Jim—Vi
 Robeson, Paul—Col. Master-
 works, Keynote
 Robin Hood Dell Concerts,
 Inc.—Col. Masterworks
 Robinson, Earl—Keynote

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Robinson, Eddie—Asch
 Robinson, Helen—Bost
 Robinson, Carson—Vi
 Rocco, Maurice—Guild
 Roche, Betty—Apollo
 Rogers, Milt—Keynote
 Rogers, Roy—De, Vi
 Rolland, Charles—Bost
 Romberg, Sigmund—Vi
 Rome, Harold J.—Keynote
 Romero, Rodger—Asch
 Rosa, Ria—Harmonia
 Rose, David and Orchestra
 —Vi
 Rose, Maximilian—Keynote
 Ross, Arnold—Keynote
 Ross, David—Mu
 Ross, Lanny—Schirmer
 Rowland, Billy—Keynote
 Rubin, Ruth—Asch
 Rubinstein, Arthur—Vi
 Ruby, Texas—Col.
 Ruoff, Charles—Avalon
 Russell, Andy—Cap.
 Russell, Luis—Manor
 Rutherford, Rudy—Keynote

S

St. Louis Jimmy—Vi
 St. Luke's Chorusters—Cap.
 St. Louis Symphony—Vi
 Sabicas—Keynote
 Sachs, Aaron—Keynote
 Sachs, Curt—Bost
 Samson, Edgar—Asch
 San Francisco Symphony
 Sandoz, Gyorgy—Col. Master-
 works
 Sanroma, Jesus Maria
 Sargent, Kenny—De
 Sava, Marusia—Seva
 Sayao, Bidu—Col. Master-
 works
 Schatz, Sigmund—Keynote
 Schmitz, E. Robert—Vi
 Schnabel, Artur—Vi
 Schwalb, Miklos—Bost
 Scott, Hazel—De
 Scott, Raymond—De
 Seeger, Pete—Asch
 Segal, Vivienne—De
 Seigmeister, Elie—Bost
 Serkin, Rudolf—Col. Master-
 works

Sevitzky, Fabien—Vi
 Shackley, George—Bibleton
 Sharp, Claude—Col
 Shavers, Charles—Apollo,
 Asch, Keynote
 Shaw, Artie and Orchestra—Vi
 Shaw, George Bernard—Lin-
 guaphone
 Shaw, Robert—Vi
 Sherman, Lillian—Ace
 Sherwood, Bobby—Asch
 Shirley, Jimmy—BN
 Shore, Dinah—Vi
 Shuart, Billy—Mu
 Silberstein, Ernst—Hargail
 Siller, Mr. and Mrs.—Asch
 Silver Echo Quartette—Manor
 Simmons, John—BN
 Simms, Ginny—Col.
 Sinatra, Frank—Col.
 Singh, Wana and His Native
 Indian Orchestra—Mu
 Singher, Martial—Col. Master-
 works
 Sir Launcelot—Keynote
 Skylight Singers—Manor
 Slack, Freddie—Cap.
 Smith, Ethel—De
 Smith, Harmie—Vi
 Smith, Jack—Majestic
 Smith, Kate—Col.
 Smith, Russell—Asch
 Smith, Stuff—Asch
 Smith, Tab—Keynote, Manor
 Smith, William Oscar—BN,
 Keynote
 Song Spinners—De, Mu
 Sons of the Pioneers—De, Vi
 Sosnik, Harry—De
 Spaventa, Carlos—Bost
 Spencer, Kenneth—Asch
 Spivak, Charlie—Vi
 Stabile, Dick—De
 Stacy, Jess—Asch, Col., Com-
 modore
 Stafford, Jo—Cap.
 Stagemeyer, Bill—Asch
 Stanley, Bob and His Orche-
 tra—Sonora
 Stark, Bobby—Asch
 Steber, Eleanor—Vi
 Stern, Isaac—Col.
 Stevens, Larry—Vi
 Stevens, Rina—Col.
 Stewart, Martha—Vi
 Stewart, Rex—Apollo, Asch,
 Keynote

RECORDING ARTISTS, cont.

Key to Abbreviations: ARA—American Recording Artists; BN—Blue Note; Cap—Capitol; Col—Columbia; Cos—Cosmopolitan; De—Decca; Mu—Musicraft; So—Sonora; Vi—RCA-Victor

Stewart, Slam—Asch, Comet, U
Keynote
Stokowski, Leopold—Vi
Strater, Ted (Orchestra)
Liberty
Stratton, Chester—De
Strauss, Oscar—Cos
Stravinsky, Igor—Col
Street, David—Vi
Strings In Swing—Liberty
Sullivan, Gene—Col.
Sullivan, Joe—Cap., Commodore, Sunset
Sullivan, Maxine—De, Mu
Swarthout, Gladys—Vi
Sykes, Roosevelt—Vi
Szigeti, Joseph—Col. Masterworks
Szilagy, Arpad—Keynote

T

Tampa, Red—Vi
Tatum, Art—ARA, Asch, Comet
Taubert, Richard—Asch and De
Taylor, Billy—Jamboree, Keynote
Teagarden, Jack—Ca, De, Commodore, Keynote
Templeton, Alec—Col, De
Terry, Sonny—Asch
Texas, Wanderers—De
Thehom, Blanche—Vi
Thomas, Dick—Mu
Thomas, Joe—Jamboree, Keynote
Thomas, John Charles—Asch
Thompson, Sir Charles—Asch
Thorborg, Kerstin—Vi
Thornhill, Claude—Col.
Three Brown Buddies—Col.
Three Deuces—Commodore
Three Suns, The—Majestic
Tibbett, Lawrence—Vi
Tilton, Martha—Cap.
Tolbert, Skeets—De
Toscanini, Arturo—Vi
Totenberg, Roman—Mu
Tough, Dave—Keynote
Tourel, Jennie—Col
Town Criers, The—ARA
Trappier, Arthur—BN
Traubel, Helen—Col. Masterworks
Frotter, John Scott—De
Tucker, Tommy—Col.
Tuttle, Wesley—Cap.

United Concert Ensemble—So
Uryga, Peter—De
Valdes, Miguelito—De
Valiente, Gloria—Keynote
Vallee, Rudy—Maestro
Vance, Dick—Asch, Comet
Venturo, Charlie, Sextet—Sunset
Vera, Ellen—De
Verea, Lisette—De
Vicari, Giovanni (Orchestra)—Harmonia
Vickland, Florence—Mu
Viking Accordion Band—De
Villarino, Jeronimo—Mu
Vitis, E. Seva
Von Hesse, Elisabeth Ferguson—Linguaphone
Vronsky & Babin—Col.
Vullarino, Jiranimo—Keynote

W

Wald, Jerry—De, Majestic
Waldman, Cantor Leibeke—Asch
Walker, Cindy—De
Walker, Wiley—Col.
Walker, Fats—Vi
Walsh, Mary Jane—Liberty
Walter, Bruno—Col.
Walter, Cy—Liberty
Walters, Teddy—Apollo, Keynote
Wann, Lois—Mu
Waring, Fred—De
Warnow, Mark and His Orchestra—So
Warren, Leonard—Vi
Washington, Mme. Everstine—Manor
Waters, Ethel—De, Liberty
Watters, Lu (Yerba Buena Jazz Band)—Jazz Man
Watson, Deek and His Brown Dots—Manor
Wayne, Jerry—Cos, So
Weber, Marek—Col.
Webster, Ben—Apollo, BN, Commodore
Weede, Robert—Col. Masterworks

Weems, Ted—De
Wei Chung Loh—Mu
Weiurich, Carl—Mu
Weiss, Sid—Asch, Keynote, BN
Weissman, Frieder—Vi
Welk, Lawrence—De
Wells, Dickie—Keynote
West, Harold (Doc)—Comet
Westminster Choir—Col.
Weston, Paul—Cap.
Wettling, George—Asch, Keynote
White, Hy—Keynote
White, Josh—Asch, Keynote, BN
Whiteman, Paul—De, Cap.
Whiting, Margaret—Cap.
Whittemore & Lowe—Vi
Wiley, Lee—Gala, Liberty
Willard Orchestra—Ace
Williams, Camilla—Vi
Williams, Curley—Col.
Williams, Joe—Vi
Williams, John—BN
Williams, Mary Lou—Asch
Williams, Sandy—BN
Williams, Sonny Boy—De, Vi
Willing Four of Baltimore—Manor
Wills, Bob—Col.
Wilson, Meredith—De
Wilson, Teddy—BN, Mu
Wood, Barry—Cos
Woods, Oscar—De
Woolcott, Alexander—Linguaphone

Y

Yost, Ben Singers—So
Young, Lester—Keynote
Young, Trummy—Keynote
Young, Victor—De

Z

Zembruski, Victor (Orchestra)—Harmonia
Zimmerman, Roy—Keynote



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Cooking Appliances

Eureka Vacuum Cleaners

American Kitchens

Automatic Washers

310

The
Roycraft-
Iowa

Co. 1326 Walnut St., Des Moines 9, Iowa

BOOK PUBLISHERS

A Listing of Companies Which Issue Music Books Suitable for Sale in Record Shops

Prices, discounts and the minimum quantity sold may be obtained by writing the publishers direct.

**Asterisks indicate those books which are especially recommended.*

- Arco Publishing Co.**
480 Lexington Ave., N. Y. 17, N. Y.
David Ewen, "Music For The Millions"
Arrow Publications, Inc.
125 East 46 St., New York 17, N. Y.
*Winthrop Sargeant, "Jazz Hot & Hybrid"
A. S. Barnes Co. (Smith & Durrell Publications)
67 West 44 St., New York 18, N. Y.
President: Oliver H. Durrell
Sales manager: Horace J. Gardner
*David Hall, "The Record Book"
*Harriott Buxton Barbour and Warren S. Freeman, "How to Teach Children to Know Music"
*Charles Edward Smith and Frederick Ramsey, Jr., "The Jazz Record Book"
*Hugues Panassié, "The Real Jazz"
"Esquire's Jazz Book", annual publication edited by Paul Eduard Miller
Distributors:
Majority of Victor and Columbia distributors and direct.
Henry M. Snyder & Co., 440 Fourth Ave., New York 16, N. Y.
Thomas Y. Crowell Co.
132 Fourth Ave., New York 16, N. Y.
John Tasker Howard, "Our Contemporary Composers"
Dodd, Mead & Co.
432 Fourth Ave., New York 16, N. Y.
Helen L. Kaufmann, "You Can Enjoy Music"
Doubleday-Doran & Co., Inc.
14 West 49 St., New York 20, N. Y.
*Abraham Veinus, "The Concerto"
*Irving Kolodin, "A Guide to Recorded Music"
E. P. Dutton & Co., Inc.
300 Fourth Ave., New York 10, N. Y.
John Erskine, "What Is Music?"
Sidney Skolsky, "Evenings With Music"
Harcourt, Brace & Co.
383 Madison Ave., New York 17, N. Y.
*Frederic C. Ramsey, Jr. and Charles Edward Smith, "Jazz Men"
Harper & Bros.
49 East 33 St., New York 16, N. Y.
Roy D. Welch, "Appreciation of Music"

- Harvard University Press**
Cambridge, Mass.
*Willi Apel, "Dictionary of Music"
Alfred A. Knopf
501 Madison Ave., New York 22, N. Y.
B. H. Haggin, "Music on Records"
B. H. Haggin, "Music for the Man Who Enjoys Hamlet"
Virgil K. Thomson, "The Musical Scene"
Macmillan Co.
60 Fifth Ave., New York 11, N. Y.
*Grove's Dictionary of Music and Musicians"
*F. W. Gaisberg, "The Music Goes Round"
W. W. Norton & Co., Inc.
70 Fifth Ave., New York 11, N. Y.
*Paul H. Lang, "Music in Western Civilization"
Douglas Moore, "From Madrigal to Modern Music"
Douglas Moore, "Listening to Music"
Oxford University Press
114 Fifth Ave., New York 11, N. Y.
Percy Alfred Scholes, "The Gramophone Record" and "The Oxford Home Companion to Music"
Prentice Hall, Inc.
70 Fifth Ave., New York 11, N. Y.
Martin Bernstein, "An Introduction to Music"
Putnam's, G. P. Sons
2 West 45 St., New York 19, N. Y.
Marion Bauer, "Musical Questions and Quizzes"
Marion Bauer and Ethel Peyscer, "How Music Grew"
Sir Thomas Beacham, "A Mingled Chime"
R.C.A. Manufacturing Co.
Camden, N. J.
Charles O'Connell, "The Victor Book of the Opera"
Simon & Schuster
1230 Sixth Ave., New York 20, N. Y.
Ted Cott, "The Victor Book of Musical Fun"
**The Gramophone Shop Encyclopedia of Recorded Music"
Charles O'Connell, "The Victor Book of the Symphony"
Deems Taylor, "Of Men and Music"
Whittlesey House
330 West 42 St., New York 18, N. Y.
Aaron Copland, "Our New Music"
*Aaron Copland, "What to Listen for in Music"
Ziff-Davis Publishing Co.
350 Fifth Ave., New York 1, N. Y.
David Ewen, "Men of Popular Music"

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listing latest available data
on instrument manufacturers,
their sales managers,
distributors and etc.



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Listed on this and the next page are instrument companies which have been licensed by RCA to use one or more of the patents held by that company.

- Admiral Corp., 3800 West Cortland St., Chicago, Ill.
- Air-King Products Company, Inc., 1523-29 63rd St., Brooklyn, N. Y.
- Andrea Radio Corp., 43-20 34th St., Long Island City, N. Y.
- Ansley Radio Corp., 21-10 49th Ave., Long Island City, N. Y.
- ARF Products, 7713 Lake St., River Forest, Ill.
- Automatic Radio Manufacturing Co., Inc., 122 Brookline Ave., Boston, Mass.
- Bell & Howell Co., 1801-1815 Larchmont Ave., Chicago, Ill.
- Belmont Radio Corp., 5021 West Dickens Ave., Chicago, Ill.
- Bendix Aviation Corp., 30 Rockefeller Plaza, New York, N. Y.
- Colonial Radio Corp., 254 Rano St., Buffalo, N. Y.
- Columbia Associates, 131 West 24th St., New York, N. Y.
- Concert Master Radio & Television Co., 1800 Winnemac Ave., Chicago, Ill.
- Crosley Corp., Cincinnati, Ohio
- Crowley Radio Lamp & Mfg. Co., 200 Gratiot Ave., Detroit, Mich.
- Crystal Products Co., 1519 McGee Trafficway, Kansas City, Mo.
- DeWald Radio Manufacturing Corp., 440 Lafayette St., New York, N. Y.
- Dynavox Corp., 40-05 21st St., Long Island City, N. Y.
- Eckstein Radio & Television Co., Inc., 914 LaSalle, Minneapolis, Minn.
- Electrical Research & Manufacturing Co., 3001 E. Pico Blvd., Los Angeles, Calif.
- Electromatic Manufacturing Corp., 88 University Place, New York, N. Y.
- Electronic Corp. of America, 45 West 18th St., New York, N. Y.
- Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York, N. Y.
- Espey Manufacturing Co., Inc., 33 West 46th St., New York, N. Y.
- Fada Radio & Electric Co., Inc., 30-20 Thomson Ave., Long Island City, N. Y.
- Farnsworth Television & Radio Corp., 3700 Pontiac St., Fort Wayne, Ind.
- Freed Radio Corp., 200 Hudson St., New York, N. Y.
- Galvin Manufacturing Corp., 4515 Augusta Blvd., Chicago, Ill.
- Garod Radio Corp., 70 Washington St., Brooklyn, N. Y.
- General Electric Co., Bridgeport, Conn.
- General Motors Corp., Detroit, Mich.
- General Television & Radio Corp., 1240 No. Homan Ave., Chicago, Ill.
- Gilfillan Bros., Inc., 1815 Venice Blvd., Los Angeles, Calif.
- Globe Electronics Inc., 295 Madison Ave., New York, N. Y.
- Hallicrafters Co., 2611 So. Indiana Ave., Chicago, Ill.
- Hamilton Radio Corp., 510 Sixth Ave., New York, N. Y.
- Hammarlund Manufacturing Co., Inc., 460 West 34th St., New York, N. Y.
- Herbach & Rademan Co., 522 Market St., Philadelphia, Pa.
- Hoffman Radio Corp., 3430 So. Hill St., Los Angeles, Calif.
- Howard Radio Co., 1731 Belmont Ave., Chicago, Ill.
- Industrial Tool & Die Works, Inc., 2824 University Ave., S.E., Minneapolis, Minn.
- International Detrola Corp., 1501 Beard Ave., Detroit, Mich.
- Keith Radio Products, 16th & K St., Bedford, Indiana
- Kingston Radio Co., Inc., Kokomo, Indiana
- Lear, Inc., Piqua, Ohio
- E. W. McGrade Mfg. Co., 406 West 34th St., Kansas City, Mo.
- Magnavox Co., 2131 Bueter Road, Fort Wayne, Ind.
- Majestic Radio & Television Corp., 2600 West 50th St., Chicago, Ill.
- John Meck Industries, Liberty at Pennsylvania, Plymouth, Ind.
- Medco Mfg. Co., 5 West 45th St., New York, N. Y.

- Megard Corp., 1601 So. Burlington Ave., Los Angeles, Calif.
- Meissner Manufacturing Co., Mt. Carmel, Ill.
- Midwest Radio Corp., 909 Broadway, Cincinnati, Ohio
- Minerva Corp. of America, 238 William St., New York, N. Y.
- National Scientific Products Co., 5013 25 No. Kedzie Ave., Chicago, Ill.
- Noblitt-Sparks Industries, Inc., Columbus, Indiana
- North American Philips Co., Inc., 115 Palisade St., Dobbs Ferry, New York
- Packard-Bell Co., 1115 So. Hope St., Los Angeles, Calif.
- Packard Manufacturing Corp., 2900 Columbia Ave., Indianapolis, Ind.
- Phileo Corp., Ontario & C Sts., Philadelphia, Pa.
- Philharmonic Radio Corp., 528 East 72nd St., New York, N. Y.
- Philmore Manufacturing Co., 113-115 University Place, New York, N. Y.
- Pilot Radio Corp., 37-06 36th St., Long Island City, N. Y.
- Precise Developments Co., 28 No. Loomis St., Chicago, Ill.
- Precision Specialties, 210-220 North Western Ave., Los Angeles, Cal.
- Premier Tool & Instrument Corp., 388 Broadway, New York, N. Y.
- Radio Process Co., 7715-17 Santa Monica Blvd., Los Angeles, Cal.
- Radio Receptor Co., Inc., 251 West 19th St., New York, N. Y.
- Ranger Electronic & Mfg. Corp., 320 East 65th St., New York, N. Y.
- Ray Energy Radio and Television Corp. of America, 521 Fifth Ave., New York, N. Y.
- RCA Victor Division, RCA, Camden, New Jersey
- Record-O-Vox, Inc., 1379 East 8th St., Brooklyn, N. Y.
- Regal Electronics Corp., 20 West 20th St., New York, N. Y.
- Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif.
- Rex Products Co., 1313 West Randolph St., Chicago, Ill.
- Scientific Radio Products Co., 738 Broadway, Council Bluffs, Iowa
- E. H. Scott Radio Laboratories, Inc., 4450 Ravenswood Ave., Chicago, Ill.
- Searle Aero Industries, Inc., Orange, California
- Sentinel Radio Corp., 2020 Ridge Ave., Evanston, Ill.
- Setchell-Carlson, Inc., 2233 University Ave., St. Paul, Minn.
- Sheridan Electric Corp., 2850 So. Michigan Ave., Chicago, Ill.
- Signal Electronic & Manufacturing Co., 114-116 East 16th St., New York, N. Y.
- Simplex Radio Corp., Sandusky, Ohio
- Sonora Radio & Television Corp., 77 West Washington Blvd., Chicago, Ill.
- Sparks-Withington Co., The, Jackson, Michigan
- Sperti, Inc., Beech & Kenilworth Ave., Norwood Sta., Cincinnati, Ohio
- Spokane Radio Co., Inc., Sprague at Jefferson, Spokane, Wash.
- Stewart-Warner Corp., 1826 Diversey Parkway, Chicago, Ill.
- Stronberg-Carlson Co., 100 Carlson Road, Rochester, N. Y.
- Symphonic Radio and Electronic Corp., 258 Park Square Bldg., Boston, Mass.
- Tech-Master Products Co., 123 Prince St., New York, N. Y.
- Telicon Corp., 851 Madison Ave., New York, N. Y.
- Templetone Radio Manufacturing Corp., Templetone Bldg., New London, Conn.
- Tennessee Valley Associates, 117 9th Ave., N., Nashville, Tenn.
- Trav-Ler Karenola Radio & Television Corp., 1028-36 West Van Buren St., Chicago, Ill.
- United States Television Manufacturing Corp., 106 7th Ave., New York, N. Y.
- Utah Radio Products Co., 812-20 Orleans St., Chicago, Ill.
- Viewtone Co., 203 East 18th St., New York, N. Y.
- Vletrical Engineering Co., 828 No. Highland Ave., Los Angeles, Cal.
- Warwick Manufacturing Corp., 4640 West Harrison St., Chicago, Ill.
- Watterson Radio Manufacturing Co., P. O. Box 54, Dallas, Texas
- Wells-Gardner & Co., 2701 No. Kildare Ave., Chicago, Ill.
- Westinghouse Electric & Manufacturing Co., 40 Wall St., New York, N. Y.
- Whiting & Davis Company, Inc., 23 West Bacon St., Plainville, Mass.
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Stern-Kay Distributing Co., 808 Penn Ave., Pittsburgh 22, Pa.

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Lou Johnson Co., 422 N.W. 8th Ave., Portland 9, Oregon

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A. R. Tiller, Inc., 1800-02 W. Broad St., Richmond 20, Va.

Appliance Wholesalers, 307 S. Fourth East,
Salt Lake City 2, Utah
M. J. Fitzsimmons Manufacturing Co., 123
N. Water St., Rochester 4, N. Y.
Graybar Electric Co., 2642 Washington Ave.,
St. Louis 3, Mo.
Morley Brothers, 129 N. Washington Ave.,
Saginaw, Mich.
South Texas Appliance Corp., 1201 E. Hous-
ton St., San Antonio 2, Tex.
Kaemper Barrett Co., 246 S. Van Ness Ave.,
San Francisco 3, Calif.
McKay Appliance Co., Westlake at Mercer,
Seattle 9, Wash.
L. C. Lippert Co., 1627 S. 5th Ave., Sioux
Falls, S. Dak.
Mascon Distributors, Inc., 214 Birnie Ave.,
Springfield, Mass.
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R. B. Wall Co., 56 E. Union St, Wilkes
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Vice-president: Henry D. Halperin

Sales manager: Jules Frank

Trade Names

Air King, Pathe, Air Queen, Premier, Sky
King, Comet, Rex, Kert, Gilt Edge, Cub

Products Manufactured

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Allied Radio Corp.

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President: A. D. Davis

Treasurer: A. E. Davis

Sales manager: Walter F. Marsh

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graph, radio phonograph recorder, phono-
graph recorders, record players

Models

Portable, table, console and farm models

Ansley Radio Corp.

21-10 49th Ave., Long Island City 1, N. Y.

President: Arthur C. Ansley

Secretary and treasurer: Anne K. Ansley

Sales manager: John Wood

Trade Names

Dynaphone, Dynatone, Dynafash

Products Manufactured

Radio-phonograph combinations, elec-
tronic piano, photo-flash synchronizer

Models

Modern and period

Distributors

C. A. Clinton, 941 Western Ave., Albany,
N. Y.

Reid H. Cox & Co., 276 Peachtree St., N.E.,
Atlanta, Ga.

Fillmore & Fillmore, Liberty Bank Bldg.,
Buffalo 2, N. Y.

Hal Elthorn, 1325 W. Thorndale Ave., Chi-
cago 40, Ill.

Harry D. Schoenwald, 209 S. State St., Chi-
cago, Ill.

P. F. McMorrow, 459-B Hippodrome Annex,
Cleveland, O.

J. O. Olsen, 1456 Waterbury Rd., Cleveland,
O.

Donald D. Wood, 3829 Greenbrier Dr., Dallas
5, Tex.

R. A. Adams, 18288 Appoline Ave., Detroit,
Mich.

Earl Goetze, 2020 Walnut St., Kansas City,
Mo.

Frank H. Barstow, 1406-08 S. Grand Ave.,
Los Angeles, Calif.

W. A. Leiser & Co., N.W. Corner Race and
Canmac Sts., Philadelphia, Pa.

Fred A. Wiebe, 710 N. 12th St., St. Louis,
Mo.

W. G. Landes, 1355 Market St., San Fran-
cisco, Calif.

Automatic Radio Mfg. Co., Inc.

122 Brookline Ave., Boston, Mass.

Aviation Supply Co.

6367-69 DeLongpre Ave., Los Angeles,
Calif.

Bakelite Corp.

300 Madison Ave., New York City

Bell & Howell Co.

1801-1815 Larchmont Ave., Chicago 45,
Ill.

Belmont Radio Corp.

5921 W. Dickens Ave., Chicago 39, Ill.

President: P. S. Billings

Secretary: John Robertson

Treasurer: H. C. Mattes

Sales manager: S. Freshman

Products Manufactured

Radio receivers

Bendix Radio

(Division of Bendix Aviation Corp.)

Baltimore 4, Md.

Sales manager: Leonard C. Truesdell

Trade Names

Bendix Radio

Products Manufactured

Radio and radio-phonograph combinations

Models

Table, console, farm battery and portable

Distributors

Albany Hardware & Iron Co., Albany, N. Y.

F. A. Davis & Sons, Baltimore, Md.

Youngstown Equipment Co., Boston, Mass.

Bond-Rider-Jackson Co., Charleston, W. Va.

McDaid's Electrical Supply Co., Charleston, S. C.

Southern Bearings & Parts Co., Charlotte, N. C.

Graybar Electric Co., Inc., Chattanooga, Tenn.

Sampson Electric Co., Chicago, Ill.

Walter E. Schott Appliance Co., Cincinnati, O.

Cleveland Distributing Co., Cleveland, O.

Texas Wholesalers, Dallas, Tex.

Brown-Camp Hardware Co., Des Moines, Ia.

Kelley-How-Thomson Co., Duluth, Minn.

Car Parts Depot, El Paso, Tex.

A. B. Gray Co., Fort Wayne, Ind.

Aerme Appliance, Indianapolis, Ind.

Enterprise Wholesale Furniture & Stove Co., Kansas City, Mo.

Bonar Appliances Co., Inc., Knoxville, Tenn.

Gunn Distributing Co., Little Rock, Ark.

Graybar Electric Co., Inc., Los Angeles, Calif.

Stratton-Warren Hardware Co., Memphis, Tenn.

Florida Radio & Appliance Corp., Miami, Fla.

General Utilities Distributors, Milwaukee, Wis.

Newburgh Distributing Co., Newburgh, N. Y.

E. B. Latham Co., Newark, N. J.

Alford's, Albuquerque, New Mex.

Lighting Fixture & Electric Supply Co., Inc., New Orleans, La.

Lehr Distributors, Inc., New York, N. Y.

Miller-Jackson Co., Oklahoma City, Okla.

K. K. Co., Omaha, Neb.

Philadelphia Electronics, Inc., Philadelphia, Pa.

Pittsburgh Products Co., Pittsburgh, Pa.

Household Distributing Co., Portland, Ore.

Republic Distributing Co., Providence, R. I.

Nelson Hardware Co., Roanoke, Va.

Graybar Electric Co., Inc., Rochester, N. Y.

Graybar Electric Co., Inc., Salt Lake City, Utah

Thiele-Winslow Co., San Antonio, Tex.

Graybar Electric Co., Inc., San Francisco, Calif.

Schwabacher Hardware Co., Seattle, Wash.

Interstate Appliance Co., Shreveport, La.

ZD, K. Baxter Co., Sioux City, Ia.

Crest Corporation, St. Louis, Mo.

Edward Joy Co., Inc., Syracuse, N. Y.

Mid-Atlantic Appliance Distributors, Washington, D. C.

Loyal Distributors, Wichita, Kansas

Browning Laboratories, Inc.

750 Main St., Westchester, Mass.

President and treasurer: G. H. Browning
General manager: C. H. Day

Sales manager: R. L. Purrington

Products Manufactured

Frequency meters, electronics alarm systems, electronic equipment for Army, Navy, Signal Corps, and Air Corps

Colonial Radio Corp.

251 Rano St., Buffalo, N. Y.

Columbia Associates

111 W. 21th St., New York City

President: Ralph Count

Sales manager: E. Price

Products Manufactured

Hand wound acoustic and electrically amplified phonographs

Concord Radio Corp.

901 W. Jackson Blvd., Chicago 7, Ill., and

265 Peachtree St., Atlanta 3, Ga.

Promotion: H. R. Levinger, Chicago

Sales manager: E. Berliant, Atlanta

Trade Names

Concord, Lafayette.

Products Manufactured

Radio Sets, radio parts, sound amplifiers and accessories

C. G. Conn, Inc.

(Also Continental Music Co.)

Elkhart, Ind.

The Crosley Corp.

Arlington St., Cincinnati, O.

Crowley Radio Lamp & Mfg. Co.

200 Gratiot Ave., Detroit, Mich.

Delco Radio Division

General Motors Co., Kokomo, Ind.

DeWald Radio Mfg. Corp.

110 Lafayette St., New York 3, N. Y.

President and treasurer: David Wald

Secretary and sales manager: L. N. Weiss

Trade Names

DeWald

Products Manufactured

Home and Portable Radio Receivers

Models

Table, plastic wood portable, ACDC battery console, AMFM television

Dynovox Corp.

1005 21st St., Long Island City, N. Y.

President: Joseph Dworken

Secretary: Alfred H. Suskoff

Trade Names

Dynovox

Products Manufactured

Portable electric phonograph (amplified)

VICTOR RECORDS *Distributor*

*Connecticut: Franklin, Hampden and
Hampshire Counties in Massachusetts*

Also distributor for:

RCA Victor Needles

Peter Gray Kacti Needles

Pfanstiehl

Permo Point

Fidelitone

Recordisc

Redi-Rack

Recobrush

Record Accessories

Radio & Appliance Distributors, Inc.

673 Connecticut Blvd.

East Hartford, Conn.

RADIO, RADIO-PHONOGRAPH

Eckstein Radio & Television Co., Inc.
914 LaSalle Ave., Minneapolis, Minn.

Electrical Research & Mfg. Co.
3001 E. Pico Blvd., Los Angeles 23,
Calif.

Electromatic Mfg. Co.
88 University Pl., New York City

Electronic Corp. of America
45 W. 18th St., New York 11, N. Y.

President: Samuel J. Novick
Sales manager: Jack Geartner

Trade Name—ECA
Products Manufactured
Radio sets and phonograph
Models

Radio-phonograph combinations, radios
(both AM and FM), custom built radios,
phonographs

Distribution—Direct to dealers

Emerson Radio & Phonograph Corp.
111 Eighth Ave., New York City

President: Max Abrams
Secretary: William C. Stein
Treasurer: Ben Abrams
Sales manager: Sam Abrams

Products Manufactured
Radio receiving sets, RF and IF coils of
various types, and high fidelity speakers.
Models

Table-plastic and wood; consoles with
automatic record changers and recorders.

Espey Mfg. Co., Inc.
33 W. 46th St., New York 13, N. Y.

President: Harold Shevers
Secretary: Nathan Pinsky
Sales manager: James Jewel

Products Manufactured
Radios, phonographs, radio phonographs
Distribution—Direct to retailer

Fada Radio & Electric Co.
30-20 Thomson Ave., Long Island City 1,
N. Y.

President: J. M. Marks
Secretary-treasurer: D. I. Marks
Sales manager: A. Wellington

Products Manufactured
Home radio receivers, phonographs, phono-
graph combination consoles, portable
radios, farm radios, FM television

Farnsworth Radio & Television Co.
3702 E. Pontiac St., Ft. Wayne 1, Ill.

President: E. A. Nicholas
Secretary: E. M. Martin
Treasurer: J. P. Rogers
Sales manager: Farnsworth Division, E. H.
McCarthy

Sales manager: Capehart Division, I. C.
Hunter

Trade Names
Capehart, Farnsworth, Capehart-Pana-
muse

Products Manufactured

Radio and television equipment, broad-
casting equipment.

Models

Table, Consoles, and Radio-Phonograph
for Farnsworth Phonograph-Radio Com-
binations for Capehart

Distributors—Farnsworth.

Sacks Electrical Supply Co., 615 S. Main St.,
Akron 11, O.

C. M. Williams & Co., 615 Saylor St., Am-
arillo, Tex.

E. Garnich & Sons Hardware Co., 400-112
Seventh Ave., W., Ashland, Wis.

W. T. Shackelford Co., 393 Peachtree Rd.,
Atlanta, Ga.

Lincoln Sales Corp., 1307 St. Paul St., Balti-
more 2, Md.

Rice & Miller, Bangor, Me.

Taylor Refrigeration Co., 2716 Montana Ave.,
Billings, Mont.

L & K Electric Co., 72 State St., Bingham-
ton, N. Y.

Matthews Electric Supply Co., Birmingham,
Ala.

Bigelow & Dowse Co., Appl. Div., 652
Beacon St., Boston 15, Mass.

Foster Supply Co., 1081 Main St., Buffalo 8,
N. Y.

J. S. George Supply Co., 112-114 North St.,
Burlington, Vt.

Harper & McIntire Co., Cedar Rapids, Ia.

The York Supply Co., 2621 Colerain Ave.,
Cincinnati, O.

Charleston Electrical Supply Co., 14 Kan-
awha Blvd., Charleston 29, W. Va.

Twin-States Dist. Co., 515-17 W. Palmer St.,
Charlotte 2, N. C.

Harry W. Cameron, Inc., 1021 Chestnut St.,
Chattanooga, 2, Tenn.

Midland Electric Co., 2125 Superior Ave.,
Cleveland, O.

Palmetto Electric Supply, 1850 Laurel St.,
Columbia, S. C.

F. O. Carpenter & Sons, 207 No. 4th St.,
Columbus, O.

Paul Blackwell Co., 2016 Richardson St.,
Dallas, Tex.

York Supply Co., 531 E. Third St., Dayton 2,
O.

James H. Blinn Co., Sugar Bldg., Denver,
Colo.

The B. K. Sweeny Electrical Co., 1601 23rd
St., Denver 17, Colo.

Republic Supply Corp., 421 W. Jefferson
Ave., Detroit 26, Mich.

Crouch Appliance Co., 623 Texas St., El
Paso, Tex.

Tri-State Appliance Dist., 1015 State St., Erie
2, Pa.

Fargo Paint & Glass Co., Fargo N. D.

National Mill Supply Co., 107-17 E. Colum-
bia St., Fort Wayne 2, Ind.

Independent Dist., Inc., 11 Market St., N.W.,
Grand Rapids, Mich.
Straus-Bodenheimer Co., 1513 Prairie Ave.,
Houston 2, Tex.
Electronic Distributors Div., Packard Mfg.
Corp., Indianapolis, Ind.
Raybro Electric Supplies, Inc., Jacksonville,
Fla.
Graybar Electric Co., Inc., 1641 Baltimore
Ave., Kansas City 8, Mo.
Cross & Rogers, 117½ E. Third, Little Rock,
Ark.
Sherman-Swenson & Associates, 2436 East
Eighth St., Los Angeles, Calif.
Kentworth Corp., 726-30 West Main, Louis-
ville, Ky.
P. F. Crenshaw, Jr. Co., 32 W. Iowa Ave.,
Memphis, Tenn.
Raybro Electric Supplies, Inc., Miami, Fla.
Lappin Electric Co., 1022 N. Fifth St., Mil-
waukee 3, Wis.
General Heating Products Co., 3353 Univer-
sity Ave., S.E., Minneapolis, Minn.
American Distributors, Inc., 76 Franklin St.,
New Haven 11, Conn.
Interstate Electric Co., Magazine St., New
Orleans 7, La.
D. W. May Corp., 1 E. 42nd St., New York
17, N. Y.
Superior Dist. Co., 2335 N. W. 12th St.,
Oklahoma City 7, Okla.
Gaybar Electric Co., Inc., 1120 Capitol Ave.,
Omaha 2, Neb.
Harper & McIntire Co., Ottumwa, Ia.
Trilling & Montague, 2401 Walnut St.,
Philadelphia, Pa.
Standard Equipment Co., 125 N. First St.,
Phoenix, Ariz.
Graybar Electric Co., Inc., 37 Water St.,
Pittsburgh 22, Pa.
Bargelt Supply, 1131-1135 S.W. Washington
St., Portland, Ore.
Emery Waterhouse, 145 Middle St., Portland
6, Me.
Providence Electric Co., Inc., 110-114 Em-
pire St., Providence 3, R. I.
Sterling Appliance Co., 106 Second St.,
Reno, Nev.
B. T. Crump Co., 1310 E. Franklin, Rich-
mond 13, Va.
West Central Dist., One Mount Hope Ave.,
Rochester, N. Y.
Jackson Investment Co., 1008-9 Continental
Bank Bldg., Salt Lake City 1, Utah
Standard Distributing Co., 419 S. St. Mary's
St., San Antonio 6, Tex.
Frank Edwards Co., Radio & Appliance
Div., 1414 Van Ness Ave., San Francisco
9, Calif.
LeValley, McLeod, Kinkaid Co., 126-140 Van
Guysling Ave., Schenectady 1, N. Y.
Northwest Appliance Dist., 422-426 Smith
Tower, Seattle 1, Wash.

A. Y. McDonald, 2 West Third St., Sioux
City, Ia.
A. Y. McDonald Mfg. Co., 110 Fourth St.,
Sioux City, Ia.
A. Y. McDonald Mfg. Co., 131 E. 10th St.,
Sioux Falls, S. D.
Cloud Brothers, 110 E. Western Ave., South
Bend, Ind.
Jensen-Byrd Company, 314-324 Riverside
Ave., Spokane 8, Wash.
The Burden-Bryant Co., 126 Liberty St.,
Springfield 3, Mass.
Turners, Inc., 308 So. Campbell Ave., Spring-
field, Miss.
Raybro Electric Supplies, Inc., St. Peters-
burg, Fla.
Stanley Distributing Co., 1919-21 Washington
Blvd., St. Louis 3, Mo.
Paul Jeffrey Co., 350 West Fayette St.,
Syracuse 2, N. Y.
Raybro Electric Supplies, Inc., 812 Twigg
St. Tampa 1, Fla.
The Walding, Kinnan & Marvin Co., 332-334
Summit St., Toledo, Ohio
Horrocks-Ibbotson Co., 51 Genesee St., Utica
2, N. Y.
Washington Wholesalers, 1733 11th St., N.
W., Washington, D. C.
Graybar Electric Co., Inc., 424 N. Rock
Island, Wichita 1, Kansas.
Neyhart's Inc., 141-151 W. Third St., Wil-
liamsport 3, Pa.

Federal Recording Radio Co.

630 S. Wabash Ave., Chicago 5, Ill.

Sales manager: Ralph Rubenstein

Products Manufactured

Home recording radios, professional disc or
wire recorders.

Fonda Corporation, a Division of Jefferson-Travis Corp.

245 East 23 St., New York 10, N. Y.

President: L. M. Felt

Secretary: Frank Baron

Treasurer: Justin C. Harris

(For additional information see listing under
Jefferson-Travis).

Trade Names—Fonda, Fondaphane

Products Manufactured—Tape recording
equipment

Models—AV-2 Reference Recorder, HR-2
Home Recorder, R-1 Professional Re-
corder

Retail Prices—Model AV-2 \$750. Other
prices not available

Distributors

Southern Recording Co., Hickory, N. C.

Marshank Sales Co., 672 South Lafayette
Park Place, Los Angeles, Calif.

Heimann Co., 1215 Harmon Place, Minne-
apolis, Minn.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.

President: Max Adelsberg

Secretary: Melvin Zelkin
General manager: Arthur Freed, A. P.

Trade Name—Freed-Eisemann

Products Manufactured

Wartime: special communications and electronic equipment for the Armed Forces;
Peacetime: radio-phonographs.

Models

Chair-side and console radio-phonograph combinations, all FM equipped.

Distribution—Direct to dealers.

Galvin Manufacturing Corp.

1515 Augusta Blvd., Chicago 51, Ill.

President: Paul V. Galvin.

Secretary: Chas. E. Green.

Treasurer: Geo. H. MacDonald.

Sales manager: Wm. H. Kelley.

Trade Name—Motorola.

Products Manufactured

Motorola FM and AM home radios, portable radios, auto radios, automatic phonograph-radio, television sets, FM police radios, radar, military radio equipment

Models

Table Models, Consoles, Lowboy Cabinets, Battery Operated Farm Sets, Battery-Operated and 3 Power Portables, Home Recorders, Wireless Record Players, Car Radios (custom built), Television Sets.

Distributors (Listed by cities)

Hudson Valley Asbestos Corp., 170 Central Ave., Albany, N. Y.

Dihert Radio Distributing Co., 1802 - 11th Ave., Altoona, Pa.

McDonald Auto Supply Co., 2nd & Polk Streets, Amarillo, Tex.

Freck Radio & Supply Co., 38 Biltmore Ave., Asheville, N. C.

Kearns Auto Radio Service, 25 North Albany Avenue, Atlantic City, N. J.

Edwards-Harris Co., 258 Peachtree Street, N.E., Atlanta 3, Ga.

Radio Service Laboratory, 15 Haymarket Square, Bangor, Me.

Auto Service Co., 1916 Fourth Ave. South, Birmingham 3, Ala.

