

# RADIO *& Television* RETAILING

CALDWELL - CLEMENTS, INC. ★

APRIL 1945



**Cultivate the Buying Power  
of Each Home in Your Community**

**In This Issue ★**

**Electrical Appliances, Records, Radio Service, and Television**





## **ALL These Mallory Men Work For You**



**S**ALES and production executives . . . researchers . . . radio and electronic engineers . . . practical service men . . . wide-awake distributors . . . technical writers . . . advertising and promotion experts . . . all these, and many more, work for you in the Mallory organization.



Their first objective is to give you the *best* replacement parts that money can buy. But, equally important, it is to place them where you can get and use them promptly . . . to simplify your work in the matter of selection . . . to keep you abreast of technical changes . . . to help you answer difficult problems . . . to keep you "sold" with the radio public.



That's why Mallory, and *only* Mallory, is famous for things like these: A long and imposing list of engineering "firsts" . . . a standardization program covering the maximum number of applications with the minimum number of replacement items . . . a highly select and smooth-running distributor set-up . . . unsurpassed technical helps, like the famous M.Y.E. Technical Manual and the Mallory Radio Service Encyclopedia . . . institutional advertising unmatched by any other maker of radio parts.



All this adds up to something special and extra: the *difference* you feel in Mallory service . . . the confidence you rightly have in its products . . . the knowledge that, whatever repair work you are asked to do, the Mallory organization is all-out behind you—with everything possible to help you satisfy the customer.

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



*More than ever—  
ALWAYS  
INSIST ON*

**P. R. MALLORY & CO. Inc.**  
**MALLORY**  
APPROVED  
PRECISION PRODUCTS

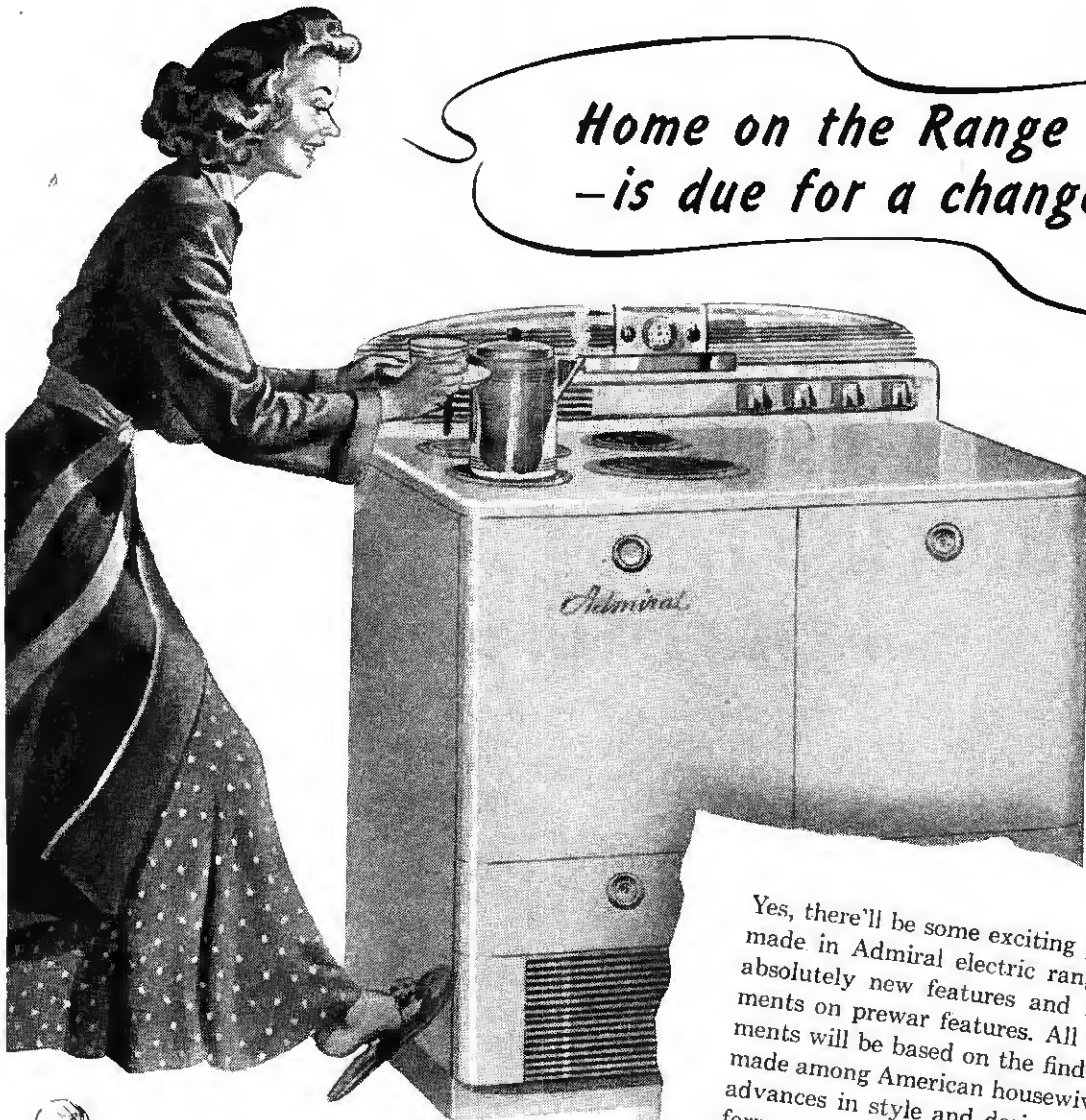
**VIBRATORS • VIBRAPACKS\* • CONDENSERS  
VOLUME CONTROLS • SWITCHES • RESISTORS  
FILTERS • RECTIFIERS • POWER SUPPLIES**

ALSO MALLORY "TROPICAL"\* DRY BATTERIES, ORIGINALLY DEVELOPED BY MALLORY FOR THE U. S. ARMY SIGNAL CORPS, NOT PRESENTLY AVAILABLE FOR CIVILIAN USE.

\*Trademark

It's a postwar Promise ... from

# Admiral



*Home on the Range  
- is due for a change*

Yes, there'll be some exciting postwar changes made in Admiral electric ranges. There'll be absolutely new features and many improvements on prewar features. All these advances will be based on the findings of surveys made among American housewives. There'll be advances in style and design, in cooking performance and in value. There'll be less sales resistance for you to overcome, with every model a winner. Get the Admiral electric range story now from your Admiral distributor.



Tune In: CBS, 2:30 pm EWT, Sundays  
for Admiral "World News Today"



Admiral Radio Phonograph



Admiral Dual Temp Refrigerator



Admiral Home Freezer

*Admiral Corporation* CHICAGO 47.





## IT'S SPRING...

*and the Plants are Booming!*

**N**O. THAT'S NOT A TYPOGRAPHICAL ERROR. We're not speaking of the agricultural variety of plants. We mean WAR plants—like this one at Eastern—and we mean *booming!*

When the Japs dive-bombed us into war, all America prayed for a quick ending. Yet here is still another Spring—a fourth peace-shattered Spring—and the enemy is still fighting back.

It's a tough war and we at Eastern Amplifier know it! Eastern is all-out for Victory, doing its utmost to help end the conflict before another Spring comes. Eastern-built equipment is helping America's war machines to navigate with

certainty—to bomb with accuracy. But we're not stopping there! Eastern engineers are available for consultation on any electronic problem. They are serving *NOW!*

With the advent of peace, we shall turn our skill to the creation of better electronic products for a better America. Meanwhile, on request, let us send you the next of a series of articles on important phases of electronics, prepared by our engineering staff. Ask for Brochure 4-A.

*Manufacturer's Representatives*—write today for our post-war distribution plan. Please outline your present operations.

Buy **MORE War Bonds**



# EASTERN AMPLIFIER

CORPORATION

U. S. Reg'n. Applied For

794 East 140th Street • New York 54, N. Y.



Your Future  
with  
**PHILCO**

# First in Public Acceptance!

**The 17,500,000 Philco radios in the homes of America are a sales asset unapproached in the industry!**

The evidence is pouring in today. Survey after survey shows that Philco is the radio that post-war America intends to buy... *by an average of 3 to 1 over any other make!*

Yes, America looks to Philco, the leader, for the newest radio and phonograph developments, for the finest quality, the greatest values. And by the same token, America is waiting to pour its radio dollars into the cash registers of Philco dealers.

That's *leadership in consumer acceptance*, Mr. Radio Dealer

... and there's no quick, easy way to reach it. It can't be bought overnight by advertising and sales promotion. It's built up over the years by sales and *satisfied customers!*

The 17,500,000 Philco radios in the homes of America are by far the largest and most loyal replacement market in the radio industry. And it's a matter of simple business logic that the easiest product to sell, the one that gives you the quickest turnover and the biggest profit, is the product the public wants to buy.

*And remember... it's PHILCO by a landslide!*

*After Victory, Look to*  
**PHILCO** *for Leadership!*



**IT'S THE LAST PUSH  
THAT COUNTS . . .**

*and it's often  
the hardest*

**LET'S KEEP PUSHING  
WAR BONDS NOW!  
and buying MORE**



**MERIT COIL & TRANSFORMER CORP.**

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

# RADIO & Television RETAILING

Including Radio and Television Today

MEMBER AUDIT BUREAU OF CIRCULATIONS

**April, 1945**

**COVER**—“Cultivate the Buying Power of Each Home in Your Community” is good advice to alert retailers today. See article on pages 34 and 35 of this issue, “Ring Bells and Ring Up Sales.”

- 29 Independent Dealer Here to Stay
- 30 Radio and Appliances Today
- 32 Customers “Go to Male”
- 34 Ring Bells and Ring Up Sales
- 36 Ace Appliance Repair Pays
- 38 “All Out” for Radio and Record Sales
- 40 Retailers Get Set for “Go-Ahead”
- 42 Design for More Profit
- 44 Hot Jazz Returns to Records
- 46 “Carriage Trade” Lines
- 48 Planned Servicing
- 52 “Customer Always Right”
- 58 More Sales in New Store
- 60 Platter Sales Pointers
- 62 Meets Trends
- 66 Service Record System
- 68 No “Drafted” Lines
- 78 Appliance Repair Tips
- 80 Servicing Noisy Tubes
- 84 Service Notes
- 92 New Products
- 94 War-Time Lines
- 96 Television Merchandising
- 100 Distributor Doings
- 104-108 Trade Talk

RADIO & Television RETAILING, April, 1945, Vol. 30, No. 4. 25 cents a copy. Published monthly by Caldwell-Clements, Inc., 480 Lexington Ave., New York 17, N. Y. M. Clements, president; Orestes H. Caldwell, treasurer. Subscription rates United States and Latin American countries, \$1.00 for one year, \$2.00 for three years. Canada \$1.50 for one year, \$3.00 for three years. All other countries \$2.00 for one year, \$4.00 for three years. Printed in U. S. A. Re-entered as second class matter April 21, 1944, at the Post Office at New York, N. Y., under the act of March 3, 1879. Member of Audit Bureau of Circulations. Copyright by Caldwell-Clements, Inc., 1945.

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

**ORESTES H. CALDWELL**  
Editor

**M. CLEMENTS**  
Publisher

H. L. M. Capron, Merchandising Editor  
William E. Moulie, Technical Editor  
John L. Stoutenburgh, Managing Editor  
Helen Thurman, Associate Editor  
Charles F. Dreyer, Art Director  
Assistant Editors

Ruth Morris—Nathaniel J. Kern  
E. T. Bennett Hope Bedard  
M. H. Newton J. A. Samborn  
B. V. Spinetta O. H. Sutter  
N. McAllister W. W. Swigert  
E. Duggan J. Cosin  
Lee Robinson, Sales Manager  
Ben Morris, Promotion Manager  
R. Y. Fitzpatrick, Western Manager  
Chicago, 201 N. Wells St.  
Telephone RANdolph 9225  
Editorial and Executive Offices  
Telephone PLaza 3-1340  
480 Lexington Avenue  
New York 17, N. Y.



Every Month

Every Ad

SELLS THIS IMPORTANT STORY

"Buy Your New Radio from Your Radio Dealer"

Every Meck consumer advertisement is telling one story—"Buy Your New Radio from Your Radio Dealer."

Frankly, it has taken a lot of "fortitude" to start this program at this time . . . but it already shows results. We'll keep the set business where it belongs — in the hands of the independent radio dealer.

Ask your Meck jobber about our preferential dealer plan.

John Meck

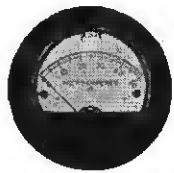
JOHN MECK INDUSTRIES, Inc., PLYMOUTH, INDIANA, U.S.A.



MECK RADIOS

TABLE MODELS • PORTABLES • CONSOLE COMBINATIONS • PHONOGRAPHS





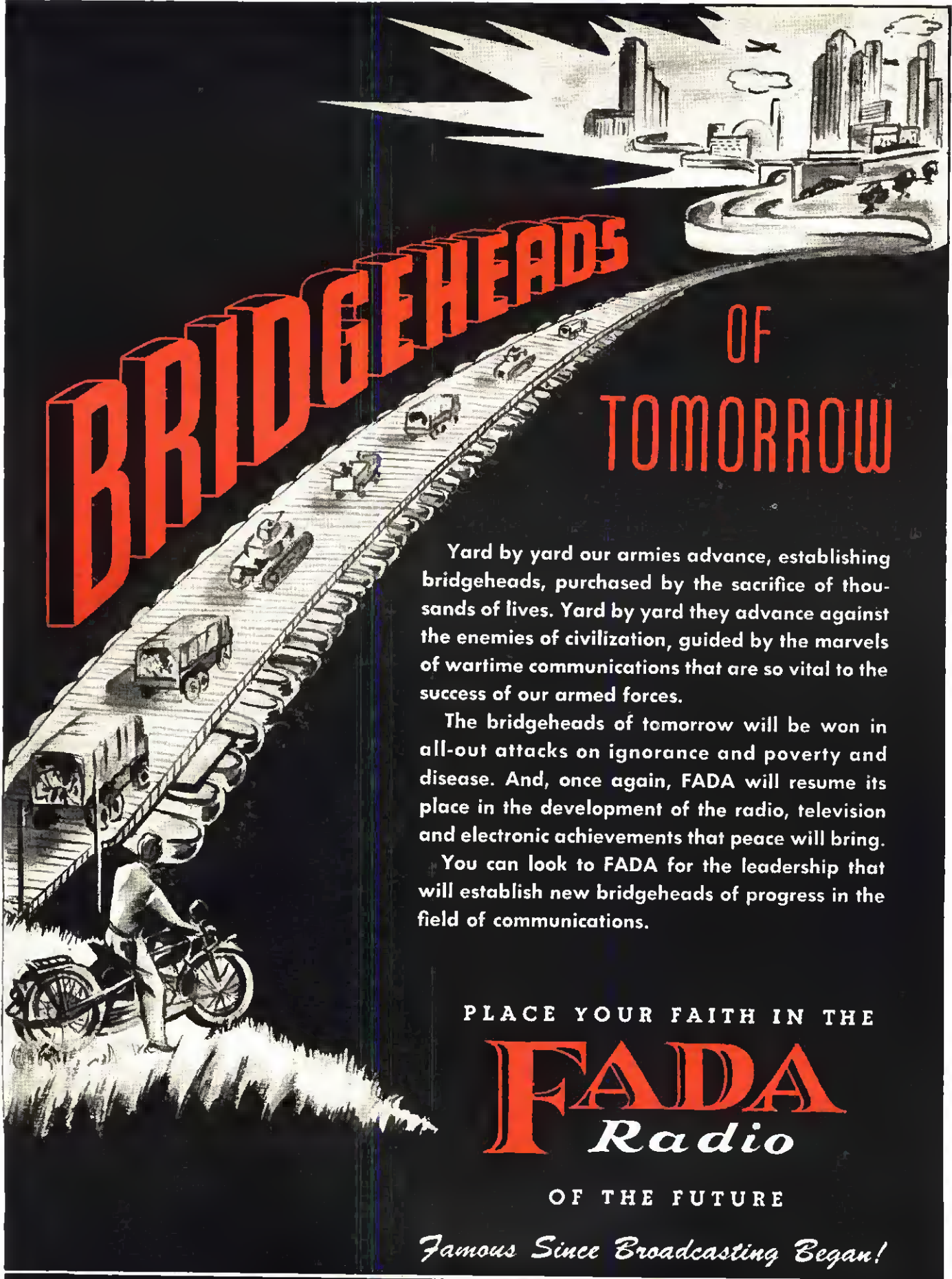
*Fine instruments produced in volume with precision first . . . to last.*

# Triplett



**ELECTRICAL INSTRUMENT CO.**  
BLUFFTON, OHIO





# BRIDGEHEADS

# OF TOMORROW

Yard by yard our armies advance, establishing bridgeheads, purchased by the sacrifice of thousands of lives. Yard by yard they advance against the enemies of civilization, guided by the marvels of wartime communications that are so vital to the success of our armed forces.

The bridgeheads of tomorrow will be won in all-out attacks on ignorance and poverty and disease. And, once again, FADA will resume its place in the development of the radio, television and electronic achievements that peace will bring.

You can look to FADA for the leadership that will establish new bridgeheads of progress in the field of communications.

PLACE YOUR FAITH IN THE

# FADA Radio

OF THE FUTURE

*Famous Since Broadcasting Began!*

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

# SYLVANIA NEWS

## RADIO RETAILER EDITION

APRIL

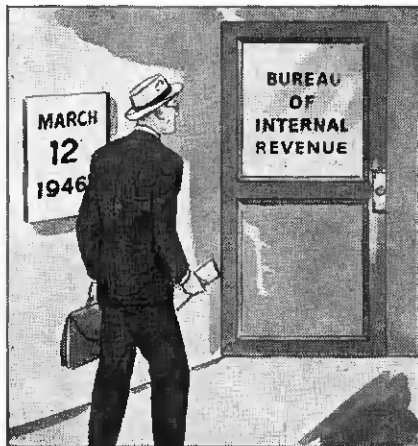
Published by SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa.

1945

### Sylvania "Bookkeeping and Income Tax Guide" Saves Time, Expense

As another aid to radio service dealers, Sylvania offers its "Business Record for Income Tax Purposes" book—a simple, exact system of record keeping that every retailer should have. (Many retailers have been using this handy book for at least two years. Many probably wish they had.)

Nowadays practically everyone in a business is required to file an income tax return, and whether or not a tax will have



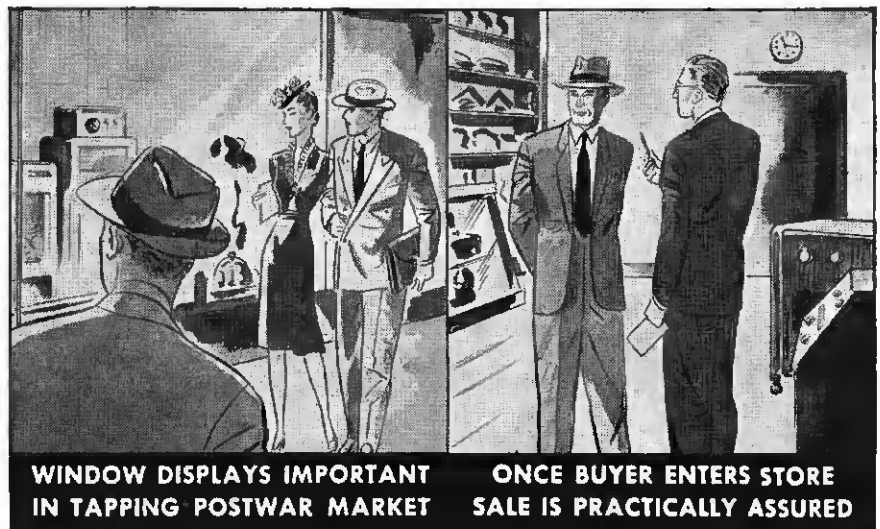
to be paid, accurate records must be kept of how much money is taken in and how much is spent. Sylvania's easy way of keeping a weekly account is the perfect answer to the retailer's record problem.

Two pages give a full description of the best way to use your business record book. This is followed by an actual filled-in example of the brief entries to be made week by week.

Send for "Business Record for Income Tax Purposes" now—it can be started at once and will save time, expense and worry in the months to come. It is nominally priced at \$1.00, for retailers. Your Sylvania distributor will be glad to show you a sample copy.

### Sylvania Survey Indicates Big Potential Postwar Radio Market

#### Eye-Catching Window Display Major Factor In Clinching Set Sales



"What are the indications concerning the extent of the postwar market?" Of the thousands of people interviewed, 65% said they would buy a new set when radios are again available. Projected in terms of the entire population, that percentage would represent about 20,150,000 American families—an enormous market for the radio retailer.

(This is the second of Sylvania's series of survey reports—conducted by one of America's leading research organizations, at the request of Sylvania's Sales Research Department—designed to help radio retailers in their planning.)

Concerning set styles, 36.5% of the people questioned will prefer to buy radio-phone console models—27.0% want plain consoles—20.7% say table models—

with the remaining small percentage preferring various other types; a clear indication of the prevailing tastes of these future buyers.

"In buying these new sets will purchasers do much 'shopping around'?" Of those questioned, 70.9% bought their latest set in the first store visited, while only 15.8% shopped in two or more stores. A small percentage received gifts or bought from miscellaneous sources.

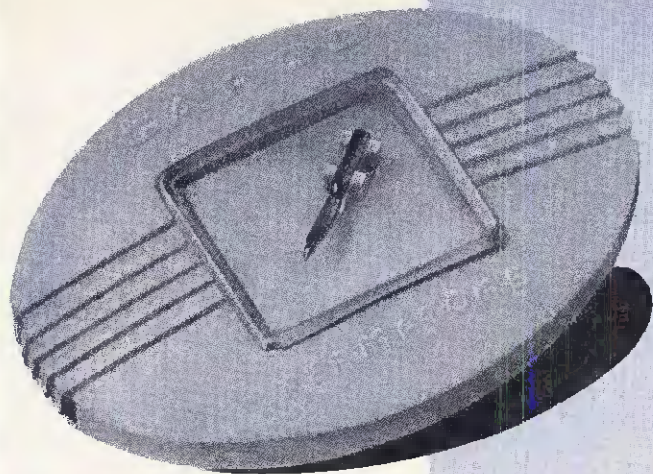
To the retailer these facts mean: (1) The postwar market promises to be gigantic. (2) Wise retailers should plan to stock the models preferred, as indicated. (3) 7 out of 10 prospects purchase in first store visited. Dress up your store . . . make window displays attractive—it pays!

# SYLVANIA ELECTRIC

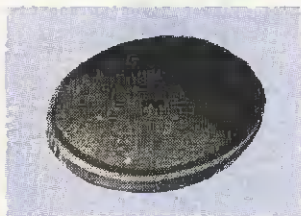
MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, ACCESSORIES; INCANDESCENT LAMPS

RADIO & Television RETAILING • April, 1945





# ANOTHER GAROD "Scoop"



**FREE!**

\*Record brush provided on back of each Superior and Deluxe package.

IMPROVED PERMATONE PHONO NEEDLES now packaged in eye-catching, self-selling DOUBLE-PURPOSE PLASTIC CASES in smart designs and colors. AT NO INCREASE IN PRICE!

Here's merchandising that you dream about, but seldom expect to see. A glamour package with a built-in Record Brush\* and plenty of eye appeal, plus an improved Permatone needle. In combination, they represent a powerful team of sales-builders that will click immediately. Only Garod offers you this full-profit, price-protected promotional "beauty" . . . place your orders now for fast delivery.


*Three Different Needles! Three Different Cases! Four Different Colors!*

	<p><i>"De Luxe"</i> <b>\$1.50</b> List</p> <ul style="list-style-type: none"> <li>• Bent shank</li> <li>• 5000 plays</li> <li>• Plastic case</li> <li>• Free built-in record brush</li> </ul>		<p><i>"Superior"</i> <b>\$1.00</b> List</p> <ul style="list-style-type: none"> <li>• Bent shank</li> <li>• 3000 plays</li> <li>• Plastic case</li> <li>• Free built-in record brush</li> </ul>		<p><i>"Standard"</i> <b>50c</b> List</p> <p>Plays over 1000 recordings. Complete with plastic case.</p>
--	---	--	--	--	---




**...Packaged to Sell on Sight**

12 needles to a display card. Printed in four colors, with a complete self-selling message. Cases wrapped in protective cellophane bags. A real "silent salesman" that means real business.

**GAROD**  **RADIO**

**GAROD ELECTRONICS CORPORATION • 70 WASHINGTON ST., BROOKLYN 1, N. Y.**



**12,000  
DEALERS**

**Were Consulted  
to Determine**

**THE NEW Sentinel LINE**

• It is not too early to disclose one thing about the new line which will be available when Sentinel is honorably discharged from war service. It will be a dealer-line from the word go! Along with postwar plans for notable new models, and hard-hitting advertising . . . sales helps . . . displays . . . Sentinel asked for the ideas and preferences of 12,000 dealers—by a nation-wide poll recently completed—a solid foundation for tomorrow's merchandising success.

In the interests of its dealers, Sentinel continues aggressive national advertising never interrupted since Pearl Harbor . . . Magazines of large circulation . . . Radio on nation-wide programs.

Sentinel will offer a sound, constructive dealer plan that assures you of quick deliveries, ready consumer acceptance and sure profits.

