

## SLEEP WELL ALL NIGHT WITHOUT NARCOTICS



No need to take harmful, habit-forming narcotic pills to get the sound sleep good health requires. Clinical tests, reported in *Coronet Magazine* and a leading medical journal, prove **SLEEP-EZE** Tablets fully as effective as barbiturates — with no next-morning grogginess. **SLEEP-EZE** Tablets are so safe you can get them at any drug counter without prescription. So effective you'll be asleep in minutes, stay asleep all night. Money back if you're not satisfied.

CONTAINS NO  
BARBITURATES  
OR OTHER  
HABIT-FORMING  
DRUGS



NO PRESCRIPTION NEEDED  
AT ALL DRUG COUNTERS

79c



### Red-faced over slipping False Teeth?

Now avoid the embarrassment of sliding, rocking false teeth. **PERMA-GRIP** Dental Powder anchors plates hour after happy hour. Get white, tasteless, alkaline **PERMA-GRIP**.

### Eye Miseries?

● Bathe eyes with relaxing **LAVOPTIK** Eye Lotion. Prompt relief for sore, tired, itching, burning eyes. Get **LAV-OP-TIK** Eye Lotion today. Handy free eye-cup included. Depend on 46 years success. **LAVOPTIK** in the pale blue package. Act now for eye relief. All druggists.

BUY  
UNITED STATES  
SAVINGS BONDS

### Plagued Day And Night with Bladder Discomfort?

Unwise eating or drinking may be a source of mild, but annoying bladder irritations — making you feel restless, tense, and uncomfortable. And if restless nights, with nagging backache, headache or muscular aches and pains due to over-exertion, strain or emotional upset, are adding to your misery—don't wait—try **Doan's Pills**.

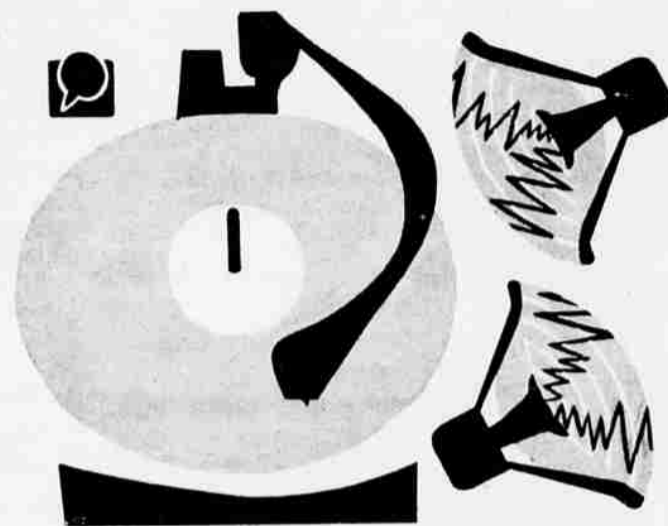
**Doan's Pills** act 3 ways for speedy relief. 1 — They have a soothing effect on bladder irritations. 2 — A fast pain-relieving action on nagging backache, headaches, muscular aches and pains. 3 — A wonderfully mild diuretic action thru the kidneys, tending to increase the output of the 15 miles of kidney tubes. So, get the same happy relief millions have enjoyed for over 60 years. New, large, economy size saves money. Get **Doan's Pills** today!

**S**TEREO—short for stereophonic—is the greatest advance in the quality of recorded sound since Thomas Edison invented the phonograph. And within the next nine months, more stereo equipment and records will be sold than the high-fidelity industry has moved in its first five years.

So new that it is often confused with high fidelity, stereo is actually two-eared sound, giving both depth and direction when played through separate amplifiers and speakers. Each of these speaker systems is aimed at one ear of the listener, and the two systems, at intervals of six to ten feet, provide the depth and direction of this new sound.

The excitement generated internationally by stereo has stunned the recording industry. Record manufacturers were speechless when they recently received orders for stereo disks, running the gamut from jazz to classics, from Hong Kong and Lebanon. They were amazed because there is no stereo equipment available in either area.

Here at home, stereo record players still are not



available everywhere, yet the demand has been so great for the new sound that every major manufacturer has started regular monthly releases of albums by recording artists, and more records are being sold than there are sets in operation.

Pricing of the new equipment is planned to reach the largest number of buyers in the shortest possible time. From a low of \$39.95 for portables, sets will range to \$2,000 for elaborate cabinets, multiple operation units with AM-FM tuners, and tape players that also operate on the stereo principle.

For the millions of people who bought phonographs in the past few years, and find reproduction satisfactory, manufacturers have developed conversion kits for moderate-priced switchover to the new sound. The prices of these kits will start at about \$21, and range up to \$200, exclusive of the cartridge. Basically, the conversion means a change in the cartridge and a second speaker and amplifier.

Credit for introducing stereo sound should be given to the motion-picture industry in its constant striving to bring the unexpected to the nation's theater-goers. One of the most sensational stereo demonstrations was achieved by the late Mike Todd in "Around the World in 80 Days." The sound of a train rounding a bend, its familiar clack-clack continuing around the theater as the action on the screen changed to a different sight, left the audiences with their mouths agape.

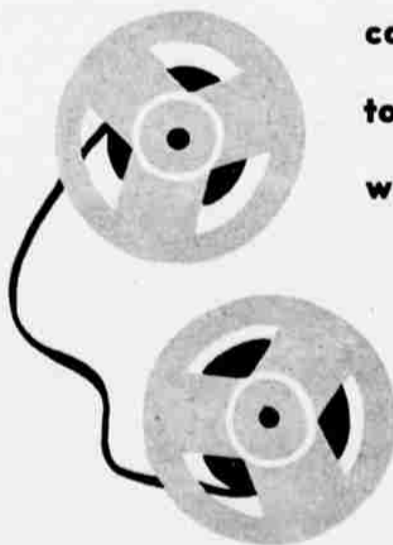
A visit to a recording studio makes the stereo story come to life in its simplest form. Let's visit a recording session in Chicago where Ralph Marterie's band is going to cut a stereophonic album. More than 20 musicians are seated in position, and to the trained eye the different placement of the microphones is immediately noticeable. Instead of being in front of the band, one extra-sensitive mike is to the right, another to the left.

As the band goes into the theme from the motion picture, "Houseboat," each microphone picks up the music differently. The sound on the right, featuring the saxes, trombones, and trumpets will be louder to the right-hand microphone. The left-hand mike will pick up the rhythm section—piano, drums, bass, and guitar—more clearly. Each microphone is connected to a separate amplifier that amplifies the sound and records it simultaneously on the top and bottom tracks of a master tape. The stereo records are eventually made from these tapes.

When the final chorus of the song has been completed, we listen to the playback and note that the instruments close to the right-hand microphone are heard from the speaker on our right. The same separation happens to the rhythm section, which is predominantly heard from the left-hand speaker. In this two-eared reception the music is heard with a

# an exciting new world of sound

**Stereophonic recording enables you to hear the great works of music at their best.**



by Norman S. Weiser