Metro Distributors, Inc., 671 Commonwealth Ave., Boston 15, Mass.

Battery & Starter Co., Inc., 2505 Main St., Buffalo 14, N. Y.

Gifford-Brown, Inc., 106 First Street, S.W., Cedar Rapids, Ia.

Jackson Distributing Co., 1330 West Washington Blvd., Chicago 7, Ill.

C. Burton Hollingshead, Route No. 10, Kenwood, Cincinnati, O. (To cover Evansville, Ind.)

Lockie & Glenn, 2110 Gilbert Ave., Cincinnati 6, O.

Wilson Radio Distributing Co., 1116 Central Ave., Charleston 4, W. Va.

Glasgow-Stewart & Co., 208 East Fifth St., Charlotte 1, N. C.

Med D. Bacon, 915 Batton Ave., Chattanooga 5, Tenn. (To cover Roanoke, Va.)

Bryant & Trimble, 406 Broad St., Chattanooga, Tenn.

The M & M Co., 5200 Prospect Ave., Cleveland 3, O.

The M & M Co., 211 East Gay St., Columbus, O.

Porter Burgess Co., 815 North Pearl St., Dallas 1, Tex.

Moore Equipment Co., 226 West Third St., Dayton 2, O.

Boyd Distributing Co., 310 Majestic Blvd., Denver 2, Colo.

Gifford-Brown, Inc., 1216-18 Grand Ave., Des Moines, Ia.

Ingram Distributing Co., 1190 Cass Ave., Detroit 1, Mich.

Brady Electric Company, Inc., 255 State St., Elmira, N. Y.

Oakes Battery & Electric Co., 123 Texas St., El Paso, Tex.

Fargo Paper Co., 26-28 Eighth Street, North, Fargo, N. D.

Wall Distributing Co., 241 Pearl St., Fort Wayne 2, Ind.

Fort Worth Battery Co., 615 Lamar St., Fort Worth, Tex.

Davis Radio Co., 2501 Tulare St., Fresno, Calif.

Republic Distributing Co., 72-74 North Division Ave., Grand Rapids, Mich.

Post & Lester Co., 10 Chestnut St., Hartford 5, Conn.

Moore Bros. Co., 1515 Milam St., Houston, Tex.

Radio Distributing Co., 1013 North Capitol Ave., Indianapolis 1, Ind.

Motor Radio Company, Inc., 2410 Charlotte St., Kansas City 8, Mo.

Bryant & Trimble, 324 West Magnolia St., Knoxville, Tenn.

Specialty Sales Co., 116 West Chestnut St., Lancaster, Pa.

Offenhauer Co., 227 West Washtenaw St., Lansing, Mich.

Home Appliance Distributors of Arkansas, 600 West 7th St., Little Rock, Ark.

Kierulff & Co., 1839 South Flower St., Los Angeles 15, Calif.

Western Auto Supply Co., 1100 South Grand Ave., Los Angeles 54, Calif.

ABC Distributing Corp., 905 South First St., Louisville 3, Ky.

Radio Service Laboratory, 1191 Elm St., Manchester, N. H.

Mills-Morris Co., 171 South Dudley St., Memphis 1, Tenn.

Electro-Pliance Distributors, Inc., 2458 West Lisbon Ave., Milwaukee 5, Wis.

Forster Distributing Co., 1122 Harmon Pl., Minneapolis 3, Minn.

Nelson Radio & Supply Co., 263 St. Louis St., Mobile, Ala.

VICTOR

RECORDS *Distributor*

Sixty-five counties in Central and Northern Illinois and bordering counties in Iowa and Indiana

Also distributor for:

RCA Victor Products
Radios
Sound Equipment
Radio Accessories
Phonographs
Special Products

American Central
Blackstone
Sunbeam
Seth Thomas Clocks
Batteries
Radio Parts
Test Equipment
Fidelitone Needles
Pfanstiehl Needles
Duotone Needles
Audio Discs
Record Accessories

Klaus Radio & Electric Co.

707 Main Street

Peoria 2, Illinois

RADIO, RADIO-PHONOGRAPH

Lofgren Distributing Co., 1202 Fourth Ave., Moline, Ill.
 Currey's, 17th & West End Ave., Nashville 3, Tenn.
 Motorola-New Jersey, Inc., 177 Central Ave., Newark 4, N. J.
 Higgins Industries, Inc., Appliance Division, 521 City Park Ave., New Orleans 19, La.
 Motorola-New York, Inc., 33 West 60th St., New York City 23, N. Y.
 Ashman Distributing Co., 726 Boush St., Norfolk 10, Va.
 Wm. McE Co., 120 East Grand Ave., Oklahoma City, Okla.
 Mueller & Selby Co., 2519 Farnam St., Omaha 2, Neb.
 Strickland Distributing Co., 615 Jefferson St., Paducah, Ky.
 Seltzer Co., 601 Fulton St., Peoria 2, Ill.
 Moto Radio Distributing Co., 5732 Baum Blvd., Pittsburgh 6, Pa.
 Goldner Distributing Co., 16-50 North 5th St., Philadelphia 6, Pa.
 Radio Specialties Co., 101 West Jackson St., Phoenix, Ariz.
 Radio Service Laboratory, 15A Free St., Portland 3, Me.
 C & H Supply Co., 1316 S. W. Washington St., Portland 5, Ore.
 I. Feldman Co., 186 Broadway, Providence 3, R. I.
 Tire Sales & Service Co., 101 Hillsboro St., Raleigh, N. C.
 Nevada Distributors, Inc., P. O. Box 1017, Reno, Nev.
 Lee Distributing Co., 1126 North Blvd., Richmond 20, Va.
 Kemp Equipment Co., 39-57 Mt. Hope Ave., Rochester 7, N. Y.
 Radio Sales Co., 1910 North Michigan Ave., Saginaw 57, Mich.
 Mr. S. R. Ross, 1212 South State St., Salt Lake City 4, Utah
 Kriseh-Delevan Co., 801 Main Ave., San Antonio 2, Tex.
 Motorola-San Francisco, 1812 Van Ness Ave., San Francisco 9, Calif.
 Motorola Distributing Co., 620 Eastlake Ave., Seattle 9, Wash.
 Duncelman-Pace, 1117 Louisiana Ave., Shreveport, La.
 Duke's Radio Co., 114 West Fourth St., Sioux City 6, Ia.
 Graff Motor Supply Co., 122-21 West Seventh St., Sioux Falls, S. D.
 Radio Distributing Co., Monroe & Carroll Sts., South Bend, Ind.
 Disco Distributing Co., 2813 Washington Blvd., St. Louis 3, Mo.
 Big Boys Auto Parts Co., 123-129 South Second St., Sunbury, Pa.
 Givan Distributing Co., Inc., 709-710 Keith Bldg., Syracuse 2, N. Y.

Thurrow Radio Distributors, 115-117 South Franklin St., Tampa 1, Fla.
 Christian-Scheidler Co., Adams & 20th Sts., Toledo, O.
 Simon Distributing Corp., 2501 H St., N.W., Washington 7, D. C.
 Jones-Cornett Electric Co., Welch, W. V.
 McGrew Distributing Co., 301 Wheeler Kelly Hagny Bldg., Wichita 2, Kan.

Garod Electronics Corp.

70 Washington St., Brooklyn 1, N. Y.
 President: M. W. Weintraub
 President's assistant: Maurice Raphael
 Treasurer: B. S. Trott
 Sales manager: Louis Silver
Trade Names—Garod, Permatone
Products Manufactured
 Radio, radio-phono combinations, battery portable radios, farm radios, phonograph needles.

General Electric Co.

1 River Road, Schenectady 5, N. Y.
 President: Charles E. Wilson
 Secretary: William W. Trench
 Treasurer: J. W. Lewis
Products Manufactured
 Standard radio receivers, FM radio receivers, television receivers, combination radio-phonographs.

Distributor—General Electric Supply Corp.

General Television & Radio Corp.

1210-58 North Homan Ave., Chicago 51, Ill.
 President: Herman R. Ross
 Sales manager: John E. Rogers
Products Manufactured

Table model radios, including portables, phonograph amplifier, and radio-phonograph combinations.

Gilfillan Bros. Inc.

1815 Venice Blvd., Los Angeles 6, Calif.
 President: S. W. Gilfillan
 Vice president and director of sales: A. J. Brown
 Secretary: I. Kemp
 Sales manager: A. Jennings Brown

Products Manufactured
 Radio-phonograph combinations, recorders, portables, television and refrigerators.

The Hallicrafters Co.

2611 Indiana Ave., Chicago 16, Ill.
 President: W. J. Halligan
 Secretary and Treasurer: J. J. Frendreis
 Sales manager: R. J. Sherwood
Trade Names—Hallicrafters, Echophone.
Products Manufactured

High frequency radio transmitters and receivers, marine, aviation and commercial radio telephones, and other electronic devices and equipment.

Hamilton Radio Corp.

510 Sixth Ave., N. Y. C.

Hammarlund Mfg. Co., Inc.
160 W. 34th St., N. Y. C.
Sales manager: W. W. Jablon

Harris Mfg. Co.
2422 West 7 St., Los Angeles 5.
Trade Name: Electrotone
Products: Phonographs, phonograph accessories, sound systems.

Harvey-Wells Electronics, Inc.
North St., Southbridge, Mass.
President: J. N. Wells
Sales manager of aviation products:
Ben B. Follett
Sales manager of general products:
S. I. Rudnick
Products Manufactured
Aviation and marine radio telephones, direction finders, transmitters and receivers; FM, civilian radio, radio telephones; transmitters, receivers, decade boxes and miscellaneous specialized equipment.

Herbach & Rademan Co.
522 Market St., Philadelphia, Pa.

Hoffman Radio Corp.
3130 S. Hill St., Los Angeles 7, Calif.
President: H. L. Hoffman
Products Manufactured
Radio receiving sets, radio and phonograph combinations, television receivers.

Distributors
Arizona Wholesale Supply Co., Phoenix, Ariz.
Stubbs Electric Co., Portland, Ore.
Western Radio and Electric Co., San Diego, Calif.
Lore Electric Co., Seattle and Tacoma

Howard Radio Co.
1735 W. Belmont Ave., Chicago 13, Ill.
President: Joseph F. Riley
Sales manager: Joseph M. Muniz
Products Manufactured
Home radio sets, radio-phonograph combinations, recorders, recording discs.

Distributors
Gate City Furniture Dist., 3 Haynes St., S.W., Atlanta, Ga.
Louis M. Herman Co., 885 Boylston St., Boston 16, Mass.
Terry Durin Co., 109 7th Ave., S.E., Cedar Rapids, Ia.
General Utilities Dist., 510 No. Lake Shore Dr., Chicago 11, Ill.
Associated Dist., P. O. Box 176, Denver, Col.
Kent Wholesale Dist., 2217 Union Ave., S.E., Grand Rapids, Mich.
Wolf & Klar Wholesale Supply Co., 1308 Main St., Fort Worth, Tex.
Wholesale Appliance Co., 201 Rock St., Little Rock, Ark.
William P. Swartz, 10792 Ashton Ave., W. Los Angeles, Calif.

Wm. Von Domelen Co., 218 Ogden Ave., Menominee, Mich.
Central Electrical Sales Corp., 430 W. Jeanne Ave., Milwaukee, Wisc.
Harris Patrick Electric Supply Co., 179 Second Ave. N., Nashville, Tenn.
All-State Distributors, Inc., 563 Hawthorne Ave., Newark 8, N. J.
Southern Radio Supply, 405 Roman St., New Orleans 19, La.
Lafayette Electric Corp., 48 E. 21st St., New York 10, N. Y.
Vaugh & Robertson Refrigeration Co., 27 E. Grand Ave., Oklahoma City 2, Okla.
Arizona Hardware Co., First & Jackson St., Phoenix, Ariz.
Fisher & Brick Carpet Co., 115 Arch St., Philadelphia, Pa.
Logan & Gregg Hardware Co., 121 Ninth St., Pittsburgh, Pa.
E. G. Hendrix Co., 729 So. Flores St., San Antonio, Tex.
Lester Distributing Co., 1800 - 16th St., Sacramento 14, Cal.
True's Oil Co., N. 717 Hamilton St., Spokane 11, Washington.
Southern Electric Co., 11 E. Johnson St., Staunton, Va.
Gulf Appliance Dist. Inc., 212 S. Franklin St., Tampa, Fla.

Industrial Tool & Die Works, Inc.
2821 University Ave., S.E., Minneapolis, Minn.

International Detrola Corp.
Beard at Chatfield Sts., Detroit 9, Mich.
President: C. Russell Feldmann
Treasurer: R. J. Nixon
Trade Names
Detrola, Foster, Fasstermatic, Superfinisher, Libby Lathes.
Products Manufactured
Detrola Radio Division: Radios, radar, mine detectors, FM signal generators, home and automobile radio receivers, automatic record changers, television receivers.

Jackson Industries
2114-2121 N. Sacramento Ave., Chicago 17, Ill.
General manager: J. A. Kretzman
Sales manager: Henry Goldsmith
Products Manufactured
Replacement cabinets, speaker-baffles, portable and table electrically amplified phonographs.

Jefferson-Travis Corp.
215 East 23rd St., New York 10, N. Y.
President: Irving M. Felt
Sales manager: Walter C. Hustis (East), Robert E. Sargent (West)
Trade Names
Fonda, Jefferson-Travis

Products Manufactured

Tape recording equipment, radio communications equipment.

Models

Industrial, commercial and home recorders; marine, aircraft, mobile radio communications equipment.

Distributors

Harris & Reynolds, 122 State St., Boston, Mass.

Goode Sales Co., 325 W. Huron St., Chicago, Ill.

Patterson & Co., Allen Bldg., Dallas, Tex.

Gail Halliday, 1526 Ivy St., Denver, Colo.

Swank-Liddle, Inc., 18925 Grand River Ave., Detroit, Mich.

Southern Recording Co., Hickory, N. C.

Arthur Cerf & Co., 224 Hillside Ave., Livingston, N. J.

Marshank Sales Co., 672 S. Lafayette Park Place, Los Angeles, Calif.

Emmett N. Hughes, Haliburton Bldg., Los Angeles, Calif.

Heiman Co., 1215 Harmon Place, Minneapolis 3, Minn.

Don Burcham & Co., 917 Southwest Oak St., Portland, Ore.

Wood & Anderson, 915 Olive St., St. Louis, Mo.; Bedford, Ind.

Jensen Industries, Inc.

737 North Michigan Ave., Chicago 11.

Products: Photographs

(For more detailed information see listing under Needle & Accessory Companies)

Ken-Rad Tube & Lamp Corp.

Owensboro, Ky.

Kingston Radio Co., Inc.

Kokomo, Ind.

Lear Inc., Radio Div.

1480 Buchanan Ave., Grand Rapids 2, Mich.

Division manager: E. C. Crane

Home radio merchandise manager: N. East

Purchasing agent: E. J. Babkes

Products Manufactured

Antenna reels, antenna, compasses, control tower equipment, direction finders, receivers, transmitters.

Distributors

Radio Sound Corp., 26 Mt. Royal Ave., Baltimore, Md.

Gulf States Distributing Co., 2212 17 Third Ave. N., Birmingham, Ala.

Hunt-Marquardt Co., Boston, Mass.

Triangle Industries Corp., 600 W. Adams St., Chicago, Ill.

Sherman Sales Co., 2206 E. 16th St., Cleveland, O.

Zook Tire Co., 131 W. Colfax, Denver, Colo.

Wood Distributing Co., El Dorado, Ark.

Sloan & Gesas Co., Honolulu, Hawaii.

Lear Radio Sales of Houston, 1517 Milan St., Houston, Tex.

Approved Appliances, Inc., 16th at Meridian, Indianapolis, Ind.

Fev & Krause, Inc., 1635 South Fidgeton, Los Angeles, Calif.

Lear Radio Sales of New Jersey, 28 William St., Newark, N. J.

E. B. Latham & Co., 250 11th Ave., at 20th St., New York City.

H & S Distributing Co., 812 W. Broad St., Philadelphia, Pa.

Foreman Distributing Co., 321 S.W. First St., Portland, Ore.

First Colony Distributing, Inc., Raleigh, N. C.

Daleo Appliance Division of Dallman Supply Co., 1355 Market St., San Francisco, Calif.

Stusser Electric Co., 601 4th Ave., Seattle, Wash.

Wholesale Furniture Co., 2921 Olive St., St. Louis, Mo.

The Magnavox Co.

2131 Butler Rd., Fort Wayne 1, Ind.

President-treasurer: Richard A. O'Connor

Sales manager: N. B. Sheffill, Jr.

Trade Names

Magnavox, Illustravox

Products Manufactured

Radio-phonographs, sound-slide film equipment; radio component parts including speakers, electrolytic capacitors, transformers and other timing and special devices.

Distribution: Direct to dealers.

Maguire Industries, Inc.

500 Fifth Ave., New York 18, N. Y.

President: Russell Maguire

Secretary: C. Beeson Neal

Treasurer: Madeline Dieher

Sales manager: Anthony J. Dilbou

Products Manufactured

Radios, radio-phonograph combinations, record changers, transformers.

Majestic Radio & Television Corp.

St. Charles, Ill.

President: Eugene A. Tracy

Sales manager: Parker H. Erickson

Products Manufactured

Radios, radio-phonographs, television instruments, portables and battery sets. (See Record Companies listings for data on Majestic Records, Inc.)

Distributors

Baines-Freeman Distributors, 201 Jay St., Albany 6, N. Y.

Crawford & Thompson, 291 Ivy St., N.E., Atlanta, Ga.

J. B. Mitchell Co., 117 Market Place, Baltimore, Md.

Birmingham Electric Battery Co., Ave. B & 23rd St. S., Birmingham, Ala.

Mutual Appliance Distributors, 122 Clinton St., Buffalo 3, N. Y.

B. T. CRUMP COMPANY, INC.

Distributors for:

Eastern Virginia, Eastern North Carolina

C O L U M B I A R E C O R D S

Also distributors for:

Norge Home Appliances

Bendix Home Laundries

Bendix Ironers

Hamilton Dryers

Farnsworth Radio

Arvin Radio

Recordio Home
Recorders

And lines of
Small Appliances

B. T. Crump Company, Inc.

1310-1334 E. Franklin St. Richmond 13, Virginia

- Camden Shipbuilding & Marine Railway Co.,
Sea St., Camden, Me.
- Southern Appliances, Inc., 517 E. Trade St.,
Charlotte 2, N. C.
- Chicago-Majestic, Inc., 2600 W. 50th St.,
Chicago, Ill.
- Schuster Electric Co., 321 Sycamore St.,
Cincinnati, O.
- Elliott & Evans, Inc., 1800 Prospect Ave.,
Cleveland, O.
- Thompson & Hamilton, Inc., 211 N. Fourth
St., Columbus, O.
- Lone Star Wholesalers, Inc., 10th Floor,
Santa Fe Bldg., Dallas, Tex.
- Gem City Appliances, Inc., 121 Franklin
St., Dayton, Ohio.
- The Parker Co., 1520 Wazee St., Denver,
Colo.
- Sidles Co., 912 Locust St., Des Moines 9, Ia.
- LaSalle Electric & Mill Supply Co., 1360
Franklin St., Detroit 7, Mich.
- State Distributing Co., 11 S.W. Ionia St.,
Grand Rapids, Mich.
- Bohman-Barne, Inc., 35 W. Franklin St.,
Hagerstown, Md.
- Electrical Equipment, Inc., 1211 Congress
Ave., Houston 2, Tex.
- Kiefer-Stewart Co., 122 S. Senate, Indian-
apolis, Ind.
- Mississippi Wholesale Furniture Co., 830
S. State St., Jackson, Mich.
- Maco Appliance Distributors, 416 Admiral
Blvd., Kansas City 6, Mo.
- Allied Appliance Distributors of Knoxville,
923 Central Ave. N., Knoxville, Tenn.
- 555, Inc., Second & Broadway, Little Rock,
Ark.
- Roach & Driver, 1701 S. Grand Ave., Los
Angeles, Cal.
- Bonar Manufacturing Co., 1111 Bardstown
Rd., Louisville, Ky.
- Moe Brothers Milwaukee Co., 319 E. Cly-
bourn St., Milwaukee 2, Wis.
- W. R. Stephens Distributing Co., 25 S.
Tenth St., Minneapolis 2, Minn.
- United Electric Service, 308 N. Third St.,
Monroe, La.
- Igoe Brothers, Inc., 231 Poinier St., New-
ark 2, N. J.
- Mory Sales Corp., 156 Brewery St., New
Haven 11, Conn.
- United Distributors, Inc., 539 Carondelet
St., New Orleans 12, La.
- Colen-Grubb Co., Inc., 387 Fourth Ave.,
New York 16, N. Y.
- Hales-Mullaly Co., 1 N.E. 6th St., Oklahoma
City 1, Okla.
- Sidles Company, 502 S. 19th St., Omaha,
Neb.
- J. J. Pacock Inc., 1920 Chestnut St., Phila-
delphia 3, Penn.
- Electrical Equipment Co., of Arizona, 121
N. Central Ave., Phoenix, Ariz.
- J. E. Miller Co., 201 Kirby Bldg., 80
26th St., Pittsburgh 22, Pa.
- A. H. Marshall Co., Inc., Plattsburg, N. Y.
- F. B. Connelly Co., 1233 N.W. 12th St.,
Portland, Ore.
- R. I. Lynch, Inc., 9 Federal St., Providence,
R. I.
- Harmon Automotive Corp., 16 Charlotte St.,
Rochester, N. Y.
- The Recordit Co., 315 N. 7th St., St. Louis 1,
Mo.
- McCormack & Co., 1355 Market St., San
Francisco, Cal.
- F. B. Connelly Co., 1015 Republican St.,
Seattle 9, Mich.
- Prudential Distributors, Inc., 151 Stevens
St., Spokane, Wash.
- B. H. Spinney Co., 62 Hampden St., Spring-
field, Mass.
- B. H. Spinney Co., 1133 W. Genesee, Syra-
cuse, N. Y.
- Gerlinger Equipment Co., 1320 Madison
Ave., Toledo, Ohio
- Melen Distributing Co., 1021 Vermont Ave.,
N.W., Washington 5, D. C.
- Major Appliance Corp., 60 Arsenal St.,
Watertown 72, Mass.
- Home Appliance Co., 117 Rock Island, N.,
Wichita, Kan.
- Mason Radio Products Co.**
Kingston, N. Y.
- E. W. McGrade Mfg. Co.**
106 W. 34th St., Kansas City, Mo.
- John Meck Industries**
Plymouth, Ind.
- President: John S. Meck
Sales manager: Harry Byrne
Products Manufactured
Home radio receivers, radio phonograph
combinations, phonographs.
- Distributors*
Radio Equipment Co., 523 E. Central Ave.,
Albuquerque, N. Mex.
- Amarillo Electric Co., 111 E. 8th St., Ama-
rillo, Tex.
- Wedemeyer Electronic Supply, Ann Arbor,
Mich.
- Appleton Radio Supply, 1217 N. Richmond
St., Appleton, Wisc.
- Electrical Wholesalers Inc., 159 Trinity Ave.,
S.W., Atlanta, Ga.
- Luriz Electric Co., 210 N. Illinois St., Belle-
ville, Ill.
- James W. Clay Co., 2024 Fourth Ave. N.,
Birmingham, Ala.
- Arvedon Electric Supply Co., Inc., 73 Port-
land St., Boston, Mass.
- Burroughs Radio Co., 620 Tuscarawas St.,
W., Canton, O.
- Sigmon Radio Supply, 708-10 Bigley,
Charleston, W. Va.
- Curle Radio Supplies, 152-54 W. Huron St.,
Chicago, Ill.

RADIO, RADIO PHONOGRAPH

- United Radio Inc., 1314 Vine St., Cincinnati, O.
- Goldhamer Inc., 610 Huron Rd., Cleveland, O.
- Dixie Radio Supply Co., 1714 Main St., Columbia, S. C.
- Butler Brothers, Columbus, Ga.
- Hughes-Peters Inc., 111-17 E. Long St., Columbus, O.
- Wholesale Radio Laboratories, 744 W. Broadway, Council Bluffs, Ia.
- All-State Distributing Co., 2407 Ross Ave., Dallas, Tex.
- Inter-State Radio & Supply Co., 1639 Tremont Pl., Denver, Colo.
- Radio Electronic Supply Co., 1112 Warren Ave. W., Detroit, Mich.
- Wesco Radio Parts, 9th at Main, Evansville, Ind.
- Wise Radio Supply, 914 Towson, Fort Smith, Ark.
- United Appliance, 1009 Florence, Fort Worth, Tex.
- Radio Electronics Supply Co., 443 S. Division Ave., Grand Rapids, Mich.
- Zimmerman Wholesalers, 114 E. Washington St., Hagerstown, Md.
- R. G. Seeli & Co., 227 Asylum St., Hartford, Conn.
- R. C. & L. P. Hall, 1015 Caroline St., Houston, Tex.
- Arlington Distributing Co., 5959 E. 38th St., Indianapolis, Ind.
- Chanrose Radio Stores, Inc., 170 16 Jamaica Ave., Jamaica, N. Y.
- Ralph M. Ralston Co., 201 N. Park St., Kalamazoo, Mich.
- Radio Lab, 1515 Grand Ave., Kansas City, Mo.
- Chem City Radio & Electric Co., 408 N. Gay St., Knoxville, Tenn.
- Radio Equipment Co., 377 E. Main St., Lexington, Ky.
- Radio & Electric Co., 906 Main St., Little Rock, Ark.
- Radio Specialties Co., 1956 S. Figueroa St., Los Angeles, Calif.
- Railey-Milan Inc., 27 W. Flagler St., Miami, Fla.
- Reed & Co., 1244 N. 6th St., Milwaukee, Wis.
- Sterling Electric Co., 3133 S. 5th St., Minneapolis, Minn.
- Industrial Electric Supply Co., 1839 Peck St., Muskegon, Mich.
- Frost Electric Co., 1922 W. End Ave., Nashville, Tenn.
- Fippman & Co., 246 Central Ave., Newark, N. J.
- Shuler Supply Co., 415 Dryades St., New Orleans, La.
- Snyder & Snyder, 122 126 Church St., Norfolk, Va.
- Way Miller & Co., 188 12th St., Oakland, Calif.
- Radio Supply Inc., 724 N. Hudson St., Oklahoma City, Okla.
- The Fergerson Co., 1000-18 Broadway, Paducah, Ky.
- Randle & Hornbrook, 536 7th St., Parkersburg, W. Va.
- Gulf Electric Supply Co., 115-117 E. Gregory St., Pensacola, Fla.
- Radio Electric Service Co. of Pennsylvania, N.W. Cor. 7th & Arch Sts., Philadelphia, Pa.
- Bargelt Supply, 1131-35 S.W. Washington St., Portland, Ore.
- Southeastern Radio Supply Co., 11 E. Hargett St., Raleigh, N. C.
- Masline Radio & Electronic Equipment, 192-96 Clinton Ave. N., Rochester, N. Y.
- Tri-City Radio Supply, 229 18th St., Rock Island, Ill.
- Tom Brown Radio Co., 3924 Washington Blvd., St. Louis, Mo.
- Welch Radio Supply, 408 9th St., S., St. Petersburg, Fla.
- S. R. Ross, 1212 S. State St., Salt Lake City, Utah
- Pacific Wholesale Co., 116 9th St., San Francisco, Calif.
- The Frank Corp., 322 Broughton St. W., Savannah, Ga.
- Seattle Radio Co., 2117 Second Ave., Seattle, Wash.
- Kinder Distributing Co., Sebawaing, Mich.
- Roy R. White, 908 W. First Ave., Spokane, Wash.
- Harold Bruce, 206 E. Monroe, Springfield, Ill.
- Springfield Radio Co., 405 Dwight St., Springfield, Mass.
- Harry Reed Radio & Supply Co., 835 Boonville Ave., Springfield, Mo.
- Archer & Evinger, 1318 Wabash Ave., Terre Haute, Ind.
- Joseph B. Smith Co., Edison Building, Toledo, Ohio
- Tucson Radio Supply, 118 4th Ave. N., Tucson, Ariz.
- R & S Distributors, 214 E. 10th St., Tulsa, Okla.
- Capitol Radio Wholesalers, 2120 14th St. N.W., Washington, D. C.
- Radio Electronic Sales Co., 16 Chandler St., Worcester, Mass.
- Meissner Manufacturing Co.**
936 No. Michigan Ave., Chicago 11, Ill.
Radio-Phonograph Division, Mt. Carmel, Ill.
- Sales manager, O. F. Jester
Products Manufactured
Radio-phonographs, radio coils, radio kits.
- Distribution* Direct to dealers.

Midwest Radio Corp.

909 Broadway, Cincinnati, O.

Minerva Corp. of America

238 William St., New York 7, N. Y.

President and sales manager:

Sydney R. Berens

Secretary-treasurer: Herman H. Weisberger

Products Manufactured

Radio and radar equipment

Music Master Mfg. Co.

542 S. Dearborn St., Chicago 5.

Products: Electric Phonographs.

(Also listed under Needle & Accessory Companies)

National Co., Inc.

61 Sherman St., Malden 48, Mass.

Distribution—For information write company.**National Scientific Products Co.**

5013-25 N. Kedzie Ave., Chicago 25, Ill.

Sales manager: T. C. Flanagan

Products Manufactured

Portable electric megaphone, head-sets, radio equipment, loud speaker assemblies, crystal oscillators, test equipment.

Distributors

Lester P. Peters, Chicago, Ill.

Markepp Sales Co., Cleveland, Ohio

Geo. E. Anderson Co., Dallas, Tex.

Southeast Engineering Co., Jacksonville, Fla.

D. T. Davis, Lexington, Kentucky

Mussens Canada Ltd., Montreal, Quebec, Canada

Neuburg Sales Service, New York, N. Y.

Spector Co., San Francisco, Calif.

O. R. Ellis, Vancouver, B.C., Canada

Noblitt-Sparks Industries

Columbus, Indiana

Vice president and director of sales:

G. W. Thompson

Treasurer: Yandell C. Cline

Sales manager: Burl Buckner

Products Manufactured

Radios, electrical appliances, metal furniture, laundry tubs, car heaters, automotive parts.

Models

Radio-models, table models, record players, console combinations, portables.

Distributors (Alphabetized according to states)

Gulf States Dist. Co., 2212 Third Ave. N., Birmingham, Ala.

Standard Equipment Co., 125 N. First St., Phoenix, Ariz.

Stephens Wholesale Co., Title & Trust Bldg., Phoenix, Ariz.

Allan Brown Co., P. O. Box 2691, Little Rock, Ark.

Lester Dist. Co., 1307 K Street, Sacramento, Cal.

Radio Specialties Co., 1956 S. Figueroa St., Los Angeles 7, Cal.

State Electric Supply, 211 Tenth, Oakland, Cal.

Tom Killian, Inc., 1226 Broadway, Denver, Colo.

Morley Radio Co., 126 N. Pineapple, Sarasota, Fla.

Dunkerley Distributing Co., 401 W. Adams St., Jacksonville, Fla.

Alexander-Seewald Co., Atlanta, Ga.

A. S. Hatcher Company, Macon, Ga.

Furste Auto Supply, Mattoon, Ill.

Lynn Stewart Company, 3900 Sheridan Rd., Chicago, Ill.

Tri-City Radio Supply, Rock Island, Ill.

Colfax Manufacturing Co., 802 S. Main St., South Bend, Ind.

The Gibson Co., Indianapolis, Ind.

Radio Trade Supply Co., 1117 Grand Ave., Des Moines, Ia.

Basham Appliance Co., 218 N. Main St., Wichita, Kan.

Myer-Bridges Co., Louisville, Ky.

Modern Appliance & Supply Co., 1300 Washington Ave., New Orleans, La.

Appliance Div. Higgins Industries, Shreveport, La.

Arvin-Salmanson Co. of Baltimore, 1101 Bromo-Seltzer Tower Bldg., Baltimore 1, Md.

Arvin-Salmanson Co. of New England, 608 Little Bldg., Boston 16, Mass.

Automobile Equipment Co., 623 E. Congress St., Detroit 26, Mich.

Fitzpatrick Elect. Co., Muskegon, Mich.

C. E. Hamlin Co., Jackson, Mich.

Madison Electric Co., 282 E. Milwaukee Ave., Detroit, Mich.

Standard Electric Co., 37 W. Lawrence St., Pontiac, Mich.

Standard Elect. Co., 219 Tuscola Ave., Saginaw, Mich.

Marshall-Wells Co., Duluth 1, Minn.

The Ryan Supply Co., 216 S. State St., Jackson, Miss.

Brown Supply Co., 2800 Pine St., St. Louis, Mo.

Ryan Inter-state Distributors, 1806 Grand Ave., Kansas City, Mo.

Marshall-Wells Co., 13 N. 23rd St., Billings, Mont.

The Korf-meyer Co., 112 S. 9th St., Lincoln, Neb.

Stephens Wholesale Co., Albuquerque, N. Mex.

Arvin-Salmanson Co. of New York, 1107 Broadway, N. Y.

Group Parts, Inc., 410 E. Genesee St., Syracuse, N. Y.

Southern Tier Elect. Supply, 188 State St., Binghamton, N. Y.

Kemp Equipment Co., 39-17 Mt. Hope Ave., Albany, N. Y.

Arvin Distributors of Eastern New York, 63 Hudson Ave., Albany, N. Y.

VICTOR-BLUEBIRD

RECORDS *Distributor*

District of Columbia, Southern Maryland, Northern Virginia, Eastern West Virginia

Also distributor for:

Pfanstiehl Needles

Fidelitone Needles

Walco Needles

Kacti Needles

Recording Blanks

Record Racks

Peerless Albums

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Southern Wholesalers, Inc.

1519 L Street N.W.

Washington 5, D. C.

Hough-Wylie Co., 816 S. Tryon St., Charlotte, N. C.
 Hayes & Hopson, Asheville, N. C.
 Keilson Cigar Co., 321 E. Seventh St., Cincinnati, O.
 Keilson Cigar Co., 20 N. Jefferson St., Dayton, O.
 Irvin Leon Co., Cleveland, O.
 World Tire Corp., 1020 Madison Ave., Toledo, O.
 McCleery-Carpenter Elec. Co., 301 N. 3rd St., Columbus, O.
 Purse & Co., Oklahoma City, Okla.
 Marshall-Wells Co., Portland 8, Ore.
 Everybody's Supply Corp., 810 Arch St., Philadelphia, Pa.
 Joseph Woodwell Co., 211 Wood St., Pittsburgh, Pa.
 Bates Radio & Supply Co., 7 S. Main St., Greenville, S. C.
 C. D. Franke & Co., Charleston, S. C.
 C. D. Franke & Co., Columbia, S. C.
 Auto Bearings & Parts Co., Broadway at Sixth Ave., Nashville, Tenn.
 Southern Furniture Sales, 418 South Gay St., Knoxville, Tenn.
 Stratton-Warren Sales Co., 813 Union St., Memphis, Tenn.
 Peden Iron & Steel, 700 N. San Jacinto St., Houston, Tex.
 Purse & Co., 601 Elm St., Dallas, Tex.
 Purse & Co., San Antonio, Tex.
 Purse & Co., Texarkana, Tex.
 Jackson Distributing Co., Salt Lake City, Utah
 Benj. T. Crump Co., 1310 E. Franklin St., Richmond, Va.
 Marshall-Wells Co., Spokane, Wash.
 Valley Equipment Co., 1001 Kanawha Blvd., Charleston, W. Va.
North American Philips Co., Inc.
 Dobbs Ferry, N. Y.
Operadio Mfg. Co.
 St. Charles, Ill.
Pacific Electronics
 1130 W. Sprague St., Spokane, Wash.
 Owners: M. H. Willis, E. W. Johnson, A. C. Nash
 Sales manager: A. C. Nash
Trade Names
 Peco-Kompac, Pee Wee-Recola, Playola
Products Manufactured
 Receivers, phono-combinations, record players.
Pacific Sound Equipment Co.
 1534 Cahuenga Blvd., Hollywood 28.
Trade Name—Portelec
Packard-Bell Co.
 3443 Wilshire Blvd., Los Angeles 5, Calif.
 Company head: Herbert A. Bell
 General manager: Howard D. Thomas Jr.
 Sales manager: Joe M. Spain
Trade Names—Phonocord, Packard-Bell
Products Manufactured

Radios, combination radio-phonograph recorders
Models—Table, console, portable
Packard Mfg. Co.
 Kentucky & Morris Ave.
 Indianapolis, Ind.
Philco Corp.
 Tioga & C Sts., Philadelphia 34, Penn.
 Vice president in charge of sales:
 T. A. Kennally
Products Manufactured
 Radio, Phonographs, FM, Television, Refrigerators, Freezer Chests, Air Conditioners.
District Sales Offices
 Atlantic—3701 N. Broad St., Philadelphia, Pa.
 New England—31 Milk St., Boston, Mass.
 Middle West—666 Lake Shore Dr., Chicago, Ill.
 Central—Suite 509, Chamber of Commerce Bldg., Indianapolis, Ind.
 Northwest—502 Plymouth Bldg., Hennepin & 6th St., Minneapolis, Minn.
 Southwest—Pickwick Bldg., 903 McGee St., Kansas City, Mo.
 Texas—601-602 Southland Life Bldg., Dallas, Tex.
 Southern—1501 Rhodes Haverly Bldg., Atlanta, Ga.
 Western—617 Russ Bldg., San Francisco, Cal.
 Metropolitan Branches—New York, Chicago, Philadelphia, Detroit.
 114-120 E. 23rd St., New York 10, N. Y.
Philharmonic Radio Corp.
 528 E. 72nd St., New York City
Philmore Mfg. Co.
 113 University Pl., New York City
Phono-Rec Manufacturing Co.
 314 West 52 St., New York 19, N. Y.
Products: Portable phonographs.
 (Also listed under Needle & Accessory Companies)
Pilot Radio Corp.
 37-06 36th St., Long Island City, N. Y.
Plaza Mfg. Co.
 869 Broadway, New York, N. Y.
Products: Portable phonographs.
 (Also listed under Needle & Accessory Companies)
Precise Developments Co.
 1100 West Washington Blvd., Chicago 7, Ill.
 Sales manager: H. M. Pushker
Products Manufactured—Radios, record changers.
Models—Radios, record changers.
Precision Specialties
 210-220 N. Western Ave., Los Angeles, Calif.
Premier Tool & Instrument Corp.
 388 Broadway, New York City

Presto Recording Co.

242 West 55 St., New York, N. Y.

Products: Transcription record players, turntables.

(Also listed under Needle & Accessory Companies)

RCA-Victor Division of Radio Corp. of America

Front & Cooper Sts., Camden, N. J.

Vice president, RCA Victor Division:

Frank N. Folsom

Products Manufactured

Radios, phonographs and television home receivers. (See Record Companies list for data on RCA-Victor Records.)

Models

Large screen projection and direct view television receivers, table and console radios, table and console phonographs, combination radio-phonographs; personal radios.

Brunswick Radio Division, Radio & Television, Inc.

244 Madison Ave., New York 16, N. Y.

President and sales manager:

H. L. Weisburgh

Trade Names—Brunswick Panatropé, Brunswick

Products Manufactured

Radio receivers, phonograph combinations, television receivers, record album cabinets, wire recorders.

Models

Table models, console models in furniture, design of reproductions of museum pieces.

Distribution—Direct to dealers.

Radio Receptor Co., Inc.

251 W. 19th St., New York City.

Radiotone, Inc.

7356 Melrose Ave., Hollywood, Calif.

Products Manufactured: Turntables.

(Also listed under Needle & Accessory Companies)

Remler Co., Ltd.

2101 Brvant St., San Francisco 10, Calif.

Sales engineer: H. L. Parker

Trade Names—Remler, Cameo, Scottie.

Products Manufactured

AM and FM radio receivers, television receivers, and phonograph combinations; electronic communication equipment; precision plastic moldings and screw machine products.

Regal Electronics Corp.

20 West 20th St., New York, N. Y.

E. H. Scott Radio Laboratories, Inc.

4450 Ravenwood Ave., Chicago 40, Ill.

President: E. H. Scott

Products Manufactured

Radio receivers, phonograph combinations.

Distribution—Direct to dealer.

Searle Aero Industries, Inc.

P.O. Box 111, Orange, Calif.

President: Marshall O. Searle

Sales manager: Vincent A. Marco

Trade Names

Amerflex, VM-400, American Aircraft Radio, Ironing Cord Retractor.

Products—Radios, aircraft equipment.

Distributors

H. E. Walton, 2111 Woodward Ave., Detroit 1, Mich.

Wilford Brothers, 1217 Sinclair Bldg., Fort Worth, Tex.

James A. English, 4432 Lemp Ave., North Hollywood, Calif.

Willford Brothers, 810 Bank of America Bldg., San Diego, Cal.

Northwestern Agencies, 2111 1st Ave., Seattle 1, Wash.

C-H Engineering Co., 137 W. Wellington, Toronto 1, Canada

Sentinel Radio Corp.

2020 Ridge Ave., Evanston, Ill.

President: E. Alschuler

Secretary: G. L. Stout

Sales manager: E. G. May

Products Manufactured

Table and console models radio receiving sets, table and console phono-radio combinations, farm radio sets and portables.

Setchell Carlson, Inc.

2233 University Ave., St. Paul 1, Minn.

President: B. T. Setchell

Secretary: Don C. Carlson

Sales manager: Don L. Johnson

Products Manufactured—Radios, amplifiers.

Sheridan Electronics Corp.