**Sentinel  
RADIO**



QUALITY RADIO SINCE 1920

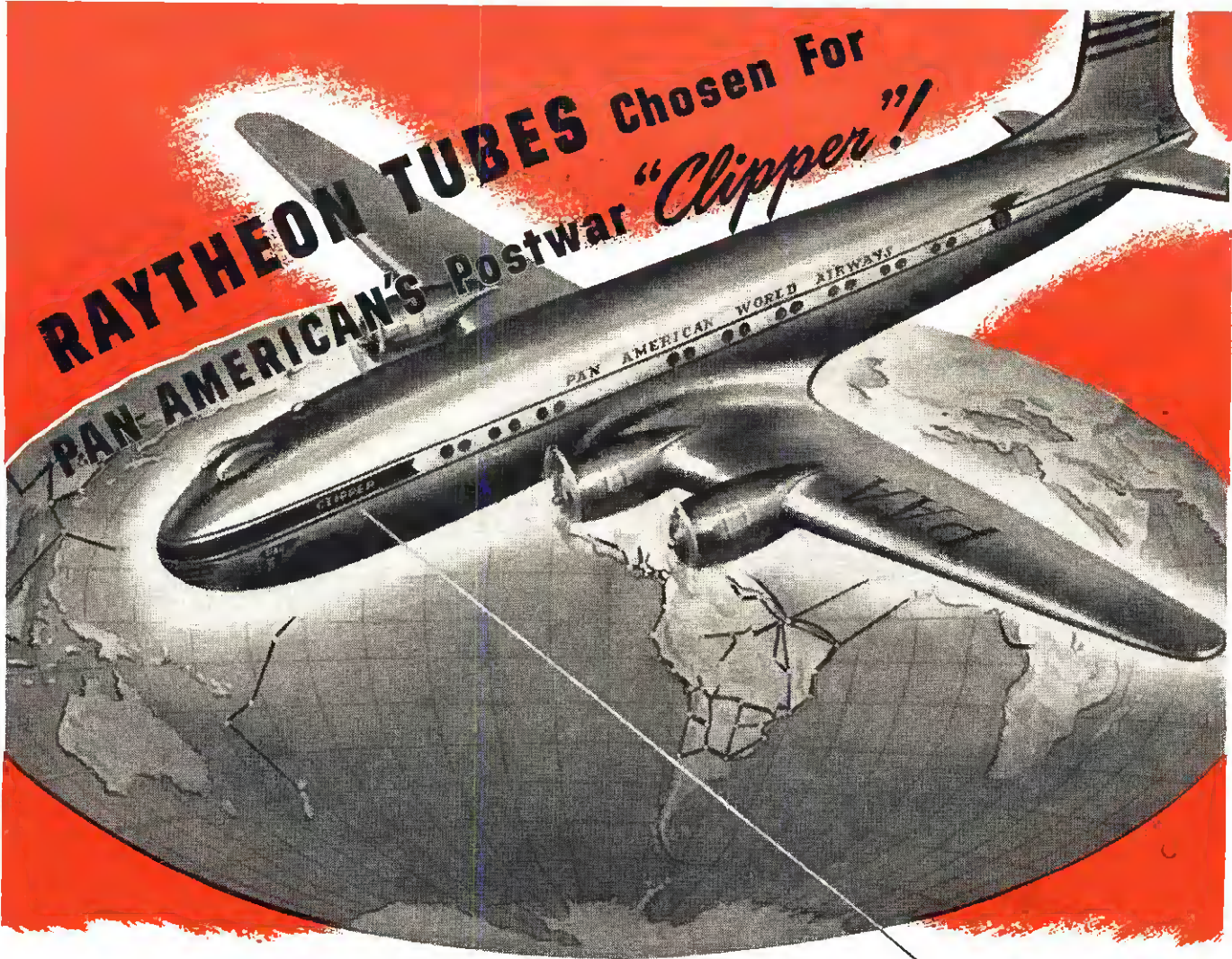
SENTINEL RADIO CORPORATION, 2020 Ridge Ave., Evanston, Illinois

**LISTEN . . .**

**TO SENTINEL'S  
NATION-WIDE  
RADIO PROGRAM**

John W. Vandercook  
analyzes the news  
every Saturday after-  
noon, 5:30 to 5:45  
E.W.T. over NBC's  
complete network. See  
local newspaper for  
time and station.



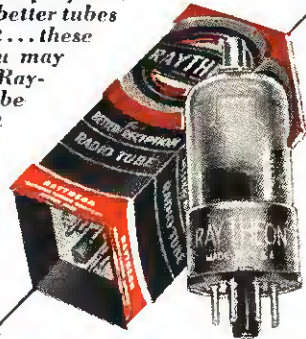


Feast your eyes on this mighty, 100-passenger airliner! When peace comes, a giant fleet of its sister ships will girdle the globe for Pan American World Airways. And in each of them will be the best electronic devices to come out of the war, equipped with famous Raytheon high-fidelity tubes!

Raytheon tubes have been used for years by Pan American, and it is because of their proven performance, fine reception and complete dependability that they were selected to play such a vital role in this great company's future operations. The assignment is but one of hundreds of postwar applications for which Raytheon tubes have been specified by America's radio and electronic industries.

When tubes are more readily available for civilian use, Raytheon will offer radio service dealers the finest tubes in its history . . . tubes combining long prewar experience with outstanding wartime development. And that's not all. They'll be backed by a Raytheon merchandising program that will be the most beneficial ever offered you. Keep your eye on Raytheon . . . for greater postwar profits!

*Increased turnover and profits . . . easier stock control . . . better tubes at lower inventory cost . . . these are benefits which you may enjoy as a result of the Raytheon standardized tube program, which is part of our continued planning for the future.*



**Raytheon Manufacturing Company**  
 RADIO RECEIVING TUBE DIVISION  
 Newton, Mass. • Los Angeles • New York • Chicago • Atlanta

**RAYTHEON**  
*High Fidelity*  
 ELECTRONIC AND RADIO TUBES



All Four Divisions Have Been Awarded Army-Navy "E" With Stars



Listen to  
 "MEET YOUR NAVY"  
 Every Saturday Night  
 ENTIRE BLUE NETWORK  
 Coast-to-Coast  
 181 Stations



# AMPHENOL

Has Passed the Supreme Test of

**FLYING HIGH**



Climbing swiftly into the stratosphere, military planes only a few minutes off the surface of sea or desert, prove what laboratory tests earlier demonstrated—that Amphenol quality stands up under all conditions.

The improved features of Amphenol parts, now constantly serving the radio and radar technicians in pressurized cabins, at subzero temperatures and in tropical heat, will in future years be adapted to the finest new radio, electronic and exacting electrical equipment. Manufacturers know Amphenol products;

have used and tried them to the limit—and appreciate their possibilities.

These Amphenol ultra-high frequency cables and connectors, radio sockets, plugs and insulators, synthetic conduit, and A-N and British connectors—all will flow through the regular supply channels for peace-time production under the known and respected Amphenol trademark.

Detailed information and exact, specific technical data on all or any of these products is available on request.

*Depend upon*

**AMPHENOL**

*Quality*

**AMERICAN PHENOLIC CORPORATION**

Chicago 50, Illinois

In Canada—Amphenol, Limited—Toronto.

Connectors (A-N, British, U.H.F.) Cable Assemblies • Conduit, U.H.F. Cable • Radio Parts • Plastics for Industry

RADIO & Television RETAILING • April, 1945





a **COMPLETE** radio line  
 sold **DIRECT**  
 to **SELECTED** dealers

the only complete line that  
 gives you **ALL** these advantages!

The ECA line of fine precision-built radios includes a complete range of models—AM and FM... table models... portables... personals... radio-phonographs... consoles—each an outstanding value in its price bracket. That means you won't have to carry "too many different makes" in order to have on hand "THE SET THAT MAKES THE SALE."

ECA Radios will be sold **DIRECT** from the manufacturer to the dealer. That means more substantial deliveries... closer contact and cooperation... greater flexibility in meeting actual public demand.

Feature for feature and part for part ECA Radios will give your customers **MORE FOR THEIR MONEY.**

The ECA Radio Franchise—available to only a limited number of select dealers, may still be open in your city. Write for full details—**TODAY.**

**CHECK THESE ECA RADIO FRANCHISE FEATURES**

- Complete line of radios and radio-phonographs
- Advanced styling by top-flight designers
- Latest electronic features
- Exclusive ECA Radio DI-FUSA-TONE feature
- Priced to fit every purse
- Protected dealer profits
- Extensive advertising
- "Pre-sold" consumers
- Sold direct, to limited number of select dealers
- Assured deliveries



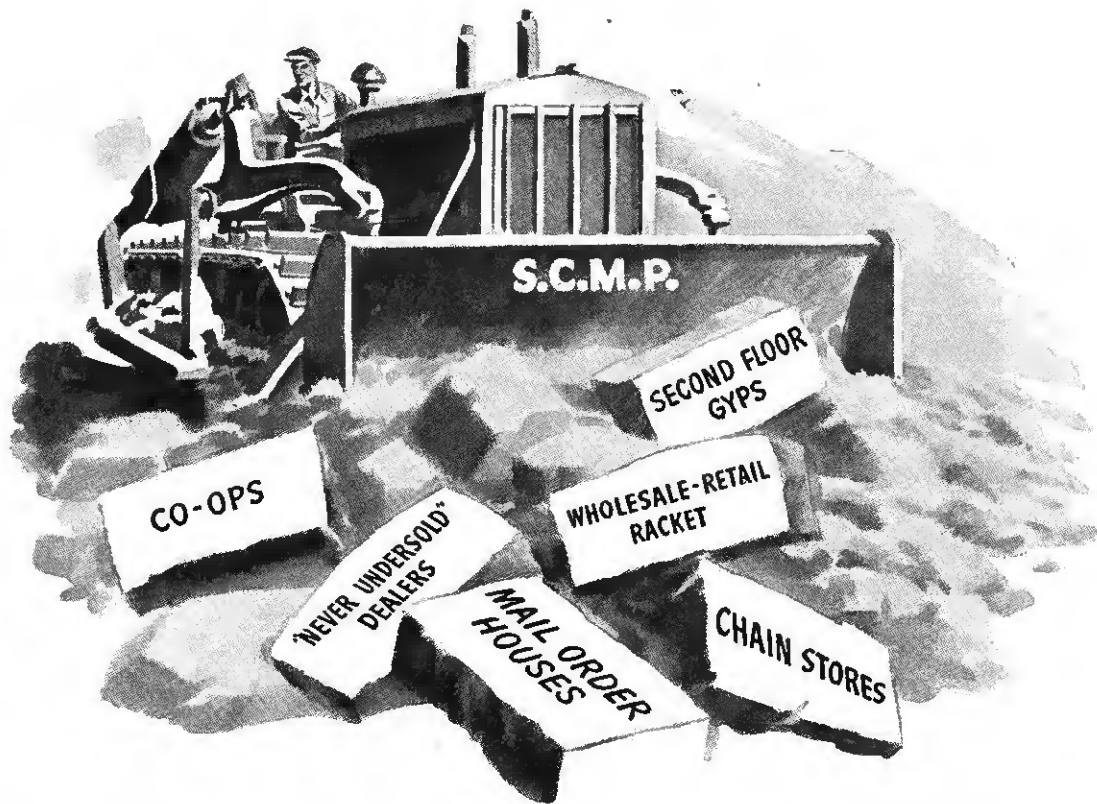
**SEND THIS COUPON FOR DETAILS**

ELECTRONIC CORP. OF AMERICA  
 45 West 18th St., New York 11, N. Y.  
 Gentlemen: Please send full details on the ECA Radio Franchise, without obligation.

Store Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

T-3

**ELECTRONIC CORP. OF AMERICA**  
 45 WEST 18th STREET • NEW YORK 11, N. Y.



# SPARTON'S EXCLUSIVE DEALERS

can meet any postwar competition  
WITH THE S. C. M. P.\*

**R**EMEMBER the price cutting, dumping . . . the "wholesale-retail" racket?

Remember the long paper-profits that wound up as red ink?

Not pleasant to recall but perhaps it's a good thing to bring these things back to memory now . . .

With 125 manufacturers instead of 57 fighting for the market.

Good dealers will be offered the world with a fence around it.

But name one manufacturer other than Sparton who has a proved merchandising plan that protects the dealer.

After Victory is won, there will be new and finer Spartons—radios and combinations with FM, of unsurpassed performance. All in beautiful cabinets created by America's leading designers.

Name one other manufacturer who can give you high quality radio sets in volume at prices that will make you competitive with even the biggest Chains and Mail Order Houses.

Name one other who has adopted an exclusive dealer policy and stuck to it.

You can't.

Well, then, why not ask us if the Sparton franchise is still available in your community. It may be, although we are making dealer appointments very fast right now.

*Radio and Appliance Division—Plant 5.*

**THE SPARKS-WITHINGTON CO. • JACKSON, MICH.**

**\*S.C.M.P.**

Sparton Co-operative Merchandising Plan. An exclusive method of profitably retailing radios and home appliances that has been and is being advertised regularly to consumers in leading magazines as the Sparton Way.

**ONLY ONE DEALER IN EACH CITY AND TOWN**

*Check These Profit-Increasing Features*

- One exclusive dealer in each area
- Direct factory-to-dealer shipment
- Landed dealer cost prices
- Low consumer prices
- National advertising
- Factory prepared and distributed promotion helps
- Seasonal promotions
- Uniform retail prices
- Products styled by outstanding designers





**JUST OFF  
THE  
PRESS!**

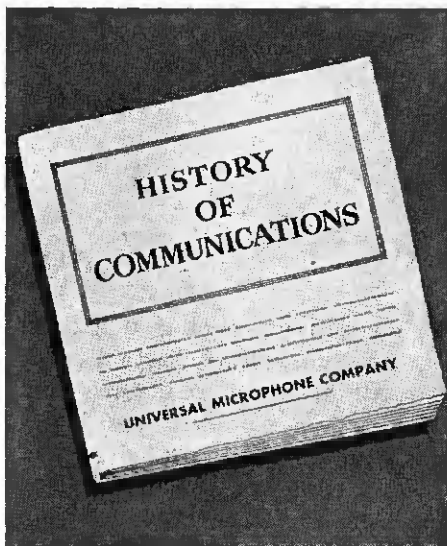
The new ELECTRONIC ENGINEER'S REFERENCE MANUAL now makes available to the practical engineer all the essential up-to-the-minute facts about electron tubes and related parts. More than 900 types of Receiving, Transmitting, Cathode-Ray and Photo Tubes are described—with physical specifications, characteristics, typical operat-

ing conditions, basing diagrams, war-time substitution chart and other data. All this and more in one handy quick-reference book of 146 pages that you can tuck in your pocket. Note ring binding which makes the pages lie flat when book is open. Price \$1.00 from your N. U. Distributor. National Union Radio Corporation, Newark 2, New Jersey.





## UNIVERSAL'S NEW D-20 MICROPHONE



The stage was set for something new and here it is. Universal's new D-20 Microphone . . . soon on your radio parts jobbers' shelves to fill your essential requirements . . . uses Universal's "Dynoid" construction . . . A dynamic microphone of conventional characteristics built to fill the utility requirements of war time plus advance styling of the many modern things to come. Orders placed now with your Radio Parts Jobbers will assure early delivery when priority regulations are relaxed.

*Write for Bulletin 1458 covering this new microphone.*

**<FREE** — *History of Communications Picture Portfolio. Contains over a dozen 11" x 14" pictures suitable for office, den or hobby room. Write factory for your Portfolio today.*

**UNIVERSAL MICROPHONE COMPANY**  
INGLEWOOD, CALIFORNIA





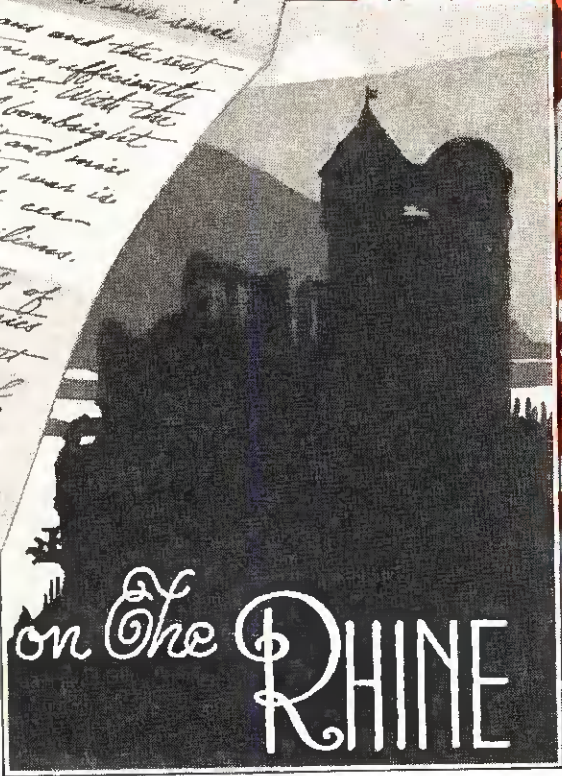


so we all now "The Watch on the Rhine" and when I'm not watching it, I get a chance to see what's left of this great, shattered city. This was a tourist spot and we are quartered in the former tourist information bureau. I'm sending you some pre-war vacation literature gotten up for Americans. We Americans will be in Germany this summer but not on vacation.

A few nights ago our Major, who used to teach history, gave us a lecture on the city in what remains of the big Stadttheater where they used to have the opera. He says the city grew around the cathedral, the original of which was built in eight hundred and something, and he told us a lot about how the town has been fought over and smashed and burned off and on several times.

The Romans and the Normans and the rest never did the job of destruction as efficiently as our bombers and artillery did it. With the precision electronic fire control and bombight apparatus our army has us can hit and miss just about as we please. When this war is over these electronic engineers will certainly beate out some miracles for civilians.

The cathedral is safe and the tombs of the Three Kings that we read about in stories of the first Christmas are undamaged, but the super railroad station with its high-bowl track system is a mess. Only the clock tower is still standing and that stopped at 8:15. You see this is a railroad center and the station was of the



# We're learning a lot on The RHINE

The whole world is our textbook in this war. G. I. Joe is learning his history and his architecture right on the premises. When he comes back, he will be a wiser man than his father was.

And the whole world is the proving ground for those who make equipment. We at Automatic are learning from the reports that we get from Europe, the Aleutians, the Philippines—from ice flow and from jungle how to make better postwar

radio sets. You know that Automatic has always made good sets but you can't possibly know how much better we are going to make them.

The war isn't won yet and the reports are not all in by any means, but it's not too early to make up your mind to sell Automatic after the war. If the Army and the Navy like what Automatic makes, the public will like it too. Talk with Automatic first!



# Automatic

RADIO MANUFACTURING CO., Inc.  
122 Brookline Avenue, Boston, Mass.





# Centralab Selector Switches

are available to servicemen and experimenters in kit form . . . or standard, completely assembled and individually cartoned.

Insulation . . . either steatite or bakelite.

All switches have double-wipe contact terminals for long life and have a consistently low contact resistance of less than  $2\frac{1}{2}$  milliohms and are completely self-cleaning. Index is positive with  $30^\circ$  between each rotating position.

Switches are also available for transmitter use.

Send for illustrated Catalog No. 24.

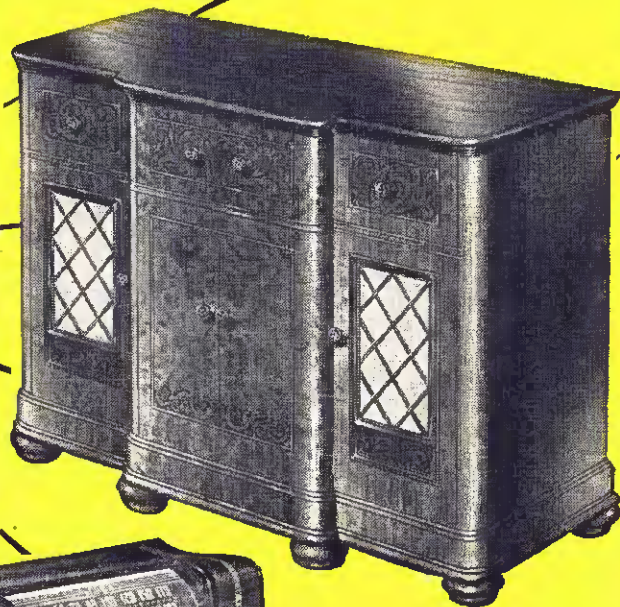
## Centralab

Division of GLOBE-UNION INC., Milwaukee

Producers of VARIABLE RESISTORS — SELECTOR SWITCHES — CERAMIC CAPACITORS, FIXED AND VARIABLE — STEATITE INSULATORS — AND BUTTON-TYPE SILVER MICA CAPACITORS.



# There's No Guesswork About this Franchise!



## Sonora

WILL DELIVER

# 37

NEW RADIO AND  
RADIO-PHONOGRAPH  
MODELS!

Wide-awake dealers want more than merely the assurance of merchandise when Uncle Sam gives the word for the manufacture of civilian radios. These alert merchants wisely want evidence now that the lines they sign up for today will give them maximum volume with the least selling expense or effort when the free-for-all competition begins.

That's why the Sonora franchise will be meeting with such wide favor with the keenest retail radio merchandisers in the country. SONORA's cards are all on the table—face up! We're all set to go with 37 sure-fire models. A complete line with a capital "C"—including every kind and type of radio in the big demand brackets—from deluxe F-M combinations straight through to compact portables.

Every one designed and engineered to meet every taste, every purse, every use. And every

SONORA Radio—regardless of size—will be distinctive for its famed "Clear As A Bell" tone. This means a clear-cut selling edge over competition—because when all is said and done—**TONE CINCHES THE SALE!** And when it comes to *tone*, remember—SONORA has been associated with tone engineering for more than 30 years! In eye-value and tone-value, every SONORA must and will be the best in its price class.

### GET THE FACTS!

Sonora looms as the big competitive line! Regardless of where your store is located or its size, it will pay you to investigate the protection and assurance the SONORA Franchise will give you. Contact your nearest SONORA Distributor, or write to Sonora Radio & Television Corporation, 325 North Hoyne Avenue, Chicago 12, Illinois.

**Sonora**  
Clear as a Bell

HOME ENTERTAINMENT AT ITS BEST

RADIO'S • TELEVISION SETS • RECORDS • PHONOGRAPHS • RECORDERS  
RADIO & Television RETAILING • April, 1945



The Chicago Area: strategically located... compact... fortified against reconversion problems... big enough to buy all many a factory can make.

**Now-**  
**THE QUICK DISTRIBUTION**  
**AND VOLUME SALES**  
**YOU WANT**

You can get going fast in the \$4,496,734,000 Chicago market. Here is a tremendous pent-up demand for autos, washing machines, refrigerators, "big unit" products generally. Here is a market fortified by diversified income and billions in savings—a market famous for its responsiveness to advertising and its record-breaking volume buying.

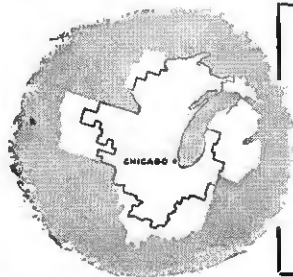
In this compact, easily accessible market, defined by consumer habit and merchandising practice, there is enough business to take the entire output of some manufacturers. You can get immediate volume and build solidly for a continuing, profitable operation. You can do it at one low cost through a single advertising medium—the Chicago Tribune.

Bought, read and bought from as is no other medium in this market, the Tribune is a powerhouse among dealers and

consumers. Seven days a week it hits with a selling impact that gets action. One out of every three families in 756 cities and towns of 1000 or more population in this market reads the Tribune on weekdays. On Sundays, it is practically every other family—at one of the lowest milline rates in the United States.

You can use monoroto, coloroto, comicolor, newsprint color or black and white—whichever you prefer as the most effective way to tell your story and to put over your name and product. Only the Tribune gives you this choice.

No matter whether you are ready now for heavy-duty selling or are just in the preliminaries of your sales planning, get the market facts and merchandising suggestions which a Tribune representative will gladly supply. Call him.



Now available for your study and use are the findings of a market-wide dealer and consumer investigation revealing ownership of automobiles and electrical appliances, brand preferences and expected purchases. To get these facts, address C. S. Benham, Manager, National Advertising, Chicago Tribune, Tribune Tower, Chicago 11, Ill.

**Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER

February average net paid total circulation: Daily, over 950,000; Sunday, over 1,300,000.



# A Friendly Warning

**TO RADIO  
DISTRIBUTORS AND  
DEALERS FROM  
Stewart-Warner**



*F. A. Hiter*  
Senior Vice President

**STEWART-WARNER CORPORATION**



**CHICAGO 14, ILLINOIS**

**THERE WILL BE** a great demand for radio sets—regardless of make—in the first months of the postwar period.

As soon, however, as this immediate business is taken care of, the public will return to its customary buying habits and demand the best-known, trade-marked, nationally advertised sets, as always.

See what happened following the first World War. In the period between 1922 and 1929, 886 separate and distinct lines of trade-marked radio receiving sets were put on the market, according to authoritative figures. 742 of them are out of business today!

Dealers who spent their money and their efforts on these 742 lines probably were exceedingly sorry, in most instances!

As for Stewart-Warner (a \$50,000,000 institution which, records show, has spent over \$25,000,000 in advertising), we intend to occupy a leading position in the radio industry, as we have done continuously for more than 20 years.

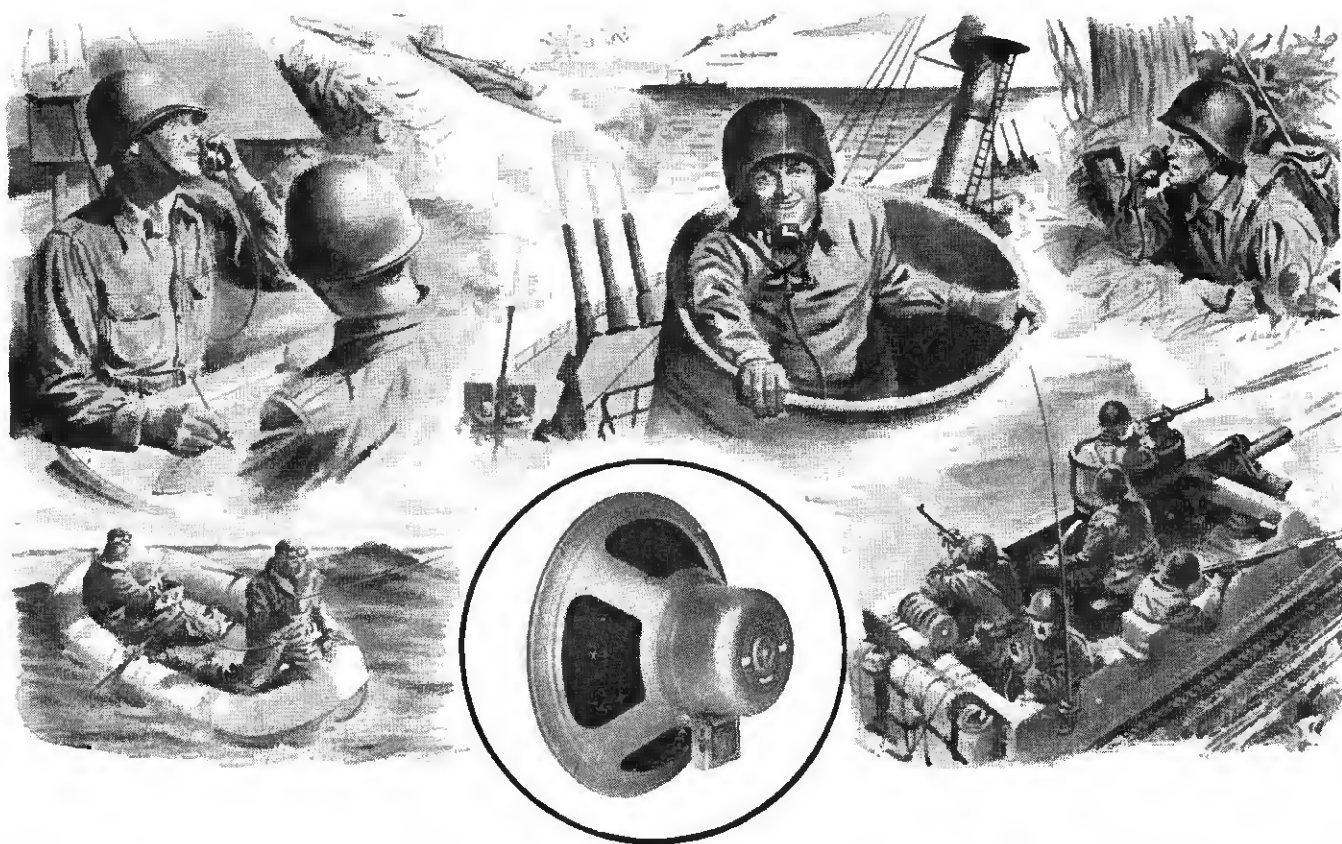
Since Pearl Harbor, we have devoted our large radio production facilities entirely to radar, radio and communications equipment for our armed services.

During the course of this work, we have developed many new and interesting features which can and will be incorporated in our postwar sets.

However, the point of this message is a word of caution to all our friends in the radio distributing field.

If you can't get the postwar franchise you want from Stewart-Warner, tie up with a substantial, well-known, experienced radio manufacturer who believes in advertising, and who has a proved record of performance behind him.

Business in the postwar era will, no doubt, be good—for the man who exercises caution and good judgment *now*.



## A Word About Reconversion

**R**ECONVERSION already is getting started in a few plants. For others, it may be just "around the corner", but Radio still is completely absorbed in its wartime job.

That's the situation at Rola today. The things made here . . . transformers, coils and other intricate parts for Military Communications . . . still are being required in gigantic quantities, and since Rola is one of the few plants of its kind equipped to make those things, the obligation to produce *in maximum amounts* cannot be slighted.

This means we may not be able, now, to give

our old customers the kind of service they have learned to expect from Rola . . . *all* the experimental models, *all* the technical assistance and *all* the other things we used to provide. This we should regret, for we are proud of our quarter-century reputation for Service, but there is no alternative and we hope our friends in the Radio Industry will understand our present position.

No one can predict how long this intervening period may be, but Rola's reconversion . . . when it comes . . . will be speedy, and at that time set makers again can look to Rola for the "Finest in Sound Reproducing Equipment."

THE ROLA COMPANY, INC. • 2530 SUPERIOR AVENUE, CLEVELAND 14, OHIO

# ROLA



MAKERS OF THE FINEST IN SOUND REPRODUCING AND ELECTRONIC EQUIPMENT





**tru·base**

REG. U. S. PAT. OFF.

restores the "lost" bass tones

**"Big Set" Tone in Compact Sets:** in Olympic's "tru-base" system, new electronic principles replace within the electrical circuit—the rich bass tones—heretofore "lost" in all but large, costly consoles. By restoring true resonance to the bass register, "tru-base" releases "ear-balanced" realism throughout the entire tonal scale. "tru-base" will be available in modestly-priced, brilliantly styled Olympic table sets and radio-phonograph combinations. Register your interest by writing to: Olympic Radio & Television, 510 Sixth Ave., New York 11.

and only **Olympic** has "tru·base"

RADIO & TELEVISION

DIVISION OF HAMILTON RADIO CORPORATION

RADIO & Television RETAILING • April, 1945



# SPRAGUE TRADING POST

A FREE Buy-Exchange-Sell Service for Radio Men



## REPLACING WET ELECTROLYTICS WITH DRYS

In many cases—particularly in old sets—you can use Sprague Atoms (midget dries) in available Victory Line types to replace unavailable wet electrolytic capacitors. Atoms stand the gaff! A few precautions should, of course, be observed, and these are described in the Sprague "Victory Line" Catalog C-304. Write for your copy today.

**WILL EXCHANGE**—New cartoned 6AB, 6K7, 117Z6, 80 and 6F6 tubes for 1A7, 35Z5, 12K7, 12SA7, 12Q7, and 1R5's. Sims Drug Store, Willmore, Ky.

**URGENTLY NEEDED**—Tube tester, multimeter, and voltmeter. Warren Kantz, 6054 S. Wayne Road, Route 3, Wayne, Mich.

**FOR SALE**—Leeds and Northrup Wheatstone bridge, resistance bridge, B. Sterling, 151 E. 70th St., New York City.

**WANTED**—Cutting head of any type. Robert Curtiss, 311 Broad St., Oneida, New York.

**WANTED**—Crosley auto-expressionator tube #W41187, also Neon tuning tube #42419A for same set. J. Allen DeWald, Route 3, Danville, Pa.

**FOR SALE**—Superior channel analyzer with original instructions, new tubes, new test leads, A1 condition, \$30. C. Hickey, 539 East 149th St., Bronx 55, New York.

**WANTED**—Late tube tester and sig. generator; also tubes, parts radios, Xmitters, Rider Manuals, etc. W8WSC, Fred W. Rudolph, 350 E. Beecher St., Adrian, Mich.

**WANTED**—Tube and set tester, or V-O-M. Tak Yamashita, 512 Wingra, Madison 5, Wis.

**FOR SALE OR TRADE**—Adapted tubes 1A7, 1N5, 1H5, 6X5, 12K7, 35Z5, X1a1 cartridges and 2-in-1 record playback phono arms. For trade only—new 12SA7 tubes. What have you? Roy Kellerman, 1400 Lake St., Melrose Park, Ill.

**URGENTLY NEEDED**—Good sig. generator. Have Rider Manuals 1 to 5—"I-book," practically new, \$10. Tony Zucco, Third St., Cresson, Pa.

**WILL SWAP**—6 tube AC-DC demonstrator for theory, troubleshooting, etc., and windcharger, for radio or radio text, or tube checker, or what have you? J. Bazewick, 3000 N. Christiansa, Chicago 18, Ill.

**WANTED**—Rider Manuals #8, 7, 9 and 10; also tubes 117Z6, 70L7, 12SA7, and 35Z5, and two-speed recorder. Poth Radio Service, 422 West 3rd St., Newton, Kansas.

**WANTED**—Hard-to-get tubes for use in soldiers' radios on air base. Sgt. Ed Clark, ASN #31198337, Sq. "D," 347th B.U., Key Field, Meridian, Miss.

**WANTED**—Rider Manuals, preferably complete but will take part. Don Daria, 230 Riverdale Ave., Yonkers 5, N. Y.

**FOR SALE**—Several push button tuning assemblies and used bearing aids. Want Astatic B-10 phono pickup, Thordarson, T-14-C-70 tone control choke, and level meter for magnetic recording head. John Zimic, 1351 First Ave., New York 21, N. Y.

**WANTED**—Tube tester and ohms milliammeter. Chester J. Gatewood, 473 South Ridge Road, San Francisco 24, Calif.

**FOR SALE OR EXCHANGE**—Battery operated electric fence controller; 2-10 meter crystals, 10 meter coils; Budd frequency meter; new HY75; almost new 807; throat mike; telephone handset, and sleeping bag. Want driver and output transformers for AB2, 6L6's, also small AC-DC set. Gilbert Bers, 1532 Sheridan St., N. W., Washington 11, D. C.

**FOR SALE OR EXCHANGE**—Several hundred tubes, old and new types; also crystal pickups and arms. Urgently need Thordarson units 15R05, 90A04, 90S13, 15C54, 18C92, 17S13, 17S14, 17S15, 35Z5, and Jensen JAP-60 (SP-600) coaxial speaker. Horace Descartes Westbrook, 235 North Hill Street, Griffin, Georgia.

**WANTED**—117P7 tube, 50,000 ohm pot. with switch, and .00014 tuning condenser. Larry D. Lynch, 844 Fulton St., Jefferson, Ind.

**URGENTLY NEEDED**—V-T-V-M of any reliable make, in good condition. Please send diagram. Also following tubes: 35L8, 50L8, 12SA7, 12SK7, 12SQ7, 117Z6, 1A7, and 1L6A. Stanley W. Caldwell, Natural Bridge, N. Y.

**FOR SALE**—Weston, Jewell, and Radio City Products test instruments—voltmeters, ammeters, and analyzers. James Weldon, 3105 Ave. D, Brooklyn 26, N. Y.

**FOR SALE**—Need a microphone? Write and tell us your needs. We may be able to help you. B & B Sound Systems Co., Two Rivers, Wis.

**FOR SALE**—New tubes: 024, 2AS, 24A, 26, 6C8, 6D6, 6K7, 6J7, 6J5, 6L6, 5U4Q, 5Z3, 83, 1S5, 14A7, 12SK7, and many others. Radio Electric Co., Hudson, Wis.

**WANTED**—Phono-oscillator with or without mike and crystal pickup. State make, model, condition, and price. Elmer Land, High Bridge, Ky.

**WILL TRADE**—16 gauge single barrel shotgun for \$10 worth of tubes, net. Want 50L6, 35A5, 35Z5, 35Z5, 35Z5, and 12SA7. George Curtis, 2541 North Cicero ave., Chicago, Ill.

**WANTED**—25Z5, 6D6, 80, 12SA7, 12A7 tubes or what have you? R. M. Dirba, R#1, Box 144, Wallis, Texas.

**WILL EXCHANGE**—Good assortment of tubes, technical books, and QST magazines—want U. S. or foreign stamps or covers. Walter Tokurski, 39 Claire ave., Woodbridge, N. J.

**URGENTLY NEEDED**—Haltercrafters Sky Buddy or Sky Champion in good condition. James Dreyer, 625 Chestnut st., Freeport, Ill.

**WILL EXCHANGE**—18 mm. all-electric Keystone movie projector, like new, also films, for Brething 12 or 14 ham receiver in A1 shape. Oakville Radio Service, Box 13, Ply Creek, N. Y.

**WANTED**—Phonograph motor, preferably RCA, with turntable and pickup, 110v, 60 cycle, not more than \$5. James H. Fullerton, 4149 Nebraska st., St. Louis 18, Mo.

**WANTED**—Haltercrafters S-19R or S-20 or Echophone EC-1 or EC-2. J. W. Goodin, 5 Cedar st., Brunswick, Maine.

**WANTED**—Cash for any little model, giant or midget pocket radio set. Robert Ulline, 17 Ralph st., Balston Spa, N. Y.

**WANTED**—12SA7; 12A8; 35Z5; 35L6; 50L6; 1A7; 1N5; and 117Z6 tubes. Henry Kolk, Washingtonville, N. Y.

**WANTED**—Late tube tester; good short wave set, and what have you? Robert Weimer, Box 208, Greenville, Ohio.

**WANTED**—Std. make tube tester; sig. generator, and other test eqpt. Describe fully. Powden's Repair Service, R#1, Flat Rock, Ill.

**FOR SALE**—Rek-O-Cut professional type, outside belt drive, dual speed 12" recording mechanism with brush cutter, Recording, amplifier, etc. Want Dumont 168 or similar oscilloscope; V-T-V-M; 50 ma. Weston meter, tubes, etc. Altus Radio Sales & Service, 1152 E. 224th St., New York 66, N. Y.

**WILL TRADE**—Cornell Dubilier new capacity analyzer BF-50, including instructions and test leads. Want set tester analyzer. Robert McCall, Ortonville, Mich.

**FOR SALE**—Supreme 580 Deluxe 11 KC-60 MC RF sig. gen. with FM provision and includes 50 to 10,000 cycle beat-freq. audio osc. output (brand new \$75.00. Supreme 385 (laboratory model Automatic Radio analyzer and tube test (used) \$95.00. Philco 044 beat-freq. audio osc. 60 to 11,000 cycles (brand new) \$35.00. Precision App. M500 Electronometer type counter tube check GOOD-RAD indicator (like new) \$75.00. Cough-Brengle CR-A 3" oscillograph w/ built-in amplifier and linear sweep—als type OM-A 100 KC to 30 MC RF sig. gen. having fixed freq. modulator, sold together only (both like new) \$150.00. Sales cash, final and FOB Miami. J. Rellly c/o Box 4307, Miami Beach 4, Florida.

**TRADE ONLY**—Have 7" self-starting 6 cy. Elec. clock, no alarm or strike, like new. Need RCP multi-range tester AC DC #448, or what have you in V-O-M? P. R. Hoogezand, 332 Ohio st., Reelands, Calif.

**WANTED**—Cash waiting for SX-24 c S-20R Haltercrafters in good condition. Warren Chase, Cambridge, Vt.

**WANTED**—Radio test set, also a tab tester that will test all tubes. H. W. Ryalls, Iloiden, W. Va.

**SWAP OR SELL**—Readrite AC milliammeter 0-25 and AC voltmeter 0-300 both new; Meissner (Brewster) F-M converter, perfect; New Products recorder changer, etc. Want good sig. generator. All replies answered. M. Heldman, 232 S. La Brea, Los Angeles 16, Calif.

**FOR SALE**—GE II-639 vibrator inverte unit for phono motor on DC operation \$7.50; Thordarson power trans. T68R2 and input trans. T70A83; UTC-S19 modulation trans.; also random back issue of Electronics Service, RCA Review, an Radio News. Phillip Ross, P. O. Box 905, Hoboken, N. J.

**WANTED**—Tubes. What have you? Brain erd Radio Service, 512 S. 8th st. Brainerd, Minn.

**URGENTLY NEEDED**—Following tubes new or used, in good condition: 4-25Z5 4-1N5GT, 3-35L6GT, 3-35Z5, 4-50L6GT, 3-35A5, 2-1A7GT, 2-1A5GT/G, 3-50GT, 3-80, 3-75, 3-5Z3 or 83V, 4-6A7, 4-6A8GT 2-6X5, 4-70L7GT or 70A7GT, 3-175GT. Ray Jay, 207 Brown st. Milton, Oregon.

**FOR SALE**—Triplet combination multi checker #1125; test oscillator #1511 portable black leather case AC-DC 750 150, 15 v., 1.5 meg., 1,500 ohms, 15 150 Ma. AC 1.5, 15, 150 ma. DC output 110 kc. to 20,000 kc., in four ranges in fine condition, \$40. Jerry Rhoades 6311 Estair Rd., Bethesda 14, Md.

**FOR SALE**—Large assortment of tubes Bill's Radio Repair Shop, 2038 Washington st., Roxbury, Boston, Mass.

## SEND US YOUR OWN AD TODAY!

Send your own ad to us today. Write PLAINLY—hold it to 40 words or less—confine it to radio materials. If acceptable, we'll gladly run it FREE OF CHARGE in the first available issue of one of the five radio magazines wherein the Trading Post appears every month. HARRY KALKER, Sales Manager

Dept. RRT-45, SPRAGUE PRODUCTS CO., North Adams, Mass.

(Jobbing Sales Organization for Sprague Electric Company)



# SPRAGUE CONDENSERS

# KOOLOHM RESISTORS

TM. REGISTERED U. S. PATENT OFFICE





**It will pay you to  
SIGN ON THE "DOTTED" LINE!**

Yes, Mr. Radio Merchant, for an initial investment of only three cents (for the postage stamp), the way is laid open for you to reap handsome future dividends—post-war and after—through the matchless opportunities provided by the Temple Dealer Franchise. Let us tell

you the far-sighted Temple story of assured Profits, of selected, protected Dealerships, of the vital engineering, manufacturing and delivery advantages which YOU, as a Temple Dealer, will enjoy. But don't delay. Fill out the Coupon—and mail today!



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

**TEMPLE TONE RADIO MFG. CORP.**  
**New London, Conn.**

Gentlemen: As a Dealer of high standing in this community, we would like to obtain, without obligation, full details regarding the Temple Radio Franchise.

NAME  \_\_\_\_\_

ADDRESS \_\_\_\_\_

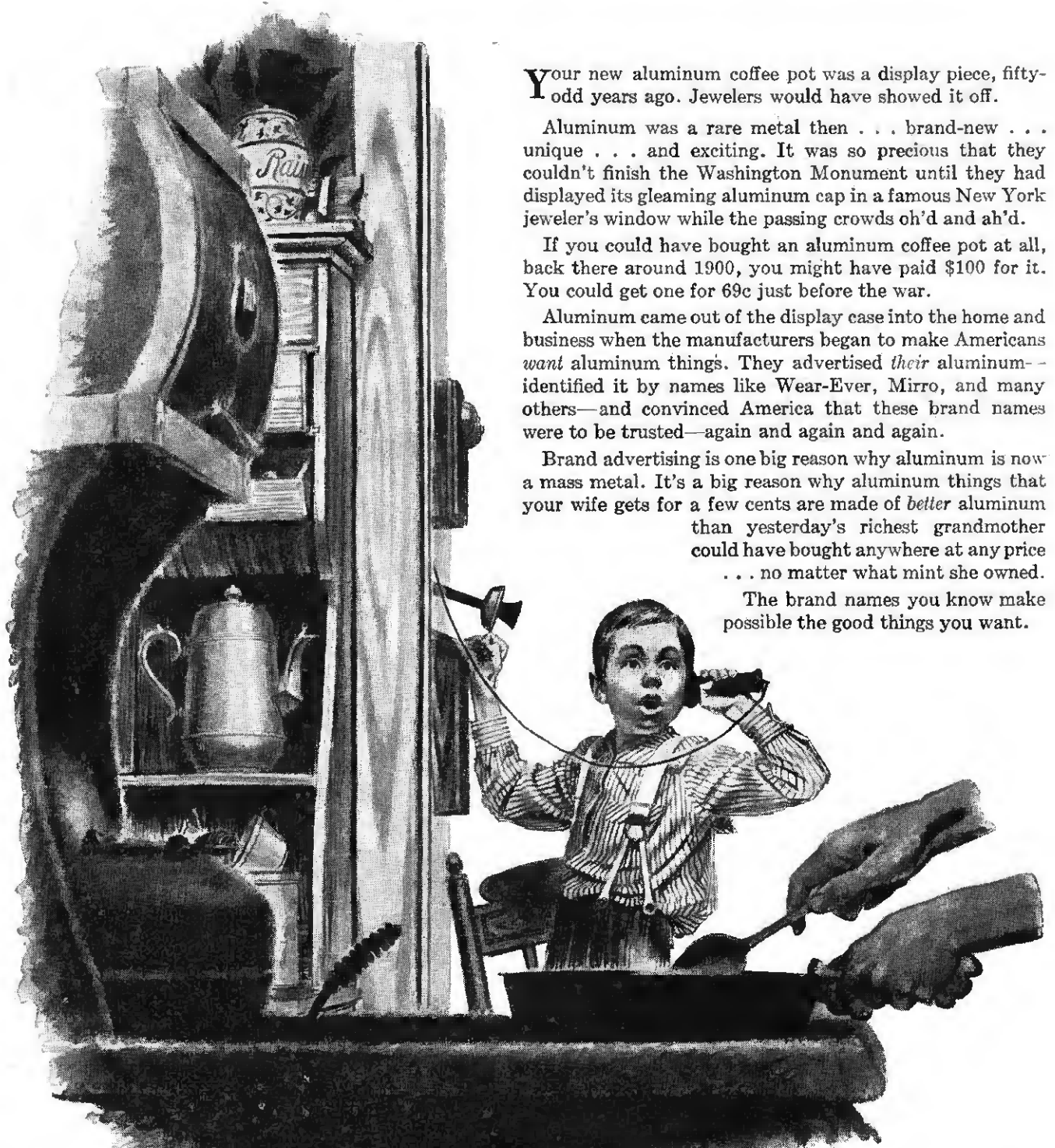
CITY \_\_\_\_\_ STATE \_\_\_\_\_

**"WHERE FM WILL ALSO MEAN FINEST MADE"**

Licensed under Armstrong and RCA patents.

RADIO & Television RETAILING • April, 1945

# "Can the jeweler's borrow our coffee pot, Mom?"



Your new aluminum coffee pot was a display piece, fifty-odd years ago. Jewelers would have showed it off.

Aluminum was a rare metal then . . . brand-new . . . unique . . . and exciting. It was so precious that they couldn't finish the Washington Monument until they had displayed its gleaming aluminum cap in a famous New York jeweler's window while the passing crowds oh'd and ah'd.

If you could have bought an aluminum coffee pot at all, back there around 1900, you might have paid \$100 for it. You could get one for 69c just before the war.

Aluminum came out of the display case into the home and business when the manufacturers began to make Americans want aluminum things. They advertised *their* aluminum—identified it by names like Wear-Ever, Mirro, and many others—and convinced America that these brand names were to be trusted—again and again and again.

Brand advertising is one big reason why aluminum is now a mass metal. It's a big reason why aluminum things that your wife gets for a few cents are made of *better* aluminum than yesterday's richest grandmother could have bought anywhere at any price . . . no matter what mint she owned.

The brand names you know make possible the good things you want.

## It happened to WESTINGHOUSE



\$1.75 in 1907 but 10c in 1945

Remember any light bulb advertising of 1907? There wasn't much. There weren't many light bulbs, either. And there weren't many people who wanted light bulbs. Today a lot of people want light bulbs, and get good ones cheaply by asking for them by known, trusted brand names.

FAWCETT PUBLICATIONS, INC.

World's Largest Publishers of Monthly Magazines

No. 2 of a new series appearing in leading American newspapers and the important business and industrial magazines. For free proofs write Fawcett Publications, Inc., 295 Madison Avenue, New York 17, N.Y.



**SYMBOL OF**

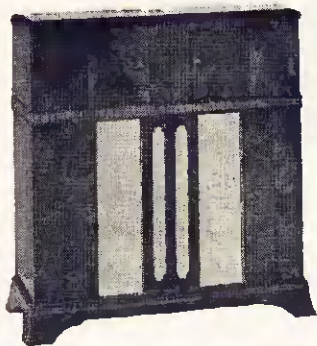
*Craftsmanship*

# HOWARD

**... a Great Name in Radio**

Plans for the Howard post-war line incorporate every desirable development for superb musical entertainment. When the first models come off the production lines they will keep faith with the Howard tradition of quality, value and dependability. You can look forward to selling them with satisfaction and profit. Depend on Howard for the finest in FM-AM Radio and Television.

**BUY MORE WAR BONDS FOR VICTORY!**



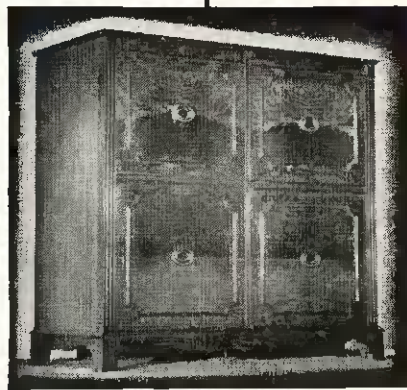
**HOWARD RADIO COMPANY**  
1731-35 BELMONT AVE. • CHICAGO 13, ILL.

*America's Oldest Radio Manufacturer*





for the main radio



in your home'

**T**HERE'S plenty of good, sound, common-sense behind the thought that the main radio in any home should be as fine a radio as its purchaser can buy—a Stromberg-Carlson. It is this simple truth which has made the current Stromberg-Carlson advertising story so convincing to the huge radio public now being reached by over 475,000,000 impressions in thirteen leading magazines.

We believe that your own experience will cause you to agree with many veteran radio merchants when they rate Stromberg-Carlson as: the *important* radio line—

the radio line carrying real *profit possibilities*—the radio line with easy-selling *public acceptance*.

You, too, will want to plan your post-war selling program around this sound and widely accepted Stromberg-Carlson sales theme. You'll find the Stromberg-Carlson "main radio" a consistent profit maker—whether an outstanding table model, console, or radio-phonograph combination.

**STROMBERG-CARLSON** ROCHESTER  
NEW YORK  
RADIOS • TELEVISION • TELEPHONES • AND SOUND EQUIPMENT



# RADIO & Television RETAILING

Including Radio and Television Today

O. H. CALDWELL, Editor \* M. CLEMENTS, Publisher \* 480 LEXINGTON AVE., NEW YORK 17, N.Y.

## **The Independent Dealer Is Here to Stay**

The latest grist for the rumor-monger's mill is that the independent retailer is going to disappear from the American distribution picture. Spreaders of this propaganda tell us that chains and various large buying syndicates are going to swallow the independent merchandiser, and drive him out of business.

This talk is sheer nonsense, and absolutely without foundation. The independent dealer occupies a very important position in our national economy, and he is in this secure niche because he performs a vital service to the community.

In fact, the independent merchant's effect upon our national distribution set-up is so far-reaching that it is doubtful whether it could survive without him. The time, money and service which he and his fellow dealers have invested in their collective organization is larger than all "chains" combined. His collective contribution to the improvement of the national welfare has been enormous.

### **Diligence and Resourcefulness**

Despite restrictions, rationing, priorities, and other hardships imposed upon him, the retailer has shown resourcefulness without parallel in business history. The radio merchant is no exception. By working long hours, keeping to high standards, displaying initiative, and exercising ingenuity—so well illustrated by converting

and substituting tubes and other necessary radio components—he has managed to keep radios and appliances in working order.

The public-at-large owes a debt to the independent dealer. The maintenance of radios today is even more important than it was in pre-war days. With people so anxious for news of the latest war developments, the radio technician has helped keep up morale on the home front.

### **Qualifications Are "Tops"**

Almost everyone is definitely "sold" on the importance and value of the independent retailer. This phase of distribution employs countless men and women; the dealer gives that "personal touch" to business; it is this merchant who will aid in creating 60,000,000 jobs and a better postwar world.

In the future, there will be radios, refrigerators, washers, etc., to sell, install, and service, and there is no one better qualified or prepared to do this work than the unattached retailer. This merchant already has great prestige, but he is not content to rest on his laurels. He does not fear competition from others. When distribution of civilian merchandise commences, manufacturers and jobbers should remember the dealer's outstanding service in keeping sets and appliances working at this time.

---

## **THE RADIO-APPLIANCE MERCHANT WILL STAY IN BUSINESS BECAUSE:**

**Customers have faith in his ability to choose the best in merchandise.**

**He gives that "personal touch" to retailing.**

**He has knowledge of customers' financial standing.**

**He is the buyer for his locality.**

**He has rendered excellent wartime service.**

**He is reliable and strives to turn out good work.**

**He goes "out of his way" to please customers.**

**He takes an active interest in his community.**

**Millions of people are employed in independent establishments.**

**He accounts for the bulk of the business in the radio-appliance industry.**

# RADIO, Electrical Appliances

**RADIO CABINET DESIGN** getting more and more attention as peacetime production appears to draw closer. Most set manufacturers are hiring well-known designers, giving latter *carte blanche* as far as originality is concerned. Streamlining, particularly of table models, will result in some radically different designs for the first 12 or 18 months. Disguising set so that it looks like anything but a radio is not a new practice, but in the past when sales figures were compiled, novelties in sets accounted for a very small fraction of total business.

**HOME APPLIANCES** having outstandingly different operating features are now undergoing performance tests in the plant of a large company well known in the radio set manufacturing field. The appliances include refrigerators, combining food freezers; vacuum cleaners, rotary ironers, roasters and electric ranges. Prior to the war, the company's only home appliance offered for sale was a refrigerator.

**SURPLUS ELECTRONIC MATERIALS** lists may be obtained at all WPB regional offices immediately upon publication each month. Materials in inventory after the expiration of a 45-day period become available for civilian supply.

**OUR CRYSTAL GAZER** reports a new type washing machine under consideration by a noted inventor. Rubber, or a rubber-like substance, would be the material used for the basket. One of the advantages claimed for a washer of this kind is gentle treatment of clothes. If and when this machine is ready for the market, home appliance servicers of the familiar metal equipment had better watch out for competition from local tire vulcanizers.



**POTATOES WILL BE PEELED** in many homes after the war by a new power peeler to be offered by the Hurley Machine Division, makers of Thor laundry equipment, according to E. N. Hurley, board chairman. Mr. Hurley says the device will release women from one of their most disagreeable tasks, reduce waste, and preserve vitamin-packed portion of the potato lying just under the skin.

**DESIGN OF POSTWAR** civilian equipment is vitally needed by the radio-electronic industry. In order to give reconversion a good start, the military services should now allow the industry a "look" at our secret electronic and radio inventions, to ascertain their adaptability to civilian peacetime uses. This could be done in secret sessions by committees made up of both responsible manufacturers and officers of the armed services. It certainly would be a step towards hastening the day of new products born out of war inventions, so that industry could be geared for reconversion.

**RECONVERSION PLANNING** will be most difficult unless industry is given an opportunity to be geared to the fullest for carrying on civilian production as soon as the war ends. Otherwise, it seems most likely that we will have a hiatus of considerable unemployment and dislocation. This will give opportunity for the vocal pressure groups to attack industry and advocate measures to maintain employment through government controls and funds. Without knowledge of the adaptability of wartime electronic-radio developments and inventions, the proper designing and planning for civilian production reconversion will be delayed and hampered.