2850 S. Michigan Ave., Chicago 16, Ill.

President: John J. Sheridan

Secretary: Lewis W. Schlifkin

Sales manager: Robert Shellow

Trade Names—Sheridan, Vogue.

Products Manufactured

Record players, radio phonograph combinations, automatic record changers.

Models—Table and console.

Sonora Radio & Television Corp.

325 N. Hoyne Ave., Chicago 12, Ill.

President and treasurer: Joseph Gerl

Secretary: Jess Raban

Sales manager: Edward L. Harris

Products Manufactured

Radios, phonographs, recorders, television. (See Record Companies listings for data on Sonora Records.)

Models

Table models, consoles, radio-phonograph combinations, portable radios, automobile radios, farm radios, recorders, and record albums.

Distributors

Rapid Sales Co., P.O. Box 606, Albany 1, N. Y.

Chas. S. Martin Distributing Co., 254-256 Peachtree St. N.E., Atlanta, Ga.

Nelson & Company, Inc., Dillon St. & Linwood Ave., Baltimore 24, Md.
 Maine Industries Co., 15 Columbia St., Bangor, Maine
 Millhender Distributors, Inc., 619 Atlantic Ave., Boston 10, Mass.
 Chemcity Radio and Electric Co., 1225 E. Washington St., Charleston 27, W. Va.
 C and D Distributing Co., 198 East Bay St., P.O. 294, Charleston, C. S. C.
 Walker-Jimieson, Inc., 311 S. Western Ave., Chicago, Ill.
 Johnson Hardware Co., Clarksburg, W. Va.
 Higginbotham-Pearlstone Hdw. Co., P.O. Box No. 5205, Dallas, Tex.
 The Morcy Mercantile Co., P.O. Box 5150, Terminal Annex, Denver 17, Colo.
 Diehl and Lehman Appliance Co., 601 North Piedras, El Paso, Tex.
 Boetticher & Kellogg Co., 15 Fulton Ave., Evansville, Ind.
 Texas Farm Supply Co., 316 Louisiana St., Houston 2, Tex.
 Electric Appliances, Inc., 120 West North St., Indianapolis 4, Ind.
 Capital Paper Co., 221-227 W. South St., Indianapolis, Ind.
 French Nestor Co., 711-715 Graham Bldg., Jacksonville 2, Fla.
 Ryan Radio & Electric Co., 1808-10 Grand Ave., Kansas City 8, Mo.
 Bomar Appliance Co., Inc., 828 W. Main, Knoxville, 16, Tenn.
 Cross & Rogers, Little Rock, Ark.
 W. B. Davis Electric Supply Co., 655-661 Jefferson Ave., Memphis, Tenn.
 Clark Supply Co., 233-215 E. Keefe Ave., Milwaukee, Wisconsin
 Leitz Carpet Corp., 312 - 3rd St. N., Minneapolis, Minn.
 Manufacturers' Sales Co., 201 Landreth Building, Muskegon, Mich.
 Electra Distributing Co., 1914 West End Ave., Nashville, Tenn.
 Beller Electric Co., 101 New Jersey Railroad Ave., Newark 5, N. J.
 Monroe Hardware Co., Inc., 701 Magazine St., P.O. Box 21, New Orleans, La.
 Barth Feinberg, Inc., 17-19 Union Square West, New York 3, N. Y.
 M. L. Foster Co., 712 N. Broadway, Oklahoma City, Okla.
 Franklin Electric Co., 529-31 Arch St., Philadelphia 6, Pa.
 Arizona Wholesale Supply Co., 200 Luhrs Building, Phoenix, Arizona
 L. H. Smith, Inc., 8 Eighth St., Pittsburgh, Pa.
 Billmeyer's, 210-218 S. Arthur Ave., Pocatello, Idaho
 United Radio Supply Inc., 203 S. W. Ninth Ave., at Burnside, Portland, Oregon
 Goldberg Co., Inc., 5 North 13th St., Richmond, Va.

Masline Radio & Electronic Equip. Co., 192-196 Clinton Ave. N., Rochester 4, Vermont
 Vermont Electric Supply Co., 1435 West St., Rutland, Vt.
 Southern Music Co., 830 E. Houston St., San Antonio, Tex.
 Seattle Radio Supply, Inc., 2117 Second Ave., Seattle 4, Wash.
 Springfield Radio Co., 105 Dwight St., Springfield, Mass.
 Appliance Distributing Co., 1910-12 Washington Ave., St. Louis 3, Mo.
 Wholesale Furniture Co., 2921 Olive St., St. Louis 3, Mo.
 Radio Maintenance Supply Co., 17 Central St., Worcester, Mass.

The Sparks-Withington Co.

Jackson, Mich.
 President: Harry G. Sparks
 Secretary: David M. Johnson
 Treasurer: Harold M. Johnson
 Sales manager: Edward C. Boma
Products—Radios, radio-phonographs
Models
 Table, table combinations, portables, consoles, console radio-phonograph combinations, AM-FM, television.

Sperti Inc.

Beech & Kenilworth Ave., Norwood Sta., Cincinnati, Ohio

Stewart-Warner Corp.

1826-1852 Diversy Parkway, Chicago, Ill.
Distributors (Alphabetized by cities)
 Fort Orange Radio Distributing Co., Inc., 456 Broadway, Albany, N. Y.
 Charles Hfeld Co., Albuquerque, New Mex.
 Cowan-Boze Company, 224 Nelson St., S. W., Atlanta, Ga.
 Butler Brothers, Baltimore and Liberty Sts., Baltimore, Md.
 Coffin & Wimple, 108 Hammond St., Bangor, Me.
 Northrup Supply Corporation, 168 Water St., Binghamton, N. Y.
 Cruse Crawford Distributing Co., 2130 Third Ave., So., Birmingham, Ala.
 Afton-Temp Electric Co., 415 S. Ninth St., Boise, Idaho
 Graybar Electric Co., 287 Columbus Ave., Boston, Mass.
 John Henrich Co., Inc., 422 William St., Buffalo, N. Y.
 Home Appliances Co., P.O. Box 336, Charleston, S. C.
 Shaw Distributing Co., 205 W. First St., Charlotte, N. C.
 Johnson Tire Co., Broad at Eleventh St., Chattanooga, Tenn.
 T. H. Maginnis Distributing Co., 1320 S. Michigan Ave., Chicago, Ill.
 Harry Knodel Distributing Co., 306 E. Eighth St., Cincinnati, O.

Sonora 
Clear as a Bell

**RADIOS • PHONOGRAPHS
RECORDS**

Distributor for

*Massachusetts, Rhode Island, Maine, New
Hampshire and Vermont*

Also distributor for:

Peerless Albums
Recordisc
Redi-Rack
Aeropoint Needles
Walco Needles
Actone Needles
Wilcox-Gay Needles
Kacti Needles
Red Top Sharpeners
Record Cabinets
Portable Phonographs

Milhender Distributors, Inc.

619 Atlantic Ave.

Boston 10, Mass.

Milhender Distributing Co.

387 Charles Street

Providence, R. I.

For Rhode Island, the Cape and Southern
Mass. dealers

Stromberg-Carlson Co.

100 Carlson Rd., Rochester 3, N. Y.

Sales manager: Clifford J. Hunt (radio)

Products Manufactured

Radios, radio-phonographs, television, sound equipment and telephone apparatus.

Distributors (Alphabetized by cities)

Bell-Clark & Co., 14th & Gordon St., Allentown, Pa.

Schiffer Distributing Co., Suite 201-5, Glenn Building, Atlanta, Ga.

Henry O. Berman Co., 12 E. Lombard St., Baltimore 2, Md.

Clark & Jones, 112 So. 20th St., Birmingham 3, Ala.

Central Supply Co., 601 Citizens National Bank Bldg., Brownwood, Tex.

H. D. Taylor Co., 99 to 117 Oak St., Buffalo 5, N. Y.

Chapman & Wilhelm Co., P.O. Box No. 1191, Liberty Life Bldg., Charlotte 1, N. C.

Tri-State Supply Co., 1148 Market St., Chattanooga 2, Tenn.

Tepfer Appliance Co., Inc., 301 Cincinnati Terminal Warehouses, Inc., Cincinnati, O.

J. J. Skinner & Co., 6523 Euclid Ave., Cleveland, O.

The Callander-Lane Co., 547 Brookside Dr., Columbus 9, O.

Padgett Distributing Co., 409 Bullington St., Dallas, Tex.

Midwest-Timmermann Co., 114 Western Ave., Davenport, Ia.

Robert F. Clark Co., 3062 Blake St., Denver, Colo.

Barker, Rose & Kimball, Inc., Elmira, N. Y.

Radio Distributing Co., 966 Cherry St. S.W., Grand Rapids 6, Mich.

Electrical Distributors, Ltd., 1216 Kapiolani Blvd., P.O. Box 228, Honolulu 10, Hawaii

Houston Radio Supply Co., 910 Calhoun, Houston 2, Tex.

Appliance Distributors, Inc., 121 E. Market St., Indianapolis 4, Ind.

Jenkins Wholesale Division, 1217 Walnut St., Kansas City 13, Mo.

Gorden Electric Supply Co., 808 W. Central Ave., Knoxville, Tenn.

Foren Bicycle Co., 605-607 Main St., Little Rock, Ark.

Graybar Electric Co., Inc., 624-628 So. 6th St., Louisville, Ky.

Auto Electric Service Co., 1214 Elm St., Manchester, N. H.

Adair Appliance Co., 664 Union Ave., Memphis 3, Tenn.

Domestic Refrigeration Co., 131 N. W. Third Ave., Miami, Fla.

Roth Appliance Distributors, Inc., 647 West Virginia St., Milwaukee 1, Wis.

Graybar Electric Co., Inc., 824 South 4th St., Minneapolis, Minn.

Better Home Products, Inc., 6 Cummins Station, Nashville 3, Tenn.

Modern Appliance & Supply Co., 1300 Washington Ave., New Orleans 19, La.

Gross Distributors, Inc., 570 Lexington Ave., New York 22, N. Y.

Branches

Jenkins Wholesale Division, 29 East Reno St., Oklahoma City, Okla.

Elliott-Lewis Electrical Co., Inc., 1017-21 Race St., Philadelphia 7, Pa.

Motor Supply Co., 315-321 North Central Ave., Phoenix, Ariz.

Ludwig Hommel & Co., 600 Second Ave., Pittsburgh 19, Pa.

Farrar-Brown Co., 491 Forest Ave., Portland, Me.

Graybar Electric Co., Inc., 6th & Cary Sts., Richmond 19, Va.

Radio Studios, Inc., 136 East Broadway, Salt Lake City, Utah

General Hotel Supply Co., 223-225 South Flores St., San Antonio, Tex.

Huletz Electric Co., Broadway & Pike, Seattle, Wash.

Spokane Paper & Stationery Co., South 152 Jefferson St., Spokane, Wash.

Jenkins Wholesale Division, 1821 Washington Blvd., St. Louis 8, Mo.

Baldwin Hall Co., 309 E. Water St., Syracuse 1, N. Y.

Byas-Fogv, Inc., 105 E. Twiggs St., Tampa 2, Fla.

H. A. McRae & Co., Inc., 137 River St., Troy, N. Y.

Jenkins Wholesale Division, 100 South Emporia, Wichita, Kan.

The Careva Co., 545-61 E. Princess St., York, Pa.

Sylvania Electric Products, Inc.

500 Fifth Ave., New York 18, N. Y.

Sales manager: D. G. Mitchell

Products Manufactured

Radio receiving and transmitting tubes; cathode ray tubes; electronic tubes and devices; incandescent lamps; fluorescent lamps, fixtures, and accessories.

Symphonic Radio & Electric Corp.

292-298 Main St., Cambridge 42, Mass.

Templetone Radio Mfg. Corp.

Templetone Bldg., New London, Conn.

Trav-Ler Karenola Radio & Television Corp.

1036 W. Van Buren St., Chicago, Ill.

Troy Radio & Television Co.

1144 S. Olive St., Los Angeles, Calif.

Products Manufactured: Electric Phonographs.

(Also listed under Needle & Accessory Companies)

United States Television Mfg. Co.

106 Seventh Ave., New York 11, N. Y.

President and treasurer: John O. Hoge

Vice president and secretary:

Francis H. Hoge, Jr.

Continued on Page 312

COLUMBIA RECORDS

DISTRIBUTOR

Northern California Western Nevada

Also distributor for:

Record Carrying Cases

Record Racks

Amfile Storage Cases

Eldeen Cutting Stylus

Record Cabinets

Columbia Needles

Pfanstiehl Needles

United Albums

Phonola Portable Phonographs

Zenith Radios

H. R. BASFORD COMPANY

425 2nd Street

San Francisco 7, Calif.

Products Manufactured

Radio and television home receivers, broadcast equipment and electronic specialties.

Models—Table, console radio-phonographs.

Utah Radio Products Co.

812-20 Orleans St., Chicago, Ill.

Viewtone Co.

203 E. 18th St., New York City

Vlectrical Engineering Co.

828 N. Highland Ave., Los Angeles, Calif.

Warwick Mfg. Co.

4644 W. Harrison St., Chicago, Ill.

Waters Conley Co.

501 1st Ave., N.W., Rochester, Minn.

President: Glen M. Waters

Secretary-treasurer: H. M. Souders

Sales control: Wayne Davis

Trade Name—Phonola

Products Manufactured

Acoustic and electronic phonographs and parts, sound recording devices, miscellaneous electronic devices.

Distributors (Alphabetized by cities)

Roskin Brothers, Inc., Albany, N. Y.

The Yancey Co., Inc., Atlanta, Ga.

Jos. M. Zamoiski Co., Baltimore, Md.

Watts-Newsome Co., 1705 First Ave., North Birmingham 5, Ala.

Columbia Wholesalers, Inc., Boston, Mass.

Columbia Wholesalers, Inc., Boston, Mass.

Western Merchandise Distributors, Inc., Buffalo, N. Y.

Southern Bearings & Parts Co., Charlotte, N. C.

Charleston Electrical Supply, Charleston, W. V.

Sampson Electric Co., 3201 So. Michigan Ave., Chicago 16, Ill.

D. L. Torchin, 224 So. Michigan Ave., Chicago, Ill.

The Tri-State Distributing Corp., 328 E. 8th St., Cincinnati 2, O.

Strong, Carlisle & Hammond Co., 1392 W. Third St., Cleveland 13, O.

Bennett Radio Co., Inc., 39 E. Chestnut St., Columbus 15, O.

The Southwestern Co., Inc., 1719 No. Harwood St., Dallas, Tex.

The B. K. Sweeney Electrical Co., 1601 23rd St., Denver 17, Colo.

The Roycraft-Iowa Co., 1326 Walnut St., Des Moines 9, Ia.

Philco Distributors, Inc., Detroit Division, 1627 W. Fort St., Detroit 16, Mich.

Roskin Distributors, Inc., Hartford, Conn.

Crumpacker-Covington Co., 31 N. Hamilton St., Houston 2, Tex.

Rudfeld Co., 614 North Capitol Ave., Indianapolis 4, Ind.

Cain & Bultman, Jacksonville, Fla.

Federal Distributing Co., 1717 Walnut St., Kansas City 8, Mo.

Ray Thomas Co., Los Angeles, Cal.

Electric Appliance Dist. of Ky. Inc., 1601 South First St., Louisville, Ky.

Woodson & Bozeman, Inc., Memphis, Tenn.

Woodson & Bozeman, Inc., 428 Union Ave., Memphis 1, Tenn.

Roskin Brothers, Inc., Middletown, N. Y.

Radio Specialty Co., 829 No. Broadway, Milwaukee 2, Wis.

The Roycraft Co., 1625 Hennepin Ave., Minneapolis 3, Minn.

E. B. Latham & Co., Newark, N. J.

Walther Brothers Co., 714-20 Howard Ave., New Orleans 13, La.

American Steel Export Co., 317 Madison Ave., New York City

Linguaphone Institute, 30 Rockefeller Plaza, New York City

Music Sales Corporation, 730 - 7th Ave., New York City

Mr. D. S. Spector, 17 E. 42nd St., New York, N. Y.

Times Appliance Company, Inc., 353 - 4th Ave., New York City

Miller-Jackson Co., 111-119 East California Ave., Oklahoma City 2, Okla.

Omaha Appliance Co., 18th and St. Mary's Ave., Omaha 2, Neb.

Motor Parts Co., Philadelphia, Pa.

Ludwig Hommel & Co., Pittsburgh, Pa.

Sunset Electric Co., Portland, Ore.

Roskin Distributors, Inc., Providence, R. I.

Wyatt-Cornick, Inc., Richmond, Va.

Chapin-Owen Co., Inc., Rochester, N. Y.

Southern Equipment Co., San Antonio, Tex.

Flint Distributing Co., Salt Lake City, Utah

H. R. Basford Co., San Francisco, Cal.

Sunset Electric Co., Seattle, Wash.

The Artophone Corp., 4200 Forest Park Blvd., St. Louis 8, Mo.

Onondaga Supply Co., Syracuse, N. Y.

Philco Distributors, Inc., 2318 Monroe Ave., Toledo, O.

Watterson Radio Mfg. Co.

2700 Swiss Ave., P.O. Box 51, Dallas 1, Tex.

Owner-manager: J. W. Davis

Secretary: M. O. Booth

Products Manufactured

Radio receiving sets, regular and automatic combinations and home receivers, radio cabinets, speaker baffles, communication cabinets and equipment.

Wells-Gardner & Co.

2701 N. Kildare Ave., Chicago 39, Ill.

President: G. M. Gardner

Secretary: W. V. Bennett

Treasurer: Frank Dillbuhner

Sales manager: H. A. Johanson

Trade Names

All receivers sold under private label.

VICTOR-BLUEBIRD RECORDS *Distributor*

The State of California

Also distributor for:

RCA Victor Radios

RCA Victor Victrolas

Norge Refrigerators and
Stoves

Bendix Washing Machines

American Central

Hamilton Mixers

Westinghouse Appliances

Leo J. Meyberg Co.

2027 S. Figueroa St.

Los Angeles 7, Calif.

RADIO, RADIO-PHONOGRAPH

- Westinghouse Electric & Mfg. Co.**
Home Radio Div., 1351 Susquehanna Ave., Sunbury, Pa.
Division sales manager: H. B. Donley
Products Manufactured
AM & FM home radios, radio-phonograph combinations, television receivers, home recording radio phonograph combinations, replacement tubes.
- Distributors* (WESCO — abbreviation for Westinghouse Electric Supply Co.)
- The Mook Electric Supply Co., 122 S. Broadway, Akron, O.
Wesco, 151 N. Pearl St., Albany 1, N. Y.
Wesco, 739 Hamilton St., Allentown, Pa.
Wesco, 99 Taylor St., Amarillo, Tex.
Wesco, 1299 Northside Dr., N.W., Atlanta 2, Ga.
Wesco, 90 Water St., Augusta, Me.
Wesco, 10 S. Calvert St., Baltimore 2, Md.
Wesco, 175 Broad St., Bangor, Me.
Wesco, 87 Chenango St., Binghamton, 60F., N. Y.
Superior-Sterling Co., 200 Bluefield Ave., Bluefield, W. Va.
Buffalo Electric Co., Inc., 75 W. Mohawk St., Buffalo 2, N. Y.
Wesco, 88 Pearl St., Boston 10, Mass.
Service Appliance Co., Moore and Scott Sts., Bristol, Va.
Wesco, 208 Flynn Ave., Burlington, Vt.
Wesco, 50 East Broadway, Butte, Mont.
The Mook Electric Supply Co., 502 Cleveland Ave., N.W., Canton, O.
Thomas, Field & Co., 72 Leonar, Charleston 27, W. Va.
Wesco, 210 E. 6th St., Charlotte 1, N. C.
Wesco, 113 N. May St., Chicago 7, Ill.
Wesco, 2329 Gilbert Ave., Cincinnati 6, O.
Wesco, 6545 Carnegie Ave., Cleveland 3, O.
Wesco, 915 Lady St., Columbia (V.), S. C.
Wesco, 266 N. 1th St., Columbus 16, O.
Wesco, N. End Mesquite St., Corpus Christi, Tex.
Wesco, 105 N. Griffin St., Dallas 2, Tex.
Wesco, 102 E. 4th St., Davenport, Ia.
Wesco, 1400 Walnut St., Des Moines 8, Ia.
Wesco, 517 Harper Ave., Detroit 2, Mich.
Wesco, 308 W. Michigan St., Duluth 2, Minn.
Zork Hardware Co., 115 South San Francisco St., El Paso, Tex.
Wesco, 1013 State St., Erie 2, Pa.
Wesco, 201 N.W. First St., Evansville 8, Ind.
Wesco, 612 S. Harrison St., Fort Wayne 2, Ind.
Wesco, 210 Jones St., Fort Worth 1, Tex.
Wesco, 511 Monroe Ave., N.W., Grand Rapids 2, Mich.
Wesco, 619 Main St., Green Bay, Wis.
Wesco, 226 Pendleton St., Greenville, S. C.
Hawaiian Electric Co., 235 King St., Honolulu, T. H.
Wesco, 1903 Ruiz St., Houston 1, Tex.
Wesco, 137 S. Pennsylvania St., Indianapolis 9, Ind.
Wesco, 37 S. Hogan St., Jacksonville 3, Fla.
Continental Electric Co., 1517 Oak St., Kansas City, Mo.
Southern Furniture Sales Co., 118 Gay St., Knoxville, Tenn.
Fones Bros. Hardware Co., Second and Rock Sts., Little Rock, Ark.
Wesco, 905 E. 2nd St., Los Angeles 51, Cal.
Tafel Electric & Supply Co., 329 W. Main St., Louisville 2, Ky.
Wesco, 1022 E. Washington Ave., Madison 3, Wis.
Wesco, 366 Madison Ave., Memphis, Tenn.
Wesco, 11 N. E. 6th St., Miami 4, Fla.
Wesco, 516 N. Broadway, Milwaukee 2, Wis.
Wesco, 515 S. 7th St., Minneapolis 15, Minn.
J. L. Perry Co., 305 Broadway, Nashville, Tenn.
Wesco, 19 Liberty St., Newark 5, N. J.
Wesco, 210 Cedar St., P.O. Box 1830, New Haven 8, Conn.
Wesco, 120 S. Peters St., New Orleans, La.
Times Appliance Co., Inc., 353 4th Ave., New York 10, N. Y.
Wesco, 2600 Hampton Blvd., Norfolk 1, Va.
Wesco, 10th and Alice Sts., Oakland 7, Cal.
Wesco, 850 N. W. 2nd St., Oklahoma City 2, Okla.
Wesco, 117 N. 13th St., Omaha 2, Neb.
Wesco, 412 S. Washington St., Peoria 2, Ill.
Wesco, 111 N. 11th St., Philadelphia 7, Pa.
Wesco, 315 W. Jackson St., Phoenix, Ariz.
Wesco, 575 Sixth Ave., Pittsburgh 19, Pa.
Danfarth Co., 5820 Centre Ave., Pittsburgh, Pa.
Wesco, 131 N. W. 8th Ave., Portland 9, Ore.
Wesco, 66 Ship St., Providence 1, R. I.
Wesco, 319 W. Martin St., Raleigh, N. C.
Wesco, 4th and Elm Sts., Reading, Pa.
Wesco, 301 S. 5th St., Richmond 19, Va.
Wesco, 726 First St., S. E., Roanoke 4, Va.
Wesco, 1018 University Ave., Rochester 7, N. Y.
Wesco, 719 Kay St., Room 113, Sacramento 11, Cal.
Wesco, 253 W. S. Temple St., Salt Lake City 11, Utah
Wesco, 1211 E. Houston St., San Antonio 6, Tex.
Wesco, 260 Fifth St., San Francisco 1, Cal.
Penn Electrical Engineering, 517-19 Ash St., Scranton, Pa.
Wesco, 1051 First Ave., S., Seattle 4, Wash.
Wesco, 1005 Dace St., Sioux City 4, Ia.
McGaffery Co., 216 Wayne St., South Bend, Ind.
Wesco, 152 S. Monroe St., Spokane 1, Wash.
Wesco, 16 Hampden St., Springfield 3, Mass.
Wesco, 1011 Spruce St., St. Louis 2, Mo.
Wesco, 253 E. 4th St., St. Paul 1, Minn.
Wesco, 961 W. Genesee St., Syracuse 1, N. Y.
Wesco, 1115 "A" St., Tacoma 2, Wash.

Columbia and Okeh Records

Distributor

Southern California Counties
of:

Los Angeles Inyo
San Diego San Bernardino
Riverside Kern
Santa Barbara Orange
Ventura Imperial
San Luis Obispo

Also distributor for best known and fastest selling
record accessory lines.

Albums
Needles
Pfanstiehl
Columbia
Fidelitone
Gem Sapphire
F. L. Jacobs:
Launderall
Automatic Washers
Radios

The
Ray
Thomas

Co. 1601 S. Hope St., Los Angeles 15, Calif.

Wesco, 117 Ellamae St., Tampa 1, Fla.
 Wesco, 1920 N. 13th St., Toledo 2, O.
 Wesco, 144 S. Broad St., Trenton 10, N. J.
 Wesco, 307 E. Brady St., Tulsa 3, Okla.
 Kempf Brothers, 227 Genesee St., Utica,
 N. Y.
 Wesco, 1216 K Street, N.W., Washington 5,
 D. C.
 Wesco, 300 W. Third St., Waterloo, Ia.
 Wesco, 1117 Main St., Wheeling, W. Va.
 Wesco, 233 S. St. Francis Ave., Wichita 2,
 Kan.
 Wesco, 318 W. 1th St., Williamsport 1, Pa.
 Wesco, 216 E. 2nd St., Wilmington 99, Del.
 Wesco, 17 Mulberry St., Worcester 1, Mass.
 Wesco, 113 S. George St., York, Pa.
 The Mook Electric Supply Co., Wick &
 Rayen Ave., Youngstown, O.

Wilcox-Gay Corp.

W. Seminary St., Charlotte, Mich.
 President and treasurer: C. M. Wilcox
 Secretary: B. R. Skinner
 Sales manager: W. L. Hasemeier
Trade Names—Recordio, Recordio Discs,
 Recordioint.
Products Manufactured
 Recording instruments for home, com-
 mercial and professional use; simultane-
 ous recording discs; cutting styli and
 play-back needles.
Distributors (Alphabetized by cities):
 Roskin Brothers, Inc., 351 Central Ave.,
 Albany 5, N. Y.
 Wedemeyer Electronic Supply Co., 221 E.
 Liberty St., Ann Arbor, Mich.
 Specialty Distributing Co., 125 Peachtree,
 N. E., Atlanta 3, Ga.
 Arthur Nelson & Co., Inc., Linwood & Dillon
 Sts., Baltimore 21, Md.
 Rice & Miller Co., 28-30-32 Broad St., Bang-
 or, Me.
 Birmingham Electric Battery Co., Ave. B &
 23rd St., S., Birmingham, Ala.
 Bigelow & Dowse Co., P.O. Box 1632, Bos-
 ton 3, Mass.
 Foster Supply Co., 1071-81 Main St., Buffalo
 8, N. Y.
 Union Supply Co., W.O.W. Bldg., Burling-
 ton, Ia.
 Charleston Electrical Supply, 911 Kanawha
 Blvd., Charleston 29, W. Va.
 York Supply Co., 2621 Colerain Ave., Cin-
 cinnati, O.
 Wagem & Whipple, Inc., 66 W. Ohio St.,
 Chicago 10, Ill.
 Goldhamer, Inc., 610 Huron Rd., Cleveland
 15, O.
 Dixie Radio Supply Co., 1711 Main St.,
 Columbia, S. C.
 F. O. Carpenter & Son Co., 207 N. 1th St.,
 Columbus, O.

Norman-Young Appliance Co., 2023 Pacific
 Ave., Dallas 1, Tex.
 Standard Radio & Electric Products Co., 135
 E. 2nd St., Dayton 2, O.
 The Auto Equipment Co., 11th at Lawrence,
 Denver, Col.
 H. E. Sorenson Co., 100 S.W. First St., Des-
 Moines 9, Ia.
 Charles W. Held, 6139 Hamilton, Detroit 2,
 Mich.
 Tri-State Appliance Distributors, 1015 State
 St., Erie 2, Pa.
 The National Mill Supply Co., 207-17 E.
 Columbia St., Fort Wayne 2, Ind.
 Electronic Equipment Co., 301 E. Fifth St.,
 Fort Worth, Tex.
 Keggin Distributing Co., 716 S. Elm St.,
 Grand Island, Nebr.
 B & W Distributing Co., 212 Grandville Ave.,
 S.W., Grand Rapids, Mich.
 Hatry & Young, Inc., 203 Ann St., Hartford,
 Conn.
 Reader's Wholesale Distributors, 111 Wash-
 ington St., Houston 2, Tex.
 Electronic Distributors Division of Packard
 Manufacturing Co., 222 E. Ohio St., In-
 dianapolis 4, Ind.
 Jenkins Music Co., 1217 Walnut St., Kansas
 City 13, Mo.
 C. M. McClung & Co., Inc., Knoxville, Tenn.
 Radio Specialties Co., 1936 S. Figueroa, Los
 Angeles 7, Cal.
 Kentworth Corporation, 726-730 W. Main,
 Louisville 2, Ky.
 Satterfield Radio Supply, 326 W. Gorham,
 Madison 3, Wis.
 Arthur Fulmer Co., 260 Monroe, Memphis,
 Tenn.
 Florida Radio & Appliance, Northwest 5th
 St. at 1st Ave., Miami 36, Fla.
 Radio Parts Co., Inc., 536-38 W. State St.,
 Milwaukee 3, Wisc.
 Lew Bonn Co., 1211 LaSalle Ave., Minne-
 apolis 1, Minn.
 J. I. Perry Co., 305 Broadway, Nashville 3,
 Tenn.
 D. W. May Corp., 1 E. 12nd St., New York
 17, N. Y.
 E. C. Wenger Co., 15th & Harrison Sts.,
 Oakland 12, Cal.
 Jenkins Music Co., 27 E. Reno, Oklahoma
 City, Okla.
 Omaha Appliance Co., 18th at St. Mary's
 Ave., Omaha 9, Neb.
 Philadelphia Electronics Inc., Land Title
 Bldg., Philadelphia 10, Penn.
 Radio Specialties Co., 101 W. Jackson,
 Phoenix, Ariz.
 Tydings Co., 632 Grant St., Pittsburgh 19,
 Pa.
 F. B. Connelly Co. of Oregon, 1233 W. 12th
 St., Portland 9, Ore.
 Emery-Waterhouse Co., 115 Middle St.,
 Portland 6, Me.
 Biehl's, Inc., 500 S. Centre St., Pottsville,
 Pa.



OUR NEW HOME AFTER OCTOBER FIRST

820-830 West Olympic Boulevard
Los Angeles

• • •

Distributor for:

- Motorola Radios for Home and Car
- Presto Recording Equipment and Discs
- One minute Washers
- Samson Irons and Heating Pads
- Electrestem Room Heaters and Vaporizers
- Radio Replacement Parts and Tubes

• • •

Serving Southern California in Radio since 1922

KIERULFF & COMPANY

Balloux, Johnson & Nichols Co., 128 Dor-
rance St., Providence, R. I.
Sterling Appliance Co., Inc., P.O. Box 1671,
Reno, Nev.
B. T. Crump Co., Inc., 1310 E. Franklin
St., Richmond, Va.
Erskine-Healy, 120 St. Paul St., Rochester 5,
N. Y.
W. H. Bintz Co., 433 W. Third St., Salt
Lake City, Utah
Alamo Distributing Co., 515 Main Ave., San
Antonio, Tex.
F. B. Connelly Co., 1015 Republican St.,
Seattle 9, Wash.
Interstate Electric Co., 616 Spring St.,
Shreveport, La.
A. Y. McDonald Manufacturing Co., 110
Fourth St., Sioux City, Ia.
A. Y. McDonald Manufacturing Co., 131
East Tenth St., Sioux Falls, S. Dak.
B. H. Spinney Co., 62 Hampden St., Spring-
field, Mass.
Jenkins Music Co., 1821 Washington Blvd.,
St. Louis, Mo.
Walker Electric Supply Co., 126 S. Third
St., Terre Haute, Ind.
Walding, Kinnan & Marvin Co., 332 Summit
St., Toledo, O.
Washington Wholesalers, 1733 14th St.,
N.W., Washington, D. C.
Jenkins Music Co., 301 S. St. Francis Ave.,
Wichita, Kan.
R. B. Wall Co., 56-58 E. Union St., Wilkes-
Barre, Pa.
Brown-Rogers-Dixson Co., Winston-Salem,
N. C.
Ross Radio Co., 325 W. Federal St., Youngs-
town 3, O.
Zenith Radio Corp.
6001 Dickens Ave., Chicago 39, Ill.
President: E. F. McDonald, Jr.
Secretary: R. D. Burnet
Treasurer: Hugh Robertson
Vice president in charge of sales: J. J. Nance
Models
Consoles, portables, chairside, radio-pho-
nograph combinations, table models and
auto radios.

Distributors (Alphabetized by cities):

Reinhard Bros. Co., Inc., Aberdeen, So.
Dak.
Henzel-Powers, Inc., 291 Broadway, Albany
1, N. Y.
Nunn Electric Co., 125 Polk St., Amarillo,
Tex.
Graybar Electric Co., 167 Walton St., N. W.,
Atlanta 1, Ga.
David Kaufmann's Sons, 1419 Maryland, Bal-
timore, Md.
Midland Implement Co., Opposite Union
Depot, Billings, Mont.
Moore-Handley Hardware Co., 27 S. Twen-
tieth St., Birmingham 2, Ala.
Northeastern Distributing, Inc., 588 Com-
monwealth Ave., Boston 15, Mass.

Jos. Strauss Co., Inc., 25 High St., Buffalo 3,
N. Y.
Vermont Hardware Co., Burlington, Vt.
The Gas Engine & Electric Co., 280-282
Meeting St., Charleston B. S. C.
Eskew, Smith & Cannon, Brooks at Wilson
St., Charleston 26, W. Va.
Allison-Erwin Co., 209 E. Fifth St., Char-
lotte 1, N. C.
Southern Furn. Sales Co., 701-707 Broad St.,
Chattanooga 2, Tenn.
Zenith Radio Distributing Corp., 680 N.
Michigan Ave., Chicago 11, Ill.
Griffith Distributing Corp., 2410 Gilbert Ave.,
Cincinnati 6, O.
The Arnold Wholesale Corp., 5209 Detroit
Detroit Ave., Cleveland 1, O.
Appliance Distrib. Co., 115 N. Front St.,
Columbus 15, O.
Radio City Distributing Co., 800 Jackson
Blvd., Dallas 2, Tex.
Intermountain Appliance Co., 1719 Wazee
St., Denver 2, Colo.
A. A. Schneiderhahn Co., 113-115 Eleventh
St., Des Moines 8, Ia.
Radio Distributing Co., 100 Selden Ave.,
Detroit 1, Mich.
Tri-States Distrib. Co., 215 S. Washington
Ave., El Dorado, Ark.
Albert Mathias & Co., El Paso, Tex.
Reinhard Brothers, Inc., Fargo, N. D.
Wayne Hardware Co., Fort Wayne 1, Ind.
Williams Hardware Co., 1th St. & Rogers
Ave., Ft. Smith, Ark.
J. A. White Distributing Co., 219 Ottawa
Ave. N. W., Grand Rapids 2, Mich.
Morley-Murphy Co., Green Bay, Wisc.
Stern & Co., 210 Chapel St., Hartford 1,
Conn.
Chas. G. Kuerr, 317 S. Cameron St., Harris-
burg, Pa.
Automatic Sales Co., 325 M & M Bldg.,
Houston 2, Tex.
Rodefeld Co., 614 N. Capitol Ave., Indian-
apolis 1, Ind.
Cain & Bultman, Inc., 505 W. Adams St.,
Jacksonville 1, Fla.
Cambria Equipment Co., 12 Iron St., John-
stown 6, Pa.
Columbian Electrical Co., 2601 Grand Ave.,
Kansas City, Mo.
Graybar Electric Co., Henley St. & Union
Ave., Knoxville 30, Tenn.
Frank Lyon Co., 1020 Main St., Little Rock,
Ark.
Sues-Young Co., 1509 S. Figueroa St., Los
Angeles, Calif.
The Otis Hidden Co., Inc., 529 W. Main
St., Louisville 2, Ky.
Stratton-Warren Hdwe. Co., 37 E. Carolina
Ave., Memphis 2, Tenn.
Morley-Murphy Co., 431 N. Plankinton Ave.,
Milwaukee 11, Wisc.
Reinhard Bros. Co., Inc., 1147 South Ninth
St., Minneapolis 2, Minn.

RCA VICTOR RECORDS

*Distributor State of Rhode Island
Bristol County in Massachusetts
New London & Windham County in Connecticut*

Also distributor for:

RCA Radios & Victrolas
Apex Washers, Cleaners, Ironers
General Electric Table Appliances
General Electric Clocks
Pak-A-Way Home Freezers
American Sun Flame Heaters
Shick Electric Shavers
Elgin Kitchen Cabinets

EDDY

AND COMPANY, Inc.

23 Broad Street
PROVIDENCE 3, R. I.

Braid Electric Co., 109-115 Eleventh Ave.
So., Nashville 3, Tenn.
The Plymouth Electric Co., 393 Chapel St.,
New Haven, Conn.
Radio Specialty Corp., 811 Carondelet St.,
New Orleans 4, La.
Zenith Radionics Corp. of N. Y., 350 Fifth
Ave., New York 1, N. Y.
Leo Maxwell Co., 810 N. W. Fourth St.,
Oklahoma City, Okla.
Major Appliance Co., 2558 Farnam St.,
Omaha 2, Neb.
Motor Parts Co., 1229 N. Broad St., Phila-
delphia 22, Pa.
Albert Mathias & Co., 305 S. 2nd Ave.,
Phoenix, Ariz.
J. A. Williams Co., 101-133 Amberson Ave.,
Pittsburgh 6, Pa.
Electrical Distributing, Inc., 525 N. W. Tenth
Ave., Portland 9, Ore.
Frank M. Brown Co., 8-16 Free St., Port-
land 3, Me.
Ballou-Johnson & Nichols Co., 128 Dorrance
St., Providence 2, R. I.
Rodefelf Co., 96 W. Main St., Richmond,
Ind.
Thurman & Boone Co., Inc., 105 S. Jefferson
St., Roanoke 7, Va.
Chapin-Owen Co., Inc., 205-213 St. Paul St.,
Rochester 1, N. Y.

Flint Distributing Co., 316 W. 2nd South St.,
Salt Lake City, Utah
Southern Equipment Co. (Div. of A. B. Frank
Co.), 210-212 W. Commerce St., San
Antonio, Tex.
Electric Supplies Distrib. Co., 135 Second
Ave., San Diego 12, Calif.
H. R. Basford Co., 125 Second St., San Fran-
cisco 7, Calif.
Scranton Elec. Constr. Co., 625 Connell
Bldg., Scranton 3, Pa.
Seattle Hardware Co., 501 First Ave. S.,
Seattle 11, Wash.
Columbia Elec. & Mfg. Co., S. 123 Wall St.,
Spokane 8, Wash.
Four States Distributing Co., 700-702 E.
Brower St., Springfield, Mo.
Hollander & Co., Inc., Vandeventer & W.
Pine, St. Louis 8, Mo.
Onondaga Supply Co., 351-357 E. Onondaga
St., Syracuse 1, N. Y.
Walker Electric Supply Co., Inc., 126-130 S.
3rd St., Terre Haute, Ind.
V. J. McGranahan Distrib. Co., 1702-01 Mad-
ison Ave., Toledo 2, O.
Edgar Morris Sales Co., 712 Thirteenth St.
N.W., Washington 5, D. C.
The S. A. Long Co., 116 N. Market St.,
Wichita 1, Kan.
Persinger Supply Co., Inc., Third Avenue,
Williamson, W. Va.

350

RECORDIO DISCS
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Recordioint NEEDLES

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THIS "balanced combination" has
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engineers to achieve the finest in home
recordings... used with the Wilcox-
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up to the realm of the professional.
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Asch Records

Stinson Records

Signature Records

Sunset Records

Bost Records

Children's Records by

Music You Enjoy, Inc.

Phonographs — Record Cabinets — Needles

*Export outlets in Mexico, Central America, Peru, Columbia, and Brazil.

EXCLUSIVE Joe Liggins & His Honey Drippers; The Honey Dripper—Part One & Two; The new sensation breaking all records. Herb Jeffries of Flamingo fame in his latest hit "Left a Good Deal in Mobile," coupled with "Here's Hoping." Dan Grission's own rendition of the top tune of the day "I Wonder" coupled with Red Callender's "Skyline." Leon Rene—A must on your list "How Come" coupled with "Everything About You Appeals To Me"—Red Callender Trio.

G & G Effie Smith, former vocalist with Erskine Hawkins; the sensation of the coast; Effie blues "I'm In The Groove Tonight."

EXCELSIOR King Cole—to be released Aug. 15, 1945 King Cole's latest and most sensational recording "Beautiful Moons Ago," coupled with "Let's Spring One"; still going strong "I'm Lost" and "Pitchin' Up A Boogie." Flennoy Trio—Two sensational blues—"Somebody's Got To Go Mr. Jones," "Now That You Know"; Induction Blues—"I Ain't Mad at You Pretty Baby." The Four Blazes—"Bing Enough Clothes For Three Days"; Timmie Rogers vocalist; "At Least You Could Save Me A Dream." Herb Jeffries, vocalist; "That's a Good Little Old Deal," "Love Will Bloom In Paris This Spring." Gerald Wilson's new band doing two great new tunes—"Synthetic Joe"—A. "Moonrise"—B; "Just One of Those Things," "Just Give Me A Man."