**NO CHANGE IN DISTRIBUTION** pattern looked for after war. During first two years after Pearl Harbor, a number of manufacturers of replacement parts considered development of "new" distribution channels for their postwar products. However, as we get nearer V-Day, it appears that future jobbers will carry on as they have in the past, and will emerge from the war far stronger than ever before.

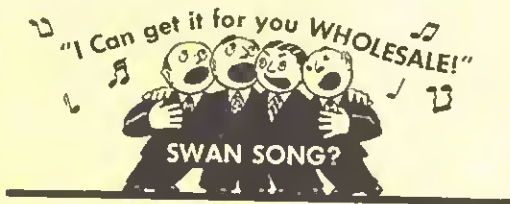
**ONE AND ONE-HALF MILLION TUBES** per month for civilian use is approximately the quantity radiomen can look forward to receiving from now until further notice. WPB is making every effort to get all existing tubes into service for civilian supply and to obtain the maximum volume of new tube production.

**PORTABLE RECORD PLAYER** — Manufacturers are investigating U. S. production costs of a portable record player with combination spring-and-electric motor (110v. AC) which has been shown in an Eastern city. Ideal for beach and vacation use, they see a good market for it around \$40. The original Swiss product is also made in a model with two tubes of amplification, although the purely mechanical-pickup model exhibited performs with excellent volume and quality.



# Records, and Television, **TODAY**

**ADMIRAL CORP. BOOSTS TELEVISION.** In move to aid progress of video art in Chicago, Admiral will oversee two evening telecasts each week, experimenting with variety shows, checking on audiences and reception, and will also use programs to instruct radio dealers. According to Richard A. Graver, Admiral vice-president, his firm has signed contract with television station WBKB.



"I CAN GET IT FOR YOU WHOLESale" practice is target of bill pending before New York legislature. Bill also designed to prevent misrepresentation of both price and the merchandise itself. One provision is aimed to "disabuse the consumer of the impression that he is buying at wholesale directly from a wholesaler or manufacturer . . . when in fact he is not." Bill's authors hope to "cure some of the outstanding unfair and deceptive trade practices. . ."

**ADVANCE WEATHER PREDICTION**, based on "ham" experience in short-wave reception, is a new development in meteorology. When a storm pressure area is forming, short-wave reception usually becomes very good from that quarter, even 12 hours before the pressure area itself is otherwise evident. By coordinating a number of radio observations, situation of a coming storm can thus be definitely located.

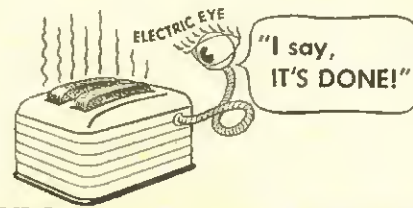
**BUSINESS IS BOOMING DEPARTMENT!** One jobber in a large metropolitan area was told to have his "head examined" when shortly after the war started he bought huge manufacturers' inventories of parts, units and controls, representing items necessary in homes and plants. The manufacturers sold their total stocks to this jobber at a loss. Now the distributor in question is selling these articles back to the original owners—and he's getting list prices for them.

**BETTER SET FOR \$100 LESS**—One manufacturer has readied a 14-tube console, having FM, which will sell for \$250. Claims are that this set is better than the firm's similar postwar model priced at \$350. One instance in which after-the-war prices will be lower.

**MAY BE 50% CUT** in military radio-electronic production, after victory is achieved in Europe. While the Pacific War will still require 5 million men for army and air forces (against present two-war 8,200,000), in addition to 4 million in navy, radio-electronic requirements will be slackened off to probably 50% of current military demands at outset of 1945. This should free large productive capacity for civilian radio, although components may not be in balance for some time to come.

"FRIGIDAIRE, VICTROLA, KODAK"—what happened to these brand-names (many people applied them to all makes) is happening to "Deeefreeze," trademarked name of freezers being made by Motor Products Corp., No. Chicago, Ill. The makers are taking every precaution to stress their ownership of the title "Deeefreeze."

**GREAT PROGRESS BY RECORD INDUSTRY** since 1941, is best indicated by the fact that majority of set manufacturers are seriously considering right now whether they should include even one "straight" console in their postwar lines. Most seem to feel that any future console going into the home will have to be a "combination."



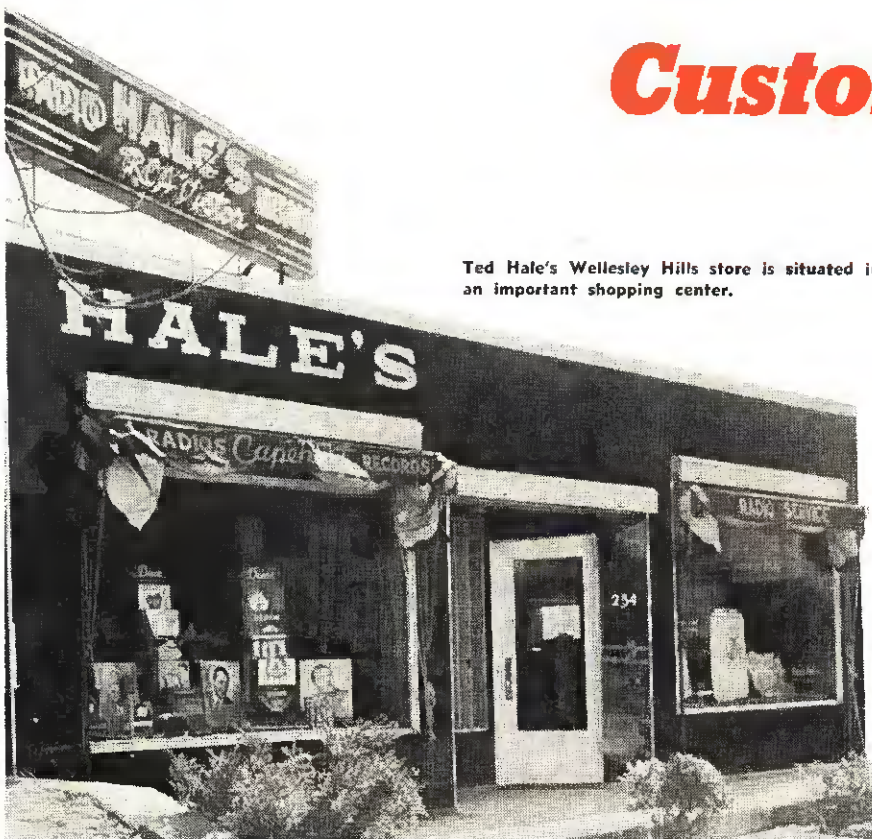
**AUTOMATIC TOASTERS**, either thermostatically or "time controlled," deliver toast of different degrees of color, due to varying moisture content, texture, etc., of the bread (often resulting in service calls). One maker is said to be experimenting with an electronic toaster, in which a photo-electric eye governs the operation, ejecting toast when desired color has been reached!

**NEW ELECTRIC FLOODLIGHTING**, equivalent to 2,500 times full moonlight, will illuminate the Statue of Liberty on V-Day. Samuel G. Hibben, director of applied lighting for the Westinghouse lamp division, is directing the project.

**MANY RADIO PARTS JOBBERS**, who now deal exclusively in components and sound equipment, expect to sell home receivers and household electrical appliances to future "full-line" dealers, postwar.



# Customers "Go



Ted Hale's Wellesley Hills store is situated in an important shopping center.

## Mass. Radio Retailer Uses Clever Advertising, Topflight Service, Bright Stores to Build Business

• "Go to Hale" is a slogan well-known to customers and prospective customers of Ted Hale's two stores—one at 252-254 Washington St., Wellesley Hills and the other at 1251 Centre St., Newton Centre, Mass.

And business is going to Hale because this enterprising dealer makes an all-out drive for it. He employs many time-proven selling methods in "the book"—and lots more not in "the book," which he originates.

Personally, this Ted Hale shuns the limelight, but where his business, Hale's, is concerned he never misses an opportunity to publicize it. Consistent and clever advertising brings customers to the two stores, and from there on, attractive surroundings, ethical merchandising tactics and superior service exposes the customer to a come-back-again atmosphere.

### Stresses His Location

The Wellesley Hills store is large. It is situated in an important shopping center and caters to a high-class clientele. Ample parking facilities are provided. This business section is not large, and is a considerable distance away from Boston and other

congested shopping areas. Hale capitalizes upon his location by featuring in his advertisements in Boston and local newspapers, that shopping at his stores involves no "jostling in crowds, no parking problems and no hurried selections."

When Hale founded his business four years ago, he purposely chose a location where the buying public

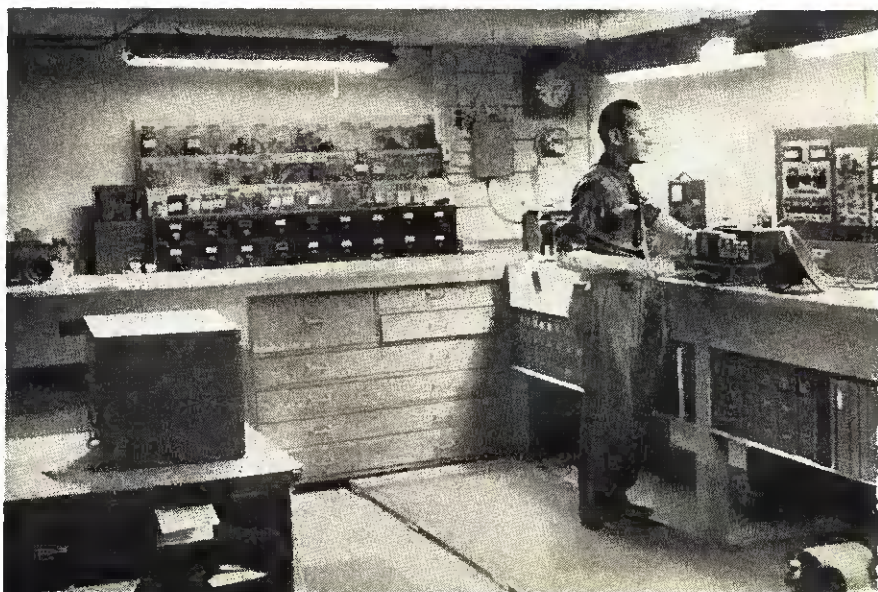
would be interested in high-priced receivers and classical records. He knew beforehand that communities where he planned to set up his store were not only composed of wealthy people, but of people capable of discriminating between worthwhile and shoddy merchandise.

Hale's Newton Centre store is very small. As a matter of fact it is but 9 feet wide by 65 feet long, but every inch of space is utilized to the best advantage. Great emphasis is placed upon the importance of window display, and upon careful and attractive arrangement of the store interior.

As a result of careful store location planning, Hale was able to specialize in de luxe receiver sales. In 1942, 80 per cent of the sets sold were FM receivers for which the public paid this dealer from \$40 to \$50 more per unit over similar current models not having the staticless feature. Capehart and Stromberg-Carlson receivers represented the principal lines carried here.

A glance through Ted Hale's huge scrapbook reveals how he has been able, in such a comparatively short time, to secure so large a customer following. His advertising copy is always timely, whether a newspaper full-page or a mailing piece is used. For example, when many of the broadcast frequencies were changed, Hale's advertised that

Ben Williams checks set in service department. Accurate records speed work, cut costs.





# 'o Hale''

the firm was ready to render first-class service on changing pushbutton-operated mechanisms to receive the new wavelengths.

Proper and efficient record-keeping is a must at Hale's. The present system is so arranged that there is no lost motion in billing, notifying customer of completion of work or re-checking on repair jobs. Since every effort is made to get customers to bring in and pick up their sets, Hale's sends a postal card to the customer when the work has been finished. This printed card reads: "Dear Sir—Madam: We are pleased to advise that all necessary repairs to your—have been completed and it is now ready. Job No.—; Charges—; Date—." Hale's two stores are listed on the card. An attractively printed card goes with the fixed set.

### Many FM Sets Sold

The card reads: "We have just completed work on your radio. According to our records this equipment has been left in satisfactory operating condition. It is my personal desire to have each transaction completely satisfactory to you. If for any reason there might be cause for dissatisfaction won't you kindly communicate with me." This card is signed, "T. D. Hale."

Hale's experience with FM is extensive both from merchandising and maintenance angles. He feels

that the public will have to be educated to the advantage of high-fidelity, but are already sold upon FM's freedom from fading, lack of interference, elimination of noise, monkey-chatter and cross-talk. Hale's feeling about the problem of "drifting" is that future FM sets, because of the vast experience and development now going on, will be free from this objectionable condition. He also believes that the day of the di-pole antenna for FM is virtually past, and that such equipment will only be necessary in areas quite remote from the transmitters.

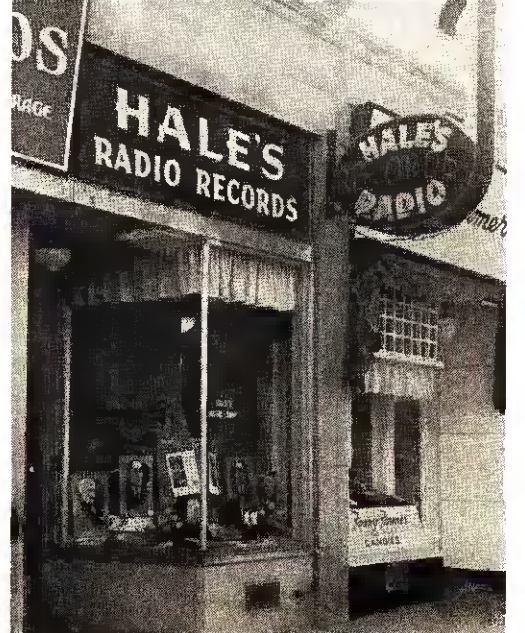
Hale's will be right on hand and  
(Continued on page 73)



Seen in headquarters showroom, above, sales-manager John Warner, at desk, and Ted Hale. Below, at right, Jane McOwen and Barbara Townsend, branch manager, Hale's, Newton Centre. Lower right, Hale's Newton Centre storefront; 9 ft. wide, it attracts trade.



Natalie Fox and proprietor Ted Hale in the Wellesley Hills record department.





# Ring

● This may—and could well be—the right time for the independent radio-appliance dealer to visit the homes of his customers, if he can possibly arrange to do so. Such calls should be made for the purpose of:

1. Maintaining customer good-will.
2. Selling available merchandise.
3. Insuring postwar sales.

In homes, such as those shown on the cover of this issue, live people whose patronage keeps the merchant in business. Yesterday, retailers *went to these home-dwellers*. During these hectic days, the prospective purchaser has been *going to the dealer*, acting as his own salesman, and hoping the merchant will let him buy a little of this and a little of that from the limited supply of goods.

The day is fast approaching when the merchant will once again *have* to go to the customer in order to sell merchandise. It seems reasonable to believe that the dealers who can go to the customer *now*—“ahead of the gun”—will come out ahead of the game.

## Visit the Homes Now, Because—

**You'll gain good-will for your business.**

**You'll help offset customer "ill-will complexes," being built through "shoddy" treatment in many stores.**

**You can sell repair jobs.**

**You can sell available merchandise.**

**You can survey your potential postwar market.**

**Sales resistance is now at its lowest ebb.**

**The customer will be glad to see you.**

**You can "jump the gun" on your competitor—particularly the "chain" operator, who cannot go out in the home-field today.**

**Home-owners will never be as receptive again as they are now.**

Number One, “Maintaining customer good-will,” listed above, appears to be the most important service the dealer can perform for *himself* and his *customer* today. The dealer can build up good-will in his store—strive to offset the growing consumer antagonism toward most retail establishments—but better yet, he can visit the homes to accomplish this.





# Bells and Ring Up Sales

**"Outside" Calls Now Put Dealer on "Inside Track" for Today's and Tomorrow's Sales. Help Offset Customer "Ill-Will Complex"**

When we consider what a "beating" the consumer is taking today in stores all over the country, it becomes more and more apparent to merchants in our field, who depend upon the same clientele for their living year in and year out, that something needs to be done.

Let's see what's happening today to those people we want as tomorrow's customers.

## Customers "Fed-Up"

Due to the widely prevalent customer-be-damned attitudes being assumed by far too many retailers in all sorts of businesses, these consumers are becoming belligerent, inhibited, servile, anxious and distrustful. In short, they are fed-up with the treatment they are getting in return for the "privilege" of spending their money.

While it is a fact that visits with radio-appliance retailers all over the country reveal that very few of them are using customer-antagonizing tactics, even the most careful merchant these days falls heir to a certain amount of resentful feeling on the part of the customer.

Though today's clever and considerate retailer may have done nothing himself to warrant undercurrent customer-antagonism against him, many other merchants in unrelated businesses are continuing to fan the flame of the consumer ill-will trend through employing the "customer is always trite" method.

Since the merchant realizes that his customers are not so "sore" because of goods scarcities, delays in service and high wartime prices as they are because of "shoddy" treatment accorded them in certain stores, he has a cue to the very real good he can achieve in home-calls at this time. No smart dealer wants to dip into "red ink" after this war is over because he allowed his name to get into customers' "black-books."

In addition to the strengthening and maintaining of good-will brought about by visiting the homes today, the dealer can increase sales of merchandise he has on hand. He can, for example, bring a few record albums and accessories, such as needles, etc., to the homes of those of his customers who own record-players. He can offer to leave the records on approval for the customer to play.

Perhaps the dealer has an over-supply of coffee-makers or even a few rebuilt appliances he can show the customer.

## Can Sell Services Now

Dealers who are still able to handle more service work will have no difficulty in obtaining lots of repair jobs on these home calls. In most places, the dealer will find radios and appliances out of order. In cases where the customer does not want to have an appliance repaired, the merchant may want to offer to buy such article for re-sale.

One of the most important things

to do nowadays when visiting the home is to make a complete examination of the appliances now being used by the resident. Check the refrigerator. Note its age, operating condition, size and make. Check the radio receivers, laundry equipment, vacuum cleaners and the minor appliances. If the dealer is in the automatic home-heating business, he should go down in the basement and examine the heating plant. In performing these services, he will accomplish two things: Make the home-owner realize that his business is appreciated; obtain a complete list of the new radios and appliances the customer will need as soon as such items are available.

## Salesmen Are Welcome

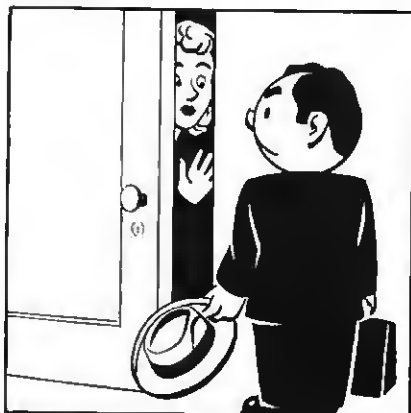
If the dealer plans to do an all-out job of customer-contacting now, he will find a ready and cordial response on the part of most of those whom he calls to arrange for a visit. Pre-war techniques employed in "trying" by one means or another to "get into the home" are not necessary now.

The retailer who is presently attempting to build up his repair business will find that visits to the home are highly profitable. He can offer to make a complete examination of all equipment he repairs.

The retailer having merchandise to sell now will find ready market for it in the home. At the same time, he can get a very good idea of the potential market for tomorrow's goods.

*(Continued on page 73)*

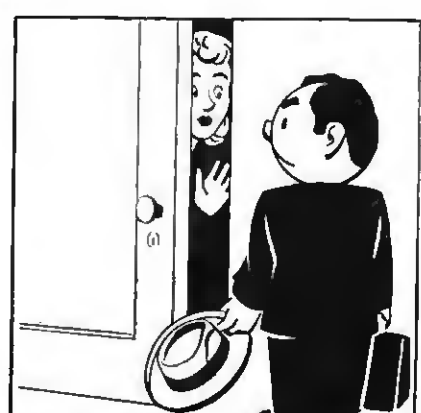
## "Open Door" Policy Prevails in Today's Calls on Household.



Yesterday



TODAY



Tomorrow



# Ace Appliance Repair

**Alert New London Merchandisers of Electrical Equipment and Radios Build Sales Ammunition for Future Business**

● Maintaining a selling area within an approximate radius of ten miles in peacetime has enabled the DeBiasi brothers to do the excellent job they have been doing in wartime on appliance and radio servicing.

One of the largest Connecticut retailing establishments, the Modern Electric Co., 153 Bank St., New London, did an outstanding business, prewar, in the sale of radios and electric appliances. Easy, Thor, and Bendix washers; Philco, RCA, Emerson, Admiral and Zenith radios; and Frigidaire and Philco refrigerators were their biggest sellers.

During 1941 these merchants sold over 400 refrigerators, 80 per cent of them within the 10-mile radius. The DeBiasi's believe in facing facts and find that major servicing beyond their self-designated area just isn't practical for them. They are glad of their past decision regarding territory, now that repair calls are heavier than ever. As it is, they are keeping their former clientele well served, and the opportunity for incurring ill-will through well meaning promises unfulfilled, is nil.

Pre-war personnel set-up of Modern Electric Co., owned by the three

DeBiasi brothers, was Arthur, inside manager; Millard, service manager on radios and all appliances; and Michael, outside contact on electrical contracting and installations. An ample sales staff operated under Arthur's direction, and a full service staff under Millard's management.

Today, Millard is a technical sergeant with the Signal Corps, and has been stationed in Australia for over two years. Arthur and Michael, with the able help of assistant manager Frank Cables, carry on the business. In addition to this staff there are 2 full-time radio technicians, 2 part-





# PAYS

Lower left: Brothers Arthur and Michael DeBiasi demonstrate competently serviced washer and radio to the respective owners.

Right, top to bottom: Assistant manager Frank Cables delivers repaired toaster to the customer on time and with a smile.

Arthur DeBiasi keeps orderly, time-saving records on iron repair.

The intricacies of ironer conditioning are no mystery to Michael DeBiasi.



time electricians, 1 full-time washing machine repair man and 1 full-time refrigerator specialist. Arthur and Michael often pitch-in and help out on urgent repairs when their assistance is needed.

Fifty per cent of the minor appliances submitted for repair are returned to the factory. Modern Electric's owners have found this saves time and money in many instances, and facilitates the company's handling of more urgent calls for larger unit servicing which has to be done on the premises. The DeBiasi's claim is that time is saved by not having to wait for the factory to ship them the small appliance parts, and the final cost to the customer is less. This permits the firm to concentrate all its efforts on the heavy job of servicing it is doing today to the customers' entire satisfaction. And, the check on operating expenses which their full-time book-keeper, Miss Eleanor Mariani, gives these retailers each January and July 1, shows that they are doing a good business.

### Consistent Advertisers

Newspaper advertising is retained today, as the DeBiasi brothers believe it is important to keep their firm name before the public. Before the war, radio spot announcements and transcriptions were also used over the local radio station, WNLC (Mutual network). Another effective method

*(Continued on page 107)*





# "All Out" for Radio and Record Sales

**Promotion of Discs, Recording Studio and Music Sales Pays Dividends**

● Many people feel that it isn't necessary for a well-established radio store to advertise extensively and actively promote their business during these times of merchandise scarcity, when many merchants have more trade than they can possibly handle.

William Weiser, proprietor of the Weiser Music Co., 415 Main St., Johnstown, Pa., one of the city's finest radio and music stores, does not share this view. "Regardless of how well an establishment may be known, it is really surprising to see how fast people forget," he declared. And, Mr. Weiser is one man who practices what he preaches about the value of publicity.

## **Broadcasting Profitable**

In addition to having a daily advertisement in the newspaper, the firm is a consistent advertiser on the local radio station. The company sponsors actual programs, as well as using spot announcements. "We were 'doubting Thomases' about the value of broadcasting to us," this dealer asserted, "but we noticed a slump in our volume when this method of advertising was discontinued. This convinced us of its importance."

With nothing definite to sell at the present time, and with stocks so limited, advertising and promotion serves a two-fold purpose for this business: (1) selling the public on the name of the store; (2) serving as an ambassador of good-will for future business.

## **Celebrities at Store**

Excellent publicity is obtained by inviting visiting artists, who frequently appear at local theatres, to make personal appearances at the Weiser Music Co., where they sign their autographs, answer questions, and sometimes perform. On these occasions, the windows of the store are dressed with records, albums and musical instruments to tie-in with the songs featured in the current movies, or those sung by the stars.

Among the celebrities who have appeared at this establishment are Duke Ellington, Will Bradley, Joe Lopa, and other outstanding artists.

This organization has successfully

organized orchestras and bands for grade and high schools in this area, in addition to furnishing these institutions with teachers and instruments.

This aggressive retailer also sponsors kiddie shows, which perform on the air and in the community's schools and theatres. And that is not all! During the summer, the firm arranges concerts, which are popular and draw an attendance of 3,000 to 5,000 persons to each performance.

Mr. Weiser is not only an astute merchandiser, but is also a capable

placed the emphasis on the musical end of the business, and this department of the store was its mainstay.

After the war, however, the store will concentrate on merchandising radios, and the organization is looking forward to doing a big job on these items. In the past, the store has done a good volume of business with Majestic, Philco, Sonora and other radio receivers, as well as Federal recording machines.

Today, records, musical instruments and sheet music are doing well, and the store's volume is maintained at a relatively high level. Records, especially, are keeping the firm's cash registers busy these days.

## **Sells Mostly Albums**

The Weiser Music Store is proud of the fine job it is doing with discs. Popular and classical platters, as well as hill-billy tunes, are very much in demand, this organization finds.

The largest portion of the "record-pie" is supplied by purchasers of semi-classical albums who frequently buy \$30 to \$40 worth of these items. Albums compose the bulk of the disc sales, and Weiser stresses this phase of record merchandising for two reasons: (1) the sale per unit is much larger than individual platters; (2) albums, like books, are attractive in the home, and become part of its decorative scheme.

## **Recording Volume Climbs**

In addition to leading make discs, related goods such as needles, record cabinets, and similar items are also for sale.

This Johnstown merchant is doing a good volume of business in recording for customers. At first Weiser was dubious about the results of this type of business, but was pleasantly surprised when the amount of profit on recording began to mount. "One-hundred per cent profit on selling the disc, and twice that much on making the record isn't bad at all," he declared.

Most of the people for whom platters are recorded are professional musicians, pupils recording their progress, and composers and song writers. This alert retailer thinks that com-

## **WEISER'S SALESMANSHIP**

**Newspaper advertising**

**Radio announcements**

**Window tie-in display**

**Sponsors Shows**

**Artists Visit Store**

**Arranges Concerts**

musician himself. He is the director of the Johnstown Plectro Symphony Orchestra, and is well known in music circles in this area. There is certainly no doubting this retailer's keen interest in most forms of promotion. These many activities have not only created a sound reputation for this dealer, but have proven profitable as well.

The Weiser Music Co. is among the oldest established radio music stores in this area, and has occupied its present location for the past eight years. This firm also operated a similar establishment at Uniontown, in this state, but with the shortages of men and merchandise the branch store was closed and its stock transferred to the Johnstown store.

Prior to the war, the company carried radios, a full line of musical instruments, records and record accessories, sheet music, and other related items. In those days, the firm





William Weiser, proprietor, behind counter on left, and E. H. Jones, store manager, find that constant advertising brings profit and prestige.

posers in the future may dispense with writing music, and record instead.

The firm advertises frequently concerning recordings to be sent as messages to persons in the service. The volume of business done on this service was much better than has been anticipated. Recording of discs has been so successful that this phase of the business will be definitely continued, postwar.