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RCA VICTOR radios, phonographs, television, records, sound equipment, tubes, parts and batteries

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BENDIX automatic home laundries, automatic home ironers

PREMIER vacuum cleaners

AMERICAN KITCHEN sinks, cabinets, disposers, dishwashers

DUCHESS conventional washers

Radio and Appliances

Parts and Supplies

354

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Serving a Market over 3,500,000 People



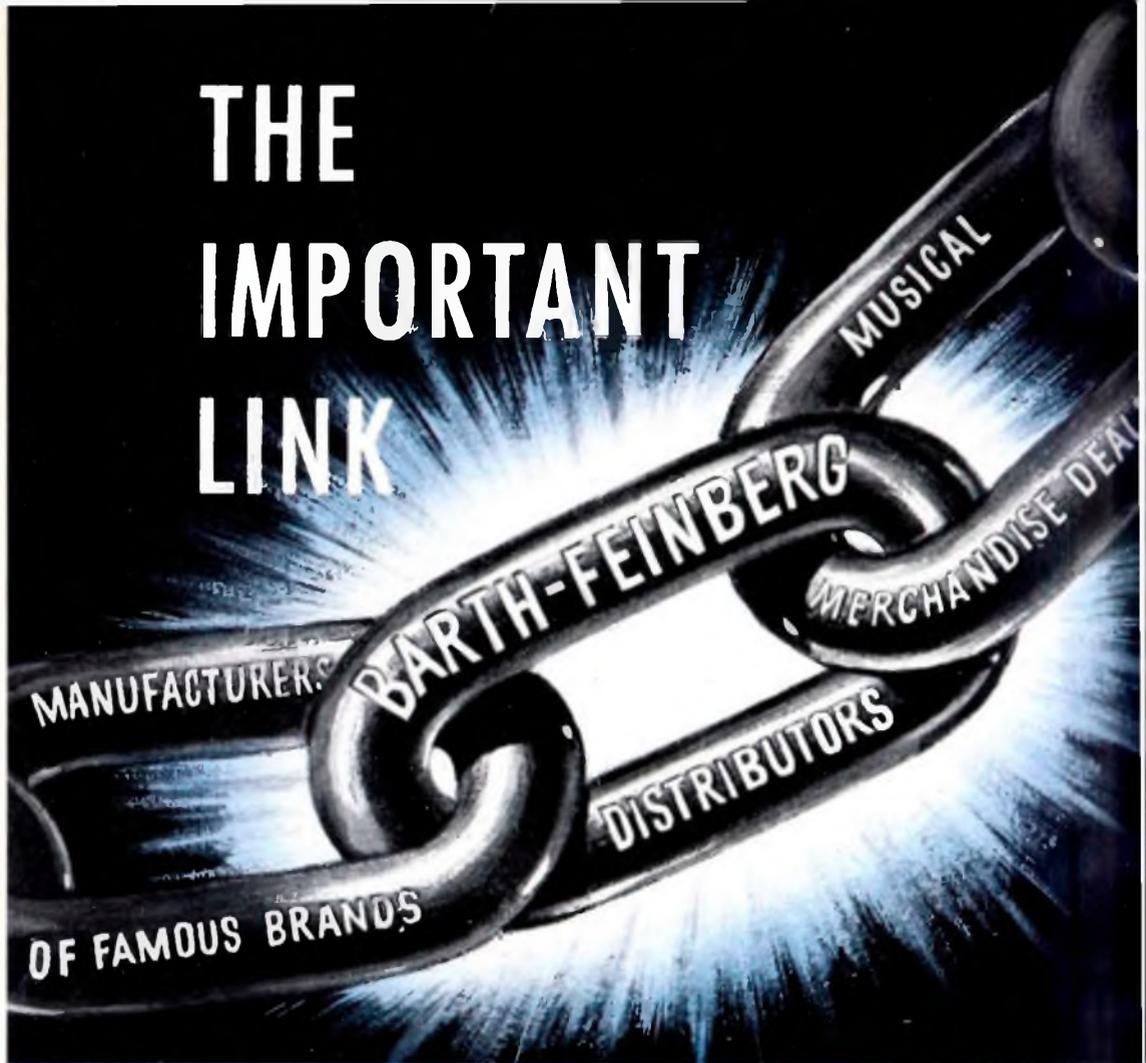
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in the East**

D & H DISTRIBUTING CO.
INC.

RCA Victor Distributors

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Barth-Feinberg connects two parts of the "Producer-to-Consumer" chain! To industry ... a concentrated outlet! To dealers ... a concentrated source of supply!

Dealers from coast to coast look to Barth-Feinberg for the great names in musical merchandise ... for new developments in radio, FM and television ... for ideas in selling and merchandising ... for dependable service and cooperation.

Barth-Feinberg is the important link between dealer and manufacturer because they have the organization, the experience and the initiative, to render unparalleled service to both!

BARTH-FEINBERG, INC.

17-19 Union Square, West, New York 3, N. Y.

Distributors of Records, Radios, Phonographs, Musical Mdse.

distributors

A listing of the latest
available data on record,
accessory, radio and
radio-phonograph distributors

The following list of record, accessory, phonograph, radio and radio phonograph distributors is alphabetized by states and, within each state, by cities. Wherever possible the listings by cities are further alphabetized by companies. Where data was available, each company listing includes the principal sales officer, the companies represented, lines carried and the territory covered.

ALABAMA

James W. Clary Co.

2024 North Fourth Ave., Birmingham 3, Ala.

Sales manager, Argus Herton

Territory Covered: Alabama and part of Mississippi.

Companies Represented—National Union Radio Corp., Tung Sol Works, Sprague Products, P. R. Mallory & Co., Cornell-Dubilier, General Electric Co., RCA, National Carbon Co., Burgess Battery Co., Centrolah, Meissner, The Turner Co., Astatic, Audio Devices, John Meck Industries, Watterson.

Products Carried—Radio tubes, radio parts, test equipment, industrial electronic supplies, radios, recording discs, batteries and sound equipment.

Auto Service Co.

1916 Fourth Ave., South, Birmingham 3, Ala.

Representing—Galvin, etc.

Birmingham Electric Battery Co.

Ave. B & 23rd St., S., Birmingham, Ala.

Representing—Majestic, Wilcox-Gay, etc.

Clark & Jones

112 South 20 St., Birmingham 3, Ala.

Representing—Stromberg-Carlson, etc.

Cruse-Crawford Distributing Co.

2130 Third Ave. So., Birmingham, Ala.

Representing—Stewart-Warner, etc.

Gulf States Distributing Co.

2212-17 Third Ave. N., Birmingham, Ala.

Representing—Lear, Noblitt-Sparks, etc.

Long-Lewis Hardware Co.

5th Ave., at 9th St., Birmingham 2, Ala.

Representing—Admiral Corp., etc.

Matthews Electric Supply Co.

Birmingham, Ala.

Representing—Farnsworth, etc.

R. P. McDavid Co., Inc.

2101 First Ave., Birmingham, Ala.

Representing—RCA-Victor, etc.

Moore-Handley Hardware Co.

27 S. Twentieth St., Birmingham 2, Ala.

Representing—Zenith, etc.

Watts-Newsome Co.

1705 First Ave. N., Birmingham 3, Ala.

Representing—Columbia, Waters-Conley, etc.

Nelson Radio & Supply Co.

263 St. Louis St., Mobile, Ala.

Representing—Galvin, etc.

ARIZONA

Black & Ryan

1529 West Lynwood, Phoenix, Ariz.

General manager, Leon S. Black

Territory Covered: Alabama. Area population—560,000

Companies Represented—Admiral, Thor, Knapp-Monarch, Ranier

Products Carried—Radios, refrigerators, ranges, home freezers, radio accessories, washing machines, ironers, small electrical appliances, water softeners, water heaters.

Arizona Hardware Co.

First & Jackson St., Phoenix, Ariz.

Representing—Howard, etc.

Arizona Wholesale Supply Co.

200 Luhrs Building, Phoenix, Ariz.

Representing—Sonora, Hoffman, etc.

Electrical Equipment Co. of Arizona

421 North Central Ave., Phoenix, Ariz.

Representing—Majestic, etc.

Albert Mathias & Co.

305 South Second Ave., Phoenix, Ariz.

Representing—Columbia, Zenith, etc.

Motor Supply Co.

315-321 North Central Ave., Phoenix, Ariz.

Representing—Stromberg-Carlson, etc.

Radio Specialties Co.

401 West Jackson St., Phoenix, Ariz.

Representing—Galvin, Wilcox-Gay, etc.

Standard Equipment Co.

125 North First St., Phoenix, Ariz.

Representing—Noblitt-Sparks, Farnsworth, etc.

Stephens Wholesale Co.

Title & Trust Bldg., Phoenix, Ariz.

Representing—Noblitt-Sparks, etc.

Wesco

315 W. Jackson St., Phoenix, Ariz.

Representing—Westinghouse.

Arizona Appliance Mart

312 East Congress St., Tucson, Ariz.

General sales manager—Tucson store, G. A. Larriva

Sales manager—Phoenix store, Rene Larriva

Territory Covered: Arizona; Area Population—500,000

Companies Represented—Crosley, Speed Queen, Prentiss-Wabers, Dearborn, Ohio Foundry, Essick.

Products Carried—Refrigerators, radios, kitchen cabinets, laundry equipment, gas ranges, kerosene stoves and oil heaters, gas heaters, evaporative coolers.

MAJESTIC RECORDS *Distributor*

*Los Angeles, San Diego, Orange, San
Bernadino, Kern, Ventura, Imperial,
Riverside, Inyo, San Luis Obispo, Santa
Barbara*

Also distributor for:

Majestic Radio

Majestic Television

Samson Table Appliances

Roach-Driver Co.

1701 S. Grand Ave.

Los Angeles 15, Calif.

Tucson Radio Supply

418 Fourth Ave. N., Tucson, Ariz.

Representing—Meck, etc.

ARKANSAS

Tri States Distributing Co.

215 South Washington, El Dorado, Ark.

Sales manager, E. W. Graves

Territory Covered: Parts of Louisiana, Arkansas and Texas.

Companies Represented—Zenith, Gibson, Estate, Thor, Lux-Air

Products Carried—Radios, refrigerators, home freezers, ranges, water heaters, washers, ironers, ventilators.

Tri-States Distrib. Co.

215 S. Washington Ave., El Dorado, Ark.

Representing—Zenith, etc.

Wood Distributing Co.

El Dorado, Ark.

Representing—Leav, etc.

Williams Hardware Co.

4th St. & Rogers Ave., Ft. Smith, Ark.

Representing—Zenith, etc.

Wise Radio Supply Co.

914 Towson Ave., Fort Smith, Ark.

Representing—Stewart-Warner, etc.

Boren Bicycle Co.

605 Main St., Little Rock, Ark.

Sales manager, Ben Boren, Jr.

Territory Covered: State of Arkansas

Companies Represented—Stromberg-Carlson, Clarion

Products Carried—Radios and accessories.

555, Inc.

Second & Broadway, Little Rock, Ark.

Sales manager, Frank Burke

Territory Covered: All of Arkansas, except seven counties adjacent to Tennessee.

Companies Represented—Majestic, Kelvinator, Bendix, American Kitchens, Universal, Royal, Estate.

Products Carried—Radios, all Kelvinator products, automatic home laundries, kitchen sinks and cabinets, household appliances, vacuum cleaners, gas and electric ranges.

Allan Brown Co.

P. O. Box 2691, Little Rock, Ark.

Representing—Noblitt-Sparks, etc.

Connerly Radio Distributors

208 West 4 St., Little Rock, Ark.

Sales manager, J. C. Wood

Territory Covered: 50 counties in Arkansas. Area Population—2,100,000.

Companies Represented—Stewart-Warner, Voss Bros. Mfg. Co.

Products Carried—Radios, washing machines and accessories.

Cross & Rogers

117½ E. Third, Little Rock, Ark.

Representing—Farnsworth, Sonora, etc.

Fones Bros., Hardware Co.

Second and Rock Sts., Little Rock, Ark.

Representing—Westinghouse.

Gunn Distributing Co.

Little Rock, Ark.

Representing—Bendix, etc.

Home Appliance Distributors of Arkansas

600 West 7th St., Little Rock, Ark.

Representing—Galvin, etc.

Frank Lyon Co.

1020 Main St., Little Rock, Ark.

Representing—Zenith, etc.

Radio & Electric Co.

906 Main St., Little Rock, Ark.

Representing—Meck, etc.

Wholesale Appliance Co.

201 Rock St., Little Rock, Ark.

Representing—Howard, etc.

CALIFORNIA

Davis Radio Co.

2501 Tulare St., Fresno, Calif.

Representing—Galvin, etc.

Jazz Distribution

1221 Vine St., Hollywood 38, Calif.

Representing—Jazz Man Records, etc.

Apollo Records Distributing Co.

500 North Western Ave., Los Angeles 4, Calif.

Representing—Richard A. Nelson, etc.

Frank H. Barstow

1106-08 S. Grand Ave., Los Angeles, Calif.

Representing—Ansley, etc.

Capitol Distributing Corp. of California

318 West 15th St., Los Angeles 15, Calif.

Representing—Capitol.

Coinmatic Distributors

2712 West Pico Blvd., Los Angeles, Calif.

Representing—Richard A. Nelson, De Luxe, etc.

Jack Gutshall Distributing Co.

1870 Washington Blvd., Los Angeles 7, Calif.

Territory Covered: National.

Representing—Capelhart, Exclusive, Excelsior, G&G, Juke Box, Preview, Alvin.

Harris Mfg. Co.

2422 West 7 St., Los Angeles 5, Calif.

Herbert H. Horn

2101 South Hill St., Los Angeles 7, Calif.

Sales manager, R. B. Cox

Territory Covered: Southern California. Area Population—approx. 5,000,000.

Representing—Admiral, Sunbeam, Proctor, Shick, Everhot, Thermador, Remington Rand, Rival Products, Nutone, Cory, Vaculator.

Products Carried—Radios, radio-phonographs, refrigerators, home freezers, electric ranges, table appliances, housewares.

Emmett N. Hughes

Haliburton Bldg., Los Angeles, Calif.

Representing—Jefferson-Travis, etc.



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318 West 15th Street
Los Angeles 15, California — Prospect 6377

• This is one of the ever-growing chain of branch offices of Capitol Records Distributing Co., Inc. To assure dealers fair distribution, each of these offices is wholly company-owned. Moreover, they are strategically located from coast-to-coast to give you faster, more efficient service.



Kierulff & Co.

820-830 W. Olympic Blvd., Los Angeles, Calif.

General manager, T. C. Nystron

Territory Covered: Southern California.

Area Population—approx. 2,500,000. *Ap* prox. 500 stores in area.

Representing—Motorola, Preston, One Minute Washer Co., Electresteam, Samson, Fidelitytone, Pfanstiehl, Recoton, Walco, Cuotone, Eveready, Burgess, Shure, Astatic, Turner, Masco, Mallory, Cornell-Dufluter, National Union, Radiart, Hickok, Jackson, Jensen, Utah, Centralab, Halldorson.

Kinney Brothers

275 North Avenue 19, Los Angeles, Calif.

Representing—Stewart-Warner, etc.

Marshank Sales Co.

672 South Lafayette Park Pl., Los Angeles, Calif.

Representing—Jefferson-Travis, etc.

Radio Specialties Co.

1956 South Figueroa St., Los Angeles, Calif.

Representing—Meck, Noblitt-Sparks, Wilcox-Gay, etc.

Leo J. Meyberg Co.

2027 S. Figueroa St., Los Angeles 7, Calif.

Sales manager, P. H. Buehler

Territory Covered: State of California.

Area Population—Approx. 7,000,000.

Companies Represented—RCA, Norge, Bendix, American Central, Hamilton, Westinghouse.

Products Carried—Phonographs, radios, records, refrigerators, stoves, washing machines, American Central products, mixers, and all Westinghouse appliances.

Pacific Allied Products

Room 312, 812 W. Eighth St., Los Angeles 14, Calif.

Sales manager, G. E. Doggett

Territory Covered: State of California for

Asch, Stinson, Signature and Music You

Enjoy; United States and Mexico for Sun-

set; Oregon, California, Utah, Arizona,

Idaho and Mexico for Neale Wrightman.

Companies Represented—Asch, Stinson, Signature, Sunset, Neale Wrightman, Music You Enjoy, Inc.

Products Carried—Phonograph records.

Radio Products Sales Co.

238 West 15 St., Los Angeles 15, Calif.

General manager, T. A. Lynch

Territory Covered: California, Washing-

ton, Oregon, Arizona, Hawaii. Population

of area—approx. 10,000,000

Products Carried—Recording equipment, public address equipment, radio receivers, broadcast and short-wave transmitters, radio parts.

Roach-Driver Co.

1701 S. Grand Ave., Los Angeles 15, Calif.

Sales manager, Leland H. Driver

Territory Covered: Southern California counties of Los Angeles, San Diego, Orange, San Bernardino, Kern, Ventura, Imperial, Riverside, Inyo, San Luis Obispo and Santa Barbara.

Companies Represented—Majestic and Samson.

Products Carried—Radio, television, records and table appliances.

Sherman-Swenson & Associates

2136 East Eighth St., Los Angeles, Calif.

Representing—Farnsworth, etc.

William P. Swartz

10792 Ashton Ave., W., Los Angeles, Calif.

Representing—Howard, etc.

Wesco

905 E. 2nd St., Los Angeles, 51, Calif.

Representing—Westinghouse.

Sues-Young Co.

1509 South Figueroa St., Los Angeles 15, Calif.

Sales manager, J. M. McLennan—Radio Division

Territory Covered: Southern California counties of Los Angeles, Riverside, San Bernardino, San Diego, Imperial, Santa Barbara, Ventura, Orange, Kern, and San Luis Obispo. *Area Population*—4,356,100.

Companies Represented—Zenith, Thermador, Coolerator, Regina, Speed Queen, Seth Thomas Saunpon.

Products Carried—Radios, electric ranges, water heaters, ice-boxes, refrigerators, Electricbrooms, floor polishers, washers, ironers, clocks, irons.

Ray Thomas Co.

1601 South Hope St., Los Angeles 15, Calif.

Record Department manager, Marshall Lee

Territory Covered: Southern California counties of Los Angeles, Inyo, San Diego, San Bernardino, Riverside, Kern, Santa Barbara, Orange, Ventura, Imperial, San Luis Obispo. *Area Population* approx. 4,500,000.

Companies Represented—Columbia, F. L. Jacobs, Pfanstiehl, Fidelitytone.

Products Carried—Records, needles, washers, ironers, driers, and appliances, radios.

Western Auto Supply Co.

1100 South Grand Ave., Los Angeles 51, Calif.

Representing—Galvin, etc.

Gordon E. Wilkins, Inc.

331 San Pedro, Los Angeles, Calif.

Representing—Bibletone, Gala, etc.

Wave Miller & Co.

128 12th St., Oakland, Calif.

Representing—Meck, etc.



Served by the

San Francisco BRANCH

OF CAPITOL RECORDS DISTRIBUTING CO., INC.

1355 Bush Street
San Francisco 9, California — Ordway 1864

• This is one of the ever-growing chain of branch offices of Capitol Records Distributing Co., Inc. To assure dealers fair distribution, each of these offices is wholly company-owned. Moreover, they are strategically located from coast-to-coast to give you faster, more efficient service.



DISTRIBUTORS, cont.

State Electric Supply

241 Tenth, Oakland, Calif.

Representing—Noblitt-Sparks, etc.

C. E. Wenger Co.

15th & Harrison Sts., Oakland 12, Cal.

Representing—Wilcox-Gay, etc.

Wesco

10th and Alce Sts., Oakland 7, Cal.

Representing—Westinghouse.

Lester Distributing Co.

1800 - 16th St., Sacramento 14, Calif.

Representing—Howard, Noblitt-Sparks, etc.

Wesco

719 Kay St., Room 413, Sacramento 11, Cal.

Representing—Westinghouse.

Electric Supplies Distrib. Co.

435 Second Ave., San Diego 12, Calif.

Representing—Zenith, etc.

Western Radio and Electric Co.

San Diego, Calif.

Representing—Hoffman, etc.

H. R. Basford Co.

425 2nd St., San Francisco 7, Calif.

Sales manager, J. T. Templeton

Territory Covered: Northern California and Western Nevada. Area population—Approx. 3,500,000.

Companies Represented—Columbia, Zenith, Tappan, Gibson, Whirlpool, Premium, Ruud, Fraser, Sprague.

Products Carried—Phonograph records, radios, hearing aids, gas ranges, refrigerators, home freezers, electric ranges, washers, ironers, vacuum cleaners, water heaters, furnaces, gas meters.

Dalco Appliance Division, Dallman Supply Co.

1355 Market St., San Francisco, Calif.

Representing—Lear, etc.

Frank Edwards Co.,

Radio and Appliance Div.

1414 Van Ness Ave., San Francisco 9, Calif.

Representing—Farnsworth, etc.

Edward F. Hale Co.

1355 Market St., San Francisco 3, Calif.

Sales manager, T. N. Biglier

Territory Covered: Northern California. *Products Carried*—Stewart Warner radios, Horton washers and ironers, Filter Queen vacuum cleaners, Amana freezers, Arcturas radio tubes, Merit Made toasters, small appliances and juvenile furniture.

Kaemper-Barrett

246 South Van Ness Ave., San Francisco 3, Calif.

Sales manager, J. T. Barrett

Territory Covered: 47 counties in Northern California and 12 counties in Western

Nevada. Area Population—3,565,000.

Companies Represented—Admiral, Royal. *Products Carried*—Radios, refrigerators, freezer lockers, ranges and vacuum cleaners.

W. G. Landes

1355 Market St., San Francisco, Calif.

Representing—Ansley, etc.

McCormack & Co.

1355 Market St., San Francisco, Calif.

Representing—Majestic, etc.

Leo J. Meyberg Co., Inc.

70 Tenth St., San Francisco 1, Calif.

Sales manager, W. J. Lancaster

Territory Covered: Northern California and Western Nevada. Area population—Approx. 1,000,500.

Companies Represented—RCA, Eureka, Norge, Bendix.

Products Carried—Records, radios, all products of Eureka and Norge, automatic home laundries.

Motorola-San Francisco

(also C. G. Hadicke & Co.)

1812 Van Ness Ave., San Francisco 9, Calif.

Sales manager, D. A. McMullen

Territory Covered: Twenty-nine counties in Northern California. Area Population—approx. 3,000,000.

Companies Represented—Motorola.

Products Carried—Car and home radios.

Pacific Wholesale Co.

116 9th St., San Francisco, Calif.

Representing—Meck, etc.

Spector Co.

San Francisco, Calif.

Representing—National Scientific Products, etc.

Wesco

260 Fifth St., San Francisco 1, Cal.

Representing—Westinghouse.

COLORADO

Associated Distributors

P. O. Box 176, Denver, Col.

Representing—Howard, etc.

The Auto Equipment Co.

11th at Lawrence, Denver, Col.

Representing—Wilcox-Gay, etc.

James H. Blinn Co.

Sugar Bldg., Denver, Colo.

Representing—Farnsworth, etc.

Boyd Distributing Co.

20 West 13 Ave., Denver 1, Colo.

Sales manager, Cecil H. Boyd

Territory Covered: Colorado and Wyoming. Eleven western counties in Nebraska and thirteen northern counties in New Mexico. Area population—Approx. 1,685,000.

Products Carried—Radios, electrical home appliances, sewing machines, refrigerators,



Served by the

Washington D.C. BRANCH

OF CAPITOL RECORDS DISTRIBUTING CO., INC.

*930 F Street, N.W., Atlantic Building
Washington 4, D. C. — District 3600*

• This is one of the ever-growing chain of branch offices of Capitol Records Distributing Co., Inc. To assure dealers fair distribution, each of these offices is wholly company-owned. Moreover, they are strategically located from coast-to-coast to give you faster, more efficient service.



carpet sweepers, washing machines, electric mixers, coffee makers, toasters, irons, roasters, waffle irons.

Robert F. Clark Co.

3062 Blake St., Denver, Colo.

Representing—Stromberg-Carlson, etc.

Gail Halliday

1526 Ivy St., Denver, Colo.

Representing—Jefferson Travis, etc.

Hendrie & Bolthoff Mfg. & Supply Co.

P. O. Box 5110, Terminal Station, Denver 17, Colo.

Sales managers, H. I. Ingles, radio and appliances; C. J. Unger, records.

Territory Covered: Colorado, Central and Eastern Wyoming, Black Hills of South Dakota and Western Nebraska. Area population—Approx. 1,500,000.

Companies Represented—RCA, Horton, Estate, Clark.

Products Carried—Radios, phonographs, records, washers, gas- and electric ranges, heaters.

Intermountain Appliance Co.

1749 Wazee St., Denver 2, Colo.

Representing—Zenith, etc.

Inter-State Radio & Supply Co.

1639 Tremont Place, Denver 2, Colo.

Sales manager, R. N. Swanson

Territory Covered—Colorado, Wyoming, New Mexico, Western Nebraska, Western Kansas, Black Hills of South Dakota. Area population—Approx. 2,000,000.

Representing—RCA, John Meek, Sentinel, Eveready, Royovac.

Products Carried—Radiola radio sets, commercial sound, radiotron tubes, batteries, radio parts and accessories.

Tom Killian, Inc.

1226 Broadway, Denver, Colo.

Representing—Noblit Sparks, etc.

The Morey Mercantile Co.

P. O. Box 5150, Terminal Annex, Denver 17, Colo.

Representing—Sonota, etc.

Ralph Olsen Sales Co.

40 West 13 Ave., Denver 3, Colo.

Sales manager, Ralph Olsen

Territory Covered—Colorado, Wyoming, Western Nebraska and Northern New Mexico. Area population—Approx. 1,250,000.

Companies Represented—Stewart Warner, Tung Sol, Coolerator.

Products Carried—Radios, accessories to refrigerators.

The Parker Co.

1520 Wazee St., Denver 2, Colo.

Territory Covered—Colorado, Wyoming, Western Nevada.

Representing—Majestic, Universal, Quaker, Coolerator.

Products Carried—Radios and combinations,

records, laundry equipment, water heaters, vacuum cleaners, table appliances, oil burners, refrigerators, freezers.

The B. K. Sweeney Electrical Co.

1601 23rd St., Denver 17, Colo.

Sales manager, records and radio, Don H. Keeler.

Territory Covered: Colorado, 16 counties in Wyoming, 15 counties in New Mexico and 11 counties in Nebraska.

Representing—Columbia, Fidelitone, Pfanstiehl, Kacti, Greythorne, United Album, Recordene, Duodisc, Zephyr, Phonola, Farnsworth, Peerless.

Products Carried—Records, needles, albums, record preserver, recording blanks, portable phonographs, radios.

Zook Tire Co.

431 West Colfax, Denver, Colo.

Representing—Leat, etc.

CONNECTICUT

Radio & Appliance Distributors, Inc.

673 Connecticut Blvd., East Hartford 8, Conn.

Sales manager, J. Cameron Gordon, Record department.

Territory Covered: Franklin, Hamden and Hampshire Counties in Massachusetts; the State of Connecticut. Area population—Approx. 2,450,000.

Representing—RCA, Apex, Eveready, Seth Thomas, Westinghouse.

Products Carried—Radios, television, records, record accessories, tubes, parts, electronic equipment, industrial sound, washers, ironers, vacuum cleaners, batteries, clocks, lamps.

Hatry & Young, Inc.

203 Ann St., Hartford, Conn.

Representing—Wilcox Gay, etc.

Post & Lester Co. of Hartford, Inc.

10 Chestnut St., Hartford 5, Conn.

Sales manager, P. J. Carr, Radio & Appliance Dept.

Territory Covered—Hamden, Hampshire, and Franklin Counties in Massachusetts, the State of Connecticut.

Representing—Motorola, Conlon.

Products Carried—Radios, washers, ironers.

Roskin Distributors, Inc.

Hartford, Conn.

Representing—Waters Conley Co., etc.

Stern & Co.

210 Chapel St., Hartford 1, Conn.

Sales manager, I. Goldman, Record Dept.

Territory Covered: Counties in Massachusetts, Vermont and Connecticut. Area population—Approx. 2,600,473.

Representing—Zenith, Thor, Gibson, Universal, Deepfreeze, Schuck, Remington, Sunbeam, Kentone, Garol, Crawford, Freshend' Air, Permo, Pfanstiehl, Walco, Jensen, Peerless, United, Columbia, Cole, Casterwood, Silex.



Served by the

Atlanta BRANCH

OF CAPITOL RECORDS DISTRIBUTING CO., INC.

*427 Peachtree Street, N. E.
Atlanta 3, Georgia - Atwood 4433*

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DISTRIBUTORS, cont.

Products Carried—Records, radios, refrigerators, ranges, home laundry, housewares, needles, albums.

R. G. Sceli & Co.

227 Asylum St., Hartford 3, Conn.
Manager Parts Dept., Charles Slocumb
Territory Covered: State of Connecticut.
Representing—RCA Radiola, John Meek radios, and parts.

Wood, Alexander & Co.

565 Asylum St., Hartford, Conn.
Representing—Stewart-Warner, etc.

American Distributors, Inc.

76 Franklin St., New Haven 11, Conn.
Representing—Farnsworth.

Mory Sales Corp.

156 Brewery St., New Haven 11, Conn.
Representing—Majestic, etc.

The Plymouth Electric Co.

393 Chapel St., New Haven 4, Conn.
Sales manager, P. D. Karsten
Territory Covered: Connecticut. Area population—Approx. 1,709,000.

Representing—Zenith, Blackstone, Magic-Aire.

Products Carried: Radios, washers, vacuum cleaners, table appliances.

Wesco

210 Cedar St., New Haven, Conn.
Representing—Westinghouse.

DELAWARE

Wesco

216 E. 2nd St., Wilmington 99, Del.
Representing—Westinghouse.

DISTRICT OF COLUMBIA

Columbia Wholesalers, Inc.

1630 L. St., N. W., Washington 6, D. C.
Sales managers, Saul Greber, radios and appliances; Norman Goldman, records.

Territory Covered: District of Columbia, Virginia, West Virginia.

Companies Represented—Columbia, Philco, Youngstown Kitchens, Premier, Grand, Electromaster, Thor, Knapp-Monarch, Proctor, Seth-Thomas, New Home, Adel, Kentone.

Products Carried—Records, radios, phonographs, kitchens, vacuum cleaners, gas ranges, electric ranges, washers, ironers, all Knapp-Monarch products, all Proctor appliances, clocks, sewing machines, precision products, paints.

Capitol Radio Wholesalers

2120 14th St., N. W., Washington, D. C.
Representing—Meek, etc.

Mehen Distributing Co.

1021 Vermont Ave., N. W., Washington 5, D. C.
Representing—Majestic, etc.

Mid-Atlantic Appliance Distributors

Washington, D. C.

Representing—Bendix, etc.

Edgar Morris Sales Co.

712 Thirteenth St., N. W., Washington 5, D. C.

Sales manager, Geo. F. Kindley

Territory Covered: District of Columbia, Montgomery, Prince George, Calvert, Charles, St. Marys counties in Maryland; Arlington, Alexandria, Fairfax, Loudon, Clarke, Frederick, Shenandoah, Warren, Page, Fauquier, Rappahannock, Prince William, Madison, Culpeper, Stafford, King George, Spottsylvania, Orange, Greene, Augusta and Highland counties in Virginia. Area population 1,178,000.

Companies Represented—Burnham, Hamilton, Humphrey, Pittsburgh, Stokol, Westinghouse, Zenith.

Products Carried—Radios and hearing aids, all Westinghouse appliances, coal stokers, automatic gas water heaters, steam radiators, gas unit heaters, radiant fires, clothes dryers, electric steam radiators.

Simon Distributing Corp.

2501 H St., N.W., Washington 7, D. C.

Representing—Galvin, etc.

Southern Wholesalers, Inc.

1519 I St., N. W., Washington 5, D. C.

Sales manager, G. O. Dhiplex Record; M. E. O'Harra—Radio.

Territory Covered: District of Columbia, Southern Maryland, Northern Virginia, Eastern West Virginia.

Representing—RCA Victor, Norge, Bendix, R & M, Toa-master, Inourite, Trilmont

Products Carried—All RCA Victor products, home appliances, home laundries, heaters, fans, ironers, table appliances.

United Distributors, Inc.

2015 W. Virginia Ave., N.E., Wash., D. C.

Representing—Admiral Corp., etc.

Washington Wholesalers

1733 14th St., N.W., Washington, D. C.

Representing—Wilcox-Gay, etc.

Wesco

1216 K St., N.W., Washington 5, D. C.

Representing—Westinghouse.

FLORIDA

Cain & Bultman, Inc.

505 West Adams St., Jacksonville, Fla.

Representing—Columbia, Waters-Conley, Zenith, etc.

Dunkerley Distributing Co.

101 West Adams St., Jacksonville, Fla.

Representing—Noblit Sparks, etc.

French Nestor Co.

714-715 Graham Bldg., Jacksonville 2, Fla.

Representing—Sonora, etc.



Served by the

Chicago BRANCH

OF CAPITOL RECORDS DISTRIBUTING CO., INC.

**322 North Michigan Avenue
Chicago 1, Illinois — Franklin 2555**

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Lovejoy Co.

16 E. Ashley, Jacksonville, Fla.
Representing—Stewart-Warner, etc.

Major Appliances, Inc.

471 Riverside Ave., Jacksonville, Fla.
Representing—RCA-Victor, etc.

Peaslee-Gaulbert Corp.

2301 Main St., Jacksonville 6, Fla.
Representing—Admiral Corp., etc.

Raybro Electric Supplies, Inc.

Jacksonville, Fla.
Representing—Farnsworth, etc.

Southeast Engineering Co.

Jacksonville, Fla.
Representing—National Scientific Products, etc.

Wesco

37 S. Hogan St., Jacksonville 3, Fla.
Representing—Westinghouse.

Cambria Equipment Co.

12 Iron St., Johnstown, Fla.
Representing—Zenith, etc.

Domestic Refrigeration Co., Inc.

131 North West Third Ave., Miami 36, Fla.

Sales manager, L. P. Gignac

Territory Covered: Monroe, Dade, Broward, Palm Beach, Martin, St. Lucie, Indian River, Brevard, Volusia and Okeechobee Counties in Florida. Area population 501,575.

Representing—Frigidaire, Stromberg-Carlson, Knapp-Monarch.

Products Carried—Refrigerators, water heaters, ranges, commercial equipment, radios, electrical appliances.

Florida Radio & Appliance

Northwest 5th St. at 1st Ave., Miami 36, Fla.

Representing—Bendix, Wilcox-Gay, etc.

J. M. Keely Sales Co.

400 S. W. Second Ave., Miami, Fla.
Representing—Stewart-Warner, etc.

Major Appliances, Inc.

925 W. Flagler St., Miami 36, Fla.
 Sales manager, D. C. Cunningham

Territory Covered: State of Florida with the exception of the counties west of the Apalachicola River. Area population—Approx. 1,413,531.

Representing—RCA Victor, Allen, American Central, Bersted, Caloric, Dearborn, Dutch Oven, Easy, Electromaster, Hotstream, Hunter, Johnson, Manning Bowman, New Home, Proctor, Royal, Sepco, Temco, Welbilt.

Products Carried—Records, radios, stoves, kitchens, small appliances, gas ranges, gas-space heaters, washers, ironers, electric ranges, heaters, fans, portable tools, sewing machines, cleaners.

Railey-Milan, Inc.

27 West Flagler St., Miami, Fla.
Representing—Meck, etc.

Raybro Electric Supplies, Inc.

Miami, Fla.
Representing—Farnsworth, etc.

Wesco

11 N.E. 6th St., Miami 1, Fla.
Representing—Westinghouse.

Gulf Electric Supply Co.

115-117 East Gregory St., Pensacola, Fla.
Representing—Meck, etc.

Raybro Electric Supplies, Inc.

St. Petersburg, Fla.
Representing—Farnsworth, etc.

Welch Radio Supply

408 9th St., S., St. Petersburg, Fla.
Representing—Meck, etc.

Morley Radio Co.

126 North Pineapple, Sarasota, Fla.
Representing—Noblitt Sparks, Inc.

Byars-Forgy, Inc.

105 East Twiggs St., Tampa 2, Fla.
Representing—Stromberg-Carlson, etc.

Gulf Appliance Dist., Inc.

212 South Franklin St., Tampa, Fla.
Representing—Howard, etc.

Raybro Electric Supplies, Inc.

812 Twiggs St., Tampa 1, Fla.
Representing—Farnsworth, etc.

Thurrow Radio Distributors

115-117 South Franklin St., Tampa 1, Fla.
Representing—Galvin, etc.

Wesco

117 Ellame St., Tampa 1, Fla.
Representing—Westinghouse.

GEORGIA**Electrical Wholesalers, Inc.**

159 Trinity Ave. S. W., Atlanta 3, Ga.
 Sales manager, J. A. Lloyd
Territory Covered: Georgia. Area population 3,750,000.

Representing—Johns Meck, Dexter, Silex, Samson, Hamilton-Beach.

Products Carried—Radios, phonographs, washing machines, ironers, vacuum cleaners, food mixers, socket appliances, coffeemakers, lighting fixtures, fans, motors, transformers, meters, electrical wiring supplies.

Alexander-Seewald Co.

Atlanta, Ga.
Representing—Noblitt Sparks, etc.

Capitol Distributing Corp. of Georgia

127 Peachtree St. N.E., Atlanta 3, Ga.
Representing—Capitol.

Cowan-Boze Co.

221 Nelson St. S.W., Atlanta, Ga.
Representing—Stewart-Warner, etc.

Reid H. Cox & Co.

276 Peachtree St., N.E., Atlanta, Ga.
Representing—Ansley, etc.



Served by the
Boston BRANCH

OF CAPITOL RECORDS DISTRIBUTING CO., INC.

1192 Commonwealth Avenue
Boston 34, Massachusetts — Aspinwall 0341

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DISTRIBUTORS, cont.

- Crawford & Thompson**
291 Ivy St. N.E., Atlanta, Ga.
Representing—Majestic, etc.
- Edwards-Harris Co.**
258 Peachtree St., N.E., Atlanta 3, Ga.
Representing—Galvin, etc.
- Gate City Furniture Dist.**
3 Haynes St., S.W., Atlanta, Ga.
Representing—Howard, etc.
- Hopkins Equipment Co., Inc.**
418 West Peachtree St. N.W., Atlanta 3, Ga.
Representing—Columbia, etc.
- Chas. S. Martin Distributing Co.**
251-256 Peachtree St. N.E., Atlanta, Ga.
Representing—Sonora, etc.
- Peaslee-Gaulbert Corp.**
134 Marietta, N.W., Atlanta 3, Ga.
Representing—Admiral Corp., etc.
- Schiffer Distributing Co.**
Glenn Bldg., Atlanta, Ga.
Representing—Stromberg-Carlson, etc.
- W. T. Shackelford Co.**
393 Peachtree Rd., Atlanta, Ga.
Representing—Farnsworth, etc.
- Specialty Distributing Co.**
425 Peachtree, N.E., Atlanta 3, Ga.
Representing—Wilcox-Gay, etc.
- Wesco**
1299 Northside Dr., N.W., Atlanta 2, Ga.
Representing—Westinghouse.
- Yancey Co., Inc.**
340 Peachtree St., N.W., Atlanta, Ga.
Representing—RCA-Victor, Waters-Conley, etc.
- Butler Brothers**
Columbus, Ga.
Representing—Meck, etc.
- A. S. Hatcher Co.**
Macon, Ga.
Representing—Noblitt-Sparks, etc.
- The Frank Corp.**
322 Broughton St. W., Savannah, Ga.
Representing—Meck, etc.

IDAHO

- Afton-Lemp Electric Co.**
415 South 9 St., Boise, Idaho
Representing—Stewart-Warner, etc.
- Chesbro Music Co., Inc.**
Box 160, Idaho Falls 1, Idaho
Sales manager, Ray Johnson
Territory Covered: Intermountain West.
Representing—RCA, Gold Medal, H&H.
Products Carried—Records, radios, phonographs, reeds, strings.
- Billmeyer's**
240-248 South Arthur St., Pocatello, Idaho
Sales manager, C. G. Billmeyer

Territory: All of Southeastern Idaho.
Area population—Approx. 250,000.
Representing—Sonora, National Union.
Products Carried—All Sonora products, all National Union products, complete automotive set up.