Toys, such as music boxes, song flutes, Tony Sarg music blocks, etc.,

retailing from \$2 to \$10, have been successfully sold. These lines have been profitable, and they will probably become a permanent part of the store's merchandising set-up.

An important adjunct to the company's business is the music school it maintains for adults and children. Classes are conducted on the upper floors of the building in which the store is housed, and these are quite popular with folks in this community.

This phase of the firm's activities takes on a special significance during

these times when little merchandise is available.

It is very interesting to note that even today the store gives trading stamps to its customers as an inducement to buy! The desire to obtain premiums offered for these stamps has led to increased patronage, and the company's sales volume has been boosted as a result. There is certainly no lack of aggressiveness on the part of this retailer.

Included in the organization's plans for the future are store improvement and modernization. This will entail the building of attractive record listening booths, and modern recording studios.

#### Displays that Sell

"We are going to make a concerted effort to display our postwar merchandise to accent its features. Goods will be shown in the best possible atmosphere, and we will attempt to avoid exhibiting our lines in a 'cold' environment. In other words, the merchandise and the area it occupies will have a definite sales-appeal," Weiser declared.

A sign in the store, reading "Make This Your Headquarters for Everything Musical," proves, through Weiser's merchandising results, that people do believe in signs. This dealer is a "go-getter" who should have little difficulty doing a land-office business when factories are once again turning out quantities of civilian goods.



Profits in disc-making surprised Weiser, who plans to continue record-cutting postwar. Sees more recording in future. ← View of his studio.



# Retailers Getting Set

RADIO

APPLIANCES

RECORDS

MERCHANDISING

SERVICE

FM

**TOLEDO, Ohio**—Charles E. Chambers, who operates The Fix It Shop, 3139 Upton Ave., is another one of the many dealers who after leaving the service, returned to do business at the old stand. Newspaper, bus and street-car advertising publicize the fact that Chambers specializes in washing machine repairs. Customers flock to the Fix It Shop, for they know that if parts are difficult to get elsewhere, Chambers can generally make his own. People remember Chambers' store, and the excellent service he renders.

By giving first class service, Chambers believes he can count on the possibility that many customers will return to buy appliances from him after the war. Washer makes which he has handled in the past include Thor, 1900, GE, Maytag, ABC and Easy. He has also sold GE and Crosley refrigerators, and Motorola radios.

**BIRMINGHAM, Ala.**—Minus one leg, but "still in there pitching," Carl Moss, proprietor of Moss Radio & Appliance Service, Atlanta, Ga., has returned from the war to reopen his place of business. He was in the service nearly four years, and lost his leg in an accident, when he was run down by a tank.

After his discharge, Moss took a course in a radio school. He feels quite certain of his ability to keep his business abreast of the times, and when other boys return, Moss expects to employ some of them in his "all-veteran organization."

**ST. PAUL, Minn.**—William Cornican and Roy Bagdy opened the Up Town Radio Shop at 568 Wabasha St., in the midst of the war, and today, two adjoining buildings are required to house their establishment. One is used for the work benches and the radios that are brought in for repair; the other for storage of materials and old radios which were bought by the firm, for the tubes and parts.

Advertisements for used radios are run continually. Radios that can be reconditioned for resale are put on display in the front of the store. Most of the business is on a cash-and-carry basis, for the owners found they could not cope with the steady flow of customers into the store if they also rendered service on outside calls. Cornican and Bagdy cooperate with other radio men in the city in trading available tubes, and continue to keep their name in the public eye through daily newspaper advertising.

**WHEELING, W. Va.**—Renting loud speaker systems to schools, churches, theatres, and other organizations is an important part of the business done by the Radio Service Laboratory, 952 Market St. James M. Black, the proprietor of the store, declares that this work, together with radio servicing, has been the mainstay of the firm's volume in the past, supplies most of the profits today, and expects this work to be more important than ever for him in the future.

**NEW YORK, N. Y.**—Samuel A. Robbins, owner of the Camera House, 728 Lexington Ave., was not a radio dealer before the war, but he has definite plans for entering the radio and television field in the future. Confronted with a serious problem when his supply of cameras and accessories began to dwindle, Robbins took in a complete line of records which has become extremely profitable. A stock of many thousands of records is maintained, with classical discs leading in demand. Albums constitute a large part of the sales volume. Record needles and brushes are also carried.

**PITTSBURGH, Pa.**—Edward J. Dymerski, proprietor of the Eddie Radio Co., 5633-7 Kirkwood St., is a specialist in the merchandising and installation of auto radios. That is, he was until the curtailment of civilian production put an end to this merchandise.

Ninety per cent of this dealer's business before the war was in car receivers, and Dymerski has contracts with auto dealers and department stores to install auto radios. He had as many as 40 to 45 jobs per day, and received \$6.75 for each installation. The minimum charge on this type of operation was \$3.75.

The mainstay today is servicing of home and auto radios, and Dymerski's technicians are kept very busy. One of the reasons which may be responsible for the volume of repair work which comes into the establishment, is the use of telephone directory advertising. This dealer believes in this type of publicity, and his advertisement occupies almost an entire page in the telephone book.

The firm is looking forward to a resumption of auto contract work in the future on an increasingly large scale. Also included in the company's plans is the opening of another store, which will be located in a high-type residential section in this city.

**BRIDGEPORT, Conn.**—Bernard and Philip Stern, proprietors of the Radio Hospital, 39 Crescent Ave., have completed plans for modernizing their store building. They intend to construct a built-in driveway where autos can be serviced. They will use glass brick for the store front. At present, the firm specializes in airplane radio repair and installation, and a great deal of work is received through this phase of servicing. Both owners hold commercial radio operator licenses, as well as pilot licenses, and are well adapted to perform their



**SAN DIEGO, Cal.**—An eye-catching window display for stressing the sale of bonds was used by Floyd Umbarger, of Umbarger's Radio Store, 3886 Fairmount Ave. More than a score of varied appliances were shown, with the sign, "Not For Sale . . . Until After Victory." Similar displays can be used to get attention and spur the sale of bonds in the coming drive.



# for "Go-Ahead"

TELEVISION

REFRIGERATORS

WASHERS

REPAIRS

SIDELINES

POSTWAR PLANS

highly specialized work on aircraft receivers and transmitters. The field of domestic aircraft radio servicing, they predict, will be a lucrative one for the technician who can specialize in it.

The Stern Brothers also sponsor children's softball and basketball teams, and find that the resulting publicity creates immeasurable good-will, and added dollars and cents. The Radio Hospital's delivery truck is painted white to resemble an ambulance, and all employees wear white coats to add further to the "hospital atmosphere."

**SAN DIEGO, Cal.**—To avoid disappointing appliance repair customers, John A. Krause, of Krause Electrical Appliance Service, 917 West Washington St., has inaugurated a policy of closing on Saturdays. This gives him a chance to work undisturbed, and complete all repairs. Krause also continues to remind his customers that he will carry a full line of table appliances, vacuum cleaners and washers after the war.

**BALTIMORE, Md.**—Edmonson Radio Sales, 732-744 Popular Grove St., uses "super-servicing" as the firm's motto. M. T. Trippe, who operates this store, attributes a great deal of his success in servicing to the fact that he employs all factory trained technicians to repair radios.

**BINGHAMTON, N. Y.**—C. L. Reynolds, Court St., in the radio business over twenty-five years, counsels that the best way for the wise radio technician or dealer to survive during these times is through exploring and employing angles. In his case, the "new angle" was the public address system. Reynolds has six public address systems, ranging from a baby 20-watt outfit to a king size room-watt job, and he has utilized them to carry him through this wartime period. Reynolds contacts schools, churches, and merchants in his territory, with offers to rent his PA systems. Stores frequently use the loud-speaker system to announce sales, or just to play music in the afternoons as a stimulus to employees. For non-commercial groups, such as the local schools, Reynolds supplies records and PA facilities at about one-half the regular commercial rate. Discounts prove profitable in the long run because of added calls for such facilities at school plays, sports events, and lectures.

**CHICAGO, Ill.**—Manor Home & Auto Radio Shop, 5639 W. North Ave., has been presenting television demonstrations to the public for the past six months. E. Mantor, the proprietor, feels these demonstrations are important inasmuch as they have aided him in establishing a reputation in the community in which he opened his store only a short while ago. The video feature angle has stamped Mantor's store as an up-and-coming radio repair center, and consequently, a greater amount of work finds its way into the shop than had been anticipated by the proprietor.

Mantor presents his bi-weekly video demonstrations with an eye to the future. He is sowing seeds now for the time when television sets will be put on the market, and feels sure that many of the people in the community who remember seeing the first telecast at the Manor Shop will come here to purchase receivers.

**MOBERLY, Mo.**—Ray Boots, owner of the Radio Appliance Co., is practically running a one-man shop since his son and another technician have left for the Army. Boots repairs radios only, and asks his customers to call for and deliver their own sets. With the assistance of an office girl he sells lamps, records, and accessories.

**SHARON, Pa.**—Joseph Brozyna has joined Merle I. Unger in forming a radio and appliance repair organization named the Town Electric Service, 51 South Water Ave. The new organization is going full-speed ahead. In fact, business has been so good on outside service, that both men are away nearly all the time. Mrs. Brozyna takes care of the store during their absence.

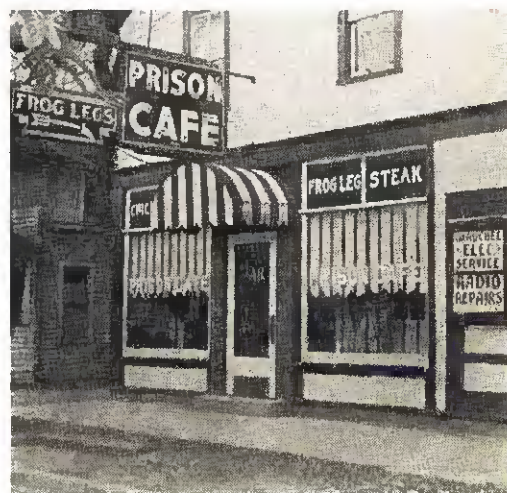
Parts come from a supply house in Youngstown from which the concern gets twenty-four hour service. Stocks of repair items for electric irons and washers are carried, and electric light lamps.

**DETROIT, Mich.**—Edward Wilton, recently returned from army service, has just opened his own radio and appliance service store at 7617 Kercheval. He received his technical training in an army radio school.

Under present conditions he finds his one man set-up sufficient to take care of customers who recommend him to one another within a limited trading area. Eventually he intends to advertise in local papers, and make outside service calls.

**OKAUCHEE, Wis.**—A flourishing radio service combined with a prosperous restaurant business is Morris Hawley's unique combination for getting ahead in business during wartime. Hawley, owner of the Okauchee Electric Service, has his store located in the rear of the Prison Cafe, a restaurant-tavern which he also operates.

In addition to his other duties, Haw-



Hawley's service store and unique cafe.

ley finds time to repair many radios every week, and continues to advertise for more business. After the war, Hawley intends to specialize in radio sales and service exclusively. With this end in view he has purchased land facing a leading highway, and on it erected a sign which reads, "Site of the Okauchee Postwar Model Electronic Home." Hawley aims to develop a large scale appliance business, and to build up an efficient sales organization.

**FRESNO, Cal.**—"Radio dealers who rush into 'priority plans' guaranteeing early delivery of new models to preferred customers are letting themselves in for many headaches," according to Tony Fernandez, radio manager at Godschaux'.

"There is more potential ill-will and danger in these ideas than good-will," Fernandez points out. "Every housewife who registers her name with the dealer will feel that the moment a few radios are released in the city, she should have one. If ten radios are sold, the customer holding Priority No. 12 will feel she has been cheated, and grow angry enough to never forget it. A lot of people are going

(Continued on page 110)





Radio and appliance sales first, but repairs will also be important to him in postwar, says Reid, above.

## Design for More Profit

**Will Modernize Store for Postwar. To Feature Higher Priced Units**

● For that great day after the war when new radios and other appliances will be available in quantity again, Henry L. Reid, proprietor of Henry L. Reid Co., 1003 Peachtree St., N.E., one of the oldest radio dealers in Atlanta, Ga., has done a lot of planning. He has laid out in broad outline the type of store he wants, subject to change as conditions may demand. It is simpler than those being planned by some experts. It may be short on frills, but it is "long on serviceability," as he sees it.

Reid's calculations are based upon using his present store, size 25 by 60 feet, in an "uptown" location on Peachtree St., Atlanta's leading thoroughfare. He plans to handle three makes of radios, and major appliances, and will specialize in electric refrigerators and home freezers. He will continue to handle service. His plans do not include the selling of records, and he is not especially interested in

table appliances, but leans toward items having higher unit prices.

In "reconverting" his store to peacetime operation, dealer Reid will first strip it to the bare walls (that won't be difficult to do now, so far as merchandise is concerned) and redecorate it. This modernization project will include fluorescent lighting and new flooring, either inlaid linoleum or asphalt tile, and also fixtures with a modern touch, but not too extreme.

### Full View Store Front

Improved visibility will be a big feature of the Reid store. To that end he plans an open-type front—that is, a solid glass door and show windows without backs. This will give the person on the sidewalk a clear view inside the store. The front 25 feet of the store will be given over to display with fixtures and props being adaptable to the merchandise

shown. Carrying out the high visibility idea, the partition wall back of the display room will also be of glass, and behind it will be an accounting office and one or two demonstration rooms, also glass enclosed.

This all-glass arrangement will give the customer in the showroom a view of the shop and storage space in the rear. It will also enable the manager in his office to see what is going on both in the showroom and the shop in the rear. The office will have openings into the showroom, shop and storage space.

One feature of the service department will be a double entrance door in the rear, so a truck may drive right in for loading or unloading merchandise. Also of interest will be the location of the stockroom adjacent to the service bench. Thus, when a new radio is unpacked it can easily be tested before sending it out to the customer, and this will, in Reid's



opinion, save many a service call. He doesn't think that with distributors nearby he will need to carry a big stock of merchandise at any one time. However, the store in the back will have a balcony on which parts and used merchandise may be stored.

As to service, Reid thinks it will occupy even more importance in the future, and he proposes to keep it on the same floor as his store and not hide it in the basement, upstairs, or in the warehouse. He points out that automobile dealers, in planning new places, are giving more space to repairs than ever before, and that is certainly not because they plan to sell fewer cars, but because they have found service profitable.

However, in the way of repairs, Reid is not planning any innovations like sound-proofed rooms where mechanics can test sets free from outside noises.

#### Booths for New Goods

This retailer was an amateur radio enthusiast long before he was a dealer, and operated W4KU, the city's first amateur station.

Reid will have one or two booths for demonstrating new products, but he doesn't think they will really be particularly valuable in the selling of radios. He believes people will buy sets as they buy automobiles—by the reputation of the manufacturer and the dealer; and that the receivers won't have to be demonstrated to any great extent in the future.

The firm will sell Stromberg-Carlson, Philco and Admiral radios.

While he doesn't expect to have to do a lot of demonstration work on receivers, the case may be different,

### ATLANTA'S DEALER REID

**Takes part in the city's civic activities.**

**Has completed his postwar planning.**

**Will specialize in radios and major appliances.**

**Will improve his entire store.**

**Sees ready sale for home freezers.**

**Prepares to increase service facilities.**

Reid believes, when FM and television become part of the average dealer's business. Some people may have to be convinced of the value of these sets before they will buy.

As noted, this merchant's plans are subject to change as, of course, future occurrences are unpredictable. He would question any dealer's judgment in moving away from a location which he has built up as a radio center over a period of years. Reid has been in his present location since 1932. He went in business in 1924, first being situated downtown.

As part of his planning, this retailer hopes to get back some of his "boys" who worked in his shop before the war, who are now in the armed forces scattered about the world. He hopes to perfect his organization, at least in skeleton form, soon. However, right now he sometimes has to don a jacket and get out some of his own repair work.

Reid is prominently identified with

civic affairs in Atlanta. He is a member of the Kiwanis club, former president of the Atlanta Electrical Assn. and a former vice-president of the Atlanta Retail Merchants Assn. He is a licensed engineer and formerly was president of the Atlanta section of the Institute of Radio Engineers.

Dealer Reid was in the army for 2½ years, serving as a major with the First Army Air Force at Mitchel Field, N. Y. While in the service, he took a special course in electronics and was a communications inspector for some time.

This dealer does not expect radar to have many postwar uses of financial benefit to the radio retailer, but he does believe merchants will be selling walkie-talkies shortly after peacetime manufacturing is resumed.

#### Merchandising Plans

It is interesting to note why this dealer doesn't sell discs and minor appliances, Reid explains that the chief reason he does not plan these items for future merchandising is because he wishes to specialize in articles having high unit prices. Then, too, he feels that his present location, in a suburban district, does not lend itself too well to the sales of discs, since it is not in a heavy pedestrian traffic area.

Despite the long time he has been established in his present location, Reid has often considered the possibility of moving further uptown, in the direction of the city's growth. If he does eventually move, he will then revamp his merchandising plans to fit in with his new location.

Simplicity is the keynote of this dealer's plan. New lighting, flooring, and fixtures will be installed.





# HOT JAZZ

## Popularity of "Jam Session" Originators Good News to Dealers as Larger Manufacturers Take Up the Torch

• For a long time the "jazz longhairs" have been in the minority. Smaller recording companies found it profitable, due to limited production facilities, to cater to this group of record collectors.

This type hot jazz, born with the "jam sessions" of the late "twenties," developed into swing in 1936, and as such took on a broader audience.

Now that the swingsters have passed the bobby socks stage, they're looking for more of the same, but with more meat on it. Their seeking interest brought them back to the "hot jazz" originators, and we find the

"swing oldsters" in the new guise of "jazz longhairs," rapidly forming as large a market as followers of swing.

Among the leading artists in this field of music are James P. Johnson, "Daddy of the Harlem Piano"; Eddie Condon, initiator of the Jazz Concerts at New York's Town Hall; Lionel Hampton, Louis Armstrong, Benny Goodman, Jelly-Roll Morton, Gene Krupa, to name a few.

The informality of the jam session type of music gives every artist in the band an opportunity to shine individually where he is most capable. Heralded as America's unique con-

tribution to music, jazz seems to be coming into its own at last.

Eddie Condon, now recording for Decca, is waxing many new discs for them. His last release March 8 was "When Your Lover Has Gone" and "Wherever There's Love" (23393). More should be ready any day now.

Columbia makes its bid for this new market with the introduction of Benny Goodman and his new band in "Close As the Pages in a Book" backed by "You Brought a New Kind of Love" (36787). This was ready for shipment March 19, and was quickly followed by "Sweetheart of All My Dreams" (36790), ready April 6.

Victor strongly promotes its six Hot Jazz albums, issued last month (see March, 1945, RTR, p. 42), fea-

Left to right: Decca's Eddie Condon evoked applause and shouts of appreciation from New York's Town Hall audiences; Capitol's Anita O'Day sings 'em low-and-hot with Stan Kenton's orchestra; Majestic's Cootie Williams, protege of Duke Ellington, won the Esquire award as outstanding trumpet player of the country.





# RETURNS TO RECORDS

tured with special counter display piece. Most recent single "V-Day Stomp" and "Why Be So Blue" (20-1656), The Four Clefs. More albums are promised for April release, and Victor will aim them at the education of the public to the better understanding of artists in this class of music.

Blue Note and Asch continue to record James P. Johnson. Some of his best: "Caprice Rag," "Arkansas Blues," "Joymentin," and "Victory Stride" (Blue Note 26, 27, 33, 32, respectively), and "Harlem Jazz" (Asch 551), "Snowy Morning

Blues" (Asch 350-3). "Victory Stride," one of Johnson's many compositions, is scheduled as finale ensemble at his "Pop" Concert to be given in New York's Carnegie Hall May 4. One of the finest pianists in hot jazz, Johnson's influence was an inspiration to both Duke Ellington and the late Fats Waller.

Musicraft's "Hot Fiddle Classics" (album 66) is another leader in its field, waxed by Al Duffy and the Rhythmasters.

Capitol has cut Rex Stewart's Big 8 Orchestra recently in Hollywood, but discs have not been released at

this writing. Anita O'Day's latest record with Stan Kenton's orchestra is "Are You Livin' Old Man," a follow-up to the same team's sensational "And Her Tears Flowed Like Wine."

Decca's Billie Holiday, Eddie Heywood and Charlie Barnet are all taking part in "sessions" on the west coast. Their latest for Decca are: "Begin The Beguine" and "Lover Man," Eddie Heywood, 23398; "Sky-

*(Continued on page 102)*

Left to right: Lionel Hampton, whose music will be interpreted to the record-buying public in a booklet by Charles Edward Smith, well-known jazz authority for Victor; Columbia's Benny Goodman, provider of solid listening, bows in his new band with three hot releases in April; James P. Johnson (Blue Note and Asch) begins the first of a series of Carnegie Hall concerts May 4, entitled "The 1945 Jazzfest."



# "Carriage Trade" Lines

**Paintings Combine with Records to Increase Revenue for Diamond State Dealer—Fill His Showroom Floor**

• Will buyers of music buy paintings, too? George Reese, co-owner of Gewehr Piano Co., says "Yes!"

Located at 212 W. 9th St., Wilmington, Delaware's largest shopping center, the Gewehr Piano Co. has been a leader in radio merchandising in Wilmington for many years. Caphart representative in this community, it also carried other leading radio lines in the field.

Representing the combinations established their record department before the war, and it has grown by leaps and bounds since the absence of sets on the sales floor.

Piano sales, of course, were good, too, and today's operation in this department consists of an active repair section, and another for the rebuilding and resale of these instruments. The latter operation has proven especially successful, according to George Reese.

In addition to the enlargement of the record department, the most recent addition to the store's sales is the advent of a large stock of paintings, at little or no investment cost. These paintings are received on consignment, with the return of 30 per cent of sale price to Gewehr. The goods are delivered to Gewehr with no outlay by Reese or worries about shipments.

## Paintings Lend Atmosphere

Besides the extra revenue which this line of merchandise brings, it serves as a very attractive filler-upper for a radioless showroom floor. These paintings also establish an atmosphere at Gewehr's and improve the feeling that art is an adjunct to the enjoyment of music. Many new customers have been brought into the store by this line, and have remained not only to buy pictures, but to buy records, as well.

The paintings themselves are the product of the resident artists, of which there are quite a few in surrounding Delaware art colonies, and constitute exceptionally beautiful work. To complete the line, a stock of fine framed prints of classic

paintings has been added, for those customers who wish to pay less for a picture. This does not constitute the bulk of the sales in this line, but proves a point, Reese believes, that the association of pictures with music is not too divided a subject.

Once a music buyer always a music buyer, Miss Frances Hackett, in charge of the record department, claims. Most of her customers are well known to her and they come in frequently. Their frequent visits familiarize her with their tastes, and when new stock is received in which Frances Hackett believes they will be interested, she gives them a ring on the telephone to be sure they know of the new stock before it is sold out.

## Records Popular

Victor, Bluebird, Columbia and Okeh singles and albums are carried extensively, with a certain amount of stock in Musicraft, Asch and Sonora, consisting of more or less specialty numbers in children's music, for instance, Sonora's Uncle Don in Play-

land—an exceptionally popular piece with the kiddies, and the hot jazz for specialty collectors from the presses of Musicraft, and folk songs and race music by Asch's artists. Needles are a separate and emphatic source of revenue and carry their weight in their own right.

## Keeps Tabs on Discs

In the matter of inventory, Miss Hackett keeps a perpetual check, with cross index for special orders. All albums are filed numerically and sales slips are checked each day to see how the individual pieces of merchandise are moving.

Regarding the cross index of special orders, Miss Hackett calls each individual customer on the telephone when the order comes in. For increased sales, Gewehr's recently checked their mailing list and at the same time questionnaired their customers for composer preferences. Today, with this limited supply of discs, customers are notified when new recordings of the works of the com-

Well-stocked disc section at Gewehr's. Album arrangement invites self-selection, increases sales.







Retailer Reese, right, discusses picture with customer. Record department is at rear of store. Note lead-in album display near entrance to this section.

poser in which they are most interested are received, whether or not they have placed an order. This gives them an opportunity to come into the store to hear the recording, in any case, sometimes to remain to make other purchases.

The most popular classics Miss

Hackett has found to be Beethoven's 5th Symphony, Dvorak's New World and Tchaikovsky's Concerto No. 1.

Another value in added sales is found in Miss Hackett's ability to suggest albums or special recordings to customers as gifts to members of their family or to friends. Because

she has sold almost entire libraries to most of her customers, and has a record of the discs they own, she can help the giver of the gift not to duplicate the recipient's collection. But instead, Miss Hackett suggests something newly received which is in line, according to her established knowledge, with the receiver's taste.

Gewehr's is truly an example of the independent retailer in that persons in and around Wilmington consider it their musical headquarters. The management considers all who enter there their friends—know who they are—know the types of music they are interested in, what they have already bought, and what they are interested in and looking for.

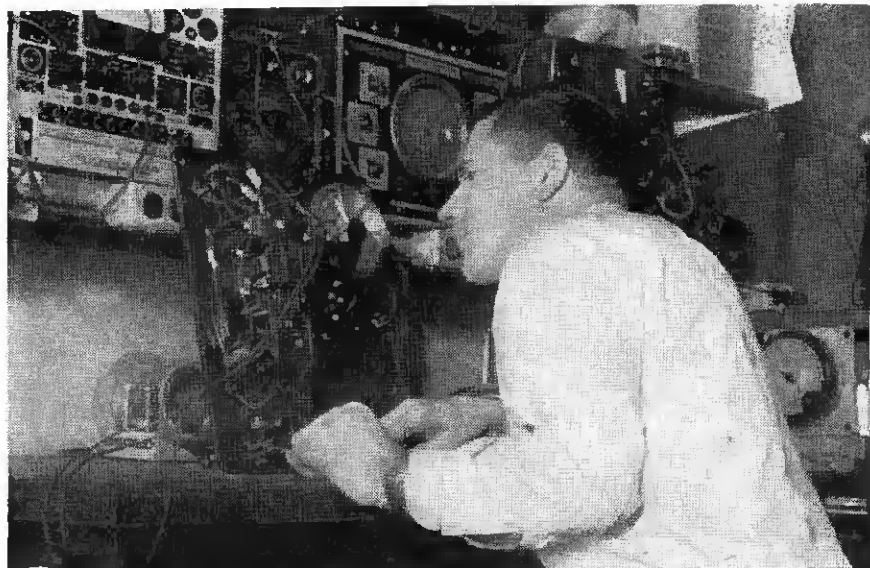
#### **Established for Postwar**

Many, in fact almost all, of these record customers have been established through prewar radio-combination owners who have bought their instruments from Gewehr's. And the Gewehr Piano Co., one of the few piano companies to initially champion radio, looks forward to greater and greater sales in radio, FM, and television in the period of postwar enterprise—and thereafter!

Piano department now specializes in repair and rebuilding for resale, which has proved a very profitable source of income.



**Repairing Done In Homes  
Builds Added Contacts—  
Signs Boost Business**



Regulating his duties helps Garman to do most of the work alone.

## Planned Servicing

• Business and operation policies must be reshaped to fit the various business cycles, and E. Garman, owner of Garman's Radio Service, 7705 W. Greenfield Ave., West Allis, Wis., has adjusted his organization to such an extent that he can take care of his customers himself, with only occasional part-time help.

First step in Garman's policy is to set aside Saturdays for picking up and delivering sets in cases where owners are absolutely unable to bring them to the store. There is also a certain amount of service work that Garman can do on radios in customers' homes, and he likes to devote at least one day a week to this sort of active work.