ILLINOIS

- Lurtz Electric Co.**
210 North Illinois St., Belleville, Ill.
Representing—Meck, etc.
- Appliance Distributors, Inc.**
441 Lake Shore Drive, Chicago 11.
Sales manager, Clarence S. Tay
Territory: 12 counties in Illinois; 1 in Indiana. Population 5,112,558.
Representing—Admiral, Knapp-Monarch, Hill Shaw, Automatic Washer.
- J. F. Bard**
114 South Franklin, Chicago 7.
Sales manager, Nicholas Lany.
Territory: Ill., Ia., Minn., Wisc., Ind., Ohio, Mich. Population—Approx. 20,000,000.
Representing—Asch, Bost, Cordion, Hargail, International, Kismet, Musicraft, Scandinavia, Stinson.
Products—Records, needles, blank discs, radio tube adapters, record cabinets.
- Capitol Distributing Corp. of Illinois**
322 North Michigan Ave., Chicago 1, Ill.
Representing—Capitol.
- Chicago-Majestic, Inc.**
2600 West 50 St., Chicago, Ill.
Representing—Majestic, etc.
- Chicago Musical Instrument Co.**
30 East Adams St., Chicago 3.
Sales manager, Orin H. Sepp
Products—Musette Storybook records, Jack and Jill Storybook records.
- Curle Radio Supplies**
152-54 West Huron St., Chicago, Ill.
Representing—Meck, etc.
- Hal Elthorn**
1325 W. Thorndale Ave., Chicago 40, Ill.
Representing—Ansley, etc.
- General Utilities Dist.**
510 No. Lake Shore Dr., Chicago 11, Ill.
Representing—Howard, etc.
- Goode Sales Co.**
325 West Huron St., Chicago, Ill.
Representing—Jefferson-Travis, etc.
- Jackson Distributing Co.**
1330 West Washington Blvd., Chicago 7, Ill.
Representing—Galvin, etc.
- Lynn Stewart Co.**
3900 Sheridan Rd., Chicago, Ill.
Representing—Noblitt-Sparks, etc.



Served by the

Detroit BRANCH

OF CAPITOL RECORDS DISTRIBUTING CO., INC.

4456 Cass Avenue
Detroit 1, Michigan - Temple 10510

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T. H. Maginniss Distributing Co.

1320 South Michigan Ave., Chicago, Ill.
Representing—Stewart-Warner, etc.

Metropolitan Record Co.

4616 South Parkway, Chicago, Ill.
Representing—Excelsior.

Lester P. Peters

Chicago, Ill.
Representing—National Scientific Products, etc.

RCA Victor Distributing Corp.

115 North Lake Shore Drive, Chicago, Ill.
Sales manager, F. J. Hassmer (Records),
H. C. Chapman (radios).

Territory—Parts of Ill., Ind., Mich., and
Ohio. Population 5,881,300.

Representing—RCA Victor, Ben Hur, Sun-
beam, Seth Thomas, McAllister.

Products—Records, radios, appliances.

The Sampson Co.

3201 S. Michigan Ave., Chicago 16.
Sales manager, Robert L. Sampson (records),
J. N. Rosenthal (radios).

Territory: 45 counties in Ill., 18 counties
in Ind., 13 counties in Iowa. Population
Approx. 7,257,986.

Representing—Columbia, Bendix, Domestic,
Hamilton, Ironrite, Norge, Phonola, Stokol,
Universal, Youngstown.

Products—Radios, radio phonographs, rec-
ords, major and small appliances.

Harry D. Schoenwald

209 S. State St., Chicago, Ill.
Representing—Ansley, etc.

D. L. Torchin

221 So. Michigan Ave., Chicago, Ill.
Representing—Waters Conley Co.

Triangle Industries Corp.

600 West Adams St., Chicago, Ill.
Representing—Lear, etc.

Wakem & Whipple, Inc.

66 W. Ohio St., Chicago 10, Ill.
Representing—Wilcox-Gay, etc.

Walker-Jimieson, Inc.

311 South Western Ave., Chicago 12.
Sales manager, Russ Jimieson

Territory: Ill., Ind., Wis. Population
Approx. 10,000,000.

Products—Sonora radios, electronic parts and
equipment.

E. M. Ward Co.

224 South Michigan Ave., Chicago 4
Territory: Wis., Ill., Ind., Iowa, Missouri.

Representing—H. Rover Smith, Walco,
Plan-sichtl, Fidelitone, United Albums,
Records.

Products—Albums, needles, recording blanks.

Wesco

113 N. May St., Chicago, Ill.
Representing—Westinghouse.

Zenith Radio Distributing Corp.

680 N. Michigan Ave., Chicago 11, Ill.
Representing—Zenith, etc.

J. F. BARD

"Your Chicago Distributor"

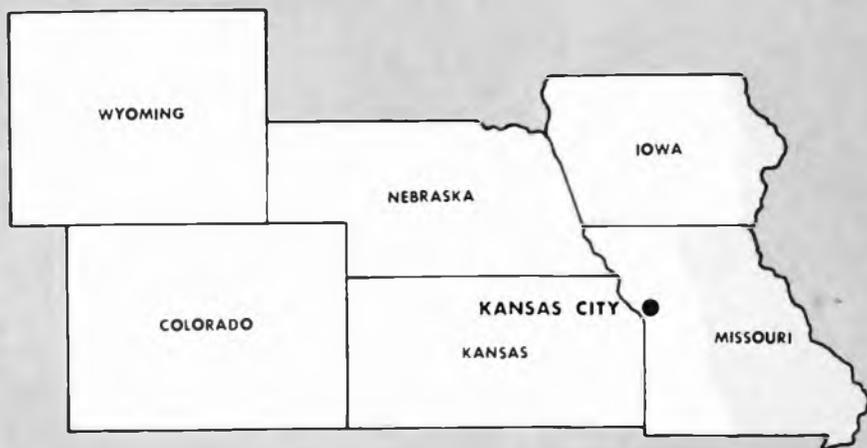
- Asch Records
- Bost
- Cordion
- Hargail
- International
- Kismet
- Musicraft
- Scandinavia
- Stinson

Complete Line of Accessories

- Playmaster Needles
- Recording Discs
- Radio Tube Adapters
- Tru Record Cabinets

Serving All Record Needs

414 S. FRANKLIN ST.
Chicago 7, Ill.



Served by the

Kansas City BRANCH

OF CAPITOL RECORDS DISTRIBUTING CO., INC.

1527 McGee Street
Kansas City 8, Missouri — Grand 1692

375

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Suttle Equipment Co.

Lawrenceville, Ill.

Representing—Stewart-Warner, etc.**Furste Auto Supply**

Mattoon, Ill.

Representing—Noblitt-Sparks, etc.**Lofgren Distributing Co.**

1202 Fourth Ave., Moline, Ill.

Owner and sales manager, Joe Kehoe

Territory: For Motorola, 8 counties in Illinois; 3 in Iowa. Cover additional territory for parts business.*Products*—Motorola radios, parts, test equipment, record discs, recording supplies.**Appliance Merchandisers**

800 S. Adams St., Peoria, Ill.

Representing—Admiral, etc.**Klaus Radio & Electric Co.**

707 Main St., Peoria 2, Ill.

General manager, Henry Klaus

Territory: 65 counties in Central and Northern Ill., and bordering counties in Iowa and Ind. Population—Approx. 2,500,000.*Representing*—RCA Victor, American Central, Blackstone, Sunbeam, Seth Thomas.*Products*—Radios, records, sound equipment, tubes, appliances, complete lines of radio parts and amateur supplies.**Seltzer Co.**

604 Fulton St., Peoria 2, Ill.

Representing—Galvin, etc.**Wesco**

412 S. Washington St., Peoria 2, Ill.

Representing—Westinghouse.**Tri-City Radio Supply**

229 18th St., Rock Island, Ill.

Representing—Meek, Noblitt-Sparks, etc.**Harold Bruce**

206 East Monroe, Springfield, Ill.

Representing—Meek, etc.**Springfield Radio Co.**

105 Dwight St., Springfield, Ill.

Representing—Meek, etc.**INDIANA****Boetticher & Kellogg Co.**

1-15 Fulton Ave., Evansville 3, Ind.

Sales manager, John F. Kirwer—Appliances.

Territory: Southern Ind., Southern Ill., Western Ky. Population—Approx. 2,000,000.*Representing*—Thor, Gibson Sonora, Cory, Knapp-Monarch.*Products*—Washers, refrigerators, ranges, radios, all Knapp-Monarch products.**Small & Schelosky Co.**

820 Penn St., Evansville 10, Ind.

Sales manager, A. P. Schlimmer

Territory: Indiana, Illinois, Kentucky.*Representing*—Mohawk Carpet Mills, Congoleum-Nairn Co., Admiral, Apex Electric

Co., Gray & Dudley, Allen Mfg. Co., Clinton Carpet Co.

Wesco

201 N.W. First St., Evansville 8, Ind.

Representing—Westinghouse.**The A. B. Gray Co.**

2002 South Calhoun St., Ft. Wayne 6, Ind.

Territory: 26 Ind. counties. Population—Approx. 1,500,000.*Representing*—Norge, Bendix, C. Schmidt, Servel, Inc., Gilmer.**National Mill Supply Co.**

207-17 E. Columbia St., Fort Wayne 2, Ind.

Representing—Farnsworth, Wilcox-Gay, etc.**Wall Distributing Co.**

241 Pearl St., Ft. Wayne 2, Ind.

Sales manager, Herb C. Wall

Territory: 15 counties in Ind., 5 counties in Ohio.*Representing*—Galvin Mfg. Corp. (Motorola).**Wayne Hardware Co.**

Fort Wayne 1, Ind.

Representing—Zenith, etc.**Wesco**

612 S. Harrison St., Fort Wayne 2, Ind.

Representing—Westinghouse.**Acme Supplies**

Indianapolis, Ind.

Representing—Bendix, etc.**Appliance Distributors, Inc.**

121 East Market St., Indianapolis 4, Ind.

Representing—Stromberg-Carlson, etc.**Arlington Distributing Co.**

5959 East 58 St., Indianapolis, Ind.

Representing—Meek, etc.**Associated Distributors**

211 S. Illinois, Indianapolis 4, Ind.

Sales manager, Don Delbrook

Territory: Northern border includes Warren, Tipton, Carroll, Howard, Grant, Blackford and Jay counties; eastern border is the Ohio line; southern border includes Union, Fayette, Decatur, Bartholomew, Brown, Monroe, Greene, and Sullivan counties; western border is the State line including Edgar and Clark Counties in Illinois.*Representing*—RCA Victor, Proctor, Freez-all.*Products*—Radios, combinations, records, major and small appliances.**Capital Paper Co.**

1201 West Washington St., Indianapolis, Ind.

Sales manager, H. L. Brewer (appliances)

Territory: Central Ind. Population 1,000,000.*Representing*—Crosley, Knapp-Monarch.*Products*—Radios, refrigerators, cabinets, small appliances, stoves.



Served by the

St. Louis BRANCH

OF CAPITOL RECORDS DISTRIBUTING CO., INC.

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Electric Appliances, Inc.

120 West North St., Indianapolis 4, Ind.
Representing—Sonora, etc.

**Electronic Distributors Division of
Packard Manufacturing Co.**

222 E. Ohio St., Indianapolis 4, Ind.
Representing—Farnsworth, Wilcox-Gay, etc.

The Gibson Co.

Indianapolis, Ind.
Representing—Noblitt-Sparks, etc.

Griffith Distributing Corp.

537 W. Capitol Ave., Indianapolis 4, Ind.
Representing—Admiral Corp., etc.

Kiefer-Stewart Co.

122 South Senate Ave., Indianapolis 9, Ind.
 General manager, H. C. Green
Territory: 18 counties in Indiana. Area population 1,780,069.
Representing—Majestic, Gibson, ABC, Clark, Sunbeam, Arvin, Kookall.
Products—Radios, radio-phonograph combinations, records, parts, appliances.

Radio Distributing Co.

1013 N. Capitol Ave., Indianapolis 4, Ind.
Representing—Galvin, etc.

Rodefeld Co.

612-614 North Capitol Ave., Indianapolis 4, Ind.
Representing—Columbia, Waters-Conley, Zenith, etc.

Sicking Co.

927 Ft. Wayne Ave., Indianapolis 2, Ind.
 Sales manager, Simon Berman.
Territory: Ind. and Southern Ill.
Products—Phonographs, records, needles, pin ball machines, parts, phonograph and pin ball machine accessories.

Wesco

137 S. Pennsylvania St., Indianapolis 9, Ind.
Representing—Westinghouse.

Rodefeld Co.

96 W. Main St., Richmond, Ind.
Representing—Zenith, etc.

Cloud Brothers

110 E. Western Ave., South Bend, Ind.
Representing—Farnsworth, etc.

Colfax Manufacturing Co.

802 South Main St., South Bend, Ind.
Representing—Noblitt-Sparks, etc.

McCaffery Co.

216 Wayne St., South Bend, Ind.
Representing—Westinghouse.

Radio Distributing Co.

Monroe & Carroll Sts., South Bend, Ind.
Representing—Galvin, etc.

Archer & Evinger

1318 Wabash Ave., Terre Haute, Ind.
Territory: 19 counties in Indiana, 20 counties in Illinois.

Representing—RCA, Sylvania, Cornell-Dubilier, Philco, Raytheon, Mallory, Stancor, General Cement, Burgess, Eveready, Utah, Amphol, Bogen, Bud, Carron, Centalab, Electro-Voice, Hallcrafters, Hickok, Jensen, Meck, Moissner, Mueller, Precision, Rider, Shurs, Taylor, Ward, Xcelite.

Walker Electric Supply Co.

126 S. Third St., Terre Haute, Ind.
Representing—Wilcox-Gay, Zenith, etc.

Union Supply Co.

W.O.W. Bldg., Burlington, Ia.
Representing—Wilcox-Gay, etc.

IOWA

Gifford-Brown, Inc.

106 First St., S.W., Cedar Rapids, Ia.
Representing—Galvin, etc.

Harper & McIntire Co.

Cedar Rapids, Ia.
Representing—Farnsworth, etc.

Terry Durin Co.

109 7th Ave. S.E., Cedar Rapids, Ia.
Representing—Howard, etc.

Process Records

2900 Avenue G, Council Bluffs, Ia.
Representing—Process Records, etc.

Wholesale Radio Laboratories

811 West Broadway, Co. Bluffs, Ia.
 General manager, Leo J. Meyerson
Territory: Neb., Southwestern Ia. Population—Approx. 600,000.
Representing—Hallcrafters, Meck, Hamond, etc.

Midwest-Timmermann Co.

114 Western Ave., Davenport, Ia.
Representing—Stromberg-Carlson, etc.

Wesco

102 E. 4th St., Davenport, Ia.
Representing—Westinghouse.

Brown-Camp Hardware Co.

Des Moines, Ia.
Representing—Bendix, etc.

Gifford-Brown, Inc.

1216 18 Grand Ave., Des Moines, Ia.
Representing—Galvin, etc.



Served by the

New York BRANCH

OF CAPITOL RECORDS DISTRIBUTING CO., INC.

225 West 57th Street
New York 19, New York - Circle 7-8054

• This is one of the ever-growing chain of branch offices of Capitol Records Distributing Co., Inc. To assure dealers fair distribution, each of these offices is wholly company-owned. Moreover, they are strategically located from coast-to-coast to give you faster, more efficient service.



Sunset and Vine, HOLLYWOOD 28

Luthe Hardware

100-114 Court Ave., Des Moines 5, Ia.
Representing—Admiral Corp., etc.

G. W. Onthank Co.

11th and Cherry Sts., Des Moines 9, Ia.
 Sales managers, John Dauble, records; E. L. Clinker, appliances

Territory: Western Ill., Ia., Southwest Minn., S. D., Neb. Population 3,700,000.

Representing—RCA Victor, Universal, Coolerator, Lonergan, Fidelitytone.

Products—Major and small appliances, needles, all RCA Victor products, accessories.

The Home Supply Co.

976 Main St., Dubuque, Ia.

Sales manager, Paul G. Fleming

Territory: 15 counties in and around Dubuque, Wisc.; parts of Ill. and Ia. Population—Approx. 1,000,000.

Representing—Admiral, Thor, Quaker-Burn oil, Royal, Firetender and Gar Wood.

Products—Radios, appliances.

Radio Trade Supply Co.

1117 Grand Ave., Des Moines, Ia.

Representing—Noblitt-Sparks, etc.

The Roycraft Iowa Co.

1326 Walnut St., Des Moines 9, Ia.

Territory: Iowa. Area population—Approx. 2,000,000.

Representing—Columbia, Philco, Bendix, Estate, Eureka, American Kitchens, Automatic, Phonola.

Products—Records, all Philco products, phonographs, appliances.

A. A. Schneiderhahn Co.

113-115 Eleventh St., Des Moines 8, Ia.

Representing—Zenith, etc.

Sidles Co.

912 Locust St., Des Moines 9, Ia.

Representing—Majestic, etc.

H. E. Sorenson Co.

100 S.W. First St., Des Moines 9, Ia.

Representing—Wilcox-Gay, etc.

Wesco

1400 Walnut St., Des Moines 8, Ia.

Representing—Westinghouse.

Diener Appliances

623 Main St., Dubuque, Ia.

Representing—Stewart-Warner, etc.

Harper & McIntire Co.

Ottumwa, Ia.

Representing—Farnsworth, etc.

Baxter Co.

Sioux City, Ia.

Representing—Bendix, etc.

Duke's Radio Co.

111 West Fourth St., Sioux City 6, Ia.

Representing—Galvin, etc.

A. Y. McDonald Mfg. Co.

110 Fourth St., Sioux City, Ia.

Representing—Farnsworth, Wilcox-Gay, etc.

Wesco

1005 Dace St., Sioux City 1, Ia.

Representing—Westinghouse.

Wesco

300 W. Third St., Waterloo, Ia.

Representing—Westinghouse.

KANSAS**Basham Appliance Co.**

218 North Main St., Wichita, Kan.

Representing—Noblitt-Sparks, etc.

Home Appliance Co.

117 Rock Island N., Wichita, Kan.

Representing—Majestic, etc.

Jenkins Music Co.

301 S. St. Francis Ave., Wichita, Kan.

Representing—Wilcox-Gay, etc.

Jenkins Wholesale Division

100 South Emporia, Wichita, Kans.

Representing—Stromberg-Carlson, etc.

The S. A. Long Co.

116 N. Market St., Wichita 1, Kan.

Loyal Distributors

Wichita, Kansas

Representing—Bendix, etc.

McGrew Distributing Co.

301 Wheeler Kelly Hagny Bldg., Wichita 2, Kan.

Wesco

233 S. St. Francis Ave., Wichita 2, Kan.

Representing—Westinghouse.

Wichita Building Material Co.

111 South Commerce St., Wichita, Kans.

Representing—Stewart-Warner, etc.

KENTUCKY**D. T. Davis**

Lexington, Ky.

Representing—National Scientific Products, etc.

Radio Equipment Co.

377 East Main St., Lexington, Ky.

Representing—Meck, etc.



Served by the

Cleveland BRANCH

OF CAPITOL RECORDS DISTRIBUTING CO., INC.

104 St. Clair Avenue, N. W.
Cleveland 13, Ohio — Main 2244

• This is one of the ever-growing chain of branch offices of Capitol Records Distributing Co., Inc. To assure dealers fair distribution, each of these offices is wholly company-owned. Moreover, they are strategically located from coast-to-coast to give you faster, more efficient service.



ABC Distributing Corp.

905 South First St., Louisville 3, Ky.
Territory: 7 counties in Ind.; part of Kentucky.

Products—Motorola radios.

Bomar Manufacturing Co.

1111 Bardstown Rd., Louisville, Ky.

Representing—Majestic, etc.

Electro Appliance Distributors of Kentucky

1601 S. First St., Louisville 8, Ky.

Sales manager, Marcus Burke, records

Territory: Central Ky., Southern Ind., 3 counties in Ill. *Population*—Approx. 2,000,000.

Representing—Columbia, Philco, Easy, Estate, Youngstown Kitchens, Seth Thomas, Hunter, Permo, Phanstiel, Aero Point, Electrobrooms.

Products—Records, radios and phonographs, needles, appliances, etc.

Ewald Distributing Co.

1538 South Brook St., Louisville 8, Ky.

General sales manager, George R. Ewald; C. W. Neal, record sales mgr.

Territory: Kentucky, 20 counties Southern Ind., 12 counties Eastern Ill.

Representing—RCA, Apex, Coolerator, Manning-Bowman.

Products—Radios, records, parts, appliances.

Kentworth Corporation

726-730 W. Main, Louisville, Ky.

Representing—Farnsworth, Wilcox-Gay, etc.

Myer-Bridges Co.

Louisville, Ky.

Representing—Noblitt-Sparks, etc.

The Otis Hidden Co., Inc.

527-535 West Main St., Louisville, Ky.

Sales manager, G. W. Stephan

382

Territory: Kentucky, Southern Ind., Ohio, Ill., Tenn. *Population* 9,300,000.

Representing—Mohawk, Trimz, Armstrong, General Felt, Columbus Oil Cloth, B & T, Nurre, Zenith, Welsh, ABC, Stockline, American Kitchens, Coleman, Procter, W. S. Libbey, Kroehler, O. H. Co., Johnston.

Stratton and Terstegge Co.

Main at 15th, Louisville, Ky.

Representing—Stewart-Warner, etc.

Tafel Electric & Supply Co.

329 W. Main St., Louisville 2, Ky.

Representing—Westinghouse, etc.

The Ferguson Co.

1000-18 Broadway, Paducah, Ky.

Representing—Meck, etc.

Michael Hardware Co.

203 Broadway, Paducah, Ky.

Representing—Stewart-Warner, etc.

Strickland Distributing Co.

615 Jefferson St., Paducah, Ky.

Territory: 16 counties in Ky., Massac County, Ill.

Representing—Motorola radios.

LOUISIANA**Monroe Hardware Co., Inc.**

201 N. 3rd St., Monroe, La.

Representing—Admiral Corp., etc.

United Electric Service

308 North Third St., Monroe, La.

Representing—Majestic, etc.

Electrical Supply Co.

201 Magazine St., New Orleans, La.

Representing—RCA Victor, etc.

Interstate Electric Co.

Magazine St., New Orleans 7, La.

Representing—Farnsworth, etc.

Lighting Fixture & Electric Supply Co., Inc.

New Orleans, La.

Representing—Bendix, etc.

Modern Appliance & Supply Co.

4300 Washington Ave., New Orleans 19, La.

Representing—Noblitt-Sparks, Stromberg-Carlson, etc.

Monroe Hardware Co., Inc.

701 Magazine St., P. O. Box 21, New Orleans, La.

Representing—Sonora, etc.

C. T. Patterson Co., Inc.

300 S. Peter St., New Orleans, La.

Representing—Stewart-Warner, etc.

Radio Specialty Corp.

811 Carondelet St., New Orleans 4, La.

Representing—Zenith, etc.

Shuler Supply Co.

115 Dryades St., New Orleans, La.

Representing—Meck, etc.

Southern Radio Supply

405 Roman St., New Orleans 19, La.

Representing—Howard, etc.

Stratton Baldwin Co., Inc.

700 Tchoupitoulas St., New Orleans 9, La.

Representing—Admiral Corp., etc.

Walther Brothers Co.

714-20 Howard Ave., New Orleans 13, La.

Representing—Columbia, Waters-Conley, etc.



Served by the

Philadelphia BRANCH

OF CAPITOL RECORDS DISTRIBUTING CO., INC.

825 Walnut Street
Philadelphia 7, Pennsylvania - Lombard 1085

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United Distributors, Inc.

539 Carondelet St., New Orleans 12, La.
 Territory: States of La. and Miss., Mobile, Ala.

Representing Majestic, Freez-All, McAllister, 20th Century, Kitchen Maid.

Products—Radios, furniture specialties, fluorescent lighting, toys, electric appliances, supplies.

Wesco

120 S. Peters St., New Orleans, La.

Representing—Westinghouse.

Dunckelman-Pace Co.

1417 Louisiana Ave., Shreveport 83, La.

Sales manager, J. K. Dunckelman

Territory: 29 northern counties in La.; 9 counties in East Tex.; 7 southern counties in Ark. Population—Approx. 2,000,000.

Representing—Motorola, Speed Queen, Schick, Sylvania, Roy-O-Vac, Eveready, Rauland, Stancor, Utah, Jensen, Centralab, Ampelite, J. E. D., General Cement, Meissner, Hickok.

Products—Radios for home and car, major and small appliances, radio parts, sound equipment, test equipment, batteries, etc.

Higgins Industries, Inc., Appliance Division

521 City Park Ave., New Orleans 19, La.

General manager, J. O. Cray

Territory: Louisiana and parts of Mississippi and Florida. Area population—Approx. 3,750,510.

Representing—Motorola, Electromaster, Blackstone, Eureka, Manning-Bowman, Acme Rex-Atlas, Raytheon, Silox, Arvin, Carrier, Herman Nelson, Sun Flame, Westinghouse, Airkem, Palco Wool, Utility, Air Van.

Interstate Appliance Co.

Shreveport, La.

Representing—Bendix, etc.

Interstate Electric Co.

616 Spring St., Shreveport, La.

Representing—Wilcox-Gay, etc.

MAINE**Wesco**

90 Water St., Augusta, Me.

Representing—Westinghouse.

Coffin & Wimple

108 Hammond St., Bangor, Me.

Representing—Stewart-Warner, etc.

Maine Industries Co.

15 Columbia St., Bangor, Me.

Representing—Sonora, etc.

Radio Service Laboratory

15 Haymarket Square, Bangor, Me.

Representing—Galvin, etc.

Rice & Miller Co.

28-30-32 Broad St., Bangor, Me.

Representing—Wilcox-Gay, Farnsworth, etc.

Wesco

175 Broad St., Bangor, Me.

Representing—Westinghouse.

Camden Shipbuilding & Marine Railway Co.

Sea St., Camden, Me.

Representing—Majestic, etc.

Lewiston Maytag Co.

157 Lisbon St., Lewiston, Me.

General sales manager, Max B. Fanning

Territory: State of Maine.

Representing—Maytag, Stewart-Warner, Andes-Renown, Duo-Therm, Firestone.

Products—Radios, appliances, and home and auto supplies.

Appliance Distributors, Inc.

33 Commercial St., Portland 2, Me.

Representing—Admiral Corp., etc.

Frank M. Brown Co.

8-16 Free St., Portland 3, Me.

Representing—Zenith, etc.

Cressey & Allan

35 Commercial St., Portland 6, Me.

Sales manager, David Thomas

Territory: State of Maine, 4 counties in N. H. Population—Approx. 1,000,000.

Representing—RCA Victor, etc.

Products—Records, instruments, tubes, etc.

Farrar-Brown Co.

194 Forest Ave., Portland 5, Me.

Sales manager, Christian Olesen, Jr.

Territory: Maine, New Hampshire.

Representing—Columbia, Stewart-Warner, Inc., Norge Div., Borg-Warner Corp., American Central, Eureka Vacuum Cleaner Co.

Radio Service Laboratory

45A Free St., Portland, 3, Me.

Representing—Galvin, etc.

Emery Waterhouse

115 Middle St., Portland 6, Me.

Representing—Farnsworth, Wilcox-Gay, etc.

MARYLAND**Arvin-Salmanson Co. of Baltimore**

1101 Bromo-Schizer Tower Bldg., Baltimore 1, Md.

Representing—Noblitt Sparks, etc.

Baltimore Gas Light Co.

111-113 East Lombard St., Baltimore 2, Md.

Representing—Admiral Corp., etc.



Served by the

Dallas BRANCH

OF CAPITOL RECORDS DISTRIBUTING CO., INC.

1505 Young Street
Dallas 1, Texas - Central 8188

• This is one of the ever-growing chain of branch offices of Capitol Records Distributing Co., Inc. To assure dealers fair distribution, each of these offices is wholly company-owned. Moreover, they are strategically located from coast-to-coast to give you faster, more efficient service.



Henry O. Berman Co.

12 East Lombard St., Baltimore 2, Md.
Representing—Stromberg-Carlson, etc.

Butler Brothers

Baltimore and Liberty Sts., Baltimore, Md.
Representing—Stewart-Warner, etc.

D & H Distributing Co.

202 Pulaski St., Baltimore, Md.
Representing—RCA Victor, etc.

David Kaufmann's Sons

1419 Maryland, Baltimore, Md.
Representing—Zenith, etc.

F. A. Davis & Sons

Baltimore, Md.
Representing—Bendix, etc.

Lincoln Sales Corp.

1307 St. Paul St., Baltimore 2, Md.
Representing—Farnsworth, etc.

J. B. Mitchell Co.

117 Market Place, Baltimore, Md.
Representing—Majestic, etc.

Nelson & Co., Inc.

1000 S. Linwood Ave., Baltimore 21, Md.
 Sales manager, Derwood Lingg
Territory: Maryland, Del., W. Va., Va.,
 District of Columbia, No. and So. Caro-
 lina. Population—Approx. 5,000,000.

Representing—Sonora, Wilcox-Gay, Asch,
 Harmonia, Signature, Seeco, Jensen, Joseph-
 son.

Products—Radios, television, records, needles,
 phonographs and accessories.

Oriole Distributing Co.

Baltimore, Md.
Representing—Commodore, etc.

Radio Sound Corp.

26 Mt. Royal Ave., Baltimore, Md.
Representing—Lear, etc.

Wesco

10 S. Calvert St., Baltimore 2, Md.
Representing—Westinghouse.

Joseph M. Zarmoisky Co.

110 S. Paca St., Baltimore 1, Md.
Territory: Maryland, District of Columbia,
 Va. and W. Va. Population—Approx.
 7,000,000.

Products—Records, all Philco products,
 O' Cedar products, floor coverings, etc.

Bohman-Barne, Inc.

35 West Franklin St., Hagerstown, Md.
Representing—Majestic, etc.

Zimmerman Wholesalers

111 East Washington St., Hagerstown,
 Md.

Representing—Meck, etc.

MASSACHUSETTS**Arvedon Electric Supply Co., Inc.**

71-73 Portland St., Boston 11, Mass.

General manager, Joseph Arvedon.

Territory: Massachusetts.

Representing—John Meck Industries, Talk-
 A-Phone Mfg. Co., Hytron, A. C. Gilbert,
 Dominion Appliances, Handy-Hot, GE Mazda,
 Mitchell Mfg. Co., Burgess Battery Co.,
 Bright Star Battery, Arrow Electric Division
 Diehl Mfg. Co., E. Ingrahm Co.

Products—Radios, phonographs, intercom-
 munication systems, appliances.

**Arvin-Salmanson Co. of
New England**

608 Little Bldg., Boston 16, Mass.

Representing—Noblitt Sparks, etc.

Bigelow & Dowse Co., Appl. Div.

652 Beacon St., Boston 15, Mass.

Representing—Farnsworth, etc.

**Columbia Wholesalers Inc., of New
England**

381 Commonwealth Ave., Boston 15, Mass.

Sales manager, L. J. Lehan

Territory: Eastern Mass., N. H. Popula-
 tion—Approx. 3,780,000.

Representing—Columbia, Fideletone, Pfann-
 stiel, Kacti, Jensen, Duotone, Gem, United,
 Phonola.

Products—Records, needles, recording blanks,
 albums, portable phonographs.

Harris & Reynolds

122 State St., Boston, Mass.

Representing—Jefferson-Travis, etc.

Louis M. Herman Co.

885 Boylston St., Boston 16, Mass.

Representing—Howard, etc.

Hunt-Marquardt Co.

Boston, Mass.

Representing—Lear, etc.

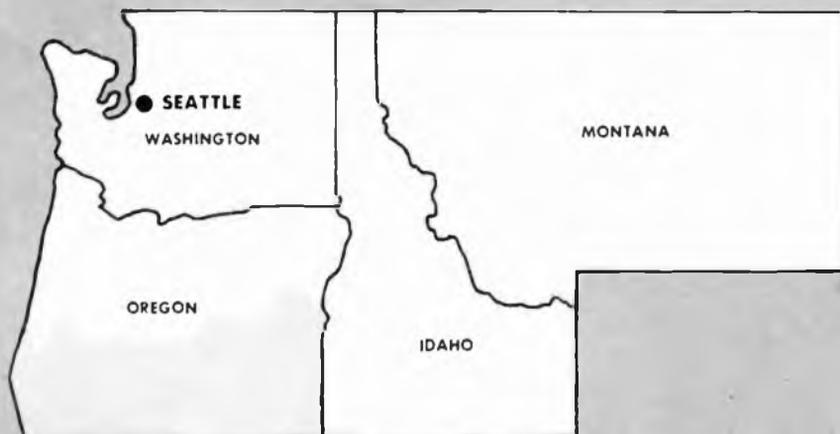
Milhender Distributors Inc.

619 Atlantic Ave., Boston 10, Mass.

General sales manager, Martin Horwitz

Territory: Mass., R. I., Maine, N. H.

Representing—Sonora, Peerless, Recordio,
 Aeropoint, Walco, Recordisc, Actone, Kacti.
Products—Radios, records, albums, all Recor-
 dio products, needles, recording blanks,
 needle sharpeners.



Served by the

Seattle BRANCH

OF CAPITOL RECORDS DISTRIBUTING CO., INC.

• This is one of the ever-growing chain of branch offices of Capitol Records Distributing Co., Inc. To assure dealers fair distribution, each of these offices is wholly company-owned. Moreover, they are strategically located from coast-to-coast to give you faster, more efficient service.



Metro Distributors, Inc.

674 Commonwealth Ave., Boston 15, Mass.
Representing—Galvin, etc.

Northeastern Distributors, Inc.

588 Commonwealth Ave., Boston 15, Mass.
 Sales manager, Ralph E. Dephoure

Territory Covered: Eastern Mass., including Worcester County and 8 counties in N. H. Population—Approx. 4,000,000.

Representing—Zenith, Gibson, Thor, Grand National, Magic-Aire, General Electric, Pabco, Nu-Enamel.

Products—Radios, appliances, linoleum, paint.

Wesco

88 Pearl St., Boston 10, Mass.

Representing—Westinghouse.

Youngstown Equipment Co.

111 Berkely St., Boston, Mass.

General sales manager, M. A. Aagaard

Territory: Eastern Mass., including Worcester County; Maine, N. H., R. I. Population—Approx. 11,000,000.

Representing—Youngstown Kitchens, Bendix, York Shipley, Grown, Ben Hur, Marion Electric, Sunbeam, Jacobs.

Products—Radios, air conditioning, appliances.

The Eastern Co.

620 Memorial Drive, Cambridge, Mass.

Territory: Eastern Mass., Southern N. H., R. I., New London and Windham Counties, Conn. Population—Approx. 4,250,000.

Representing—RCA Victor, Kelvinator, Bendix, Ironrite, Premier, American Kitchens.

Products—Radios, records, appliances, radio parts and supplies.

United Distributors, Inc.

281 Vassar St., Cambridge, Mass.

Representing—Admiral Corp., etc.

The Burden-Bryant Co.

126 Liberty St., Springfield 3, Mass.

Representing—Farnsworth, etc.

Mascon Distributors, Inc.

214 Birnie Ave., Springfield, Mass.

Representing—Admiral Corp., etc.

B. H. Spinney Co.

62 Hampden St., Springfield, Mass.

Representing—Wilcox-Gay, Majestic, etc.

Springfield Radio Co.

105 Dwight St., Springfield, Mass.

Representing—Sonora, etc.

Wesco

46 Hampden St., Springfield 3, Mass.

Representing—Westinghouse.

Western Mass Distributors, Inc.

1 Belmont Ave., Springfield 8, Mass.

Sales manager, H. Goodrich—Radio; H. Fleiselman—Appliances.

Territory: Hampden, Hampshire, Berkshire and Franklin Counties in Mass. Population—Approx. 650,000.

Representing—Emerson, Bendix, Estate, American Central, Regina, Chicago Flexible Shaft, Seth Thomas.

Products—Radios, floor polishers, Sunbeam products, appliances.

Major Appliance Corp.

60 Arsenal St., Watertown 72, Mass.

General sales manager, Robert G. Paine

Territory: Counties in Mass., N. H. and R. I. Population—Approx. 4,347,000.

Representing—Majestic, Deepfreeze, Duo-Therm, Electrol.

Products—Radios, records, appliances.

Radio Electronic Sales Co.

16 Chandler St., Worcester, Mass.

Representing—Meek, etc.

Radio Maintenance Supply Co.

17-23 Central St., Worcester 8, Mass.

Territory: Worcester County, Mass. Area population—Approx. 400,000.

Representing—Sonora, Audio, Recordisc, Duodisc, Duotone, Jensen, Walco Aeropoint, National Union, Tungsol, RCA, Bogen Sound.

Products—Records, radios, phonographs, recording blanks, needles, radio parts.

Wesco

17 Mulberry St., Worcester 4, Mass.

Representing—Westinghouse.

MICHIGAN**Wedemeyer Electronic Supply Co.**

221 E. Liberty St., Ann Arbor, Mich.

Representing—Wilcox-Gay, Meek, etc.

R. A. Adams

18288 Appoline Ave., Detroit, Mich.

Representing—Ansley, etc.

Allied Music Sales Co.

3112 Woodward Ave., Detroit 1.

Sales manager, Max Lipin

Territory: Mich., Ohio, Ind.

Representing—Sentinel, Elgin, National, Hoarmonia, A-sch, Sonart, Signature, Recoton, Walco, Star.

Products—Radios, records, needles, stoves, toys, leather goods, picture frames, etc.

Automobile Equipment Co.

623 East Congress St., Detroit 26, Mich.

Representing—Noblitt Sparks, etc.

VICTOR RECORDS *Distributor*

Maine: and Belknap, Carrol, Coos, Strafford Counties in New Hampshire

Also distributor for:

RCA Victor Radios

RCA Victrolas

RCA Victor Tubes

RCA Batteries

Cressey & Allen

35 Commercial St.

Portland 6, Maine

Brennan Appliance Distributors

1701 W. LaFayette, Detroit, Mich.

Representing—Admiral Corp., etc.**Brilliant Music Co.**

1606 Cass Ave., Detroit 1.

Territory: Mich., Ohio, Ind.*Products*—Records, albums, needles, discs and accessories.**Puhl Sons Co.**

Detroit, Mich.

Representing—Commodore, etc.**Charles W. Held**

6139 Hamilton, Detroit 2, Mich.

Representing—Wilcox-Gay, etc.**Ingram Distributing Co.**

1490 Cass Ave., Detroit 1, Mich.

Representing—Galvin, etc.**La Salle Electric & Mill Supply Co.**

1560 Franklin St., Detroit 7, Mich.

Representing—Majestic, etc.**Madison Electric Co.**

282 East Milwaukee Ave., Detroit, Mich.

Representing—Noblitt-Sparks, etc.**Morley Brothers**

5913 Second Blvd., Detroit 2, Mich.

Representing—Admiral Corp., etc.**Philco Distributors, Inc., Detroit Div.**

1627 W. Fort St., Detroit 16, Mich.

Representing—Waters Conley Co., Columbia, etc.**Radio Distributing Co.**

100 Selden Ave., Detroit 1, Mich.

Representing—Zenith, etc.**Radio Electronic Supply Co.**

1112 West Warren, Detroit 1.

Territory: Mich. (Lower Peninsula), Population—Approx. 4,500,000.*Representing*—RCA, Mallory, Cornell Dubilier, Tung-Sol, Sylvania, John Meck, Hickok, I. R. C. Centralab.*Products*—Radios, parts, test equipment, recording equipment and tools.**RCA Victor Distributing Corp.**

1930 E. Jefferson Ave., Detroit 7.

Sales manager, Frederick C. Olnhausen, Jr.*Territory:* Mich. (Lower Peninsula) and Northwestern Ohio.*Representing*—RCA Victor, Sunbeam, Seth Thomas, MacAllister, Fidelitone, Permopoint, Aeropoint, Pfanstiehl, Peerless, Lyric.*Products*—Radios, records, phonographs, needles, storage albums, record racks, appliances.**Republic Supply Corp.**

424 W. Jefferson Ave., Detroit 26, Mich.

Representing—Farnsworth, etc.**Specialties Distributing Co.**

525 E. Jefferson Ave., Detroit, Mich.

Representing—Stewart-Warner, etc.**Swank-Liddle, Inc.**

18925 Grand River Ave., Detroit, Mich.

Representing—Jefferson-Travis, etc.**Wesco**

517 Harper Ave., Detroit 2, Mich.

Representing—Westinghouse.**Delta Hardware Co.**

100-114 Ludington St., Escanaba, Mich.

Representing—Admiral Corp., etc.**Silkworth Distributing Co.**

1659 N. Saginaw St., Flint, Mich.

Representing—Stewart-Warner, etc.**B & W Distributing Co.**

212 Grandville Ave., S.W., Grand Rapids, Mich.

Representing—Wilcox-Gay, etc.**Independent Dist., Inc.**

11 Market St., N.W., Grand Rapids, Mich.

Representing—Farnsworth, etc.**Kent Wholesale Dist.**

2217 Union Ave., S.E., Grand Rapids, Mich.

Representing—Howard, etc.**Morley Brothers**

25 Ottawa, S.W., Grand Rapids, Mich.

Representing—Admiral Corp., etc.**Radio Distributing Co.**

966 Cherry St., S.W., Grand Rapids 6, Mich.

Representing—Stromberg-Carlson, etc.**Radio Electronics Supply Co.**

115 South Division Ave., Grand Rapids, Mich.

Representing—Meek, etc.**Republic Distributing Co.**

72-74 North Division Ave., Grand Rapids, Mich.

State Distributing Co.

30-32 Ionia Ave., N. W., Grand Rapids 2.

Sales manager, E. L. Milligan*Territory:* Mich. Population 5,000,000.*Representing*—Thor, Majestic, Coolerator, Quaker, Hardwick, Dutch Oven, Electromaster.*Products*—Radios, major appliances.*Representing*—Galvin, etc.**Wesco**

511 Monroe Ave., N.W., Grand Rapids 2, Mich.

Representing—Westinghouse.

Nelson & Co., Inc.

Distributor

Maryland
Delaware
West Virginia
Virginia
District of Columbia
N. & S. Carolina

Products carried:

Sonora Radio and
Television
Wilcox-Gay Corp.
Asch Records
Harmonia Records
Signature Records
Seeco Records
Jensen Needles
Josephson Carrying Cases

391

1000 S. Linwood Ave., Baltimore 24, Md.

DISTRIBUTORS, cont.

J. A. White Distributing Co.
211-221 Ottawa Ave., N. W., Grand Rapids 2.
General sales manager, Calvin J. Foster.
Territory: 19 counties Western and Northern Mich.; 15 Upper Peninsula counties.
*Population—*Approx. 1,750,000.
*Representing—*Zenith, Leonard, Grand, Coleman, Domestic, Cole, Blackstone, Morton, Sunbeam, Adel, Fresh 'n Aire, Victor, Seth Thomas, Kimsul.
*Products—*Radios, appliances, insulation.

C. E. Hamlin Co.
Jackson, Mich.
*Representing—*Noblitt-Sparks, etc.
Mississippi Wholesale Furniture Co.
830 South State St., Jackson, Mich.
*Representing—*Majestic, etc.

Ralph M. Ralston Co.
201 N. Park St., Kalamazoo, Mich.
*Representing—*Meck, etc.

Offenhauer Co.
227 West Washtenaw St., Lansing, Mich.
*Representing—*Galvin, etc.

Wm. Von Domelon Co.
218 Ogden Ave., Menominee, Mich.
*Representing—*Howard, etc.

Fitzpatrick Elect. Co.
Muskegon, Mich.
*Representing—*Noblitt-Sparks, etc.

Industrial Electrical Supply Co.
1839 Peck St., Muskegon, Mich.
*Representing—*Meck, etc.

Manufacturers' Sales Co.
201 Landreth Bldg., Muskegon, Mich.
Sales manager, Fred L. Rodoff

392

Territory: Western half of Mich.
*Representing—*Sonora, Filter-Queen, Samson, White Cross, Everhot, Kromex, Kent, Miracle.
*Products—*Radios, Records, appliances, houseware items.

Standard Electric Co.
37 West Lawrence St., Pontiac, Mich.
*Representing—*Noblitt-Sparks, etc.

Morley Brothers
129 N. Washington Ave., Saginaw, Mich.
*Representing—*Admiral Corp., etc.

Radio Sales Co.
1910 North Michigan Ave., Saginaw 57, Mich.
*Representing—*Galvin, etc.

Standard Electric Co.
219 Tuscola Ave., Saginaw, Mich.
*Representing—*Noblitt-Sparks, etc.

Kindee Distributing Co.
Sebawaing, Mich.
*Representing—*Meck, etc.

The D. M. Silkworth Oil Co.
Ypsilanti, Mich.
*Representing—*Stewart-Warner, etc.

MINNESOTA

Kelley-How-Thomson Co.
Duluth, Minn.
*Representing—*Bendix, etc.

Marshall-Wells Co.
Duluth 1, Minn.
*Representing—*Noblitt-Sparks, etc.

Wesco
308 W. Michigan St., Duluth 2, Minn.
*Representing—*Westinghouse.

Southern Minnesota Supply Co.
Markato, Minn.
*Representing—*Stewart-Warner, etc.

W. R. Beamish Co.
1116 Portland Ave., Minneapolis, Minn.
*Representing—*Admiral Corp., etc.

Lew Bonn Co.
1211 LaSalle Ave., Minneapolis 4, Minn.
*Representing—*Wilcox-Gay, etc.

Forster Distributing Co.
1122 Harmon Pls Minneapolis 3, Minn.
*Representing—*Galvin, etc.

General Heating Products Co.
3353 University Ave., S.E., Minneapolis, Minn.
*Representing—*Farn-worth, etc.

F. C. Hayer Co.
300 Washington Ave. N., Minneapolis.
Sales manager, Henry Clinton—Radio Dept.
Territory: Minn., N. D. and 18 counties in Wisc. *Population* 4,000,000.
*Representing—*RCA Victor, Gibson, Easy, Servel, I & H, White, Domestic, Filter Queen.
*Products—*Radios, television, records, needles, accessories, appliances.
*Representing—*Jefferson-Travis, etc.

Heiman Co.
1215 Harmon Place, Minneapolis 5, Minn.

MICHIGAN AND OHIO

All counties of

Michigan

Ohio

Indiana

your logical Distributor for

- * SENTINEL RADIO
- * ELGIN ALL STEEL KITCHENS
- * PRESTO RECORDING EQUIPMENT
- * RECORDS
 - Cosmopolitan*
 - National*
 - Harmonia*
 - Asch*
 - Sonart*
 - Signature*
- * NEEDLES
 - Duotone*
 - Recoton*
 - Walco*
 - Star*
- * TOYS
- * LEATHER GOODS
- * PICTURE FRAMES

is always

**ALLIED MUSIC SALES
CO.**

3112 Woodward Ave. Detroit 1, Mich.
CA - 2000

Murray M. Kirschbaum

200 Eleventh Ave., Minneapolis, Minn.

Representing—Scandinavian Music House, etc.

Leitz Carpet Corp.

312 3rd St. N., Minneapolis, Minn.

Representing—Sonora, etc.

Reinhard Bros. Co., Inc.

1117 South Ninth St., Minneapolis 2, Minn.

Representing—Zenith, etc.

The Roycraft Co.

1625 Hennepin Ave., Minneapolis 3.

Sales managers, Elvin Christman (records), Roy B. Cohen (radio).

Territory: Minnesota and 25 counties in Western Wisc. Population 2,500,000.

Representing—Columbia, Philco, Estate, American, Premier, New Home, Thor, Martin.

Products—Radios, records, motors, appliances.

Sterling Electric Co.

33 South Fifth St., Minneapolis 2.

Sales manager, E. A. Lindquist

W. R. Stephens Distributing Co.

25 South Tenth St., Minneapolis 2, Minn.

Representing—Majestic, etc.

Wesco

515 S. 7th St., Minneapolis 15, Minn.

Representing—Wesco.

Wesco

253 E. 4th St., St. Paul 1, Minn.

Representing—Westinghouse.

Minnesota Electric Supply Co.

Willmar, Minn.

Representing—Stewart-Warner, etc.

MISSISSIPPI

Orgill Brothers and Co.

Jackson, Miss.

Representing—Admiral Corp., etc.

Ryan Supply Co.

216 South State St., Jackson, Miss.

Representing—Noblitt-Sparks, etc.

Turners, Inc.

303 S. Campbell Ave., Springfield, Miss.

Representing—Farnsworth, etc.

MISSOURI

Columbian Electrical Co.

2603 Grand Ave., Kansas City 8, Mo.

Territory: Western Missouri, Eastern Kan.

Representing—Zenith, Deep Freeze, Coleman, Knapp-Monarch, Marion Electric, Voss, American Beauty, Seth Thomas, Remington, Westinghouse, Curtis, Bryant, Crouse, Youngstown.

Products—Radios, appliances, lighting equipment, wiring devices.

Continental Electric Co.

1517 Oak St., Kansas City, Mo.

Representing—Westinghouse.

Enterprise Wholesale Furniture & Stove Co.

Kansas City, Mo.

Representing—Bendix, etc.

Federal Distributing Co.

1717 Wabash St., Kansas City 3, Mo.

Sales manager, George Shearer, record div.

Territory: Western Missouri, Kan. Population 3,000,000.

Representing—Columbia, Philco, Bendix, Universal, American Central, Duo-Therm, Grand, Phonola.

Products—Radios, radio-phonographs, phonographs, appliances.

Fitzgerald & Co.

2019 Grand Ave., Kansas City, Mo.

Representing—Stewart-Warner, etc.

Earl Goetz

2020 Walnut St., Kansas City, Mo.

Representing—Ansley, etc.

Jenkins Wholesale Division

1217 Walnut St., Kansas City 13, Mo.

Representing—Stronberg-Carlson, Wilcox-Gay, etc.

Maco Appliance Distributors

116 Admiral Blvd., Kansas City 6, Mo.

Sales manager, J. N. Thompson

Territory: 67 Missouri counties, 26 Kansas counties. Population 2,000,000.

Representing—Majestic, Amana, Voss.

Products—Radios, records, freezers, home laundry equipment.

Motor Radio Co., Inc.

2110 Charlotte St., Kansas City 3, Mo.

Representing—Galvin, etc.

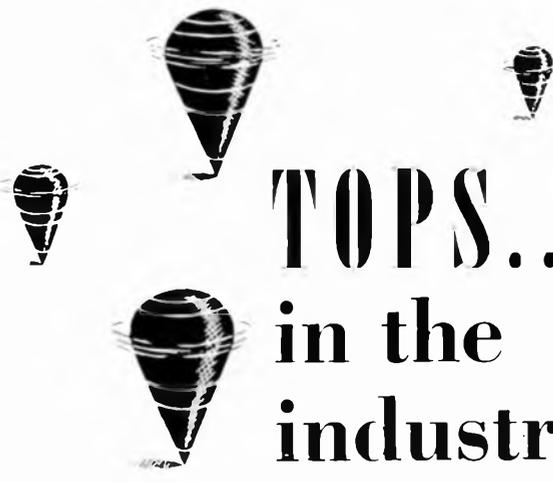
Radio Lab

1515 Grand Ave., Kansas City, Mo.

Representing—Meek, etc.

ROYCRAFT

DEALER SERVICE



TOPS...
in the
industry

Serving 1000 Leading Dealers

Minnesota — Iowa — Western Wisconsin

Columbia Records

Philco Radio-Phonographs — Home Appliances

To stabilize the foundation of tomorrow's business

— write for details of —

ROYCRAFT 5-YEAR PLAN

1946	1947	1948	1949	1950
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THE ROYCRAFT CO.

Minneapolis, Minnesota

Duluth, Minnesota

Des Moines, Iowa

RCA Victor Distributing Corp.

1422 Grand Ave., Kansas City 6, Mo.

General manager, Leland Williams.

Territory: Kan., Western Missouri.*Representing*—RCA Victor, Estate, Ben-Hur, McAllister, Seth Thomas.*Products*—Radios, records, accessories, phonographs, parts, sound equipment, appliances.**Richards & Conover Hardware Co.**

5th & Wyandotte Sts., Kansas City 10, Mo.

Director of sales, R. R. Lancaster

Territory: Kan., Okla., Western Mo., and Texas Panhandle.*Representing*—Admiral, Globe, Odin, Universal, G.E., Sunbeam.*Products*—Radios, appliances, specialty department items.**Ryan Radio & Electric Co.**

1808-10 Grand Ave., Kansas City 8, Mo.

Representing—Sonora, Noblitt-Sparks, etc.**Appliance Distributing Co.**

1910-12 Washington Ave., St. Louis 5, Mo.

Representing—Sonora, etc.**Artophone Corp.**

4200 Forest Park, St. Louis 8, Mo.

Sales manager, Norbert Nieters (records)

Territory: Southern Ill., Eastern Missouri.*Representing*—American, Armstrong, Bendix, Columbia, Duo-Therm, Grand, Kol-Gas, Nesco, New Home, Philco, Universal.*Products*—Records, radios, appliances.**Tom Brown Radio Co.**

3924 Washington Blvd., St. Louis, Mo.

Representing—Meck, etc.**Brown Supply Co.**

2800 Pine St., St. Louis, Mo.

Representing—Noblitt-Sparks, etc.**Butler Brothers**

18th and Olive Sts., St. Louis, Mo.

Representing—Stewart-Warner, etc.**Crest Corp.**

301 South Vandeventer Ave., St. Louis 10, Mo.

General manager, G. L. Weseman.

Territory: Southern Ill., Eastern Missouri.*Representing*—Bendix, L. & H. Alcazar.*Products*—Radios, major appliances.**Disco Distributing Co.**

2843 Washington Blvd., St. Louis 3, Mo.

Representing—Galvin, etc.**Hollander & Co., Inc.**

Vandeventer & W. Pine, St. Louis 8, Mo.

Representing—Zenith, etc.**Interstate Supply Co.**

26-28 S. 10th St., St. Louis, Mo.

General manager, Dale E. Neiswander.

Territory: Southern Ill., Eastern Missouri.*Representing*—RCA Victor, Easy, Estate, Premier.*Products*—All RCA Victor products, sound equipment, appliances.**Jenkins Wholesale Division**

1821 Washington Blvd., St. Louis 8, Mo.

Representing—Stromberg-Carlson, Wilcox Gay, etc.**The Recordit Co.**

315 North Seventh St., St. Louis 1, Mo.

Sales manager, James Friedman (musical merchandise)

Territory: Missouri, Okla., Southern Ill., Southern Kansas.*Representing*—Sonora, Josephson, Premier, Wilcox Gay, Howard, Federal, Gem, Fidelitytone, Jensen, Aeropoint, Duotone, Pfanstiehl, Walco, RCA Victor, Recordit.**St. Louis Music Supply Co.**

1400 Delmar St., St. Louis 8, Mo.

Stanley Manufacturing Co.

1919-21 Washington Blvd., St. Louis 3, Mo.

Representing—Farnsworth, etc.**Wesco**

1011 Spruce St., St. Louis 2, Mo.

Representing—Westinghouse.**Wholesale Furniture Co.**

2921 Olive St., St. Louis, Mo.

Representing—Lear, Sonora, etc.**Fred A. Wiebe**

710 N. 12th St., St. Louis, Mo.

Representing—Ansley, etc.**Wood & Anderson**

915 Olive St., St. Louis, Mo.

Representing—Jefferson-Travis, etc.**Harry Cooper Supply Co.**

223 East Water St., Springfield, Mo.

Representing—Stewart-Warner, etc.**Four States Distributing Co.**

700-702 E. Brower St., Springfield, Mo.

Representing—Zenith, etc.**Harry Reed Radio & Supply Co.**

835 Boonville Ave., Springfield, Mo.

Representing—Meck, etc.

(Continued on page 400)

INTERSTATE SUPPLY COMPANY

Distributor, 10th and Walnut, St. Louis, Mo.

RCA Victor

RADIO - PHONOGRAPHS RADIOS RECORDS TUBES
TEST EQUIPMENT PUBLIC ADDRESS
RCA 16MM SOUND PROJECTORS

EASY
Washers and Ironers

PREMIER
Vacuum Cleaners

BATTERIES
Technical Books

ESTATE
Stoves - Ranges - Heaters

FREEZ-ALL
Food Cabinets

RADIO PARTS
WASHER PARTS

Valuable Dealer Franchises Available

NEEDLES
RCA VICTOR
WALCO
DUOTONE
PERMO
FIDELITONE
AEROPOINT
KACTI GREYTHORNE

RECORDS
VICTOR
BLUEBIRD
INTERNATIONAL
STANDARD
RECORDING BLANKS
RECORD RACKS
RECORD CABINETS
STORAGE ALBUMS

Telephone—St. Louis—CHestnut 2325

INTERSTATE SUPPLY COMPANY

10th and Walnut Streets

St. Louis 2, Mo.

COLUMBIA

RECORDS *Distributor*

*Essex, Union, Hudson, Bergen, Passaic,
Sussex, Warren, Hunterdon, Middlesex
and Monmouth Counties in New Jersey:
and Staten Island, New York*

Also distributor for:

Bendix Radios
Blackstone Home Laundry
Toastmaster
Silex
Universal Appliances
Sunbeam Appliances
General Electric
Appliances and Clocks
Universal Electric Ranges
and Vacuum Cleaners

398

E. B. Latham & Co.

1010 Broad St.

Newark 2, New Jersey

VICTOR

RECORDS *Distributor*

State of Florida with the exception of the counties west of the Apalachicola River

Also distributor for:

Allen Oil Stoves	RCA Victor & Bluebird Records
American Central Kitchens	Hunter Fans
Bersted Small Appliances	Johnson Portable Tubs
Caloric Gas Heaters	Manning Bowman Appliances
Dearborn Gas Heaters	New Home Sewing Machines
Dutch Oven Gas Ranges	Proctor Small Appliances
Easy Washers and Ironers	Royal Cleaners
Electromaster Electric Ranges and Water Heaters	Sepco Electric Water Heaters
Hotstream Gas Water Heaters	Tempco Gas Space Heaters
RCA Victor Radios	Welbilt Gas Ranges

399

Major Appliances, Inc.

925 W. Flager St.

Miami 36, Florida

Branch

474 Riverside Ave.
Jacksonville 4, Fla.

Branch

209 S. Franklin St.
Tampa 1, Fla.

MONTANA

Marshall-Wells Co.

13 North 23 St., Billings, Mont.

Representing—Noblitt-Sparks, etc.

Midland Implement Co.

Opposite Union Depot, Billings, Mont.

Representing—Zenith, etc.

Northwestern Auto Supply Co.

420 North Broadway, Billings, Mont.

Representing—RCA-Victor, etc.

Taylor Refrigeration Co.

2716 Montana Ave., Billings, Mont.

Representing—Farnsworth, etc.

Northwest Supply Co.

P. O. Box 368, Butte, Montana

Representing—Admiral Corp., etc.

Wesco

50 East Broadway, Butte, Mont.

Representing—Westinghouse.

Carlson Music Co.

716 Central Ave., Great Falls, Mont.

Territory: Northern Mont. Population—2,000,000.

Representing—Wurlitzer, Crosley, Stromberg Carlson, Martin, King.

Products—Radios, records, band instruments, sheet music.

Havre Jobbing Co.

425 First St., Havre, Mont.

General manager, J. C. Peiton.

Territory: 13 Montana Counties.

Representing—Admiral, Automatic, Universal, Hamilton Beach, Telechron, Sylvania, Nutone, Nesco, Schick, National-Eldridge, Automestic.

Products—Radios, appliances.

NEBRASKA

400

Keggin Distributing Co.

716 S. Elm St., Grand Rapids, Nebr.

Representing—Wilcox-Gay, etc.

The Korsmeyer Co.

412 South 9 St., Lincoln, Neb.

Representing—Noblitt-Sparks, etc.

Kunkel Auto Supply Co.

507 N. Jeffers St., North Platte, Neb.

Representing—Stewart-Warner, etc.

Major Appliance Co.

2558 Farnam St., Omaha 2, Neb.

Representing—Zenith, etc.

K. K. Co., Inc.

806 South 16 St., Omaha 2, Nebr.

Sales manager, C. A. Lindevall

Territory: 11 Southwestern counties in Ia. Population—1,400,000.

Representing—Bendix, Easy, Round Oaks, Servel.

Products—Radios, appliances.

Motor Parts Co.

2017 Harney St., Omaha, Neb.

Representing—Stewart-Warner, etc.

Mueller & Selby

2615 Farnam St., Omaha 2, Nebr.

Sales Manager, C. Crawford Follmer

Territory: Nebr. and 4 Counties in Iowa. Population 900,000.

Representing—Galvin Mfg. Corp. (Motorola).

Omaha Appliance Co.

18th and St. Mary's Ave., Omaha 2, Neb.

Representing—Waters Conley Co., Wilcox-Gay, Columbia, etc.

Paxton & Gallagher Co.

9th and Jones Sts., Omaha, Neb.

Representing—Admiral Corp., etc.

Radio Equipment Co.

2820-22 Farnam St., Omaha 2, Nebr.

President and sales manager, E. H. No-stander

Territory: Nebr., Western Iowa.

Representing—Aeropoint, Beldone, Burgess, Centralab, Cornell-Dubilies, Duotone, General, Jensen, Mallory-Yaxley, Meisner, Presto, Radiart, Raytheon.

Products—Radios, radio-phonographs, parts and accessories, sound recorders.

Sidles Co.

502 South 19th St., Omaha 2, Nebr.

Sales Managers—Louis E. Gillain (records), C. R. Helgesen (major appliances)

Territory: Nebr., Central and Western Ia. Population—3,000,000.

Representing—Chrysler, Coleman, Majestic, Norge, Premier, Proctor, Robbins & Myers, Simplex, Stokermatic.

Products—Radios, records, appliances.

Wesco

117 N. 13th St., Omaha 2, Neb.

Representing—Westinghouse.

NEVADA

Nevada Distributors, Inc.

P. O. Box 1047, Reno, Nev.

Representing—Motorola, Norge, etc.

Products—Radios, electric and small table appliances.

Sterling Appliance Co.

106 Second St., Reno, Nev.

Representing—Farnsworth, etc.

Sonora Radio & Records

Distributor Northern New Jersey

Also distributor for:

Magic-Aire Cleaners
Sperti Sun Lamps
Chicago Flexible Shaft-Sunbeam Line
Universal Table Appliances
Cutlery
Vacuum Goods
Telechron Clocks
Proctor Appliances
Cory Coffee Brewers
Waring Blendors
**Electrical and Non-Electrical
Specialty Appliances**
**Gift Items of Character
and Usefulness**

401

Beller  Electric
C O M P A N Y

101 N. J. Railroad Ave.

Newark, N. J.

NEW HAMPSHIRE

Auto Electric Service Co.

1214 Elm St., Manchester, N. H.
Representing—Stromberg-Carlson, etc.

Radio Service Laboratory

1191 Elm St., Manchester, N. H.
Representing—Galvin, etc.

NEW JERSEY

Kearns Auto Radio Service

25 North Albany Ave., Atlantic City, N. J.
Representing—Galvin, etc.

DeLuxe Record Distributing Co.

Linden, N. J.
Representing—DeLuxe.

Arthur Cerf & Co.

221 Hillside Ave., Livingston, N. J.
Representing—Jefferson-Travis, etc.

All-State Distributors

563 Hawthorne Ave., Newark, N. J.
Representing—DeLuxe, Howard, etc.

Beller Electric Co.

101 N. J. Railroad Ave., Newark 5, N. J.
Sales manager, Walter F. Rothfuss
Territory: Northern and Central N. J.
Population—3,500,000.
Representing—Chicago Flexible-Shaft, Cory, Magic-Aire, Proctor, Sonora, Sperti, Telechron, Universal, Waring.
Products—Radios, records, c. a. e's, small appliances.

Clinton Radio & Appliance Corp.

173 Somerset St., Newark 8, N. J.
Sales manager, Arthur A. Etkin.
Territory: 10 counties Northern N. J.
Representing—Stewart-Warner.
Products—Radios, radio-phonographs, phonographs, television.

Igoe Brothers, Inc.

Ave. A & Poinier St., Newark, N. J.
Sales manager, William T. Hunt.
Territory: Northern N. J.
Representing—Duchess, Duo-Therm, Gibson, Majestic.
Products—Radio-phonographs, records, appliances.

Krich-Radisco, Inc.

422-132 Elizabeth Ave., Newark 8, N. J.
Sales manager, Sidney Koenig (record)
Territory: 11 counties Northern N. J.
Representing—RCA Victor, American Kitchens, Bendix, Eureka, Ironrite, New Home, Norge.
Products—Radios, records, appliances.

E. B. Latham & Co.

1010 Broad St., Newark 2, N. J.
Sales manager: W. T. Ohman (records), W. J. Mulhall (appliances).
Territory: 11 counties Northern and Central N. J., and Staten Island, N. Y. Population—4,500,000.
Representing—Columbia, Bendix, Blackstone, General-Electric, Universal.
Products—Radios, phonograph records and accessories, electrical supplies and appliances.

Lippman & Co.

216 Central Ave., Newark, N. J.
Representing—Meck, etc.

Motorola-New Jersey Inc.

177 Central Ave., Newark 1, N. J.
Representing—Galvin, etc.

Wesco

144 S. Broad St., Trenton 10, N. J.
Representing—Westinghouse.

NEW MEXICO

Alford's

Albuquerque, New Mex.
Representing—Bendix, etc.

Charles Ilfeld Co.

Albuquerque, N. Mex.
Representing—Stewart-Warner, etc.

Radio Equipment Co.

523 East Central Ave., Albuquerque, N. Mex.
Representing—Meck, etc.

Stephens Wholesale Co.

Albuquerque, N. Mex.
Representing—Noblitt-Sparks, etc.

NEW YORK

Albany Hardware & Iron Co.

Albany, N. Y.
Representing—Bendix, etc.

Arvin Distributors of Eastern New York

63 Hudson Ave., Albany, N. Y.
Representing—Noblitt-Sparks, etc.

C. A. Clinton

911 Western Ave., Albany, N. Y.
Representing—Ansley, etc.

Fort Orange Radio Distributing Co., Inc.

356 Broadway, Albany, N. Y.
Representing—Stewart-Warner, etc.

KRICH-RADISCO Inc.

"One of America's Great Distributors"

422-32 Elizabeth Avenue

Newark 8, N. J.



Exclusive Distributors for Northern New Jersey

*"The World's Greatest Artists Are
On Victor Records"*

GO ALL THE WAY WITH RCA

Leads the Way in Radio . . . Television . . . Victrolas . . .

Records . . . Tubes . . . Electronics

DISTRIBUTORS, cont.

Henzel-Powers, Inc.
294 Broadway, Albany 1, N. Y.
Sales manager, G. W. Henzel
Territory: 75 mile radius of Albany.
Representing: Gibson, Universal, etc.
Products:—Radios, appliances, electrical supplies.

Hudson Valley Asbestos Corp.
170 Central Ave., Albany, N. Y.
Representing:—Galvin, etc.

Kemp Equipment Co.
39-47 Mt. Hope Ave., Albany, N. Y.
Representing:—Noblitt-Sparks, etc.

Rapid Sales Co.
63 Hudson Ave., Albany 1, N. Y.
Sales manager, M. F. Hegleman
Territory: Upper N. Y. State and parts of Mass. Population—1,500,000.
Representing:—Burgess, Dutchess, Merit-Made, Sonora.
Products:—Radios, records, batteries, appliances.

Reines-Freeman Distributors
201 Jay St., Albany 6, N. Y.
Sales manager, J. A. Freeman
Territory: Eastern N. Y. State, parts of Mass. and Vt. Population—1,330,000.
Representing:—Gibson, Majestic, Record-O-File, Sandura.
Products:—Radios, records, record carrying cases, electric ranges, floor covering.

Roskin Bros., Inc.
351 Central Ave., Albany 5, N. Y.
Sales manager, Bernard J. Roskin
Territory: 24 counties in N. Y., 1 in Mass. and State of Vt. Population—1,980,600.
Representing:—Coleman, Columbia, Crosley, Eureka, Ironrite, Knapp-Monarch, I. & H., Manning Bowman, New Home, O'Cedar, Palco, Phonola, Speed Queen, Wilcox-Gay.
Products:—Records, record-players, floor covering, appliances.

Shapiro Distributing Co.
94 Hudson Ave., Albany 7, N. Y.
Sales manager, Irving Dalo, records.
Territory: N. J. line to Canadian border, N. Y., Vt., Western Mass. Population—2,000,000.
Representing:—RCA-Victor, ABC, Elgin, Premium, Proctor, Sun Flame, Sunbeam.
Products:—Radios, radio-phonographs, records, cleaners, appliances.

Tri-State Distributors, Inc.
Colonie & Montgomery Sts., Albany 4, N. Y.
Sales manager, Charles G. Houghtaling.

Territory: 15 counties in Eastern N. Y., 1 in Vt. Population 1,250,000.
Representing:—Admiral, Dormeyer, Filter-Queen, Kitchenmaid, Quaker, Samson, "1900" Whirlpool.
Products:—Radios, record cabinets and needles, appliances.

Wesco
154 N. Pearl St., Albany 1, N. Y.
Representing:—Westinghouse.

L & K Electric Co.
72 State St., Binghamton, N. Y.
Representing:—Farnsworth, etc.

Morris Distributing Co., Inc.
25 Henry St., Binghamton, N. Y.
Sales manager, Benjamin J. Lowenstein (records).

Territory: 18 counties in Northern and Central N. Y., 5 in Northern Pa. Population—2,000,000.
Representing:—RCA Victor, Apex, Deepfreeze, Duotherm, Dutch Oven, Gibson, Grand, Ironrite, Lionel, Manning-Bowman, O'Cedar, Sunbeam, Youngstown.
Products:—Radios, radio parts and tubes, records, cleaners, floor coverings, toys, utensils, appliances.

Northrup Supply Corp.
168 Water St., Binghamton, N. Y.
Representing:—Stewart-Warner, etc.

Southern Tier Electrical Supply
188 State St., Binghamton, N. Y.
Representing:—Noblitt-Sparks, etc.

Wesco
87 Chenango St., Binghamton, 60 E. N. Y.
Representing:—Westinghouse.

Battery & Starter Co., Inc.
2505 Main St., Buffalo, N. Y.
Representing:—Galvin, etc.

Bickford of Buffalo
727 Main St., Buffalo, N. Y.
Sales managers, C. E. Corcoran (general sales), Burt A. Dean (records)
Territory: 8 counties in Western N. Y., 2 in Northern Pa.
Representing:—RCA-Victor, Dutch Oven, Howell, Pak-A-Way, L. C. Chase.
Products:—Radios, records, floor covering, freezers, gas ranges.

Buffalo Electric Co., Inc.
75 Mohawk St., Buffalo 3, N. Y.
Representing:—Westinghouse, etc.

Fay-San Distributors, Inc.
1669 Main St., Buffalo, N. Y.
Representing:—Admiral Corp., etc.

COLUMBIA

RECORDS *Distributor*

*Eastern New York State; Berkshire
County in Massachusetts and the entire
state of Vermont*

Also distributor for:

Crosley Radio and
Refrigeration
Pabco Floor Covering
Speed Queen Washers
Ironrite Ironers
Knapp-Monarch
Appliances
Manning Bowman
Appliances
L & H Gas and
Electric Ranges
Eureka Vacuum Cleaners
New Home Sewing
Machines
O'Cedar Products
Phonola Record Players
Wilcox-Gay Recorders

Roskin Bros., Inc.

351 Central Ave.

Albany 5, New York

Fillmore & Fillmore

Liberty Bank Bldg., Buffalo, N. Y.

Representing—Ansley, etc.**Foster Supply Co.**

1081 Main St., Buffalo 8, N. Y.

Representing—Farnsworth, Wilcox-Gay, etc.**John Henrich Co., Inc.**

122 William St., Buffalo, N. Y.

Representing—Stewart-Warner, etc.**Mutual Appliance Distributors**

122 Clinton St., Buffalo 3, N. Y.

Territory: 8 counties in Western N. Y., 3 in Northern Pa.*Representing*—E. & H. Majestic, White Cross.*Products*—Radios, records, appliances.**Jos. Strauss Co., Inc.**

25 High St., Buffalo 3, N. Y.

Representing—Zenith, etc.**H. D. Taylor Co.**

99-117 Oak St., Buffalo 5, N. Y.

Sales manager, Meyer Goldman*Territory*: 8 counties in Western N. Y., 5 in Northern Pa.*Representing*—Coolerator, Estate, Lovell, Silex, Speed Queen, Stromberg-Carlson, Sunbeam, Sun-Kraft, Telechron, Trilmont.*Products*—Radios, floor covering, appliances.**Western Merchandise Distributors, Inc.**

68 West Huron St., Buffalo 2, N. Y.

Sales manager, F. J. McDonnell*Territory*: 9 counties in Western N. Y., 5 in Northwestern Pa.*Representing*—Columbia, Agfa, Argus, Bright Light, Brunswick, Keystone, New Home, Remington-Rand, Sperti.*Products*—Radio-phonographs, records, record accessories, cabinets, photographic supplies, sewing machines, sun lamps.**Barker, Rose & Kimball, Inc.**

Elmira, N. Y.

Representing—Stromberg-Carlson, etc.**Brady Electric Co., Inc.**

255 State St., Elmira, N. Y.

Representing—Galvin, etc.**Chanrose Radio Stores, Inc.**

170-16 Jamaica Ave., Jamaica, N. Y.

Representing—Meek, etc.**Apex-New York**

37-08 Northern Blvd., Long Island City, N. Y.

Representing—Stewart-Warner, etc.**Roskin Bros., Inc.**

23-27 West Main St., Middletown, N. Y.

Sales manager, William Hyman*Territory*: 9 counties in Southwestern N. Y., 1 county in Eastern Pa. Population—500,000.*Representing*—Armstrong, Bendix, Coleman, Eureka, Eveready, Grand, Hamilton Beach, Ironrite, Manning Bowman, Philco, Phinoda, Schick, Speed Queen, Sperti, Telechron.
Products—Radios, record players, floor covering, appliances.**Appliance Distributors**

65 Gramatan Ave., Mount Vernon, N. Y.

Representing—Stewart-Warner, etc.**Newburgh Distributing Co.**

Newburgh, N. Y.

Representing—Bendix, etc.**Ad Auriema, Admiral Corp.**

89 Broad St., New York 1, N. Y.

Representing—Admiral Corp.**American Steel Export Co.**

317 Madison Ave., N. Y. C.

Representing—Waters-Conley Co., etc.**Arvin-Salmanson Co. of New York**

1107 Broadway, New York, N. Y.

Representing—Noblitt-Sparks, etc.**Barth-Feinberg Inc.**

17-19 Union Square West, New York, N. Y.

President, Henry Feinberg*Territory Covered*: Five boroughs of New York, Westchester & Long Island for Sonora; all other merchandise national.*Representing*—Sonora, Asch, Bibletone, Pied Piper, Melodyland, Listen-Look, Sperti, Telechron, Fidelity, Corey, Fidelitytone, Jensen, Recoton, Duotone.**Bruno-New York, Inc.**

160 West 31 St., New York 1.

Sales manager, Philip Silverman (records).*Territory*: N. Y. C. and Nassau, Suffolk, Westchester counties. Population—8,000,000.*Representing*—RCA-Victor, American Kitchens, Bendix, Estate, Eureka, General-Electric, Ironrite, Pfahnstiehl.*Products*—Radios, radio-phonographs, records, record accessories, television, appliances, etc.**Capitol Distributing Corp. of New York**

225 West 57 St., New York, N. Y.

930 F Street N. W., Washington, D. C.

825 Walnut St., Philadelphia 7, Pa.

1192 Commonwealth Ave., Boston 11, Mass.

Representing—Capitol (Records and accessories).

VICTOR

RECORDS *Distributor*

Eastern New York State, from Canadian border to Jersey line; State of Vermont and Western Massachusetts

Also distributor for:

RCA Victor Needles
Fidelitone Needles
Duotone Needles
Peerless Albums
Recordisc
Record Racks
RCA Victor Radio and
Television
ABC Washers
Premier Cleaners
Sun Flame Oil Heaters
Elgin Cabinets and Sinks
Sunbeam Products
Proctor Appliances

Shapiro's Distributing Co.

94 Hudson Ave.

Albany, New York

Colen-Gruhn Co., Inc.

387 Fourth Ave., New York 16.

Territory: N. Y. C. and 9 N. Y. State counties. Population—10,000,000.

Representing—Berstead, Brilliantone, Fresh'nair, Jacobs, Lionel, Majestic, Manning-Bowman, Presto, Recobrush, Rival, Royal, Silex, Telechron, Usalite.

Products—Radios, records, accessories, batteries, appliances, toys.

Dale Manufacturing Co., Inc.

1780 Broadway, New York 19, N. Y.

Representing—Admiral Corp., etc.

Davega Stores Corp.

76 Ninth Ave., New York 11.

Sales manager, M. I. Stein

Territory: N. Y. C. area and N. J. Population—10,000,000.

Products—Radios, records, apparel, cameras, appliances, sports equipment.

Favorite Manufacturing Co.

105-107 East 12th St., New York.

Territory: Entire U. S.

Representing—Actone, Aero, BCN, Brilliantone, Fidelitone, Gala, Garod, Greythorne, Hall, Hammond, Harding, Jensen, Jumbo, Kacti, Kismet, Permo, Petmecky, Pfanstiehl,

Read, Recoton, Songster, Steelcraft, Stellite, Tri-Kut, Walco.

Products—Radios, radio-phonographs, records, record accessories, electrical accessories, musical instruments and accessories, clocks.

Gershoff Electric Supply Corp.

220 West 83 St., New York, N. Y.

Representing—Stewart-Warner, etc.

Goody's Distributing Co.

New York, N. Y.

Representing—Commodore, etc.

Graybar Electric Co., Inc.

120 Lexington Ave., New York 17.

Merchandising sales manager, R. C. Litchfield

Territory: Entire U. S.

Representing—Admiral, Automatic, Bendix, Blackstone, Clark, Crosley, Dexter, Easy, Emerson, Eureka, Farnsworth, Freez-All, General Electric, Gibson, Hotpoint, Hunter, Maguire, "1900," Olympic, Royal, Simplex, Sonora, Stewart-Warner, Stromberg-Carlson, Thermador, Thor, Universal, Voss, Zenith.

Products—Radios, appliances.

Gross Distributors, Inc.

570 Lexington Ave., New York 22, N. Y.

Representing—Stromberg-Carlson, etc.

SONORA RECORDS

DISTRIBUTOR: WORCESTER COUNTY, MASS.



RADIO
MAINTENANCE
SUPPLY
CO. 17 CENTRAL ST., WORCESTER 8, MASS.

Also distributor for:

- Audiodiscs
- Audiopoints
- Duotone
- Jensen
- Walco
- Recordisc
- Aeropoint
- Bogen Sound
- National Union
- Tung-Sol
- RCA Tubes

Majestic Records

*Radios, Radio-Phonographs and Television
Distributor for Greater New York City
and Suburban Area*

Also distributors for:

Brilliantone Needles
Recobrush
Presto Recorders
Jacobs Automatic Washer (Lauderall)
Royal Vacuum Cleaner
Rival Products
Telechron Products
Fresh 'n Air Fans
Victor Fans
Ironrite Ironers
Silex Products
Usalite Batteries and Flashlights
Lionel Toys
Manning-Bowman Appliances
Berstead Appliances

409

**Colen-Gruhn
Co., Inc.**

*387 Fourth Avenue
New York 16, N. Y.*

DISTRIBUTORS, cont.

Harmonia Distributing & Publishing Co.

1328 Broadway, New York 1, N. Y.
Representing—Harmonia.

Interstate Music Suppliers

236 West 55 St., New York 19.
Territory: N. Y., N. J., Eastern Pa., Baltimore, Md., Washington, D. C.
Representing—Asch, Bost, Harmonia, National, Recoton, Redi-Rack, Signature, Sonart.
Products—Phonograph records, recording discs, needles, racks, educational toys, children's books.

Lafayette Electric Corp.

18 East 21 St., New York 10, N. Y.
Representing—Howard, etc.

E. B. Latham & Co.

250 Fourth Ave., New York, N. Y.
Representing—Lear, etc.

Lehr Distributors, Inc.

New York, N. Y.
Representing—Bendix, etc.

Linguaphone Institute

30 Rockefeller Plaza, N. Y. C.
Representing—Waters-Conley, etc.

D. W. May Corp.

1 E. 12nd St., New York 17, N. Y.
Representing—Farnsworth, Wilcox-Gay, etc.

Melody Record Supply, Inc.

314 West 52 St., New York 19.
Sales manager, Jack H. Bergman
Territory: Entire U. S.
Representing—Acton, Bibletone, Brilliantone, Fidelitone, Gem, Kaeti, Recoton, Walco and other leading manufacturers.
Products—Records, needles and accessories.

Modern Music Sales

Tenth Ave. and 15th St., New York, N. Y.
Representing—DeLuxe.

Motorola-New York, Inc.

33 West 60 St., New York 23.
Sales manager, N. Cooper.
Territory: N. Y. C. and 5 N. Y. counties, 13 counties in N. J. Population—12,500,000.
Representing—Motorola, Tropic Aire, Tung-Sol.
Products—Automobile radios, home radios, police communications, radio parts and tubes, heaters.

Music Sales Corp.

730 7th Ave., N. Y. C.
Representing—Waters-Conley Co., etc.

Neuberg Sales Service

New York, N. Y.
Representing—National Scientific Products, etc.

New York Bank Instrument Co.

268 Fourth Ave., New York 10.
Sales manager, D. Sorcher (radios, records).
Territory: Mid-Western and Atlantic Coast states.

Representing—Buescher, Elkhart, Gibson, Guy Humphrey, Jardin, LeBlanc, LeMaire, Rosati, University, Windsor.

Products—Radios, radio phonographs, records, musical instruments, organs, pianos.

D. S. Spector

17 E. 12nd St., New York, N. Y.
Representing—Waters-Conley Co., etc.

Stinson Trading Co.

27 Union Square West, New York 3, N. Y.
Representing—A-I Records of America.

Times Appliance Co., Inc.

353 Fourth Ave., New York 10.
Sales manager, P. F. McNulty (records).
Territory: Manhattan, Brooklyn, Bronx, Queens, Nassau, Suffolk and part of Westchester County. Population—8,000,000.
(Note: This information is for record products only. Territory larger for other divisions).

Representing—Columbia, Century, Duotone, Fidelitone, Lyric, Mobilair, Okeh, Peerless, Permo, Planstiel, Sperti, Westinghouse, etc.

Products—Radios, records, needles and accessories, appliances, photographic equipment.

Zenith Radionics Corp. of N. Y.

350 Fifth Ave., New York 1, N. Y.
Representing—Zenith, etc.

A. H. Marshall Co., Inc.

Plattburg, N. Y.
Representing—Majestic, etc.

Bickford Bros. Co.

28 South Union St., Rochester, N. Y.
208 Mill St., Rochester, N. Y.
(See also company listing, Buffalo, N. Y.)
Sales manager, C. E. Corcoran
Territory: 4 N. Y. counties.
Representing—RCA-Victor, Apex, I. C. Chase, Coolerator, Dutch Oven, Howel, Magic Chef, Modern, Pak-A-Way.
Products—Radios, floor covering, furniture, appliances.

Burke Steel Co.