"On Saturdays I can usually get someone to watch the store while I am out taking care of home calls," he says. "If not, I just put a sign on the door saying I won't be back until Monday for regular hours. A dealer can spend too much time at the bench one day a week does him a lot of good. Furthermore, it is valuable to get out and meet some of the regular customers in their homes. These contacts will help postwar selling a great deal."

### Special Order Card

Another step that Garman has taken is to write out a special order with every radio that comes in for repairs. This order states specifically that a charge will be made for all service, and checking, and that the minimum service charge is \$1.00. It also states that the firm is not responsible for loss due to fire or theft,

and that he assumes no responsibility for anything left over 30 days.

"Nowadays when set owners engage others to bring their sets to our shop," says Garman, "this repair order helps. It is signed by the person authorizing the service, and the set owner gets the pink copy, stating the repair conditions. Under these arrangements no misunderstanding results from the transaction."

Due to the fact that most of Garman's customers come to his shop with radios and call for them when repaired, he has erected some "policy" signs, which explain his wartime methods of operation.

### Lays Down Policies

One sign reads as follows:

"We Charge for Estimating Because:

1. To make estimates takes time.
2. Our income is rated by hourly pay.
3. Locating trouble is the greater part of any repair job.
4. We are definite in our diagnosis—no guesswork.
5. Our expense goes on whether we estimate or repair.
6. Our knowledge has been costly. We did not get it free.
7. Equipment must be maintained and estimating helps wear it out.
8. A radio must be made to operate in order to complete diagnosis.
9. Testing charges are waived when services are paid for.
10. We expect only what you expect from your employer."

Another very good sign concerning tubes is lettered as follows:

### "Tube Checking

Checking tubes out of the set has always been a free service. So many stores have discontinued checking tubes, leaving most of the free work for the few who will still do it.

"Due to the great volume of work on hand, we may not be able to test tubes immediately. In that event, it will be necessary to leave them with us until we have time. In order to give the best service please do not disturb the technician's work."

Garman declares that these signs, placed near the receiving counter, help considerably in saving his time. Customers read the suggestions and most follow them. This means much less explanation for this retailer and gives him more time for radio repairs.

"At the present time I am not so far behind on repairs," states this dealer. "I have worked long hours and stayed 'caught up' most of the time. The tube situation is improving slightly now over what it was, but we had to do a lot of substituting to keep the sets in working order."

### Active in War Effort

In addition to maintaining his service shop on a full schedule, Garman is also a Lieutenant in the Civilian Air Patrol of Milwaukee County. He drills and goes to radio classes at the Civilian Air Patrol on Tuesday and Thursday nights, and on Sundays he flies over the county on air patrol. He figures all this experience will be helpful to him in postwar times.



*Recordioint*

**RECORDIO  
DISCS**

by

**WILCOX-GAY**

**RECORDIO ...which introduced  
the first successful home recorder to  
millions . . .**



Recordioint of Sale Display 13 inches high and 9 3/4 inches wide, featuring 1 dozen Semi-Permanent 4000 play Recordioint playback needles. Card is lithographed in true color harmony, accenting sales appeal in the modern manner.

..... only natural therefore, that the engineers who designed the RECORDIO should use their knowledge and experience to bring you Recordioint, "the point of perfection" cutting styli and playback needles.

These new needles already having a wide acceptance, are a "SOMETHING TO SELL NOW" item which should interest every wide awake dealer. Recordioint Needles and RECORDIO DISCS---"the right combination" has proved to experienced dealers everywhere the truth of

**"SELL RECORDIO ACCESSORIES for  
MORE PROFIT IN YOUR POCKET"**



3 piece RECORDIO DISC Display. Largest unit stands 36 inches high, two smaller units are 12 inches high. All are beautifully lithographed in full color with plenty of eye-appeal and an asset to any store.

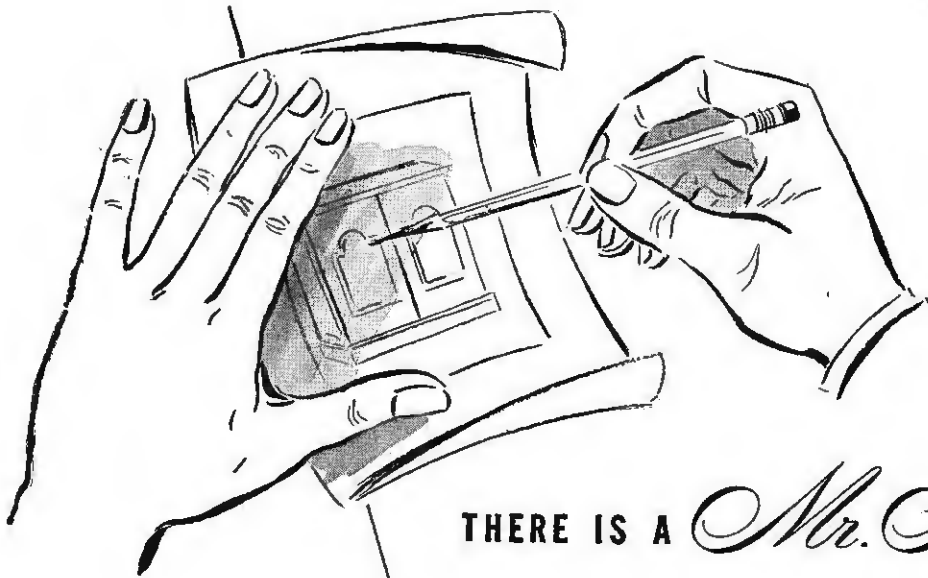


**RECORDIO**

Recording instruments for home,  
commercial and professional use.

MANUFACTURED BY

**WILCOX-GAY CORPORATION**  
CHARLOTTE • MICHIGAN, U. S. A.



THERE IS A *Mr. Ansley*

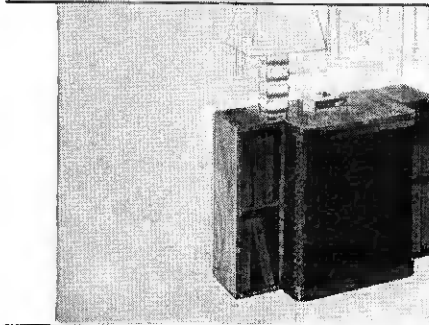
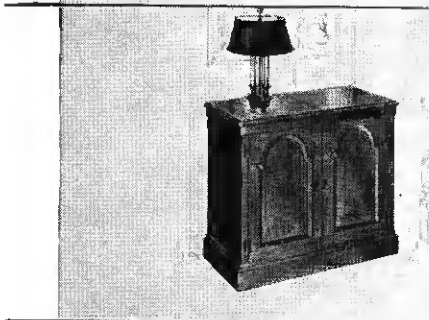
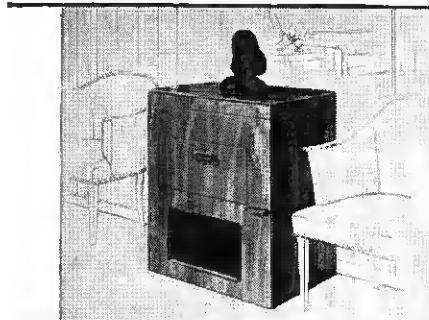
You may find it particularly gratifying to know that when you deal with the Ansley Radio Corporation, you are actually dealing with a man —and not an impersonal organization.

For behind the corporation facade of the Ansley firm is Arthur C. Ansley himself. His open identity with the firm which he controls means an even more open identity with the firm's products. It means that the responsibility for every claim and statement made for Ansley products is a very personal affair, something for which Mr. Ansley holds himself strictly accountable.

So when you hold an Ansley franchise, you also hold the personal bond of a man—vouching for the superb tone and masterful performance of his product.

You also hold his bond for these salient things: a policy of restricted distribution, no "yearly models," and direct factory-to-dealer selling.

These things, enriched by the personal identity of Mr. Ansley, make an exclusive Ansley franchise the basis for a sound business future. If you are interested in this desirable type of operation in your territory, we shall be happy to receive your inquiry.



**ANSLEY RADIO CORPORATION**

*Superb Tone from Records and Radio*

21-10 49th Ave., Long Island City 1, N.Y.





## *This is the Girl who said NO . . .*

when he said "Maybe we ought to wait until after the war." . . . Her parents didn't approve, but she married the guy! Lived in a joint, held a part-time job in the little town near the camp until he was shipped over. Came home and had her baby, is still happy about the whole thing! . . . She has stuff inside, and upstairs; confidence matched by maturity; knows what she wants—and how to work for it! Discriminating prospect today, she sways other women. And her buying habits will have a lot to do with what you make and sell tomorrow. . . . So get on her schedule now! She listens well if you use her wave length, and makes sense.

Two years ago, *Life Story* editors began to work for the Woman of the Next Ten Years . . . survey her views and values, make a magazine to meet her needs, pursue her problems. . . . With functional fiction that fits her scheme of living, supplements her experience . . . articles in her areas of interest and aimed to assist . . . secured by special assignment of leading authors and illustrators. . . . Despite existing limitations, *Life Story* already has more than 600,000 net paid circulation, 99% newsstand at 25¢ . . . definitely shapes up as a major medium . . . Inquire! . . . *Life Story—A Fawcett Publication* . . . 295 Madison Ave., New York 17, N. Y.

# LIFE STORY



# "Customer Always Right"

Says C. C. Conover, New Mexico Dealer, Who Aims to Please

• "We have to live with our customers for a long time, and we keep selling them year in and year out; so we lean over backwards to give good customer service *now*. We feel certain that by keeping sets in operation today, and by giving good customer treatment, we will be able to sell more new merchandise, in addition to service, when goods are once more available," says C. C. Conover, proprietor of Radio Laboratories, 119 E. 4th St., Clovis, New Mexico.

## Future is Important

"This small city of 12,000 people is surrounded by farming and ranching country. We have been in business for eighteen years, fourteen of which have been in Clovis," Conover asserted. "We know our postwar business future depends upon what we do today, so we are working along a very definite policy of giving the customer friendly service, that will keep his radio in operation.

"We have thought of offering a \$25 reward for any receiver which we could not repair," this merchant continued, "for we have built our

reputation on doing difficult jobs. However, as we did not think it was a good practice to invite the reappearance of obsolete sets, we were reluctant to try this type of advertising. Our business comes from a wide territory, and mostly through one customer recommending others."

Although Conover formerly employed four full-time repairmen on radio, refrigerators, and related units, he now does the work himself with the assistance of two or more part-time workers. Despite many difficulties, this radio dealer completes repairs on the average radio receiver within three days.

On repairs which cost up to \$10, this radioman makes it a practice to go ahead with the job without consulting the customer. However, on work that runs above this amount, he telephones the owner of the set, or waits for the customer to come back to O.K. the price before proceeding to work on the radio.

Conover makes many parts himself, and combs the market for others. At one time he sold a great many welded radio tubes which he unconditionally

guaranteed; but when he saw that many of these tubes were not standing up, he discontinued welding them. Today, he does many conversion and changeover jobs.

Although he could spend 50 per cent of his shop time on automobile radios, this New Mexico dealer confines auto radio repair work to one day a week. Exceptions are sometimes made for ranchmen and other customers who drive in from great distances.

## To Specialize in Sales

Conover is well known throughout the ranch section, for he formerly operated a lemon-yellow sound truck to announce the rodeos which were being held in the district.

Newspaper and radio advertising are used by this dealer to bring in new patrons; but, primarily, most of his volume comes from people with whom he has previously dealt.

According to this retailer: "When new radios are once more available, we will return to selling merchandise, in addition to continuing our service department. At one time we were large dealers of radios, and we again expect to do a big volume of business once we are able to get the goods."

Conover feels that retailers must operate not only with an eye to the future, but he believes that the jobber, too, must think of tomorrow. "We have given single supply outlets an average of \$1,000 in business per month in the past, so it seems to us that we are worth something to these distributors," he maintains.

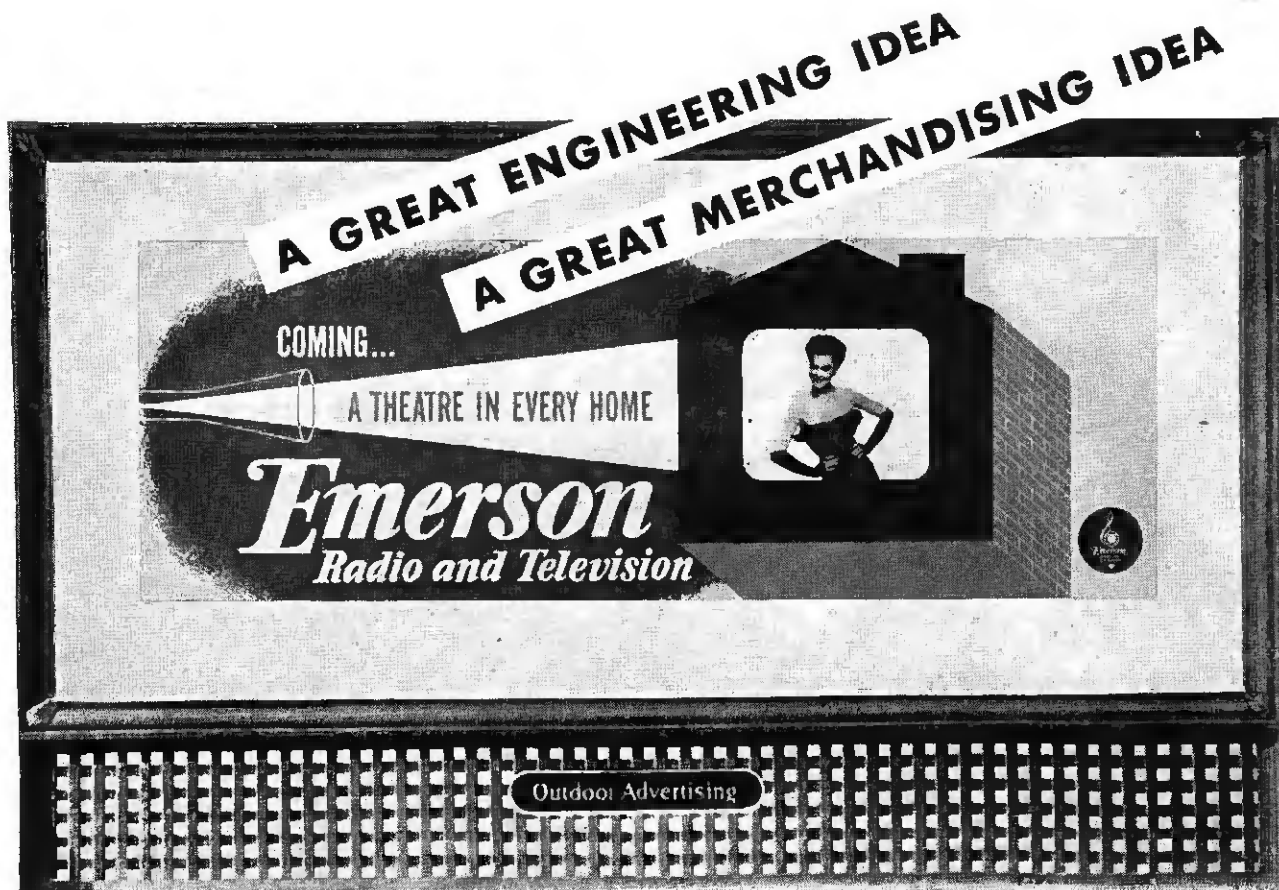
## Customers Will Remember

"We believe that the jobbers should channel all merchandise through the legitimate dealer at standard prices and help the independent retailer survive. If such a policy is followed by the distributor and the manufacturer, then the sales expenses for the merchant can be held to a minimum in the future. Dealers," he continued, "will not forget those who have helped them . . . and by the same token customers, in turn, will remember the retailers who have aided them in obtaining continuous radio service at reasonable prices during this period of material and labor shortages."



Proprietor Conover discusses repair job with Andrew S. Kemp, Sr., rancher and cattle buyer.





One of a series of Emerson Radio & Television outdoor posters soon to make its appearance from coast-to-coast.

# ALWAYS FIRST WITH NEW IDEAS!

Why have radio dealers from coast-to-coast always made money out of the Emerson Radio franchise? Because Emerson couples its top engineering skill with its top merchandising talents. Every new scientific development from the Emerson laboratories goes hand in hand with alert plans for merchandising, selling and advertising. With television just around the corner, count on Emerson for the most ingenious ideas for selling it. Write for details on a post-war, money-making Emerson Radio & Television franchise.

## Emerson Radio and Television



Emerson Radio & Phonograph Corporation, New York 11, N. Y.



### P. D. Q. PLAN

Clinches future Radio and Television sales now!

You can't deliver radios and television receivers now—but you can line up your prospects and future customers through Emerson's spectacular P.D.Q. Plan (Preference Delivery Quota).

Write for all the facts. The P.D.Q. Plan is just another example of Emerson's "first" with merchandising ideas that make money.

Great Engineering Ideas In Small Packages... Compact, Efficient, Fine

# TIME MARCHES...

**E**very month brings nearer the era of reconversion and recovery. As the lessening demands for war release more materials, men and machines to meet the growing demands for peace-time products . . . your need for a taped-out plan of action becomes more clear.

With respect to financing, common sense should shape or direct your program. The glitter of new plans may screen flaws and weaknesses that could later lead to trouble and loss. Sound procedure stems from fundamentals, proved by experience.

A talk with our representative, we believe, will pay you future dividends . . . help you blue-print the ways and means to meet every competitive move.

## **COMMERCIAL CREDIT COMPANY**

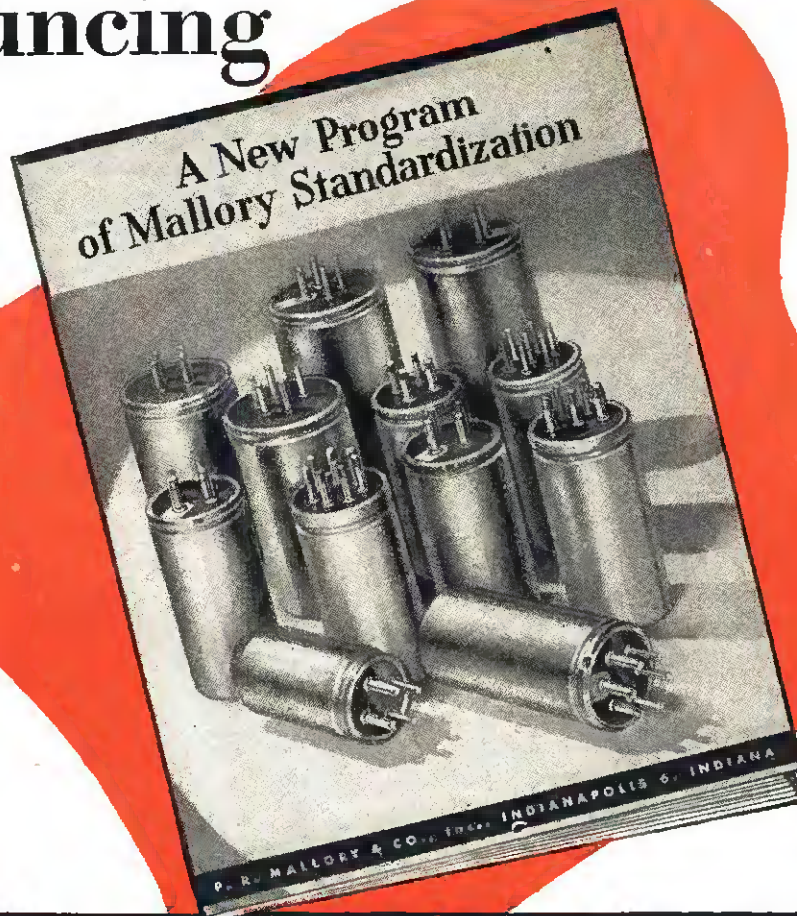
**BALTIMORE 2, MARYLAND**

Capital and Surplus more than \$65,000,000

**Credit Bankers to America's Families for 33 Years**



# Announcing



**12 VIBRATORS MEET 90% OF YOUR REPLACEMENT NEEDS  
65 VIBRATORS REPLACE 101 DIFFERENT TYPES**

**H**ERE'S real help in your service problems—a new Mallory program of vibrator standardization that cuts red tape... eliminates confusion in selecting the proper replacement... reduces the number of vibrator types from 101 to 65... yet provides you with the *right* vibrator for practically every application! And here's something better: *fully 90% of your replacement needs can be met by 12 standard Mallory vibrators!* What a time-saving, money-saving convenience that is! It means, among other things, that every service engineer can carry a complete stock in his own shop.

It obviously helps in speeding up service.

Yes, vibrator problems are now enormously simplified. AND nothing has been changed in vibrator quality! When you buy a Mallory replacement vibrator you still get a product backed by 14 years of "know-how"... made of carefully-selected materials... manufactured by precision methods... rigidly inspected every step of the way.

Standardize on Mallory vibrators. Ask for your copy of the new Mallory Vibrator Standardization Folder, write your Mallory Distributor.

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



*More than ever—  
ALWAYS  
INSIST ON*

**P. R. MALLORY & CO. Inc.**  
**MALLORY**  
APPROVED  
PRECISION PRODUCTS

**VIBRATORS • VIBRAPACKS\* • CONDENSERS  
VOLUME CONTROLS • SWITCHES • RESISTORS  
FILTERS • RECTIFIERS • POWER SUPPLIES**

ALSO MALLORY "TROPICAL"® DRY BATTERIES, ORIGINALLY DEVELOPED BY MALLORY FOR THE U. S. ARMY SIGNAL CORPS, NOT PRESENTLY AVAILABLE FOR CIVILIAN USE.

\*Trademark





# A GREAT NAME... A GREAT

## BENDIX RADIO OFFERS EVERYTHING YOU WANT FOR QUICK AND STEADY PROFITS

Bendix is the biggest name to enter postwar home radio—world-renowned for scientific advancements in all fields of transportation . . . the greatest name in wartime radio . . . famous among millions of civilians and servicemen.

Bendix Radio—center of research and production for advanced radio, radar and electronic equipment—will naturally provide the finest radios and radio-phonographs money can build or buy. Foremost in quality, styling, tone and technical

advancements. Available in a complete line priced to sell on value alone! *Backed by one of the largest advertising and promotion programs in the industry.*

The Bendix Radio Franchise adds to these fundamentals of successful radio retailing the protection of a Selective Dealer Program based on the premise that your success and ours must go hand-in-hand. *Territories, discounts, factory policies are planned for your greatest profit.*

BENDIX IS A TRADE-MARK OF BENDIX AVIATION CORPORATION

# Bendix

Division of Bendix Aviation Corporation

FOREMOST SOURCE OF SCIENTIFIC INSTRUMENTS, CONTROLS AND COMMUNICATION DEVICES FOR LAND, SEA AND AIR





**PRODUCT... A GREAT FRANCHISE**

**BUILD BEST  
WITH BENDIX**  
for prestige  
profits  
permanence



**SEND FOR THIS  
BENDIX BOOK NOW!**

Get the whole story of the Franchise with a Future. Send for the book, "A Great Name Soars into the Home Radio Market."



**Radio**  
Baltimore 4, Maryland



Jimmy Seolas' streamlined radio center cost approximately \$4,000. Took 10 weeks to build. Air-conditioning and efficient lighting featured.

## More Sales in New Store

**Arizona Dealer Increases Volume 50% in Modern Establishment. Inexpensive Building Features Appearance and Utility**

• Jimmy Seolas recently moved into his new store, Jimmy's Radio Service, 1649 W. Van Buren, Phoenix, Ariz. It is a modern, attractive and efficiently operated establishment inside and out. A reporter for RADIO & Television RETAILING found sets of about 20 different makes, including car radios and phonographs, on the "ready to go out" shelves.

Jimmy and his wife Mary manage the business. Their own comfortable, roomy house is in the rear of the store. Business here has increased at least 50 per cent over the first quarter of 1944.

### **Knows His Customers**

Analyzing the increase, the proprietor estimates that 20 per cent of the current volume comes from war plant workers, who are new residents in the city. Employees of the Good-year and Alcoa plants pass this place of business going to and from work. The store is very well situated, being located on the main southern highway connecting California with Texas, and all points east.

The remaining 80 per cent of the business comes from old customers and their friends who were formerly patrons of the old store, which was located two blocks east of the present

establishment. "Drop-ins," who could be classed as shoppers, and persons dissatisfied with services of other merchants, are very few in number.

Jimmy has never advertised in newspapers or other media. His trade is built entirely on reputation, and word-of-mouth advertising. Customer-recommendation is very important to

major appliances is also being considered by this retailer.

A new addition will be built to the store after the war, and the service section will be moved into it. The present establishment will be used exclusively for display and sales. When the appropriate time arrives, the house in the rear may be removed, and the store extended back.

Modern, fluorescent 3-tube fixtures, four on the ceiling and one over the panel, supply excellent lighting for night work. The large, roomy windows, and glass brick construction at the corner of the store permit ample light, and enhance window displays by day. The store is air conditioned, permitting customers to shop in comfort.

### **Advertises His Work**

As this technician works in the front part of the establishment, close to the windows, people who stop to watch him remember this dealer the next time they require the services of a skilled radio man. There's no out-of-sight, behind-the-partition servicing with this merchant. The customer sees what is going on.

Two years elapsed after building the house before a permit was granted to this retailer to construct the store

### **JIMMY SEOLAS—**

**Makes service pay overhead.**

**Attracts new customers.**

**Has plans ready for postwar selling.**

**Made a little go a long way in building during wartime.**

this merchant, and is responsible for keeping profits at a relatively high level.

At the old store, 1527 W. Van Buren, this dealer had the Emerson and Motorola agencies since 1940. Postwar plans call for the immediate resumption of radio and small appliance merchandising. The selling of



Radios and appliances will be sold in this showroom when the war is over.

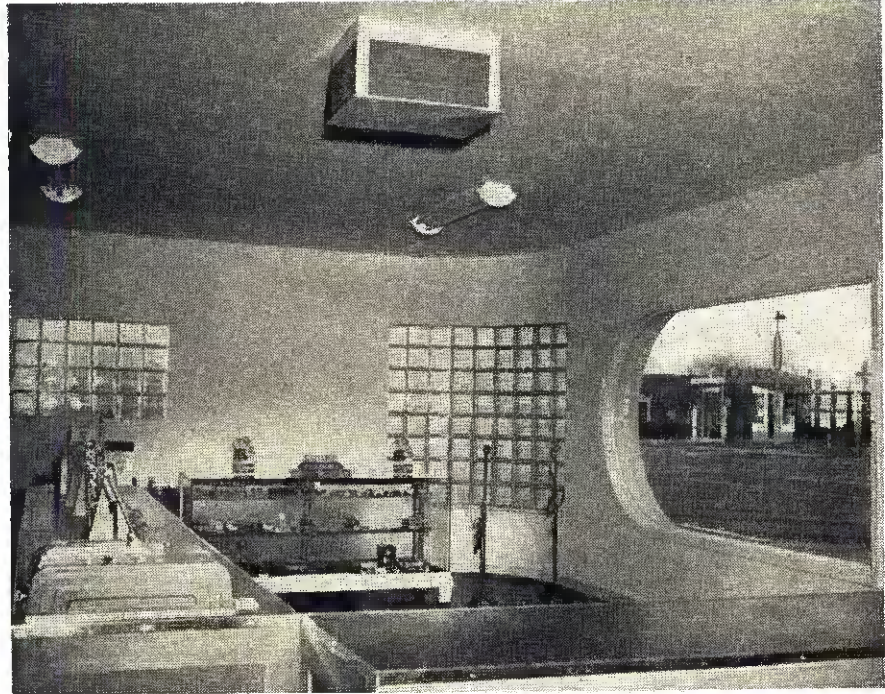
in the front. Ten weeks were required to build it, and about \$4,000 was spent to get the store ready for business. Cement, glass, and other materials which were employed in constructing the establishment, are listed as non-critical.