30 Sheler St., Rochester, N. Y.
Representing—Stewart-Watnet, etc.

VICTOR-BLUEBIRD

RECORDS *Distributor*

*Central New York from Canadian border
down to and including Northern counties
of Pennsylvania*

Also distributor for:

Pfanstiehl
Fidelitone
Permo Point
Aeropoint
Jensen
Duotone
Walco
Greythorn
Musicraft Storage Albums
Widder Storage Albums
Record Racks
Record Cabinets
Record Carrying Cases

RCA Radios
Gibson Refrigerators
Apex Washers
Youngstown Kitchens
Ironrite Ironers
Royal Cleaners
Grand Gas Ranges
Dutch Oven Gas Ranges
Duo-Therm
Deep-Freeze
Small Appliances:
Sunbeam-Silex
Manning Bowman
and others

Morris Distributing Co., Inc.

412 So. Clinton St.

Syracuse 2, N. Y.

Chapin-Owen Co., Inc.

205 St. Paul St., Rochester 4, N. Y.
 Sales manager, H. Kirchoff (radios)
Territory: 9 counties in West Central N. Y. Population—800,000.
Representing—Easy, Franklin-McAllister, Frigidaire, Seth Thomas, Zenith.
Products—Radios, appliances.

City Electric Co., Inc.

514 West Genesee St., Syracuse 4, N. Y.
 Sales manager, Samuel Weinstein
Territory: 17 counties in Central N. Y. Population—1,300,000.
Representing—Admiral, Automatic, Chicago-Flexible, Hill Shaw, Knapp-Monarch, Quaker, Swartzbaugh, Seth Thomas.
Products—Radios, wiring supplies, appliances.

Erskine-Healy

420 St. Paul St., Rochester 5, N. Y.
Representing—Wilcox-Gay, etc.

Fitzsimmons Co.

123 North Water St., Rochester 4, N. Y.
 Sales manager, Lindsay Morrison
Territory: 12 counties in Western N. Y. Population—1,500,000.
Representing—Admiral, Automatic, Broilrite, Filter Queen, Hytron, Kitchen Cubes, Kitchen Maid, Quaker.

Harmon Automotive Corp.

16 Charlotte St., Rochester, N. Y.
Representing—Majestic, etc.

Kemp Equipment Co.

39-57 Mt. Hope Ave., Rochester 7, N. Y.
Representing—Galvin, etc.

Maaline Radio & Electronic Equipment Co.

192-196 Clinton Ave., N., Rochester 4, N. Y.
Representing—Sonora, Meck, etc.

Wesco

1048 University Ave., Rochester 7, N. Y.
Representing—Westinghouse.

West Central Dist.

1 Mount Hope Ave., Rochester, N. Y.
Representing—Farnsworth, etc.

LeValley, McLeod, Kinkaid Co.

126-140 Van Gysling Ave., Schenectady 1, N. Y.
Representing—Farnsworth, etc.

Given Distributing Co., Inc.

709-710 Keith Bldg., Syracuse 2, N. Y.
 Sales manager, John J. Dunn.
Territory: 11 counties in Central N. Y.
Representing—Galvin Mfg. Corp. (Motorola).

Group Parts, Inc.

440 East Genesee St., Syracuse, N. Y.
Representing—Noblitt-Sparks, etc.

Baldwin Hall Co.

309 East Water St., Syracuse 1, N. Y.
Representing—Stromberg-Carlson, etc.

Paul Jeffrey Co.

350 West Fayette St., Syracuse 2, N. Y.
Representing—Farnsworth, etc.

Edward Joy Co., Inc.

Syracuse, N. Y.
Representing—Bendix, etc.

Morris Distributing Co., Inc.

412 South Clinton St., Syracuse, N. Y.
 (See also listing under Binghamton, N. Y.)

Sales managers, T. J. Quilter (radios, appliances), Benjamin J. Lowenstein (records)

Territory: Central N. Y., from Canadian border thru Northern Pa. Population—2,000,000.

Representing—RCA-Victor, Apex, Deep-Freeze, Duo-Therm, Gibson, Grand, Ironrite, Lionel, Manning-Bowman, O'Cedar, Royal, Silex, Sunbeam, Youngstown.

Products—Radios, radio-phonographs, records, household products, appliances, toys.

Onondaga Supply Co.

351-357 E. Onondaga St., Syracuse 1, N. Y.

Representing—Zenith, Waters-Conley, Columbia, etc.

B. H. Spinney Co.

1133 West Genesee, Syracuse, N. Y.
Representing—Majestic, etc.

Wesco

961 W. Genesee St., Syracuse 4, N. Y.
Representing—Westinghouse.

H. A. McRae & Co., Inc.

137 River St., Troy, N. Y.
 Sales manager, Rudy Browd
Territory: 18 counties in East Central N. Y., 1 in Mass., 6 in Western Vt. Population—1,560,000.

Representing—Allen, Apex, Stromberg-Carlson, other leading lines of small appliances.
Products—Radios, cleaners, appliances.

Ott Heiskell Co.

86 - 19th St., Utica, N. Y.
Representing—Stewart-Warner, etc.

Horrocks-Ibbotson Co.

54 Genesee St., Utica 2, N. Y.
Representing—Farnsworth, etc.

VICTOR

RECORDS *Distributor*

South Carolina: North Carolina with the exception of the counties East of Person, Durham, Wake, Johnston, Sampson, Bladen and Columbus Counties

Also distributor for:

RCA Products

Coolerator Refrigerators

Blackstone Washers

Allen Oil Heaters

Sandura Floor Covering

Southport Paint

Kem-Tone

Rubberset Brushes

Southern Radio Corp.

1201 West Morehead St. Charlotte 1, N. C.

Kempf Brothers

227 Genesee St., Utica, N. Y.

Representing—Westinghouse.**Miller Electric Co.**

11 Hopper St., Utica, N. Y.

Representing—Stewart-Warner, etc.**NORTH CAROLINA****Freck Radio & Supply Co.**

38 Biltmore Ave., Asheville, N. C.

Representing—Galvin, etc.**Hayes & Hopson**

Asheville, N. C.

Representing—Noblitt-Sparks, etc.**Allison-Erwin Co.**

209 E. Fifth St., Charlotte 1, N. C.

Representing—Zenith, etc.**Chapman & Wilhelm Co.**

Liberty Life Bldg., Charlotte 1, N. C.

Representing—Stromberg-Carlson, etc.**Glasgow-Stewart & Co.**

208 East Fifth St., Charlotte 1, N. C.

Representing—Galvin, etc.**Hough-Wylie Co.**

816 South Tryon St., Charlotte, N. C.

Representing—Noblitt-Sparks, etc.**McClain Distributing Co.**

1213 W. Morehead St., Charlotte 1, N. C.

Representing—Admiral Corp., etc.**Shaw Distributing Co.**

205 West First St., Charlotte, N. C.

Representing—Stewart-Warner, etc.**Southern Appliances, Inc.**

517 East Trade St., Charlotte 2, N. C.

Representing—Majestic, etc.**Southern Bearings & Parts Co., Inc.**

315 North College St., Charlotte 1, N. C.

Representing—Bendix, Columbia, etc.**Southern Radio Corp.**

1201 West Morehead St., Charlotte, N. C.

President and sales manager, James P. McMillan.

Territory: S. C. and Western and Central N. C. Population—4,533,501.*Representing*—RCA-Victor, Allen, Blackstone, Coolerator, Kemtone, Rubberset, Sandura, Southport.*Products*—Radios, phonographs, records, radio and phonograph accessories, floor covering, appliances, paint.**Twin-States Dist. Co.**

515-17 W. Palmer St., Charlotte 2, N. C.

Representing—Farnsworth, etc.**Wesco**

210 E. 6th St., Charlotte 1, N. C.

Representing—Westinghouse.**Palmetto Electric Supply**

1850 Laurel St., Columbia, N. C.

Representing—Farnsworth, etc.**Blackwood's, Inc.**

404 Hillsboro St., Raleigh, N. C.

Representing—Stewart-Warner, etc.**First Colony Distributing, Inc.**

Raleigh, N. C.

Southeastern Radio Supply Co.

415 Hillsboro St., Raleigh, N. C.

Sales manager, S. H. Kahn (radio dept.)

Territory: North Carolina. Population—3,100,000.*Representing*—RCA-Victor, Jensen, Meck, Wilcox-Gay.*Products*—Radios, radio-phonographs, phonographs, records, accessories.**Tire Sales & Service Co.**

401 Hillsboro St., Raleigh, N. C.

Representing—Galvin, etc.**Wesco**

319 W. Martin St., Raleigh, N. C.

Representing—Westinghouse.**Brown-Rogers-Dixson Co.**

Winston-Salem, N. C.

Representing—Wilcox-Gay, etc.**NORTH DAKOTA****J. A. Fleck Co.**

301 N. P. Ave., Fargo, N. D.

Sales manager, W. E. Lohman

Territory: N. D., 17 counties in Northern S. D., 15 in Northwestern Minn., 9 in Mont. Population—967,000.*Representing*—Admiral, Automatic, Brown & Brockmeyer, Goodyear, Morgan Vise, U. S. Welder, Wilson.*Products*—Radios, radio-phonographs, sporting goods, tires, major appliances.**Fargo Paint & Glass Co.**

Fargo, N. D.

Representing—Farnsworth, etc.**Fargo Paper Co.**

26-28 Eighth St., Fargo, N. Dak.

Representing—Galvin, etc.

VICTOR RECORDS *Distributor*

*Ohio, Northern Kentucky and South-
eastern Indiana*

Also distributor for:

Bluebird Records
Pfanstiehl
Duotone
Peerless Albums
Redi-Rack
Permo
Fidelitone
Garod Needles
Accessories
Parts
Tubes

Ohio Appliances, Inc.

Columbus, Cincinnati, Dayton

Reinhard Brothers, Inc.

Fargo, N. D.

*Representing—Zenith, etc.***Shirley & Onstead**

15 W. Central; Minot, N. D.

*Representing—Stewart-Wranner, etc.***OHIO****The Mook Electric Supply Co.**

422 S. Broadway, Akron, O.

*Representing—Westinghouse, etc.***Sacks Electrical Supply Co.**

615 S. Main St., Akron 11, O.

*Representing—Farnsworth.***Burroughs Radio Co.**

620 Tuscarawas St., W., Canton, O.

*Representing—Meck, etc.***The Mook Electric Supply Co.**

502 Cleveland Ave., N.W., Canton, Ohio

*Representing—Westinghouse, etc.***The Bimbel Co.**

305 Walnut St., Cincinnati, O.

*Representing—Admiral Corp., etc.***Griffith Distributing Corp.**

2110 Gilbert Ave., Cincinnati 6, O.

*Sales manager, R. B. Young**Territory: 18 counties in Ohio, 6 in Ind., 11 in Ky. Population—2,035,000.**Representing—Armstrong, Bendix, Duo-Therm, Grand, Ironrite, New Home, Youngstown, Zenith.**Products—Radios, floor covering, appliances.***Cleveland Radioelectric, Inc.**

2905 Chester Ave., Cleveland 11, O.

*Territory: 22 counties in Northeastern Ohio, 2 counties in Pa. Population—3,000,000.**Representing—RCA-Victor, Coolerator, Easy, Electromaster.**Products—Radio-phonographs, records, accessories, parts, test equipment, industrial sound equipment, appliances.***C. Burton Hollingseed**

Route No. 10 Kenwood, Cincinnati, O.

*Representing—Galvin, etc.***Keilson Cigar Co.**

321 East 7 St., Cincinnati, O.

*Representing—Noblitt-Sparks, etc.***Harry Knodel Distributing Co.**

306 E. Eighth St., Cincinnati, O.

*Representing—Stewart-Warner, etc.***Lockie & Glenn**

2110 Gilbert Ave., Cincinnati 6, O.

*Representing—Galvin, etc.***Ohio & Appliances, Inc.**

6th & E. Court Sts., Cincinnati, O.

*Representing—RCA-Victor, etc.***Walter E. Schott Appliance Co.**

Cincinnati, O.

*Representing—Bendix, etc.***Schuster Electric Co.**

321 Sycamore St., Cincinnati, O.

*Representing—Majestic, etc.***Tepfer Appliance Co., Inc.**

301 Cincinnati Terminal Warehouses, Inc., Cincinnati, O.

*Representing—Stromberg-Carlson, etc.***Tri-State Distributing Corp.**

328 East 8 St., Cincinnati 2, O.

*Representing—Columbia, Waters-Conley, etc.***United Radio, Inc.**

1311 Vine St., Cincinnati, O.

*Representing—Meck, etc.***Wesco**

2329 Gilbert Ave., Cincinnati 6, O.

*Representing—Westinghouse.***The York Supply Co.**

2621 Colerain Ave., Cincinnati, O.

*Representing—Farnsworth, Wilcox-Gay, etc.***The Arnold Wholesale Corp.**

5209 Detroit Ave., Cleveland 1, O.

*Representing—Zenith, etc.***Bennett Radio Co., Inc.**

39 E. Chestnut St., Cleveland 15, O.

*Representing—Waters-Conley Co.***J. C. Boylan Co.**

2nd Floor, Rose Bldg., Cleveland, O.

*Representing—Stewart-Warner, etc.***Cleveland Distributing Co.**

Cleveland, O.

*Representing—Bendix, etc.***Elliott & Evans, Inc.**

1800 Prospect Ave., Cleveland, O.

*Representing—Majestic, etc.***Galdhamer, Inc.**

610 Huron Rd., Cleveland 15, O.

*Representing—Meck, Wilcox-Gay, etc.***The Kane Co.**

2621 E. 9th St., Cleveland 15, O.

*Representing—Admiral Corp., etc.***Irvin Leon Co.**

Cleveland, O.

*Representing—Noblitt-Sparks, etc.***The M & M Co.**

5200 Prospect Ave., Cleveland 3, O.

*Sales manager, R. F. Stump**Territory: 57 counties in Ohio, 6 in Pa. Population—4,556,696.*

VICTOR RECORDS *Distributor*

State of Oklahoma and Texas Panhandle

Also distributor for:

RCA Radios & Television

RCA Victrolas

& Recording Sets

Coleman Floor Furnaces

Grand Gas Ranges

Blackstone Home Laundry
Equipment

Carrier Air-Conditioning
Home & Farm Freezers

Dulaney Distributing Co.

834 N.W. Second St.

Oklahoma City 2, Okla.

Representing—Cory, Dormyer, Duo-Therm, Everhot, Hammond, Kem-Tone, Motorola, Nu-Enamel, Pabco, Soilax, Toastwell, Trimz. *Products*—Radios, floor covering, appliances, wallpaper.

Markepp Sales Co.
Cleveland, Ohio

Representing—National Scientific Products, etc.

P. F. McMorrow

459-B Hippodrome Annex, Cleveland, O.
Representing—Ansley, etc.

Midland Electric Co.

2125 Superior Ave., Cleveland, O.
Representing—Farnsworth, etc.

Music Distributing Co.

1108 West 9 St., Cleveland 13, O.
Sales manager, William Simon
Representing—ARA, Asch, Bibletone, Black & White, Bost, Comet, Duotone, Globe, Harmonia, International, Juke-Box, Melodise, Modern, National, Rhythm, Sonart, Vogue. *Products*—Radios, phonographs, records, accessories, appliances.

J. O. Olsen

1456 Waterbury Rd., Cleveland, O.
Representing—Ansley Corp.

Sanborn Music Co.

110 Superior Ave. N. W., Cleveland 13, O.
Territory: Ohio, Ky., Mich., Ind., Western Pa., N. Y.

Representing—Duotone, Fidelitone, Jensen, Kacti, Nexthorne, Peerless, Pfanstiehl, Reco-ton, Walco.

Products—Albums, needles, other accessories.

Sherman Sales Co.

2206 East 16 St., Cleveland, O.
Representing—Lear, etc.

J. J. Skinner & Co.

6523 Euclid Ave., Cleveland, O.
Representing—Stromberg-Carlson, etc.

Strong, Carlisle & Hammond Co.

1392 North 3 St., Cleveland 13, O.
Sales managers, G. H. Book (records), H. G. Frank (appliances)

Territory: 15 counties in Northern and Central Ohio. Population—2,681,111.

Representing—Columbia, Philco, Universal. *Products*—Radios, radio-phonographs, records, appliances.

Wesco

6515 Carnegie Ave., Cleveland, O.
Representing—Westinghouse.

Appliance Distrib. Co.

115 N. Front St., Columbus 15, O.
Representing—Zenith, etc.

Bennett Radio Co., Inc.

39 East Chestnut St., Columbus, O.
Representing—Columbia, Waters-Couley, etc.

The Callander-Lane Co.

517 Brookside Dr., Columbus, 9, O.
Representing—Stromberg-Carlson, etc.

F. O. Carpenter & Sons

207 N. 11th St., Columbus, O.
Representing—Farnsworth, Wilcox-Gay, etc.

Hughes-Peters, Inc.

111 17 East Long St., Columbus, O.
Representing—Meck, etc.

The M & M Co.

211 East Gay St., Columbus, O.
Representing—Galvin, etc.

McCleery-Carpenter Electric Co.

301 North 3 St., Columbus, O.
Representing—Noblitt-Sparks, etc.

Ohio Appliances, Inc.

213 North 1 St., Columbus 15, O.
Sales managers—V. E. Blanchard (record dept., Columbus), C. A. Lemm (record dept., Cincinnati), Wayne Wright (Dayton office). *Territory*: Ohio

Representing—RCA-Victor, Duotone, Garol, Peerless, Permo, Pfanstiehl.

Products—Records, needles, accessories, parts.

Thompson & Hamilton, Inc.

211 North 1 St., Columbus 15, O.
President, T. Kline Hamilton
Sales managers—G. L. Thompson (records), Glen Kriechhaus (radios).

Territory: 32 Central Ohio counties. Population 3,000,000.

Representing—Majestic, Bendix, Hamilton, Ironrite, Youngstown.

Products—Radios, radio-phonographs, records, major appliances.

Wesco

266 N. 4th St., Columbus 16, O.
Representing—Westinghouse.

Gem City Appliances, Inc.

121 Franklin St., Dayton, O.
Representing—Majestic, etc.

Keilson Cigar Co.

20 North Jefferson St., Dayton, O.
Representing—Noblitt-Sparks, etc.

Moore Equipment Co.

226 West Third St., Dayton 2, O.

Standard Radio & Electric Products Co.

135 E. 2nd St., Dayton 2, O.
Representing—Stewart-Warner, Wilcox-Gay, etc.

York Supply Co.

531 E. Third St., Dayton 2, O.
Representing—Farnsworth, etc.

Williams Wholesale Distributors

55 W. Church St., Newark, O.
Representing—Stewart-Warner, etc.

Victor Records

Distributor

Northern Delaware, Eastern Pennsylvania,

Southern New Jersey

Use distributor for:

Kelvinator Refrigerators
Leonard Refrigerators
RCA Victor Radios
RCA Sound System
RCA Victor Phonographs
RCA Victor Television
Bendix Home Laundry
Eureka Vacuum Cleaners
American Kitchens
G. E. Lamps
Speed Queen Washers

**Raymond-
Rosen & Co.**

*32nd and Walnut Sts.
Philadelphia, Pa.*

Hibbs Hardware Co.
Fifth St. near Chillicothe, Portsmouth, O.
Representing—Stewart-Warner, etc.

Christian-Sheidler Co.
Adams & 20th Sts., Toledo, O.
Representing—Galvin, etc.

Gerlinger Equipment Co.
1320 Madison Ave., Toledo, O.
Representing—Majestic, etc.

V. J. McGranahan Distrib. Co.
1702.04 Madison Ave., Toledo, O.
Representing—Zenith, etc.

Philco Distributors Inc.
2318 Monroe Ave., Toledo, O.
Representing—Waters Conley Co., etc.

The Joseph B. Smith Co.
Edison Bldg., Toledo 4, O.
Sales manager, Otto E. Sell
Territory: Northern Ohio, Southern Mich.,
Eastern Ind. Population—5,000,000.
Representing—Caloric, Conservator, Quick
Heat, John Meck Industries, Pak-A-Way,
Stiglitz.
Products—Radios and other major appliances.

Walding, Kinnan & Marvin Co.
332 Summit St., Toledo, O.
Representing—Farnsworth, Wilcox-Gay, etc.

Wesco
192 N. 13th St., Toledo, O.
Representing—Westinghouse.

World Tire Corp.
1020 Madison Ave., Toledo, O.
Representing—Noblitt-Sparks, etc.

The Mook Electric Supply Co.
Wick & Rayen Ave., Youngstown, O.
Representing—Westinghouse.

Ross Radio Co.
325 W. Federal St., Youngstown 3, O.
Representing—Wilcox-Gay, etc.

420

OKLAHOMA

Dulaney Distributing Co.
834 North West 2 St., Oklahoma City 2,
Okla.
General sales manager, M. O. Huntress
Territory: Okla., Texas Panhandle. Popu-
lation—2,500,000.
Representing—RCA-Victor, Blackstone, Car-
rier, Coleman, Grand.
Products—Radios, records, air conditioning,
floor furnaces, furniture, appliances.

Leo Maxwell Co.
810 North West 4 St., Oklahoma City 6,
Okla.
Territory: Oklahoma.

Representing—Gibson, Hoyt, Knapp-Mon-
arch, Sloane-Blahon, Zenith.
Products—Radios, floor covering, furniture,
appliances.

M. L. Foster Co.
712 North Broadway, Oklahoma City,
Okla.
Representing—Sonora, etc.

Hales-Mullaly Co.
1 N. E. 6th St., Oklahoma City 1, Okla.
Representing—Majestic, etc.

Jenkins Music Co.
27 E. Reno, Oklahoma City, Okla.
Representing—Wilcox-Gay, etc.

Jenkins Wholesale Division
29 East Reno St., Oklahoma City, Okla.
Representing—Stromberg-Carlson, etc.

Wm. Mee Co.
120 East Grand Ave., Oklahoma City,
Okla.
Representing—Galvin, etc.

Miller-Jackson Co.
111-119 East California Ave., Oklahoma
City 2, Okla.
Representing—Bendix, Columbia, Waters
Conley, etc.

Purse & Co.
Oklahoma City, Okla.
Representing—Noblitt-Sparks, etc.

Radio Supply, Inc.
721 North Hudson St., Oklahoma City,
Okla.
Representing—Meck, etc.

Richards & Conover Hardware Co.
1 E. Grand St., Oklahoma City, Okla.
Representing—Admiral Corp., etc.

Superior Dist. Co.
2335 N. W. 12th St., Oklahoma City 7,
Okla.
Representing—Farnsworth, etc.

**Waugh & Robertson Refrigeration
Co.**
27 East Grand Ave., Oklahoma City 2,
Okla.
Representing—Howard, etc.

Wesco
850 N. W. 2nd St., Oklahoma City 2,
Okla.
Representing—Westinghouse.

R & S Distributors
214 East 10 St., Tulsa, Okla.
Representing—Meck, etc.

Stewart-Warner Products Co.
1234 South Detroit, Tulsa, Okla.
Representing—Stewart-Warner, etc.

VICTOR RECORDS *Distributor*

Tri-State area: Pennsylvania to Erie: Altoona, Ohio to
Steubenville and Marietta: West Virginia to Parkersburg

Also distributor for:

Warm Morning Coal Heaters
Lovell Clothes Driers
Reznor Gas Heaters
Sunbeam Appliances
Manning Bowman Products
Royal Vacuum Cleaners
Eveready Batteries
Seth Thomas Clocks
RCA Victor Radios & Tubes
RCA Victrolas
RCA Sound Systems
Servel Refrigerators
Thor Washers & Ironers
Estate Ranges & Heatrolas
American Central Kitchens
Deepfreeze Home Freezers
New Home Sewing Machines

421

HAMBURG BROTHERS

305 Penn Avenue

Pittsburgh 22, Pa.

Branch

1407 Main Street

Wheeling, W. Va.

DISTRIBUTORS, cont.

Wesco

307 E. Brady St., Tulsa 3, Okla.
Representing—Westinghouse.

OREGON

Bargelt Supply

1131-1135 Southwest Washington St., Portland 5, Ore.

President and sales manager, R. Bargelt
Territory: Ore., Southwestern Washington, part of Idaho, 2 counties in Calif.
Population—1,000,000.

Representing—Cornell-Dubilier, Coolerator, Farnsworth, National Union.
Products—Radios and accessories, recording equipment and blanks, refrigerators.

Don Burcham & Co.

917 Southwest Oak St., Portland, Ore.
Representing—Jefferson-Travis, etc.

C & H Supply Co.

1316 S. W. Washington St., Portland 5, Ore.

Representing—Galvin, etc.

F. B. Connelly Co.

1233 N. W. 125th St., Portland, Ore.
Representing—Majestic, Wilcox-Gay, etc.

Electrical Distributing Inc.

525 N.W. Tenth Ave., Portland 9, Ore.
Representing—Zenith, etc.

Foreman Distributing Co.

824 S. W. First St., Portland, Ore.
Representing—Lear, etc.

Harper-Megee, Inc.

15th & Irving Sts., Portland, Ore.
Representing—Gala, RCA Victor, etc.

Household Distributing Co.

Portland, Ore.
Representing—Bendix, etc.

Lou Johnson Co.

122 North West 8th Ave., Portland 9, Ore.
President and sales manager, L. M. Johnson
Territory: Oregon, Columbia R. counties in Wash. *Population*—1,060,000.

Representing—Admiral, Automatic, West.
Products—Radios, appliances.

Marshall-Wells Co.

Portland 8, Ore.
Representing—Noblit-Sparks, etc.

Stubbs Electric Co.

Portland, Ore.
Representing—Hoffman, etc.

Sunset Electric Co.

Tenth N. W. & Glisan Sts., Portland 9, Ore.

Sales managers—A. E. Muir (records), Fred L. Staples (radios, appliances)

Territory: Oregon, Columbia R. counties in Wash., 1 county in Calif. *Population*—1,200,000.

Representing—Columbia, ABC, Domestic, Emerson, Frigidaire, Premier, Quaker, Universal.

Products—Radios, records, appliances.

United Radio Supply, Inc.

203 South West Ninth Ave., Portland 5, Ore.

Sales manager, R. H. Gollehur
Territory: Ore., Southern Wash. *Population*—1,000,000.

Representing—Duo-tone, Presto, Sonora.
Products—Radios, radio-phonographs, records, needles, discs, etc.

Wesco

131 N. W. 8th Ave., Portland 9, Ore.
Representing—Westinghouse.

PENNSYLVANIA

Bell-Clark & Co.

11th & Gordon St., Allentown, Pa.
Representing—Stroumborg-Carlson, etc.

Wesco

739 Hamilton St., Allentown, Pa.
Representing—Westinghouse.

Dibert Radio Distributing Co.

1802 - 11th Ave., Allentown, Pa.
Representing—Galvin, etc.

Reliable Radio, Inc.

30-32 West 11 St., Erie, Pa.
Territory: 9 counties in Pa.
Representing—Blackstone, Frigidaire, Miracle, Stewart-Warner.
Products—Radios, radio-phonographs, appliances.

Tri-State Appliance Dist.

1015 State St., Erie 2, Pa.
Representing—Farnsworth, Wilcox-Gay, etc.

Wesco

1013 State St., Erie 2, Pa.
Representing—Westinghouse.

D & H Distributing Co.

311 South Cameron St., Harrisburg, Pa.
Territory: Northeastern and Central Pa., Md. *Population*—3,500,000.

Representing—RCA-Victor, Allen, Gibson, Knapp Monarch, Franklin McAllister, Nu-Enamel, O'Gedar, Seth Thomas, Sunbeam, Thor.

Products—Records, radios, appliances.

Columbia Records

Distributor

Eastern Pennsylvania

Southern New Jersey

Delaware

Also distributor for best known and fastest selling record accessory lines.

Columbia Needles

Fidelitone Needles

United Albums

Zenith Radios and
Phonographs

Phonola Portables

The
Motor
Parts

Co. 1229 N. Broad St., Philadelphia 22, Penna.

Speciality Sales Co.

116 West Chestnut St., Lancaster, Pa.
Territory: 10 counties in Pa. *Population—*
 1,500,000.

*Representing—*Galvin Mfg. Corp. (Motorola).

Elliott-Lewis Electrical Co., Inc.

1011-1017 Race St., Philadelphia 7, Pa.
Territory: Eastern Pa., Southern N. J.,
 Dela. *Population—*3,900,000.

*Representing—*Blackstone, Coolerator, Estate,
 General-Electric, Stromberg-Carlson, Toast-
 master.

*Products—*Radios, appliances.

Everybody's Supply Corp.

810 Arch St., Philadelphia, Pa.

*Representing—*Noblitt Sparks, etc.

Fisher & Brick Carpet Co.

315 Arch St., Philadelphia, Pa.

*Representing—*Howard, etc.

Franklin Electric Co.

529-31 Arch St., Philadelphia 6, Pa.

*Representing—*Sonora, etc.

Goldner Distributing Co.

16-50 North Fifth St., Philadelphia 6, Pa.

*Products—*Motorola, radios, home furnish-
 ings, appliances, toys.

H & S Distributing Co.

812 West Broad St., Philadelphia, Pa.

*Representing—*Lear, etc.

Chas. G. Knerr

317 S. Cameron St., Harrisburg, Pa.

*Representing—*Zenith, etc.

W. A. Leiser & Co.

N.W. Corner Race and Canmac St., Phila-
 delphia, Pa.

*Representing—*Ansley, etc.

Motor Parts Co.

1229 N. Broad St., Philadelphia 22, Pa.

*Representing—*Zenith, Columbia, Waters-Con-
 ley, etc.

Philadelphia Distributors

234 N. Eleventh St., Philadelphia, Pa.

*Representing—*Stewart-Warner, etc.

Philadelphia Electronics Inc.

Land Title Bldg., Philadelphia 10, Penn.

*Representing—*Wilcox-Gay, Bendix, etc.

Pierce-Phelps, Inc.

137 North 5 St., Philadelphia 23, Pa.

Territory: Eastern Pa., Southern N. J.,
 Dela. *Population—*5,500,000.

*Products—*Admiral, radios and record
 changes, air conditioning, floor covering,
 heaters, toys and appliances.

J. J. Pockock, Inc.

1920 Chestnut St., Philadelphia 3, Pa.

*Representing—*Majestic, etc.

Radio Electric Service Co. of Pa.

North West Corner 7th & Arch Sts., Phila-
 delphia 6, Pa.

Sales manager, Morris Green.

Territory: Eastern Pa., Southern N. J.

Raymond Rosen & Co.

32nd & Walnut Sts., Philadelphia 1, Pa.

Sales manager, Morton Gellard

Territory: Pa., Southern N. J., Southern
 Dela. and Md.

*Representing—*RCA-Victor, American, Ben-
 dix, Eureka, General-Electric, Ironrite, Kel-
 vinator, Leonard, Speed Queen.

*Products—*Radios, phonographs, records, tele-
 vision, sound systems, appliances.

H. Royer Smith Co.

Tenth & Walnut Sts., Philadelphia, 7, Pa.

President and sales manager, H. Royer Smith

Territory: Southern N. J., Eastern Pa.,
 Dela., Md., D. of C.

*Representing—*BCN, HRS, Recoton, Mexi-
 tone, Walco.

*Products—*Needles and accessories.

Trilling & Montague

2101 Walnut St., Philadelphia, Pa.

*Representing—*Farnsworth, etc.

Wesco

111 N. 11th St., Philadelphia 7, Pa.

*Representing—*Wesco.

Danforth Co.

5820 Centre Ave., Pittsburgh, Pa.

Hamburg Bros.

305 Penn Ave., Pittsburgh 22, Pa.

*Sales managers—*E. A. Hamburg (Radios),
 Chas. A. Feldman (records).

Territory: Parts of Pa., West Va. and
 Ohio. *Population—*4,500,000.

*Representing—*RCA-Victor, American, Deep-
 freeze, Estate, Eveready, Lovell, M-B, New
 Home, Reznor, Royal, Servel, Seth-Thomas
 Sunbeam, Thor, Warm Morning.

*Products—*Radios, phonographs, records, tele-
 vision, sound systems, batteries, clocks, ap-
 pliances.

Ludwig Hommel & Co.

600 Second Ave., Pittsburgh 19, Pa.

*Representing—*Stromberg-Carlson, Waters-
 Conley, etc.

Logan & Gregg Hardware Co.

121 Ninth St., Pittsburgh, Pa.

*Representing—*Howard, etc.

VICTOR-BLUEBIRD

RECORDS *Distributor*

Entire State of Arkansas: parts of Tennessee, Kentucky, Missouri, Oklahoma and Mississippi

Also distributor for:

RCA Victor Radios and Victrolas

RCA Victor Sound and
Communication Equipment

Frigidaire Refrigerators
and Associated Products

Alemite Equipment

Premier Vacuum Cleaners

Easy Washers

Coleman Floor Furnaces and
Circulating Heaters

Telechron Clocks

Youngstown Kitchens

McGregor's, Inc.

1071 Union Avenue

Memphis 3, Tennessee

J. E. Miller Co.

80 Twenty-Sixth St., Pittsburgh 22, Pa.
 Sales managers—J. A. Traynor (records), J. E. Miller, Jr. (radios, appliances)

Territory: Western Pa., Eastern Ohio, Northern West Va. *Population*—1,079,109.
Representing—Majestic, Horton, Kenrad, Steam-O-Matic, Toastwell.

Products—Radios, phonographs, records, appliances.

Motor Radio Distributing Co.

5732 Baum Blvd., Pittsburgh 6, Pa.
Representing—Galvin, etc.

Pittsburgh Products Co.

Pittsburgh, Pa.
Representing—Bendix, etc.

L. H. Smith, Inc.

8 Eighth St., Pittsburgh, Pa.
Representing—Sonora, etc.

Stern-Key Distributing Co.

808 Penn Ave., Pittsburgh 22, Pa.
 President and sales manager, Harold Kay
Territory: 25 counties in Western Pa., 22 in West Va., 8 in Ohio.

Representing—Admiral, McAllister, Merit-Made, Miracle, Speed Queen.
Products—Radios, deep-freeze units, appliances.

I. & M. Sufrin, Radio & Appliance Distribution Div.

1207 Muriel St., Pittsburgh 3, Pa.
 Sales manager, Leon M. Goldsmith
Territory: 11 counties in Southwestern Pa., 2 in Ohio.

Representing—Stewart-Warner.
Products—Radios, radio-phonographs, phonographs.

Tydings Co.

632 Grant St., Pittsburgh 19, Pa.
Representing—Wilcox-Gay, etc.

Volkwein Bros., Inc.

632-634 Liberty Ave., Pittsburgh 22, Pa.
Territory: Western Pa., Eastern Ohio, West Va. *Population*—1,000,000.

Representing—Capitol, Columbia, Decca, Gibson, Penzel-Mueller, Slingerland, Deagan, Victor, White.

Products—Records, musical instruments.

Wesco

575 Sixth Ave., Pittsburgh 19, Pa.
Representing—Westinghouse.

J. A. Williams Co.

401-433 Amberson Ave., Pittsburgh, Pa.
Representing—Zenith, etc.

Joseph Woodwell Co.

211 Wood St., Pittsburgh, Pa.
Representing—Noblitt-Sparks, etc.

Biehl's Inc.

500 S. Centre St., Pottsville, Pa.
Representing—Wilcox-Gay, etc.

Wesco

11th and Elm Sts., Reading, Pa.
Representing—Westinghouse.

Penn Electrical Engineering

517-19 Ash St., Scranton, Pa.
Representing—Westinghouse.

Scranton Electric Const. Co.

625 Connell Bldg., Scranton 3, Pa.
 Sales manager, D. H. Lewis
Territory: 14 counties in Northeastern Pa. *Area Population*—1,310,600
Products—Zenith, radios, radio-phonograph.

Big Boys Auto Parts Co.

123-129 South Second St., Sunbury, Pa.
Representing—Galvin, etc.

Kile-Jacobs & Co.

35 East Northampton St., Wilkes-Barre, Pa.
Representing—Stewart-Warner, etc.

R. B. Wall Co.

56 E. Union St., Wilkes-Barre, Pa.
Representing—Admiral Corp., Wilcox-Gay, etc.

The Careva Co., Inc.

515-61 East Princess St., York, Pa.
Territory Covered: 14 counties in South Central Pa. *Population*—1,000,000.
Representing—Bendix, Ebeco, Kelvinator, Leonard, Stromberg-Carlson, Tyler, Wilson.
Products—Radios, radio-phonographs, milk coolers, major appliances.

Motter Electric Supply Co.

131 North George St., York, Pa.
Representing—Stewart-Warner, etc.

Wesco

113 S. George St., York, Pa.
Representing—Westinghouse.

Neyhart's Inc.

111-151 W. Third St., Williamsport 3, Pa.
Representing—Farnsworth, etc.

Wesco

318 W. 11th St., Williamsport 1, Pa.
Representing—Westinghouse.

VICTOR

RECORDS *Distributor for:*

All of the Tennessee Valley, East of, and including Nashville, Tenn., S. W. Va., S. E. Ky., North Ga.

Also distributor for:

RCA Victor Radios
RCA Victrolas
RCA Commercial Sound
Pfanstiehl
Permo Point
Fidelitone
Peerless
Walco
Presto
Recordisc
Astatic
Webster
Record Racks
Record Cabinets
Recordio
Record Albums

C. M. McClung & Co.

Jackson Avenue

Knoxville 7, Tenn.

RHODE ISLAND

Ballou, Johnson & Nichols Co.
128 Dorrance St., Providence 2, R. I.
Sales manager, Pearce B. Johnson
Territory: R. I., 2 counties in Conn., 5
in Mass. Population—1,500,000.
Representing—ABC, Cordley, Estate, Kitchen-
Maid, Leonard, Sylvania, Wilcox-Gay, Zenith.
Products—Radios, radio-phonographs, record-
ing discs, radio tubes, major appliances.

De Mambro Radio Supply
112 Broadway, Providence, R. I.
Representing—Stewart-Warner, etc.

Eddy & Co., Inc.
23 Broad St., Providence 3, R. I.
Sales managers—Charles E. Fraime (rec-
ords), Larry V. Egavian (radios).
Territory: R. I., 2 counties in Conn., 1 in
Mass. Population—1,250,000.
Representing—RCA-Victor, American Sun
Flame, Apex, General-Electric, Pak-A-Way,
Shick.
Products—Radios, radio-phonographs, rec-
ords, appliances.

I. Feldman Co.
186 Broadway, Providence 3, R. I.
Representing—Galvin, etc.

R. U. Lynch, Inc.
9 Federal St., Providence 3, R. I.
Sales manager, Chester F. Swenson
Territory: R. I., 5 counties in Mass., 2 in
Conn.
Representing—Majestic, Barlow & Seelig,
Bendix, Globe, Ironrite, Lindemann & Hoover-
son, New Home, Spred-Queen.
Products—Radios, radio-phonographs, rec-
ords, major appliances.

Providence Electric Co., Inc.
110-111 Empire St., Providence 3, R. I.
Representing—Farnsworth, etc.

Republic Distributing Co.
Providence, R. I.
Representing—Bendix, etc.

Roskin Distributors Inc.
Providence, R. I.
Representing—Waters Conley Co., etc.

Simons Distributing Co.
17 Lyman St., Providence 3, R. I.
Representing—Columbia, etc.

Tracy & Co., Inc.
76-86 W. Exchange St., Providence 3,
R. I.
Representing—Admiral Corp., etc.

Wesco

66 Ship St., Providence 1, R. I.
Representing—Westinghouse.

SOUTH CAROLINA

Krell Radio & Appliance Co.
1712 Main St., Columbia 3, S. C.

C and D Distributing Co.
198 East Bay St., P. O. Box 291, Charles-
ton C., S. C.
Representing—Sonora, etc.

C. D. Franke & Co.
Charleston, S. C.
Representing—Noblitt-Sparks, etc.

Gas Engine & Electric Co.
280-282 Meeting St., Charleston, S. C.
Representing—Zenith, etc.

Home Appliances Co.
P. O. Box 336, Charleston, S. C.
Representing—Stewart-Warner, etc.

McDaid's Electrical Supply Co.
Charleston, S. C.
Representing—Bendix, etc.

Dixie Radio Supply Co.
1714 Main St., Columbia, S. C.
Representing—Meck, Wilcox-Gay, etc.

C. D. Franke & Co.
Columbia, S. C.
Representing—Noblitt-Sparks, etc.

Wesco
915 Lady St., Columbia, S. C.
Representing—Westinghouse.

Bates Radio & Supply Co.
7 South Main St., Greenville, S. C.
Representing—Noblitt-Sparks, etc.

Wesco
226 Pendleton St., Greenville, S. C.
Representing—Westinghouse.

SOUTH DAKOTA

Reinhard Bros., Co., Inc.
Aberdeen, S. Dak.
Representing—Zenith, etc.

Hills Gas and Appliance Co.
Rapid City, S. D.
Representing—Stewart-Warner, etc.

Graff Motor Supply Co.
122-24 West Seventh St., Sioux Falls, S. D.
Representing—Galvin, etc.

VICTOR RECORDS

and ACCESSORIES

Distributor

West Texas
New Mexico
Arizona
Mexican Provinces of Sonora . .
Chihuahua . . Baja California

Also Distributor For:

RCA Victor Radios
Gibson Refrigerators
Apex Washing Machines
White Star Ranges
Duo Therm Heaters
Proctor Appliances
"Domestic" Sewing Machines
Radio parts and tubes

429

MIDLAND SPECIALTY



COMPANY

427 W. SAN ANTONIO ST.
EL PASO • TEXAS

L. C. Lippert Co.

368 Boyce-Greeley Bldg., Sioux Falls, S. D.
President and sales manager, Leo C. Lippert
Territory: 13 counties in S. D., 3 in Minn.,
2 in Iowa. Population 800,000.
*Representing—*Admiral, Aerovox, Chromalox,
Gis, Royal Vac, Sylvania, Vaculator.
*Products—*Radios, radio-phonographs, appli-
ances.

A. Y. McDonald Mfg. Co.

131 E. 10th St., Sioux Falls, S. D.
*Representing—*Farnsworth, Wilcox-Gay, etc.

Rudning-Robertson Co.

267 Boyce-Greeley Bldg., Sioux Falls, S. D.
Partner and manager, J. R. Rudning
Territory: 50 counties in S. D., 11 in
Minn., 4 in Iowa. Population 750,000.
*Representing—*Allen, Blackstone, Gibson,
Stewart-Warner.
*Products—*Radios, radio-phonographs, major
appliances.

TENNESSEE

Bryant & Trimble, Inc.

406 Broad St., Chattanooga 2, Tenn.
Sales manager, Fred H. David
Territory: 36 counties in Tenn., 7 in Ga.,
6 in Ky., 1 in Va., 2 in Ala. Population—
1,250,000.

*Representing—*Dexter, Ever-Hot, Freez-All,
Hammond, Motorola, Quaker, Royal, Williard.
*Products—*Radios, appliances.

M. D. Bacon

915 Barton Ave., Chattanooga 5, Tenn.
*Representing—*Galvin, etc.

Harry W. Cameron, Inc.

1021 Chestnut St., Chattanooga 2, Tenn.
*Representing—*Farnsworth, etc.

Johnson Tire Co.

Broad at Eleventh St., Chattanooga, Tenn.
*Representing—*Stewart-Warner, etc.

Southern Furn. Sales Co.

701-707 Broad St., Chattanooga 2, Tenn.
*Representing—*Zenith, etc.

Tri-State Supply Co.

1118 Market St., Chattanooga 2, Tenn.
Territory: Tenn., Ala., Ga.
*Representing—*Amana Society, Diehl, Gen-
eral Felt, A. J. Linderman & Hoverson,
Maxon Utilities, Stromberg-Carlson, Whiting
Stoken.
*Products—*Radios, radio-phonographs, appli-
ances.

**Allied Appliance Distributors of
Knoxville**

923 Central Ave., N., Knoxville, Tenn.
*Representing—*Majestic, etc.

Bomar Appliance Co., Inc.

828 West Main St., Knoxville 16, Tenn.
*Representing—*Sonora, Bendix, etc.

Bright Distributing Co.

529 State St., Knoxville, Tenn.
*Representing—*Stewart-Warner, etc.

Bryant & Trimble

321 West Magnolia St., Knoxville, Tenn.
*Representing—*Galvin, etc.

Chem City Radio & Electric Co.

108 North Gay St., Knoxville, Tenn.
*Representing—*Meck, etc.

House-Hasson Hardware Co.

759 Western Ave., Knoxville 7, Tenn.
*Representing—*Admiral, etc.

C. M. McClung & Co.

Jackson Ave., Knoxville 7, Tenn.
Sales manager, Lee M. Ross
Territory: Tenn. (Nashville and East),
Southwestern Va., Southeastern Ky.,
Northern Ga.
*Representing—*RCA-Victor, Astatic, Fidelity
tone, Peerless, Permo, Presto, Pfanstichl,
Recordisc, Webster.
*Products—*Records, accessories, musical mer-
chandise.

Roden Electric Supply Co.

808 West Central Ave., Knoxville, Tenn.
*Representing—*Stromberg-Carlson, etc.

Southern Furniture Sales

418 South Gay St., Knoxville, Tenn.
*Representing—*Noblitt Sparks, Westinghouse,
etc.

Adair Appliance Co.

661 Union Ave., Memphis 3, Tenn.
*Representing—*Stromberg-Carlson, etc.

P. F. Crenshaw, Jr., Co.

32 W. Iowa Ave., Memphis, Tenn.
*Representing—*Farnsworth, etc.

W. B. Davis Electric Supply Co.

655-661 Jefferson Ave., Memphis, Tenn.
*Representing—*Sonora, etc.

Arthur Fulmer Co.

Memphis, Tenn.
*Representing—*Wilcox-Gay, etc.

McGregor's, Inc.

1071 Union Ave., Memphis 3, Tenn.
Sales manager, E. M. Grewson
Territory: Ark., and parts of Tenn., Ky.,
Mo., Okla., and Miss.
*Representing—*RCA-Victor, Aemite, Easy,
Frigidaire.
*Products—*Radios, radio-phonographs, rec-
ords, appliances.

COLUMBIA-OKEH RECORDS *Distributor*

The Northern part of Texas

Also distributor for:

Phonola Phonographs

Philco

Magic-Aire

Knapp-Monarch

American Central Kitchens

Nu-Enamel

Blackstone Washers & Ironers

431

The Southwestern Company, Inc.

1719 N. Harwood St.

Dallas 1, Texas

Mills-Morris Co.
 171 S. Dudley St., Memphis 1, Tenn.
Territory: Western Tenn., Northern Miss.,
 parts of Ark. and Mo.
Representing—Galvin Mfg. Corp. (Motorola).

Orgill Brothers & Co.
 3248 W. Calhoun St., Memphis 2, Tenn.
Representing—Admiral Corp., etc.

Strattan-Warren Hdwe. Co.
 37 E. Carolina Ave., Memphis, Tenn.
Representing—Bendix, Zenith, etc.

Stratton-Warren Sales Co.
 815 Union St., Memphis, Tenn.
Representing—Noblitt Sparks, etc.

Wesco
 366 Madison Ave., Memphis, Tenn.
Representing—Westinghouse.

Woodson & Bozeman, Inc.
 482 Union Ave., Memphis 1, Tenn.
 Sales managers, Thomas F. Cade, Jr. (rec-
 ords), J. M. Baesman (appliances).
Territory: Ark. and parts of Tenn., Miss.,
 Mo., Ky. Population—1,000,000.
Representing—Columbia, Blackstone, Eureka.

Gibson, Hunter, Knapp-Monarch, Phonola,
 Superflame.
Products—Phonographs, records, appliances,
 paper products.

W. W. Acuff Co.
 3021 West End Ave., Nashville 3, Tenn.
 President and manager, W. W. Acuff
Territory: 46 counties Nashville area.
 Population—1,167,500.
Representing—Stewart-Warner.
Products—Radios, radio-phonographs, appli-
 ances.

Better Home Products, Inc.
 6 Cummins Station, Nashville 3, Tenn.
Representing—Stromberg-Carlson, etc.

Brain Electric Co.
 109-115 Eleventh Ave. So., Nashville 4,
 Tenn.
Representing—Zenith, etc.

Currey's
 17th & West End Ave., Nashville 3, Tenn.
Representing—Galvin, etc.

Electra Distributing Co.
 1914 West End Ave., Nashville, Tenn.
Representing—Sonora, etc.

NEW DE LUXE RECORDS ! !

- | | |
|--|--|
| 3004 Chopin's Polonaise
Clair DeLune
<i>The Airplane Trio</i> | 3003 Wedding March
Happy Birthday Medley
<i>Freshman with Airplane Trio</i> |
| 3002 Shame on You
Someday
<i>Ted Martin and the Airline Trio</i> | 3000 The Blonde Sailor
My Dreamland For Two
<i>Ted Martin and the Airline Trio</i> |

List Price \$1.05 tax incl.
 Dealers Cost 65c F.O.B. Linden
 Records Shipped only in 100 Lots

*Write for Complete List of Available Records
 By These Outstanding Recording Stars*

TED MARTIN	FRESHMAN	TEX GRANDE
AIRLANE TRIO	DUD BASCOMB	BILLY ECKSTINE
	THE FOUR BLUES	

De Luxe Record Distributing Co.
 LINDEN, NEW JERSEY

VICTOR RECORDS *Distributor*

Southern part of Texas

Also distributor for:

RCA Victor Products
Carrier Air Conditioning
Bendix Home Laundries
Coolerator Refrigerators
Lennox Heating
Appliances
Coleman Floor Furnaces
U. S. Tires
Temco Heaters
Automotive Parts and
Equipment

Straus-Frank Co.

1618 Fannin St., P.O. Box 358 Houston 1, Texas

Frost Electric Co.
1922 West End Ave., Nashville, Tenn.
Representing—Meck, etc.

Harris Patrick Electric Supply Co.
179 Second Ave., N., Nashville, Tenn.
Representing—Howard, etc.

J. L. Perry Co.
305 Broadway, Nashville, Tenn.
Representing—Westinghouse, Wilcox-Gay, etc.

TEXAS

Amarillo Electric Co.
111 East 8 St., Amarillo, Tex.
Representing—Meck, etc.

McDonald Auto Supply Co.
2nd and Polk Sts., Amarillo, Tex.
Representing—Galvin, etc.

Nunn Electric Co.
125 Polk St., Amarillo, Tex.
Representing—Zenith, etc.

Wesco
99 Taylor St., Amarillo, Tex.
Representing—Westinghouse.

C. M. Williams & Co.
615 Saylor St., Amarillo, Tex.
Representing—Farnsworth, etc.

Central Supply Co.
601 Citizens Bank Bldg., Brownwood, Tex.

Sales manager, R. H. Wilkerson
Territory: 15 Central Texas counties.
Representing—Ray-O-Vac, Stromberg-Carlson
Products—Radios, radio-phonographs, batteries.

Edwin Flato Co.
Corpus-Christi, Tex.
Representing—Stewart-Warner, etc.

Wesco
N. End Mesquite St., Corpus Christi, Tex.
Representing—Westinghouse.

Adleta Co.
1900 Cedar Springs, Dallas 1, Tex.
Sales manager, E. P. Miles
Territory: Northern Texas, Western Okla., and Southeastern Ark.
Representing—RCA-Victor, Apex.
Products—Radios, radio-phonographs, records, phonograph accessories, appliances.

All-State Distributing Co.
2107 Ross Ave., Dallas, Tex.
Representing—Meck, etc.

George E. Anderson Co.
Dallas, Texas
Representing—National Scientific Products, etc.

Paul Blackwell Co.
2016 Richardson St., Dallas, Tex.
Representing—Farnsworth, etc.

Butler Brothers
Young and Ervay Sts., Dallas, Tex.
Representing—Stewart-Warner, etc.

Capitol Distributing Corp. of Texas
1505 Young St., Dallas 1, Tex.
Representing—Capitol.

Higginbotham-Pearlstone Hdwe. Co.
P. O. Box 5205, Dallas, Texas
Representing—Sonota, etc.

Lone Star Wholesalers, Inc.
Santa Fe Bldg., Dallas, Tex.
Representing—Majestic, etc.

Norman-Young Appliance Co.
2023 Pacific Ave., Dallas 1, Tex.
Representing—Wilcox-Gay, etc.

Padgett Distributing Co.
409 Bullington St., Dallas 1, Tex.
Territory: 88 Texas counties, 9 in La. Population—3,000,000.
Representing—Stromberg-Carlson.

Patterson & Co.
Allen Bldg., Dallas, Tex.
Representing—Jefferson-Travis, etc.

Peaslee-Gaulbert Corp. (Southwestern Division)
2700 Canton St., Dallas 1, Tex.
Sales managers—J. A. Badgett, C. B. Grinnell
Territory: Texas, Okla. Population—8,751,258.

Representing—Admiral, Automatic, Emerson, Hardwick, Manning-Bowman, Speed-Queen, Sunbeam, Thor.
Products—Radios, radio-phonographs, appliances.

Porter Burgess Co.
815 North Pearl St., Dallas 1, Tex.
Representing—Galvin, etc.

Purse & Co.
601 Elm St., Dallas, Texas
Representing—Noblitt-Sparks, etc.

Radio City Distributing Co.
800 Jackson St., Dallas 2, Tex.
Sales manager, Gay White
Territory: 72 counties in Northern and Central Texas. Population—2,111,500
Representing—Coleman, Easy, Gibson, Grand, Hamilton, Premier, Proctor, Zenith
Products—Radios, radio-phonographs, major appliances.

Columbia Records

Distributor for the Southeastern part of Texas

Also distributor for best known and fastest selling record accessory lines.

Columbia Needles

Fidelitone Needles

Pfanstiehl Needles

United Albums

Peerless Albums

Century Albums

Amfile Cabinets

Lil Pal Record Cases

Phonola Portable

Phonographs

The
Crumpacker-
Covington
Co. 34 Hamilton St., Houston, Texas

The Southwestern Co., Inc.
1719 N. Harwood St., Dallas 1, Tex.
General sales manager, W. G. Jones
Territory: 35 counties Northeastern Texas.
Representing—Columbia, American Central, Blackstone, Knapp-Monarch, Magic Aire, Nu-Enamel, Philco, Phonola.
Products—Radios, radio-phonographs, phonographs, records, appliances.

Texas Wholesalers
Dallas, Tex.
Representing—Bendix, etc.

Wesco
105 N. Griffin St., Dallas 2, Tex.
Representing—Westinghouse.

Donald D. Wood
3829 Greenbrier Dr., Dallas 5, Tex.
Representing—Ansley, etc.

Car Parts Depot
El Paso, Tex.
Representing—Bendix, etc.

Crouch Appliance Co.
623 Texas St., El Paso, Tex.
Representing—Farnsworth, etc.

Diehl & Lehman Appliance Distributors
1409-11 Texas St., El Paso, Tex.
Territory: 16 counties in N. M., 12 in Texas.
Representing—Sonora, Allied, Birdseye, Electresteen, Filter-Queen, Frigidmist, Tappan, Thor.
Products—Radios, radio-phonographs, records, appliances.

Albert Mathias & Co.
El Paso, Tex.
Representing—Zenith, Columbia, etc.

Midland Specialty Co.
127 West San Antonio, El Paso, Tex.
Territory: Ariz., N. M., West Texas; 3 provinces in Mexico.
Representing—RCA-Victor, Apex, Duo-Therm, Gibson, Practor, White Star.
Products—Radios, radio-phonographs, records, major appliances.

Oakes Battery & Electric Co.
423 Texas St., El Paso, Tex.
President and sales manager, H. G. Oakes
Territory: Southern N. M., Western Texas.
Representing—American Bosch, Fairbanks Morse, Carter, Motorola, Stromberg-Carlson, Trico, Wico, Willard, Zenith.
Products—Radios, radio-phonographs, phonographs, appliances.

Zork Hardware Co.
115 S. San Francisco St., El Paso, Tex.
Representing—Westinghouse.

Electronic Equipment Co.
301 E. Fifth St., Fort Worth, Tex.
Representing—Wilcox-Gay Corp.

Fort Worth Battery Co.
615 Lamar St., Fort Worth, Tex.
Representing—Galvin, etc.

United Appliance
1009 Florence, Fort Worth, Texas.
Representing—Meck, etc.

Wesco
210 Jones St., Fort Worth 1, Tex.
Representing—Westinghouse.

Wolf & Klar Wholesale Supply Co.
1508 Main St., Fort Worth, Texas.
Representing—Howard, etc.

Automatic Sales Co.
325 M & M Bldg., Houston 2, Tex.
Representing—Zenith, etc.

Crumpacker-Covington Co.
34 North Hamilton St., Houston 2, Tex.
Sales managers—Phil Ezell (records), W. R. Johnson (appliances)
Territory: 36 counties in Southern Texas.
Population—1,632,151.

Representing—Columbia, American Central, Blackstone, Brilliant, Estate, Philco, Waters-Conley.
Products—Radios, radio-phonographs, phonographs, records, appliances.

Electrical Equipment, Inc.
1211 Congress Ave., Houston 2, Tex.
Representing—Majestic, etc.

R. C. & L. P. Hall
1015 Caroline St., Houston, Tex.
Representing—Meck, etc.

Houston Radio Supply Co., Inc.
910 Calhoun, Houston 2, Tex.
Territory: Tex., La., Miss., part of Ala.
Population—10,000,000.

Representing—Amphenol, Belden, DuMont, Fisher, Gates, Halldorson, Hewlett-Packard, Industrial Instruments, Jensen, Fred M. Link, National Union, Precision, Presto, Radio City Procuts, Reiner, Shallcross, Solar, Stromberg-Carlson, Supreme, Triplett, UTC, Westinghouse.

Products—Radios, transmitters, broadcast studio equipment, condensers, sound equipment.

SONORA

RECORDS—*Distributor*

National distribution of Music and Musical Merchandise: Fifty-four Texas Counties for Sonora Radios.

Also distributor for:

Sonora Radios

Musical Instruments

Musical Accessories

Music of all Publishers

Piano Repair Supplies

Southern Music Co.

830 East Houston St.

San Antonio 6, Texas

DISTRIBUTORS, cont.

Lear Radio Sales of Houston
1517 Milan St., Houston, Tex.
Representing—Lear, etc.

Moore Bros. Co.
1515 Milan St., Houston, Tex.
Representing—Galvin, etc.

Peden Iron & Steel
700 North San Jacinto St., Houston, Texas
Representing—Noblitt-Sparks, etc.

Reader's Wholesale Distributors
114 Washington St., Houston 2, Tex.
Representing—Wilcox-Gay, etc.

Royal Distributing Co.
608 Prairie Ave., Houston 2, Tex.
Sales manager, Fred C. Staehle
Territory: 35 Texas counties, Houston area. Population 2,000,000.
Representing—Admiral, Allen, Chrysler, Airtemp, Commonwealth, Franklin, McAllister, Round Oak, Sunbeam, Voss Bros.
Products—Radios, major appliances.

Standard Music Distributors
1201 Cheneyert St., Houston 3, Tex.
Territory: Southern Texas. Population 3,500,000.
Representing—Birch, Buss, Fidelitone, General-Electric, Jensen, Kati, Ken-Rad, Meissner, Packard Mfg. Corp., Peerless, Raytheon, Recoton, Tung-Sol, Webster, Wilcox-Gay.
Products—Phonographs, radios, records, accessories.

Straus-Bodenheimer Co.
1513 Prairie Ave., Houston 2, Tex.
Representing—Farnsworth, etc.

Straus-Frank Co.
1618 Fannin St., Houston 1, Tex.
Sales manager, Ben Collins
Territory: South Texas.
Representing—RCA-Victor, Bendix, Carrier, Coleman, Coolerator, Lennox, Temco, U. S. Tires.
Products—Radios, radio-phonographs, appliances.

Texas Farm Supply Co.
316 Louisiana St., Houston 2, Tex.
Representing—Sonora, etc.

Wesco
1903 Ruiz St., Houston 1, Tex.
Representing—Westinghouse.

Edwards Supply Co.
1312 Avenue "A", Lubbock, Tex.
Representing—Admiral Corp.

Alamo Distributing Co.
515 Main Ave., San Antonio, Tex.
Representing—Wilcox-Gay, etc.

General Hotel Supply Co.
223-225 South Flores St., San Antonio, Tex.
Representing—Stromberg-Carlson, etc.

E. G. Hendrix Co.
729 South Flores St., San Antonio, Tex.
Representing—Howard, etc.

Krisch-Delevan Co.
801 Main Ave., San Antonio 2, Tex.
Representing—Galvin, etc.

Purse & Co.
San Antonio, Texas
Representing—Noblitt-Sparks, etc.

Southern Equipment Co.
(Div. of A. B. Frank Co.)
210-212 W. Commerce St., San Antonio, Tex.
Representing—Zenith, etc.

South Texas Appliance Corp.
1201 East Houston St., San Antonio 2, Tex.
Sales manager, Jack B. Pollock
Territory: 63 counties, Southwest Tex. Population 1,660,000.
Representing—Adel, Admiral, Bendix, Circuit-Ray, Domestic, Duchess, Estate, Proctor
Products—Radios, radio-phonographs, appliances.

Southern Equipment Co.
210 West Commerce St., San Antonio, Tex.
Sales managers—O. Woodward (records), B. C. Karcher (appliances).
Territory: 70 counties, Southwest Texas. Population 2,210,000.
Representing—Columbia, American Central, Blackstone, Grand, Quaker, Zenith.
Products Carried—Radios, radio-phonographs, records, appliances.

Southern Music Co.
830 E. Houston St., San Antonio, Tex.
Sales manager, Milton Fink
Territory: 51 Texas counties for Sonora; national distributors musical merchandise.
Representing—Sonora, etc.
Products—Radios, radio-phonographs, records, musical instruments and accessories, music of all publishers, piano repair supplies.

Standard Distributing Co.
119 S. St. Mary's St., San Antonio 6, Tex.
Representing—Farnsworth, etc.

S. R. ROSS

COMPANY *Distributor*

*Utah, Idaho, Montana, Wyoming,
Colorado, Nevada, Eastern Oregon and
Northern Arizona*

Distributor for:

Sonora Records

Continental Records

Duotone Needles

Illinois Record Cabinets

Cole Record Albums

ARA Records

Also Intermountain Distributor for
"Motorola"

S. R. Ross Company

1212 South State St.

Salt Lake City 4, Utah

Star Novelty Co.

229 S. Presa St., San Antonio 6, Texas
Territory: Rio Grande Valley. Population 750,000.

Representing—De Luxe, Melodisc.

Products—Records.

Straus-Frank Co.

301 South Flores St., San Antonio, Tex.
Representing—RCA-Victor, etc.

Thiele-Winslow Co.

San Antonio, Tex.
Representing—Bendix, etc.

Wesco

1211 E. Houston St., San Antonio 6, Tex.
Representing—Westinghouse.

Purse & Co.

Texarkana, Texas
Representing—Noblitt-Sparks, etc.

UTAH

Appliance Wholesalers

307 South Fourth East St., Salt Lake City 2, U.

Sales manager: B. L. Wood

Territory: Utah, Idaho (except Panhandle), Eastern Ore., Eastern Nev., Western Wyo.

Representing—Admiral, Automatic.

Products—Radios, radio-phonographs, washing machines.

W. H. Bintz Co.

433 W. Third St., Salt Lake City, Utah
Representing—Wilcox-Gay, etc.

Flint Distributing Co.

316 West Second St., Salt Lake City, Utah
Representing—Columbia, Waters Conley, Zenith, etc.

Jackson Distributing Co.

Salt Lake City, Utah
Representing—Noblitt-Sparks, etc.

Jackson Investment Co.

1008-9 Continental Bank Bldg., Salt Lake City 1, Utah
Representing—Farnsworth, etc.

Radio Studios, Inc.

136 East Broadway, Salt Lake City, Utah
Representing—Stromberg-Carlson, etc.

Vance Electric Supply

1063 S. State St., Salt Lake City, Utah
Representing—Stewart-Warner, etc.

S. R. Ross

1212 S. State St., Salt Lake City 4, U.
Owner and sales manager: S. R. Ross

Territory: Utah, Idaho, Mont., Wyo., Colo., Nev., Eastern Ore., Northern Ariz.
Population—4,500,000.

Representing—Sonora, Cole, Continental, Duotone, Illinois, Motorola.

Products—Radios, radio-phonographs, records, accessories.

The Salt Lake Hardware Co.

P. O. Box 510, Salt Lake City 9, U.
Sales manager: H. W. Price

Territory: Utah, parts of Nev., Wyo., Colo., Idaho. Population—1,207,765.

Representing—RCA-Victor, Fidelitone, Peter Grey, Josephson, Norge, Peerless, Simplex.

Products—Radios, radio-phonographs, records, accessories, appliances.

Wesco

235 W.S. Temple St., Salt Lake City 11, Utah

Representing—Westinghouse.

VERMONT

J. S. George Supply Co.

112-114 North St., Burlington, Vt.
Representing—Farnsworth, etc.

Vermont Electric Supply Co.

113-5 West St., Rutland, Vt.
Representing—Sonora, etc.

Vermont Hardware Co.

Burlington, Vt.
Representing—Zenith, etc.

Wesco

208 Flynn Ave., Burlington, Vt.
Representing—Westinghouse.

VIRGINIA

Service Appliance Co.

Moore and Scott St., Bristol, Va.
Representing—Westinghouse, etc.

Allied Heating Products Co.

2706 Colley Ave., Norfolk 8, Va.
Representing—Admiral Corp., etc.

Ashman Distributing Co.

726 Boush St., Norfolk 10, Va.
Representing—Galvin, etc.

Snyder & Snyder

122-126 Church St., Norfolk, Va.
Representing—Meck, etc.

Wesco

2600 Hampton Blvd., Norfolk 1, Va.
Representing—Westinghouse.

VICTOR-BLUEBIRD RECORDS *Distributor*

Virginia, Eastern North Carolina

Also distributor for:

RCA Victor Radios
and Victrolas

Blackstone Washers and
Ironers

Coolerator Ice and
Electric Refrigerators

Hardwick Gas Ranges and
Water Heaters

Sperti Ultra-Violet and
Infra-red Health Lamps

Seth Thomas Clocks

Ray-O-Vac Batteries

Eveready Batteries

RCA Batteries

Wyatt-Cornick, Inc.

Grace at 14th St.

Richmond, Va.

Consolidated Sales Co.

308 N. Laurel St., Richmond, Va.
Representing—Stewart-Warner, etc.

B. T. Crump Co., Inc.

1314 E. Franklin St., Richmond 13, Va.
 Sales managers, R. L. Chenery, Jr. (records),
 P. A. Seaton, Jr. (radios).

Territory: Eastern Va., Eastern N. C.

Representing—Columbia, Arvin, Bendix,
 Farnsworth, Hamilton, Ironrite, Norge, Pak-
 A-Way, Wilcox-Gay.

Products—Radios, radio-phonographs, records,
 recording discs, appliances.

Lee Distributing Co.

1126 North Blvd., Richmond 20, Va.
Representing—Galvin, etc.

A. R. Tiller, Inc.

1800-02 W. Broad St., Richmond 20, Va.
Representing—Admiral Corp., etc.

Wesco

301 S. 5th St., Richmond 19, Va.
Representing—Westinghouse.

Wyatt-Cornick, Inc.

Grace at 14 St., Richmond 16, Va.
 Sales manager, John M. Wyatt, Jr.
Territory: Southeastern and Central Va.,
 Eastern N. C. Population—3,250,000.

Representing—RCA-Victor, Allen, Black-
 stone, Coolerator, Electromaster, Eveready,
 Hardwick, Ray-O-Vac, Seth Thomas, Sperti.

Products—Radios, radio-phonographs, rec-
 ords, appliances.

Cormell-Priddy, Inc.

125 E. Campbell Ave., Roanoke, Va.
Representing—Stewart-Warner, etc.

Goldberg Co., Inc. of Richmond, Va.

442

5 North 13 St., Richmond 19, Va.
 President and sales manager, LeRoy Gold-
 berg.

Territory: Va. and Eastern N. C.
Representing—Sonora.

Products—Radios, radio-phonographs, rec-
 ords.

Nelson Hardware Co.

Roanoke, Va.
Representing—Bendix, etc.

Thurman & Boone Co., Inc.

105 S. Jefferson St., Roanoke 7, Va.
Representing—Zenith, etc.

Wesco

726 First St., S.E., Roanoke 1, Va.
Representing—Westinghouse.

Southern Electric Co.

11 East Johnson St., Staunton, Va.
Representing—Howard, etc.

WASHINGTON**Harper-Meggee, Inc.**

960 Republican St., Seattle 9.
 Sales managers, Bert Proctor (records), E.
 Stewart Carter (radios).

Territory: Wash., Ore., Northern Idaho,
 Northwestern Mont., Alaska. Population
 —3,100,000.

Representing—RCA-Victor, Aeropoint, Amer-
 ican Central, Bendix, Estate, Eureka, Fow-
 ler, Hamilton, Ironrite, Kelvinator, Leonard,
 New Home, Speed Queen.

Products—Radios, radio-phonographs, rec-
 ords, accessories, appliances.

F. B. Connelly Co.

1015 Republican St., Seattle 8, Wash.
Representing—Majestic, Wilcox-Gay, etc.

Huletz Electric Co.

Broadway & Pike, Seattle, Wash.
Representing—Stromberg-Carlson, etc.

McKay Appliance Co.

Westlake at Mercer, Seattle 9, Wash.
Representing—Admiral Corp., etc.

Motorola Distributing Co.

620 Eastlake Ave., Seattle 9, Wash.
Representing—Galvin, etc.

Northwest Appliance Dist.

422-426 Smith Tower, Seattle 4, Wash.
Representing—Farnsworth, etc.

Schwabacher Hardware Co.

Seattle, Wash.
Representing—Bendix, etc.

Seattle Hardware Co.

501 First Ave. S., Seattle 11, Wash.
Representing—Zenith, etc.

Seattle Radio Co.

2117 Second Ave., Seattle, Wash.
Representing—Meek, etc.

Seattle Radio Supply, Inc.

2117 Second Ave., Seattle 1, Wash.
Representing—Sonora, etc.

Stusser Electric Co.

601 Fourth Ave., Seattle, Wash.
Representing—Lear, etc.

we did it with
"SHOW HOW" showrooms

Your Northwest Victor Distributor



This modern record department at the Harper-Meggee Seattle office was constructed to illustrate to dealers the many advantages of self-service features in record merchandising.

Here the dealer can see for himself the various types of equipment available for his particular store.

Personnel has been trained to aid dealers in lay out for self-selection equipment.

The entire program was pioneered by RCA Victor, and is designed to further promote the sale of albums and singles.



*Dealers following this program have found that it
pays BIG DIVIDENDS*

HARPER-MEGGEE, INC.

"Serving the Northwest for twenty-seven years"
PORTLAND SEATTLE SPOKANE

DISTRIBUTORS, cont.

Sunset Electric Co.

300 Westlake N., Seattle 9.

Sales managers, J. H. Johnson (records), Hal Schafer (radios, appliances).

Territory: Wash., Mont., Northern Idaho, Alaska. Population—3,000,000.

*Representing—*Columbia, ABC, Audio, Bendix, Domestic, Duotone, Emerson, Fidelitone, Peerless, Permo, Pfanstiehl, Phonola, Premier, Presto, Quaker, Recobruses, Universal, Walco.

*Products—*Radios, radio-phonographs, phonographs, records, accessories, appliances.

Wesco

1051 First Ave., S., Seattle 4, Wash.

*Representing—*Westinghouse.

Herb E. Zobrist Co.

2125 Westlake Ave., Seattle 1.

Sales manager, Mrs. Marjorie Steele (records).

Territory: Asch-Stinson, Bibletone, Muscraft, Signature, Sonora.

*Products—*Radios, radio-phonographs, records, radio parts, electronic equipment, appliances.

Columbia Elec. & Mfg. Co.

S. 123 Wall St., Spokane 8, Wash.

*Representing—*Zenith, etc.

Jensen-Byrd Co.

314-324 Riverside Ave., Spokane 8, Wash.

*Representing—*Farnsworth, etc.

Marshall-Wells Co.

Spokane, Wash.

*Representing—*Noblitt-Sparks, etc.

Prudential Distributors, Inc.

151 Stevens St., Spokane, Wash.

444 *Representing—*Majestic, etc.

Spokane Paper & Stationery Co.

South 152 Jefferson St., Spokane, Wash.

*Representing—*Stromberg-Carlson, etc.

True's Oil Co.

N. 717 Hamilton St., Spokane 11, Wash.

*Representing—*Howard, etc.

Wesco

152 S. Monroe St., Spokane 1, Wash.

*Representing—*Westinghouse.

Roy R. White

908 West First Ave., Spokane, Wash.

*Representing—*Meck, etc.

Wesco

1115 "A" St., Tacoma 2, Wash.

*Representing—*Westinghouse.

WEST VIRGINIA

Bluefield Hardware Co.

400 Bluefield Ave., Bluefield, W. Va.

*Representing—*Admiral Corp., etc.

Superior-Sterling Co.

200 Bluefield Ave., Bluefield, W. Va.

*Representing—*Westinghouse.

Bond-Rider-Jackson Co.

Charlestown, W. Va.

*Representing—*Bendix, etc.

Charleston Electrical Supply Co.

914 Kanawha Blvd., Charleston 29, W. V.

Sales managers—J. W. Bekenstein (records), E. H. Robertson Jr. (appliances).

Territory: West Va. Population—1,000,000

*Representing—*Columbia, Emerson, Farnsworth, Fidelitone, Jensen, Kisco, Motor, Norge, Permo Point, Pfanstiehl, Phonola, Reznor, Warren, Wilcox-Gay, etc.

*Products—*Radios, radio-phonographs, phonographs, records, recording discs, needles, appliances.

Chemcity Radio and Electric Co.

1225 East Washington St., Charleston 27, W. Va.

*Representing—*Sonora, etc.

Eskew, Smith & Cannon

Brook- at Wilson St., Charleston 2n, W. Va.

*Representing—*Zenith, etc.

Thomas Field & Co.

72 Leonar Ave., Charleston 27, W. Va.

*Representing—*Westinghouse, etc.

R. H. Kyle & Co., Inc.

1351 Hansford St., Charleston 30, W. Va.

Sales manager, J. M. Wells.

Territory: Southern W. V. Population—1,000,000.

*Representing—*Admiral, etc.

*Products—*Radios, radio-phonographs, ranges, furniture, etc.

Sigmon Radio Supply

708-10 Bigley, Charleston, W. Va.

*Representing—*Meck, etc.

Valley Equipment Co.

1004 Kanawha Blvd., Charleston, W. Va.

*Representing—*Noblitt-Sparks, etc.

Victor Records

Distributor

Wisconsin
and
Upper Michigan

Also distributors for best known and fastest selling record accessory and appliance lines.

Victor Needles
Kacti Needles
Pfanstiehl Needles
Aeropoint Needles
Fidelitone Needles
Gem Needles
Walco Needles
Victor Storage Albums
Maestro Storage Albums
Musicraft Storage Albums
Josephson Carrying Cases
Lyric Record Racks
Duotone Needles &
Recording Blanks
Gould Moody Recording
Blanks

RCA Victor Radio
Estate Ranges & Heatrolas
Coolerator Refrigerators
Knapp-Monarch Small
Appliances
Vaculator Coffee Makers

Taylor
Electric

Co. 112 No. Broadway, Milwaukee 2, Wisc.

Wilson Radio Distributing Co.
1116 Central Ave., Charleston 4, Va.
Representing—Galvin, etc.

Johnson Hardware Co.
Clarksburg, W. Va.
Representing—Sonora, etc.

Emmons-Hawkins Co.
Huntington, W. Va.
Representing—Stewart-Warner, etc.

Van Zandt Supply Co.
1123 Fourth Ave., Huntington 1, W. Va.
Sales manager, J. H. Hoylman, Jr. (records).
Territory: West Va., Southern Ohio, Eastern Ky. Population—1,500,000.
Representing—RCA-Victor, Bendix, Coleman, Ironrite, Premier.
Products—Radios, radio-phonographs, records, appliances.

Randle & Hornbrook
536 7th St., Parkersburg, W. Va.
Representing—Meek, etc.

Joces-Cornett Electric Co.
Welch, W. Va.
Representing—Galvin, etc.

Wesco
1117 Main St., Wheeling, W. Va.
Representing—Westinghouse.

Perdinger Supply Co., Inc.
Third Avenue, Williamson, W. Va.
Representing—Zenith, etc.

WISCONSIN

Appleton Radio Supply
1217 North Richmond St., Appleton, Wis.
Representing—Meek, etc.

E. Garnich & Sons Hardware Co.
100-112 Seventh Ave., W., Ashland, Wis.
Representing—Farnsworth, etc.

Morley-Murphy Co.
Green Bay, Wis.
Representing—Zenith, etc.

Wesco
619 Main St., Green Bay, Wis.
Representing—Westinghouse.

Auto Parts Service
123-125-127 N. Third St., La Crosse, Wis.
Territory: Wis., Iowa, Minn.
Representing—A.C., Admiral, Alemite, Barrett, Blackhawk, Borg-Warner, DuPont, Perfect Circle, Quaker State, Thompson, Willard.
Products—Radios, radio-phonographs, appliances, machine and plant tools.

Satterfield Radio Supply
326 W. Gorham, Madison 3, Wis.
Representing—Wilcox Gay, etc.

Wesco
1022 E. Washington Ave., Madison 3, Wis.
Representing—Westinghouse.

Central Electrical Sales Corp.
130 West Juneau Ave., Milwaukee, Wis.
Representing—Howard, etc.

Clark Supply Co.
233-215 E. Keefe Ave., Milwaukee 12.
Sales manager, R. S. Knoblauch.
Territory: Wis., Minn., Upper Mich.
Representing—Sonora, Aviation Corp., F. L. Jacobs, Merit-Made, Schaefer.
Products—Radios, radio-phonographs, records, appliances.

Electro-Pliance Distributors, Inc.
2158 W. Lisbon Ave., Milwaukee 5.
Sales manager, Edward J. Siegel.
Territory: 55 counties in Wis. (except Northern), Upper Mich. Peninsula. Population—3,000,000.
Representing—Duo-tone, Dutch Oven, Gould-Moody, McAllister, Motorola, Recordisc, Walco.
Products—Radios, radio-phonographs, phonographs, needles, record blanks, parts, appliances.

General Utilities Distributors, Inc.
617 West Virginia St., Milwaukee.
Sales manager, B. M. Winsberg (radios).
Territory: Wis., Upper Mich. Peninsula.
Representing—Bendix, Electromaster, Knapp-Monarch, National, Regina, Seeger.
Products—Radios, appliances.

Lappin Electric Co.
1022 N. Fifth St., Milwaukee 3, Wis.
Representing—Farnsworth, etc.

Moe Brothers Milwaukee Co.
319 East Clybourn St., Milwaukee 3, Wis.
Representing—Majestic, etc.

Morley-Murphy Co.
134 N. Plankinton Ave., Milwaukee, Wis.
Representing—Zenith, etc.

Radio Parts Co., Inc.
536-38 W. State St., Milwaukee 3, Wis.
Representing—Wilcox Gay, etc.

Reed & Co.
122 North 6 St., Milwaukee, Wis.
Representing—Meek, etc.

Roth Appliance Distributors, Inc.
617 West Virginia St., Milwaukee 4, Wis.
Representing—Stromberg-Carlson, etc.



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816 Fort Street

Honolulu, Hawaii, U.S.A.

Radio Specialty Co.

829 N. Broadway, Milwaukee 2.

Sales manager, R. L. Collipp (records).

Territory: Wisc. (except Northwestern section), Northern Mich. Population—2,800,000.

Representing—Columbia, Blackstone, Century, Cory, Duotone, Eureka, Fidelitone, Free, Grand, Manning-Bowen, Pfanstiehl, Philco, Phonola, Seth-Thomas, Smith & Durrell, United Album, Verd-A-Ray, Waters-Conley.

Products—Radios, radio-phonographs, phonographs, records, accessories, parts, music books, appliances.

Shadbolt & Boyd Co.

113 N. 2nd St., Milwaukee 1, Wis.

Representing—Admiral Corp., etc.

State Distributing Co., Inc.

1234 North 12 St., Milwaukee 5.

Sales manager, Clarence Sievert

Territory: Wisc., Upper Mich. Population—3,000,000.

Representing—Automatic, Clarion, Deep-freeze, Filter-Queen, Gibson, Hardwick, Modern Maid, Pemco, Quaker, Stewart-Warner.

Products—Radios, radio-phonographs, appliances.

Taylor Electric Co.

112 North Broadway, Milwaukee 2.

Sales manager, H. E. Rietz (records).

Territory: Wisc., Upper Mich.

Representing—RCA-Victor, Coolerator, Estate, Hill-Shaw, Knapp-Monarch, Standard, Varulator.

Products—Radios, radio-phonographs, phonographs, records, appliances.

CANADA

Wright's, Ltd.

130 Columbia St., New Westminster B. C., Canada.

General sales manager, Stanley Wright

Territory: Canada. Population—12,000,000.

Representing—RCA-Victor, General Electric, Easy, Simplex, Duotone, Amana, Health-Mor-Filter-Queen.

O. R. Ellis

Vancouver, B. C., Canada

Representing—National Scientific Products, etc.

Mussens Canada, Ltd.

Montreal, Quebec, Canada

Representing—National Scientific Products, etc.

Sni-Dor Radioelectric, Ltd.

155 Craig St. W., Montreal, Canada

Representing—A.I. Records of America, Scandinavian Music House, etc.

Boycu, Ltd.

1166 Bay St., Toronto, 5, Canada

Sales manager, S. White

Territory: Canada.

Representing—Duotone, Boyco.

Products—Record players, needles.

MEXICO

Discoteca

Madero No. 67 "H," Mexico City, Mexico.

Territory: Mexico. Population—20,000,000.

Products—Records and accessories.

HAWAII

Electrical Distributors, Ltd.

1216 Kapiolani Blvd., Honolulu 42.

Territory: Hawaii.

Representing—Stromberg-Carlson, Blackstone, Eureka, Leonard, Cordley & Hayes, Ingraham, Puffer Hubbard.

Products—Radios, radio-phonographs, major appliances.

Hawaii Music Co.

Honolulu, T. H.

Representing—Gala, etc.

Hawaiian Electric Co.

235 King St., Honolulu, T. H.

Representing—Westinghouse, etc.

Howe, R. A. Ltd.

816 Fort St., Honolulu, T. H.

Representing—Columbia, etc.

Sloan & Gesas Co.

Honolulu, Hawaii

Representing—Elear, etc.

Hayes Piano Co., Ltd.

P. O. Box 562, Honolulu 9.

General manager, Thomas Dahl

Territory: Hawaii

Representing—Musicraft, Capehart, Motorola, Clarion, Ansley, Steinway, Chickering, Winter, Hardman-Peck, Haddorff, Everett, Cable-Nelson, Linguaphone, Estey, Hammond, Navachord, Solovox.

Products—Radios, records, pianos, organs.





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SINCE 1937 Magnavox and quality have been synonymous in the radio-phonograph field. In both cabinet style and acoustical performance Magnavox has led the way.

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