### Ready to Expand Again

Facilities at this store permit the repairing of 125 receivers per week. Service is prompt, and most jobs are finished within 24 hours. Gas and tire rationing being what they are today, no pick-up or delivery service is rendered. The floor layout features good lighting, and sufficient shelf and bin room. Counters prevent over-anxious customers from entering the service department and interfering with the technician's work.

A test panel, which the proprietor designed himself, helps get work done twice as fast as was formerly possible with the old panel. This apparatus is equipped with a master switch to cut off the electric supply whenever necessary. The test panel was especially designed so that it can be readily and speedily repaired without dismantling it completely.

Mrs. Seolas also takes an active part in the operation of the establishment. Among her duties are the taking in of receivers, removing sets from cabinets, and checking tubes. Jimmy



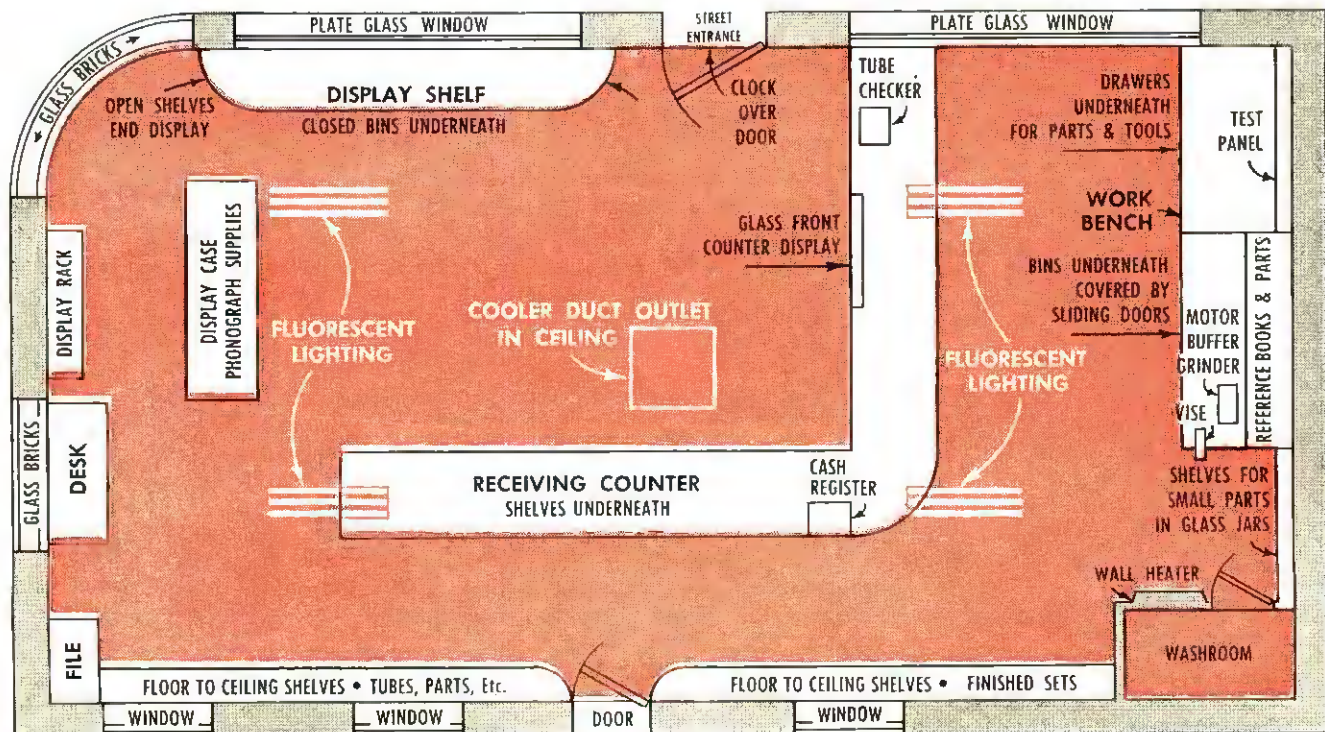
cooperates actively with other radio store operators in the vicinity, and takes a keen interest in community affairs. One of the reasons responsible for this retailer's excellent progress in business is his willingness to accept new ideas.

One of the factors which prompted Mr. and Mrs. Seolas to select the present location, and buy the house, was the desire to build a new store. They succeeded in accomplishing their

purpose, and in doing a very fine job.

The new, modern establishment has played an important share in increasing business. They have paid for its construction—cash on completion. A substantial foundation has been laid for postwar expansion into merchandising, while keeping in the service business. These aggressive dealers are not completely content with things as they are, and are already formulating plans for the next expansion.

Floorplan; Jimmy's Radio Service headquarters. Postwar, this building will be used for sales; addition to be built for service section.







Newly-opened, "The Hart Record Shop" is owned and operated by St. Paul's Radio Laboratories, H. H. Callender, proprietor. Note efficient store layout

# Platter Sales Pointers

**Minn. Dealership Finds Proper Display and Self-Service Increases Sales**

• Experience with records that were added to replace radios and electric appliances which are off the market because of the war, prompted H. H. Callender of Radio Laboratories, St. Paul, Minn., to open a store devoted exclusively to records. It is an experiment in self-service in his area, which he believes will continue to be a popular feature in record merchandising after Victory.

The new establishment, called "The Hart Record Shop," is located at 387 Robert St., in the loop district. It is laid out so that self-service will be available in all of the departments, from record albums to single records. "Frankly, self-service is an experiment on our part," said Mr. Callender, "but we believe it will continue to be popular in record sales in the days to come."

## Customer Convenience

Collapsible record display cases, especially made for easy moving in rearrangement, and also so that they can be added to, run the full length of the room except for a small space at the front where accessories cases are arranged to make a compact square.

When customers pass through this space they find a most complete record stock laid out for their convenience.

Wall cases hold albums, placed

flat against the slanting display units so that titles are easily read. Shelves behind hold surplus stock. Both sides of the room as well as center units hold records displayed in this manner. Because of the brightness of the albums, the effect is most colorful.

Signs are placed so that they can be easily read and show the nature of the albums and records in divisions of the layout. Waltz, tango, military and other types of music are each placed in certain sections so that customers can go directly to the area where the special type music sought is kept.

The three 36-foot center display units have discs displayed on both sides. Walls are solidly filled with records. At one side, near the front of the shop, single records, also marked for self-service, are displayed. Record players on counters permit customers to play the single discs. Listening booths are also arranged at the rear of the shop, for customers who wish to take more time in choosing.

At the opposite side of the shop, at the front, a children's section carries an excellent selection of juvenile records. This is one of the special features of the shop, intended to draw adults interested in providing good records for children of the family, and for teachers. Establishment of the store as a center for children's records in complete stocks also helps

in the sale of adult discs, for record customers invariably attempt to obtain all their needs at one shop.

The display units holding the children's records are of the same pattern as the others in the shop but lower, so that children may easily see the albums on display. Adults can make the same self-selection in this section as in others, but youngsters who come in alone are given service by a salesperson, not only to aid the child in his selection but also to insure protection to records which might be carelessly handled by unsupervised children.

## Accessory Display

Accessories, which Callender considers a potentially fertile field for sales, are shown in well arranged counter cases at the front of the shop, directly facing the entrance. All kinds of needles are carried, and small busts of musicians, album cases and velvet brushes for removing dust from records are placed on display. Carrying cases form a border trim in some parts of the shop.

Manufacturers' advertising pieces brighten up the store and large photographs of musicians lend atmosphere to the shop. There is room at the rear of the store for expansion which will be utilized if business increases as rapidly as record sales at the first

(Continued on page 114)





With **LAWRENCE BROOKS—HELENA BLISS—ROBERT SHAFER**  
and other members of the **ORIGINAL CAST** and

**KITTY CARLISLE**

**Song of Norway Orchestra and Singing Ensemble under the direction of Arthur Kay**

Here's the latest in Decca's popular library of Show Albums . . . the delightful operetta based on the life and music of Edvard Grieg.

It's a big **HIT** with Broadway playgoers . . . it will be a big **HIT** with *your* customers on these new Decca Records!

**ORDER NOW! From your regular Decca Branch**



**SELECTIONS INCLUDE:**

- ★ Prelude and Legend
- ★ Hill of Dreams
- ★ Freddy and his Fiddle
- ★ Now
- ★ Strange Music
- ★ Midsummer's Eve . . . and March of the Trollgers
- ★ Hymn of Betrothal . . . and Finale of Act I
- ★ Bon Vivant
- ★ Three Loves . . . and Finaletto, Part 1
- ★ Finaletto, Part 2: Nordraak's Farewell . . . and Reprise of Three Loves
- ★ I Love You . . . and At Christmas Time
- ★ Song of Norway Finale

Complete on six twelve-inch records with illustrated booklet.

**DECCA ALBUM DA-382 . . . . . LIST PRICE \$6.50**

(Not including federal, state or local taxes)

**DECCA DISTRIBUTING CORPORATION**

Executive Offices: 50 West 57th Street, New York 19, N. Y.

# He Meets Trends

**Indiana Merchant Adds New Lines and Makes Them Pay. Gives Timely Appliance Sales Tips.**

• Arthur Field, who started in business 21 years ago with a radio store in Angola, Ind., built the Field Home Equipment Co. up to a profitable establishment under a careful plan of changing policies to meet current trends.

To illustrate, he gradually added a full line of refrigerators, washers, home heaters and small appliances. To each of these lines, Field applied enthusiastic and conscientious sales programs to get the product successfully introduced. He sold each item on its own merits by detailed descriptions and demonstrations.

## **Bottled Gas Sales**

This policy has helped him to sell extra equipment to both his old and new customers. Newly-acquired accounts were almost always sold through recommendations of previous customers, who, doubtlessly, were well satisfied with their purchases.

As many rural routes were without electric power, and the bottled gas range was the ideal unit to supply the country home with a modern up-to-date kitchen, Field began to merchandise this equipment. In addition to the farm trade, this dealer found a ready market among restaurants, bakeries, tire vulcanizing shops, and other commercial users of major appliances, and constant outlets for large quantities of bottle gas. City residents and lake property owners were also sold, to add to his growing list of gas-consuming customers.

## **Salesroom Techniques**

"If it had not been for this steady volume of gas sales to hundreds of customers, and the large paint business we built during this war period, we might have found it necessary to close our establishment," Field declared. According to this dealer, the methods and principles which are responsible for the growth of the company are:

1. Select quality products that are nationally advertised. Create a demand for these items, and maintain prices. Every enterprise must earn a fair profit in order to survive, and continue to serve the community.

2. Live and breathe enthusiasm for your merchandise. Explain durability,

beauty, convenience, labor-saving, money-saving features. Subordinate price to quality.

3. Employ store demonstrations. Gas ranges or other appliances do not sell themselves. The first few sales are the most difficult. However, once demonstrations succeed in getting your lines started, repeat orders follow in satisfactory volume.

4. Respect, but do not fear chain store competition. What makes that type of organization successful, may also provide ideas which will insure profits for the independent dealer.

According to Field, the metropolitan store features a low priced unit in its advertisements, but sells most of its merchandise in the higher price brackets. The \$39.50 quoted in the headlines attracts the price-minded purchaser, but when the customer sees a better range at \$75 or \$100, the price factor disappears under the vision of a modern unit which will give more than satisfactory service.

## **Employ Chain Tactics**

5. Meet the competitive price lure by quoting an amount for the gas range first, without the fittings. The chains do it that way, and they may mislead your customers. Explain to the purchaser that when he pays for the installation price and two drums of gas, he will not gain, when judging the article on its merits, by buying from a chain store. "Shop here and get service," is the final clinching statement Field has to close deals.

6. Sell larger, better units. Not only do they last longer and give



Arthur Field, founder, Field Home Equipment Co. "Sell larger, better units," he urges.

better service, but they have more resale value as well, should the customer ever want to trade them in.

7. A bottle gas agency leads right into the sale of gas-burning water heaters for the kitchen, laundry, bath, and dairy, etc.

## **Full Line Planned**

8. Gas service. A truck is used to deliver cylinders of gas and return the empty drums. Approximately sixty-five 100-pound drums are handled each week. The gas manufacturers deliver these full cylinders to the dealer from their plants, and pick-up empty drums.

"Gas customers buy other merchandise (that is, when we have some to sell), and in prewar days we sold a good many major appliances and radios," Field stated.

"With the cessation of hostilities we will be prepared to do a large volume of business, which we are certain will come. Plans have already been formulated to buy quantities of refrigerators (electric and gas), washers, and ranges for bottle gas. Included in our purchases will be radios, records, record players, and television receivers. There will be a heavy demand for goods, and we intend to supply a good portion of it."

The Field light truck used for delivering drums of bottled gas to its hundreds of customers. 65 100-pound drums sold weekly, keep this service busy, which maintains customer contacts for Field's.





FOR EXTRA QUALITY

COMPETITIVE PRICES

SATISFIED CUSTOMERS

# SELL THE COMING G-E CONSOLES



**T**HE G-E Radio Dealer Franchise obtainable from your General Electric Radio Distributor gives you sales rights to the great new line of General Electric radios. Designed and engineered with *quality* as the watchword, *competitively priced* for quickly completed sales, guaranteed to bring glowing *pride of ownership* to your customers . . . this new G-E line is backed by the *greatest pre-selling consumer advertising campaign sponsored by any home radio manufacturer!*

The coming General Electric line will be complete in every

detail, featuring AM, FM and Television receivers in an exciting assortment of models. For full information regarding the G-E Dealer Franchise, get in touch with your nearest G-E Radio Distributor or write Electronics Department, General Electric, Bridgeport, Conn.

**Hear the G-E radio programs:** "The World Today" news, Monday through Friday, 6:45 p. m., EWT, CBS. "The G-E All-Girl Orchestra," Sunday 10 p. m., EWT, NBC. "The G-E House Party," Monday through Friday, 4 p. m., EWT, CBS.

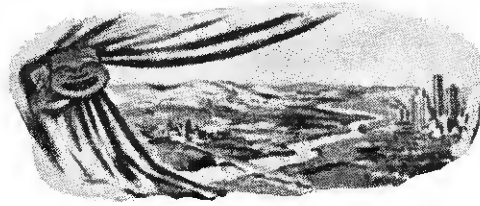


Convincing full-color consumer advertisements regularly are adding more people to the already great line waiting to buy G-E post-war radios.

# GENERAL ELECTRIC

175-D4

Portables • Table Models • Consoles • Automatic Phonograph Combinations



# This Is My America

By Helen Hayes

**WHEN** the editors of this magazine asked me to tell what America means to me, I thought I wouldn't be able to express it. America has always signified so much to me that it seemed impossible to put it into words. But after I lost my stage fright and began analyzing, I realized that my feeling about this wonderful land of ours could be stated quite simply. To me, America means rich, common sense. It means incurable optimism in the face of disaster. It means a charming superficiality which is only a front for deep, profound thought. It means kindness and generosity and tolerance and a sense of fair play. Above all, it means the gift of laughter. I like to recall a poem by Arthur Guiterman which so me expresses the spirit of America better than anything else.

*My sword is strength, my spear is song,  
With these upon a stubborn field,  
I challenge Falshood, Fear and Wrong  
But laughter is my shield.*

My husband, Charles MacArthur, once characterized World War II as "a struggle between those nations that love to laugh and those that wouldn't recognize a good guffaw even if they met it in hell." And yet America's gaiety has never deflected it from the seriousness of its purpose.

Back in 1940, I was in Washington playing "Victoria Regina." A German friend of ours had never before been to the Capitol and was eager to see Congress in session. We took him to the Senate chamber and seated ourselves in the gallery. An isolationist Senator was delivering a harangue against the Neutrality Act. As he spoke, some of his colleagues rose from their seats, went out for awhile and then sauntered back. We learned later that they had gone out to see the scores of the World Series which was then in progress. My German friend was shocked.

"That could never happen in my country," he said. "Leave a law-making chamber to listen to baseball scores? That would be treason."

"You are underestimating the wisdom and intelligence of our Congress," I told him. "These senators have already reached a decision on the Neutrality Act. They know exactly what it stands for and how they will vote on it." I tried to explain to him that because they were interested in learning the baseball scores, it did not mean that they considered them more important than our laws. "It is altogether possible," I added, "that this is their way of expressing their disapproval of isolationism."

My friend shook his head doubtfully. He was not convinced.

Several days later, I showed him an American newspaper. Despite the seeming indifference of our legislative body, the Neutrality Act was abolished. The representatives of the American people had come through as usual and had chosen wisely. "That," I said, "is the American way."

Every American, I have learned, is self-conscious about expressing his patriotism. Like a man who is in love with a woman, he feels his sentiment for her, but finds the words difficult to say. But deep down in his heart, every American loves his country and what it stands for. In its short history, America has fought many wars, all of them for freedom, both for itself and its fellow-nations. In my current play, "Harriet," there is a passage written by Harriet Beecher Stowe which embodies the very spirit of our country:

*Liberty! Electric word! Why, men and women of America, does your heart's blood thrill at the word for which your fathers doled? What is freedom to a nation, but freedom to the individual in it? It is the right of a man to be a man and not a brute; the right to protect and educate his children; the right to a home—a religion—and a character of his own, unsubject to the will of another.*

There are alarmists who contend that the spirit of that passage has dimmed. There are those who insist that we are in for a period of "isms," that, "We won't recognize this country in ten years." There are many who insist our soldiers will come home crippled, embittered, their faith in their country shattered. They said all that after the late war. They probably said it too, after the Revolutionary and Civil and Spanish-American wars. They are the pessimists, the dour minority of so-called prophets who fail to remember the sound common sense and cheerfulness of our nation as a whole.

Recently, I visited the Walter Reed Hospital in Washington. A veteran of this war lay in a bed, a cast on his legs up to his hip. He was told he might never walk again.

"I got this flying an old crate," he told me. "It was early in the war and we weren't ready. The plane would fall apart, but that didn't trouble me. If I got killed, there would be others flying in better planes. American doctors are tops in their profession. They'll fix me up. I'll be on my feet again, and if I'm not, then I'll go along just the same." He looked down at the cast. "It was worth it. Freedom is worth everything."

Not a word of regret, or fear or bitterness. Multiply that boy's spirit by the thousands; and one need have no fear about America's future.



HELEN HAYES—not only a leading American actress, but a leading citizen in her community. In New York, where she makes her home, Helen Hayes is a sincere and constant fighter for the American ideals.

21

## This is it... Page 27

You may be surprised by Page 27 in the April issue of a magazine that has become a living partner of two million American women each month.

You would not be surprised if you were a regular reader of this influential magazine, because you would expect it to publish big things . . . you would have read Maurice Maeterlinck and Mrs.

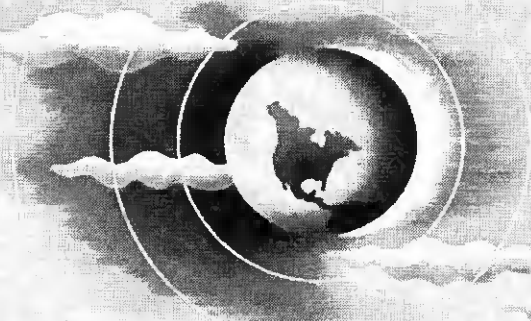
Roosevelt and Fannie Hurst in this same monthly series.

We feel that you will want to read the stirring creed of Helen Hayes. It is filled with the pride you feel.

Our conviction that the whole magazine every month richly lives up to the "This Is My America" series is why we are proud of True Confessions.



# "AIR SUPREMACY"



"Control of the air" today means more than massed firepower and numerical dominance by aircraft; it means control of communication channels . . . and better detecting devices—better directional finders—better protective equipment. The air today is filled with high-frequency impulses, activated by radio and radar. And helping assure that supremacy are Delco Radio products, ranging from compact mobile radio sets in combat vehicles, planes and ships, to highly intricate electronic equipment. They represent the effective combination of engineering vision and manufacturing precision that safeguards the performance of all Delco Radio equipment, wherever it serves and whatever its purpose. Delco Radio Division, General Motors Corporation, Kokomo, Indiana.

KEEP BUYING  
WAR BONDS

**Delco Radio**  
DIVISION OF  
**GENERAL MOTORS**

# Service Record System

## Job Ticket for Radio Service Gives Colorado Radio Man Four-Fold Utility

• Most radio men are quite contented if they have a service record system that keeps their radio service jobs straight and that gives them a complete and accurate picture of such work. But not so with H. L. Corley, owner of the Corley Radio Service of Trinidad, Colo. This radio man has worked out a service record system that serves a four-fold purpose and all without any extra work or expense.

The basis of this system is a record form measuring three inches by nine and which is divided into three parts, the division being by perforation rules, thus making the separation of the different parts easy.

The first part of this record form is a stub measuring a little over an inch and a half wide which is called the JOB TICKET. This has a serial number which is the same as the serial number on the other two portions of the ticket or form. It also has spaces for the entrance of the name, phone number and address of the customer.

and the name and address of the customer. This third portion of the record form is detached from the rest of the form when work is brought in for servicing and given to the customer as a receipt for the work. No work is allowed to leave the shop without this claim check being turned in.

After filling in the name and address and phone number and other details on the record form and detaching the claim check and giving it to the customer, the other two portions of the form, unseparated, are attached to the radio to be serviced. In the shops, as the servicing progresses, proper entry of parts and tubes used, together with notations of labor costs, are made on the main body of the form.

### Placed in File

When the radio has been serviced, tested and is ready for delivery to the customer, the main body of the record form is detached from the other

In the first place, these filed and filled-in forms are an excellent mailing list. Whenever he has a piece of mail or some literature that some manufacturer has sent him for direct-by-mail advertising, Mr. Corley uses these filed cards for mailing purposes. It is an easy matter to run through them and see which ones would be prospects for the article advertised. No better mailing list can be obtained than a list of those for whom service work has been done.

### Postwar Uses

After the mailing list comes the prospect file. Just now this doesn't mean much, but in more normal times Mr. Corley uses these filed cards to locate potential customers for new radios. The best sales arguments obtainable are obtained from a study of these filed cards because they show what radios the customers have, what year and what model, what they have cost in servicing and so on. With that information it is an easy matter to talk dollars and cents saved by purchasing a new radio. Mr. Corley is patiently awaiting that postwar world when radios will again be available. Then he plans on using this file as a prospect file while the other fellow is looking around for prospects.

The one remaining use to which this file is put is what might be termed a "grief saver." There are many radio owners who will come back to a service shop and honestly feel that it was only a matter of a month ago when their radio was completely overhauled and all new tubes put in. In Mr. Corley's case all that is necessary is to pull out the card for that particular job and show the customer that it wasn't only a month ago but actually seven months ago when the radio was brought in for servicing. Furthermore, he can show that instead of having it entirely overhauled and all new tubes put in, all that was ordered to be done was to put in a new condenser and one new tube. With the service record in black and white to show the customer, much grief is saved and, furthermore, the customer leaves in good humor.

JOB TICKET No. 1346	NAME _____		Address _____		Phone _____		No. 1346	
	Date _____	Make _____	Model _____		KEEP THIS RECEIPT (Customer Claim Check) YOU CANNOT GET YOUR RADIO WITHOUT IT			
	ITEMIZATION OF WORK DONE				SUMMARY OF CHARGES			
	PARTS USED	PRICE	TUBES	PRICE	Parts	\$		
					Tubes	\$		
					Labor	\$		
					Total	\$		
					Sales Tax	\$		
					Grand Total	\$		
	TOTAL PARTS CHARGE \$				TOTAL TUBE CHG \$		CORLEY RADIO & SOUND SERVICE 188 North Maple TRINIDAD, COLORADO	

Layout of job record ticket showing three parts used in system.

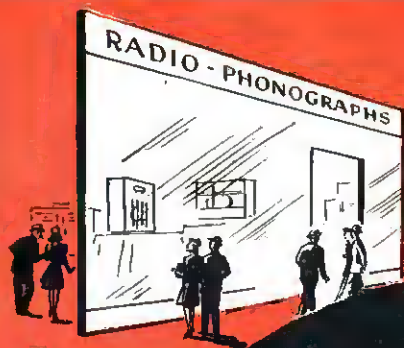
The second portion of this service record form is the body of the form with space for the entrance of the customer's name, address, phone number together with spaces for listing the date, the make and model of radio brought in for servicing. Below this there are spaces for the itemization of work done, separate spaces being provided for listing parts used, price, tubes used, price and summary of charges, including a space for labor costs.

The third portion of this form is the customer's receipt which bears the serial number on the other two portions, date when work was taken in,

portion and sent to the office where it is filed numerically until the set has been called for and taken out. The small stub is left on the radio for identification purposes.

After the set has been picked up, the main body of the form is filed away for future reference. Up to this point this record form has done a perfect job of providing complete and accurate records on every service job that has come into the shop. Most radio repair men would be well satisfied with that, but not Mr. Corley. He makes this record system serve three other very useful purposes for his business.





ONLY  
"The Top  
400"  
CAN QUALIFY



## A Valuable Franchise Exclusively for Quality Dealers

ARE you one of America's "top 400" quality music, furniture, radio or department stores? Do you have the clientele, finances, experience and facilities for demonstrating and selling the finest in radio-phonographs? If so, you may be able to qualify for the Freed-Eisemann Franchise, which will be offered on a protected direct-to-dealer basis.

The industry knows Freed-Eisemann as one of the foremost *quality* radio manufacturers before the war — and as the first manufacturer to equip *all* models with FM. The new Freed-Eisemann radio-phonographs will again be equipped 100% with FM — and

will embody all the developments and refinements achieved by Freed-Eisemann wartime research and production experience.

Standard radio, international shortwave, and reproduction of recorded music will be finer than ever. Cabinets will be superbly styled modern and period pieces — beautiful and authentic.

In our opinion, there are but 400 dealers, "the top 400," who can qualify for the Freed-Eisemann Franchise. If you are one of them, your inquiry is invited. Freed Radio Corporation, 200 Hudson Street, New York 13, N. Y.

*Freed-Eisemann*



ONE OF THE WORLD'S GREAT RADIO-PHONOGRAPHS



Van Heuvel's "clear-vision" windows are ready for radio display and neon sign will tell the story, when restrictions are lifted.

## No "Drafted" Lines!



An RTR editor interviews N. Van Heuvel in his store at New Brunswick, N. J. His technicians now work in what was his display space. Note modern interior has sound-proofed ceiling, fluorescent lighting, inlaid linoleum floor, and plenty of space for parade of merchandise when Victory gives the signal. Sets well serviced during war-time will guarantee a return to sales.

### Former N. J. Specialist in Set Sales Sticks to Service

- Selling radios and some refrigerators was his business before today's shortages, and N. Van Heuvel, 420 George St., New Brunswick, N. J., has taken on *no alternate lines!*

After studying possible substitute sales items, Van Heuvel decided against them and moved his service department to the front of the store. Concentrating on radio repair and rebuilding, this merchant has made it pay.

While home set doctoring holds sway in the store's front section, car radio reconditioning is taken care of at a rear drive-in station.

Aside from his interest in radio and refrigerator merchandising, Van Heuvel was one of the pioneers in the television field.

Before the first tele set was on the market, Van Heuvel built one for himself, comparable to the first 9-inch tube sets. And he topped his quota in television set sales when these units were available, prewar.





# 39 MILES OF RCA TUBE ADVERTISING IN 1944 ALONE!

*A Policy that Means More Business for You*

**T**AKE every ad about RCA tubes that reached industry, the trade, and the public during 1944.

The total area of all those ads would be equal to a billboard, 20 feet high, running for 39 miles! Talk about advertising wallop! There's a program designed to do a real job...to set your stage for postwar profits.

Eight and a half million ads...each a powerful message to tube customers. Over four million square feet of *selling*, building your future RCA sales. And the "billboard" is still growing, mile after mile.

No wonder it will be easier for you to sell RCA tubes. No wonder it will be more profitable.

**THE FOUNTAINHEAD OF MODERN TUBE  
DEVELOPMENT IS RCA**

For with RCA's manufacturing skill and merchandising support behind you, you can't miss. You *know* your customers will want RCA. Sure, the RCA "billboard" is big...your postwar profits on RCA tubes will be big, too!

Listen to "THE  
MUSIC AMERICA  
LOVES BEST,"  
Sundays,  
4:30 P. M., EWT,  
NBC Network



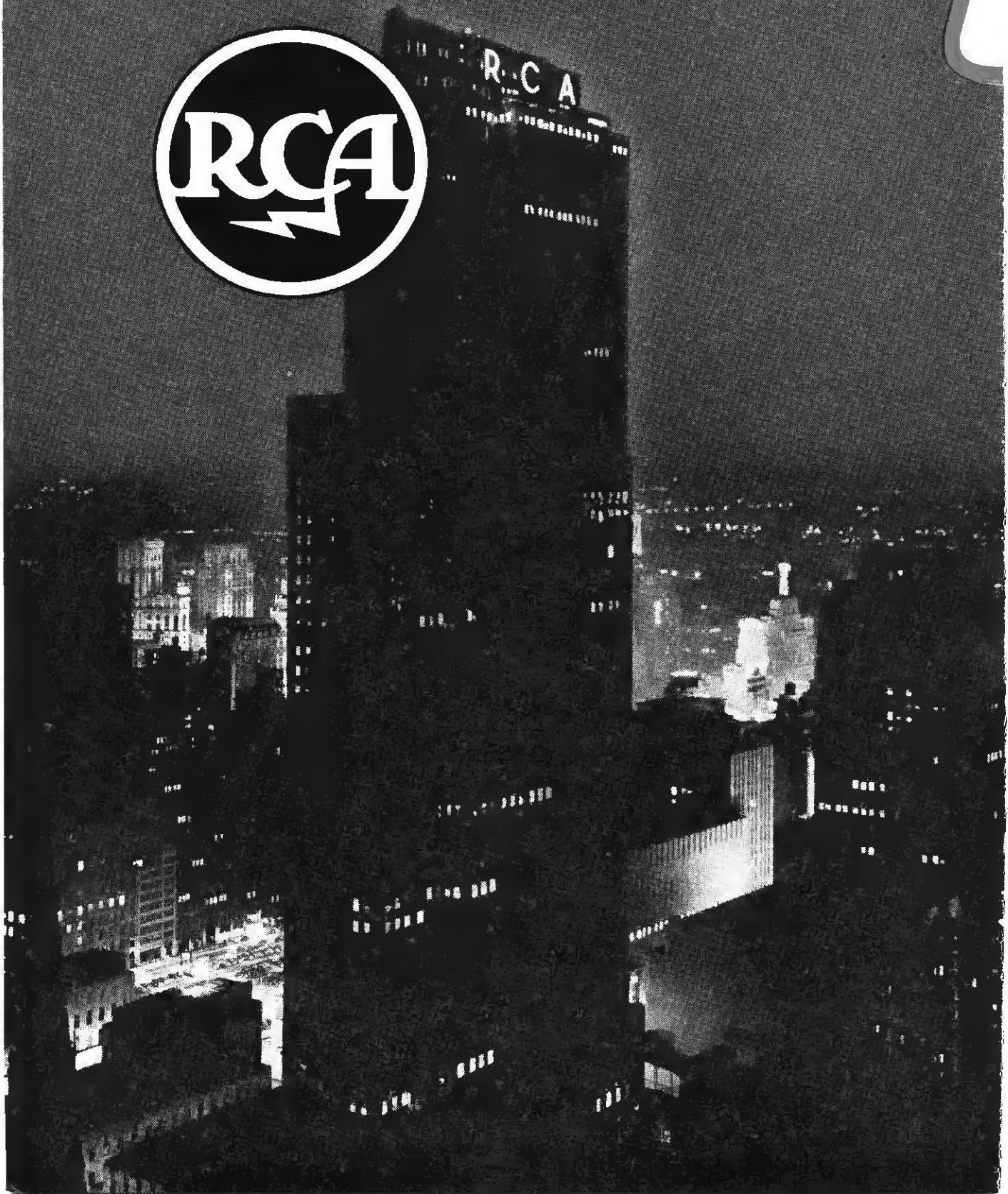
62-6636-91

**RADIO CORPORATION OF AMERICA**

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY... In Radio... Television... Tubes...  
Phonographs... Records... Electronics

*Radio's Richest Experience*





---

# THE SOURCE OF TOMORROW'S BEST SELLERS IN RADIOS, VICTROLAS AND TELEVISION RECEIVERS

---

FOR 25 years RCA has served people everywhere in every walk of life. More than any other organization, RCA has its roots deeply embedded in every phase of Radio . . . Communications . . . Broadcasting . . . Research . . . Radar . . . Tubes . . . Television . . . as well as in home instruments. Collectively the accomplishments of RCA represent *Radio's Richest Experience* . . . a priceless asset reflected in the quality and customer good-will enjoyed by every RCA product.

In the market of tomorrow, experience will count far more than ever. You can have no greater asset on your side than *Radio's Richest Experience*. It's your assurance that Radios, Victrolas and Television Receivers bearing the RCA Victor mark will be best sellers . . . the ones with the features and performance your customers will be looking for—and buying!



## RCA Victor



RADIO CORPORATION OF AMERICA • RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal



# RCA Announces its New 195 VOLT OHMYST



## 4 IMPORTANT NEW FEATURES

- 1 Diode for a-c measurements. Flat 20 cycles to 100 kc.
- 2 Linear a-c scale for all ranges.
- 3 New plastic meter case with one-piece crystal-clear transparent front. No glass to break or loosen.
- 4 Shielded a-c cable and probe.

### *Send for Bulletin:*

A special bulletin showing and fully describing this new improved version of the well-known VoltOhmyst is now being printed. Fill in and return the coupon for your copy.

TEST & MEASURING EQUIP., SECT. 126AA  
Radio Corporation of America  
Camden, N. J.

Name \_\_\_\_\_

Street Address \_\_\_\_\_

City & State \_\_\_\_\_

BUY MORE



WAR BONDS

## RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal



## Ring Up Sales

(Continued from page 35)

Home calls now will build up priceless good-will.

Of course, with conditions as they are today, finding time to call on the customers is a "tough" proposition, but then it was always a "tough" proposition. It works out like this:

### Salesmen Welcome Now

(a) When competition is rampant harassed householders, having the "doorbell jitters," don't want to "entertain" salesmen.

(b) When competition is "conspicuous by its absence," the householder welcomes the salesman. But the salesman or merchant himself finds it difficult to devote time to home-calls in any seller's market.

Somehow or other there are many retailers today who manage to squeeze in a certain number of outside calls along with their other pace-making duties. They realize that their businesses must "live with" the old-line customers for many years to come.

We all know that the best way to hold good-will today, sell what merchandise we have available and find out what our customers are going to *have* to buy tomorrow, is to use that old, familiar down-to-earth method of going right straight into the home.

Ill-will is being built up *in* retail stores today.

The merchant can combat this ill-will by calling on his customers now. He can do business in the home, at

## Sprague Trading Post Ads Prove Popular



Sales manager Harry Kalker (center) of Sprague Products Co., North Adams, Mass., carefully examines batch of requests for advertisements which are to be run free in the Sprague Trading Post. Assisting are Mrs. G. I. Denoyan, office manager, and Leon Podolsky, engineer. The "Trading Post" ads appear regularly in Radio & Television Retailing and in other publications.

this time, and secure future business.

Nowadays, it is far from easy to find time to visit customers, but it was never such an advantageous time to do so, both from a financial and ethical viewpoint.

## Go to Hale

(Continued from page 33)

ready to jump into the television receiver selling field, too, when the war is over. This dealer sees additional profits with teletests and FM receivers, and he predicts that with the advent of such equipment in large quantities in the homes of the con-

sumers, the "screw-driver mechanic" will leave the servicing field.

Currently this establishment features records in one half of the store with the office occupying the other. The new plans call for records and radios to be displayed in the current record section and electrical appliances will be on display in the office part of the building which in turn will be moved back into the store room. The basement has recently been renovated and fitted up in a most elaborate manner for efficient servicing of sets with a side entrance made for customers' and shippers' convenience.

Ted Hale gave a lot of thought to the subject before he publicized his slogan—"Go to Hale," but he's found that it was well received by the public, and that backed up by genuine topflight technical service and modernized places of business, he has built up a large following.

### Successful Mail Campaign

Now he is trying to gauge the postwar market by mailing questionnaires to his customer list. There is an attached prepaid postal card on this mailing piece requesting the householder to check merchandise items wanted, without obligation to buy. Listed are a number of well-known radio makes, washers, refrigerators, frozen food cabinets, vacuum cleaners, electric ranges, dishwashers, ironers, and minor appliances.

The response to this mailing campaign has been excellent, and Hale will get a very complete idea of the needs of his customers as a result.

## Andrea Radio Corp. Receives "E" Award



Shown left to right are Rear Admiral Wat T. Cluverius, U.S.N. retired, and Lt. Col. Wilbur H. Moody, U. S. Army Signal Corps, presenting F. A. D. Andrea, president of Andrea Radio Corp., New York, with the Army-Navy "E" flag for production excellence.



Skilled fingers check every connection before this Meissner electronic equipment leaves Mt. Carmel, Ill., its destination — "Somewhere with the Armed Forces." This "precision-eering" may make the difference between a successful military operation or a defeat, and Meissner's "precision-el" are working for victory.

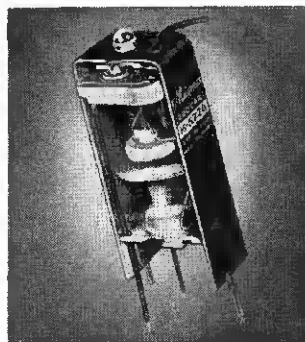
## THIS IS PRECISIONEERING by Mt. Carmel's famed "Precision-el"

Precisioneering isn't just another word for precision quality. It means that pride and skilled craftsmanship are represented in every product. To the men and women of Meissner, precisioneering means that they are maintaining the same high standards of workmanship that earned them the name "precision-el"—highest standard of an exacting industry.

To you, the users of Meissner precision-built electronic equipment, it means that these precisioneered products give you added quality, greater dependability.

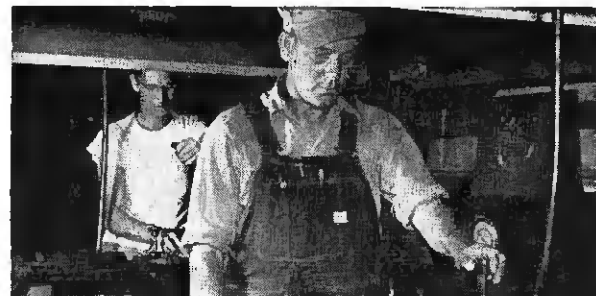


Precision testing in Meissner Laboratories proves the precision quality of the work of Meissner "precision-el." It means new highs in performance when you specify Meissner precision-built electronic equipment for your product.



### "Step Up" Old Receivers!

These Meissner Ferrocort I. F. input and output transformers are getting top results in stepping up performance of old worn receivers. Special powdered iron core permits higher "Q" with a resultant increase in selectivity and gain, now available for frequency range 127-206. Ask for numbers 16-5728 input, 16-5730 output. List \$2.20 each.



Concentration on the production of finer electronic equipment is characteristic of the men and women of Meissner. This devotion to quality production makes "precisioneering" out of even the most routine jobs—gives even greater skill to technicians like these.

# MEISSNER

MANUFACTURING COMPANY • MT. CARMEL, ILL.

ADVANCED ELECTRONIC RESEARCH AND MANUFACTURE  
Export Division: 25 Warren St., New York; Cable: Simontrice





*Proven On Every Fighting Front*

*The only battery you'll want to feature - AFTER VICTORY*

**After Victory . . .**

Millions of fighting men will have tested and proved Ray-O-Vac Leakproofs. They will want them for their own flashlights and radios. That's why it will pay you to feature Ray-O-Vac Batteries.

**RAY-O-VAC  
BATTERIES**







more efficient  
... in miniature



It took a practiced eye and a steady hand to use the old mariner's telescope. In contrast, the compact modern binoculars may be used by anyone, with results far beyond those obtainable with the old instrument. Development that gains efficiency while reducing size is an indication of modern trend. This trend is seen in miniature electronic tubes.

In the new allocation of frequencies, Tung-Sol foresees great possibilities in high frequency application of miniature tubes... tubes that have proved their efficiency in military service. Advances have been made, using miniature tubes, that would not

have been possible with larger tubes. In numerous other instances Tung-Sol miniatures are doing a better job than large tubes, in similar circuits.

To the radio parts jobber and dealer, TUNG-SOL offers this assurance... as soon as new radio sets and other electronic devices are available, you will find TUNG-SOL a dependable source of supply for miniatures as well as the G-GT's-metal and large glass tubes for servicing every type of equipment.

**TUNG-SOL**  
*vibration-tested*  
**ELECTRONIC TUBES**

TUNG-SOL LAMP WORKS INC., NEWARK 4, NEW JERSEY  
Also Manufacturers of Miniature Incandescent Lamps, All-Glass Sealed Beam Headlight Lamps and Current Intermittors







**PERSONAL SETS**

**TABLE SETS**

**TABLE COMBINATIONS**

**F. M. SETS**

**CONSOLE COMBINATIONS**

**RECORD PLAYERS**

**PORTABLES**

**TELEVISION**

**AUTOMATIC RECORD  
CHANGERS**

## *Ring in... A NEW NOTE IN HOME RADIO!*

Dealers! Distributors! Harken to the New Note in Home Radio! Awaken to the Postwar possibilities of the Maguire Home Radio Line! You'll be delighted with Maguire styling, construction, flawless reception... just what you'll want to create "customer clamor."

And it will be music to your ears when you learn about the profitable Maguire Franchise. **Selected dealers... protected territories... national advertising... cooperative local advertising... window and showroom displays... direct mail pieces... colorful catalogs... guaranteed merchandise... and that's not-all!...** Don't miss this golden opportunity... your territory may still be open. Get the full story today about the radio line that will ring the bell tomorrow!

Write to Maguire Industries, Incorporated, Sales Division, Greenwich, Connecticut.



**Maguire**  
**INDUSTRIES • INCORPORATED**  
ELECTRONICS • DIVISION





Dealer La Budde at radio-and-appliance repair bench

**With Prospects Lined-up for After-Victory Appliance and Radio Sales, Rockford, Ill., Retailer Concentrates on Service**

## Appliance Service Tips

• When O. H. La Budde, owner of La Budde's Appliances, Rockford, Ill., lost his maintenance men to the armed forces and could get no others, he decided he would have to work out a new schedule for handling repairs, so that he could continue to service his customers.

The first thing that he did was to discontinue his delivery service. He didn't leave his customers in the lurch on this. Since he repairs radios, refrigerators, washers and other items, he knew that customers could not easily find someone to bring the major appliances to his store for repairs.

So he began to contact delivery services until he located a man who would call for and deliver electric refrigerators for \$6 per round trip, and washing machines for \$3 a round trip. This has solved the delivery problem very nicely on heavy equipment. The prices are fair, and customers know in advance what they have to pay for such transportation. The customers can pay the deliveryman for the transportation, and in numerous cases the driver also collects for La Budde. In this way he is able to remain at his store and continue his repair work.

### Help-Saver Tactics

"This delivery idea has worked out all right for me," declares this retailer. "It saves the services of one mechanic, for during normal times, I always kept one man busy delivering."

Another important step was the purchase of an Atlas lathe with a 10½ inch swing. With this machine,

which costs \$300, La Budde can turn down washing machine rolls, cut gears, make repair parts, etc. The lathe paid for itself within six months, this dealer states. A lathe is very handy in any repair shop, he says. Many washing machine rolls, for example, merely need a little turning, or roughing to make them serviceable for a long time, because many of the old ones are made of excellent pre-war rubber. By turning old rolls, La Budde can complete many washer jobs in a short time. He gets \$1 each for servicing washer rolls.

### Washer Repair Short-Cut

For testing washing machine rolls, La Budde has rigged up part of a washing machine gear box on the end of a bench, with a wringer hook-up. This enables him to slip rolls into the wringer quickly, start the gear box mechanism and test the rolls, without having an entire, cumbersome washing machine around.

"These short cuts in repairing help me to turn out more repair work than I ever did before," asserted La Budde. "I am able to take care of numerous customers. I figure the good-will I also build now during wartime is going to be reflected in greater sales of appliances in post-war. Many service customers tell me they are going to give me first chance on much of their future appliance business."

Because he has been able to effect savings in time on repairing, La Budde states that he is thus able to repair all types of appliances without staying to one type. He handles

all the appliance repairs for six Rockford stores. All this work is brought to him by the stores, and is picked up when it is finished. He gets regular prices for all such work as the stores are very glad to be able to find someone who can do it for them.

La Budde has a separate bench for radio repairs and other auxiliary benches for repairs of other appliances. In this way he is able to keep servicing operations moving on several appliances at one time without having to move parts and tools.

The way in which this dealer started in the appliance repair business shortly after the first World War may interest many World War II servicemen who may wish to start out for themselves in the postwar era.

### Veteran of World War I

La Budde was an electrician on a U. S. submarine in World War I. After the war he came to Rockford to look for work. While waiting for a job, he got some cards printed, stating that he would do appliance repairs of all sorts at his home. He started out one afternoon to distribute the cards in the immediate neighborhood. When he got back home at 5 p.m. that day, his wife had already taken a number of calls from customers who wanted repair work done immediately.

From that day until this, this merchant has had no trouble in securing all the repair business he wants. After the war he intends to enlarge his sales and service facilities. He expects to do much intensive selling and has many prospects lined up at the present time.



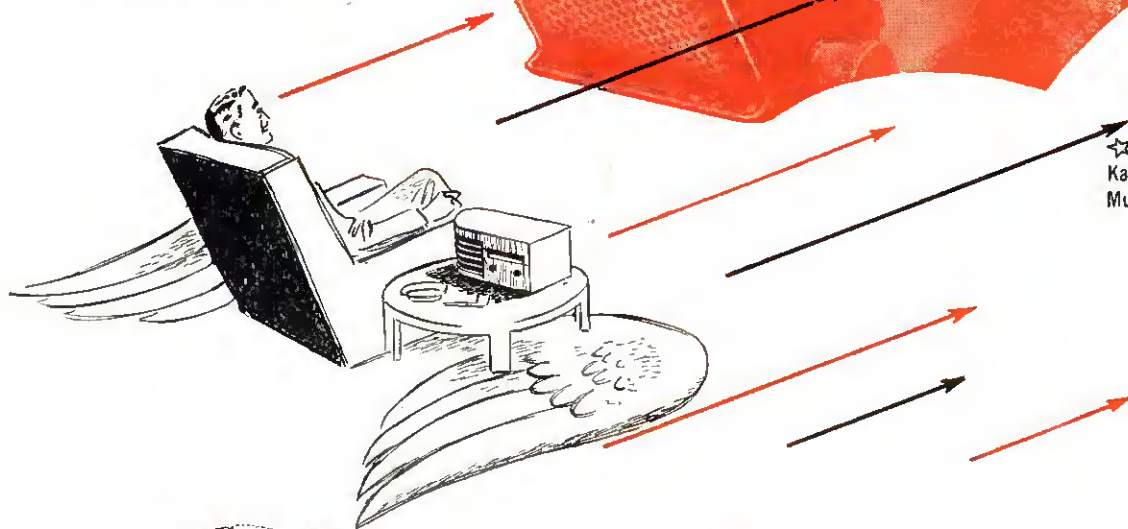
# travel with

# Trav-Ler

Georgia is also beautiful to listen to . . . especially with a postwar Trav-Ler Radio. Soaring notes and low-voiced tones are reproduced with such realism that listening is like traveling from living room to studio. Trav-Ler developments in AM and FM reception and design, combined with price-appeal, will be "good news that travels fast". Future-minded dealers are invited to write.

## TRAV-LER KARENOLA RADIO & TELEVISION CORPORATION

1028-34 W. Van Buren St., Chicago 7, Ill.



☆ Georgia Carroll, with Kay Kyser's "College of Musical Knowledge", NBC

**TRAV-LER**  
RADIO

*Karenola*  
RECORD PLAYERS

# Servicing Noisy Tubes

**Patience and Ingenuity Needed to Track Down Noisy Tubes. These Suggestions Will Save You Time**

● One of the commonest complaints on sets brought in for servicing is noise. Failures in many radio components may produce noise; defective tubes, however, probably rank first among them.

Test instruments are usually of no help in locating these defective tubes. This fact, combined with the intermittent and erratic character of many of these tube-caused noises, make them a major service problem.

Loose elements within a tube are frequent sources of noise. Easiest to locate is the tube whose condition is so poor that a gentle tap with the base of a light screwdriver will cause it to produce noise. If none of the other tubes, when tapped, emits the same sound, the odds are that the culprit has been found. The only way to verify this is to substitute a new tube, then retest for noise.

Sometimes the external grid lead in the cap of the tube becomes loose, causing noise. Tapping all the tubes lightly on their caps, or wiggling the caps gently to see if any are loose, may locate the trouble.

Squeals and hum may also be produced by loose grid-caps.

## Tube Repairs

When the grid-cap is so loose that it comes off when touched, repairs can often be made. Clean out the inside of the cap with a screwdriver or a test-lead. Solder a small length of wire to the grid lead protruding from the glass portion of the tube. Heat the cap separately with the soldering iron, puncturing the center hole in it with a test-lead while the solder is melting. Then put the lengthened grid-lead through the cap, and solder on, so that the cap holds fairly well. Cut off the remainder of the protruding grid-lead.

A loose glass tube-casing may cause noisy reception. Try the casings to see if they move about. When a loose one is encountered, gluing the glass to the tube base with radio cement may restore the tube to normal.

Not infrequently, one of the wires connecting a tube element to its prong becomes loose. Noise, possibly accom-

panied by fading, results. To remedy this condition, apply a hot soldering iron to the prong, allowing the solder within it to remelt, rejoining prong and wire firmly.

Tubes are often noisy because of elements that short or open intermittently. A defective tube of this type will often become inoperative when tapped. Sometimes, however, the tube will not become noisy or inoperative until it has heated up sufficiently. In such a case, the service problem becomes more difficult.

The set should be left on for an hour or more, to permit it to heat up. Then the tubes should be gently tapped, to see if any one of them

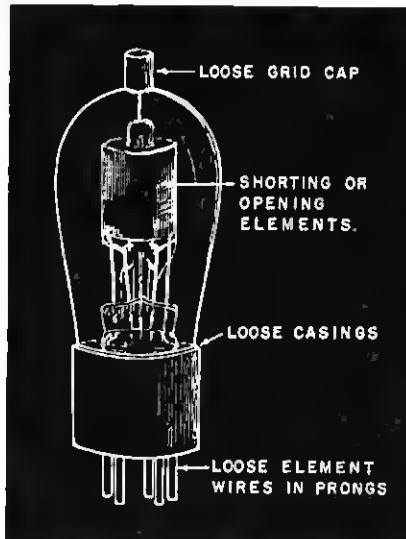


Fig. 1—Sources of tube noise. Grid-caps, tube elements, casings and prong connections may all cause trouble.

consistently produces noise or fading when hit.

Not infrequently, defective tubes of this type will perform well indefinitely when the chassis has been removed from its cabinet. Since more ventilation has been provided, the elements in the tube may not overheat sufficiently to open or short. In such cases, replace the set in its cabinet, so that the conditions under which it normally functions are duplicated. As alternative, the set may be covered with a box, or exposed to the rays of a hot lamp, to heat it up.

Noisy tubes may sometimes be recognized by the type of sound they produce. This is largely unexplored and difficult territory, but well worth investigating.

A fairly easy identification to make is a noisy detector tube, such as the 6SQ7, 12SQ7, 6Q7, 12Q7, 75, 6C6, etc. A noisy tube of this type generally produces a background sound like the wash of waves against a beach, when the volume control is turned to minimum. The serviceman's ear should be kept close to the speaker to detect this faint noise.

Another not-too-difficult identification is a noisy 12SK7 type tube. Tubes of this kind have a tendency to go into a loud, prolonged oscillation when they become noisy, and no reception generally appears at these times.

## Isolating Noisy Tubes

When several tubes produce identical noises when tapped, the offender must be isolated. Tap the tubes one by one, with increasing gentleness, to see if one tube alone will consistently produce noise. If it does, the service problem is solved.

If the offending tube cannot be isolated in this way, disconnect the aerial, keeping the volume control at maximum, and retest for noise again.

When this test brings no results, turn volume control to *minimum*, with the aerial disconnected, and tap the tubes one by one, holding your ear to the speaker, to detect any noise. Further tests are described below.

If tube-caused noise appears with the volume control at minimum setting, it is most likely originating in the audio or power stages. This can be deduced from the fact that the amplification of the RF tubes is reduced to zero at this minimum setting, so no noise from these stages can emerge.

On the other hand, if noise appears with the volume control setting at maximum, but not at minimum, the noise producing tube is most likely in the RF section.

When a noisy tube has been traced to the audio or power section, it may be further isolated by the following tests:



Let us suppose the set is an AC-DC receiver, with 12SQ7, 50L6, and 35Z5 tubes in the audio and power stages. The noisy tube is among these three, but the question is—which one? All three tubes yield equally loud noise responses when tapped, even with the volume control at minimum.

Remove the 12SQ7 from its socket, while the set is in operation. During the small period of time that the filaments of the remaining tubes stay hot, tap the 50L6 and the 35Z5. If noise appears, the 12SQ7 is obviously not to blame, since it is out of the circuit. If noise does *not* appear, the 12SQ7 is very probably guilty.

Assuming that noise appears—remove only the 50L6 on the next test, and tap the 35Z5 immediately thereafter. If the noise is heard ebbing away, the 35Z5 is to blame—if it dies out instantly, the 50L6 is no

## IDENTIFYING NOISY TUBES

Noise accompanied by:

1. Complete fading—  
Converter tube probably defective. Types: 12SA7, 1A7, etc.
2. Intermittent reception, high noise level—  
IF tube may be bad; 12SK7, etc.
3. Rise and fall in volume, distortion—  
Suspect second detector—  
6Q7, 12SQ7, etc.
4. Distortion and hum—  
Look for defective power tube—  
25L6, 50L6, etc.

Another method is to disconnect the grid cap of the 1st RF tube, and tap the tubes in the RF stages following, one by one, and listening for noise.

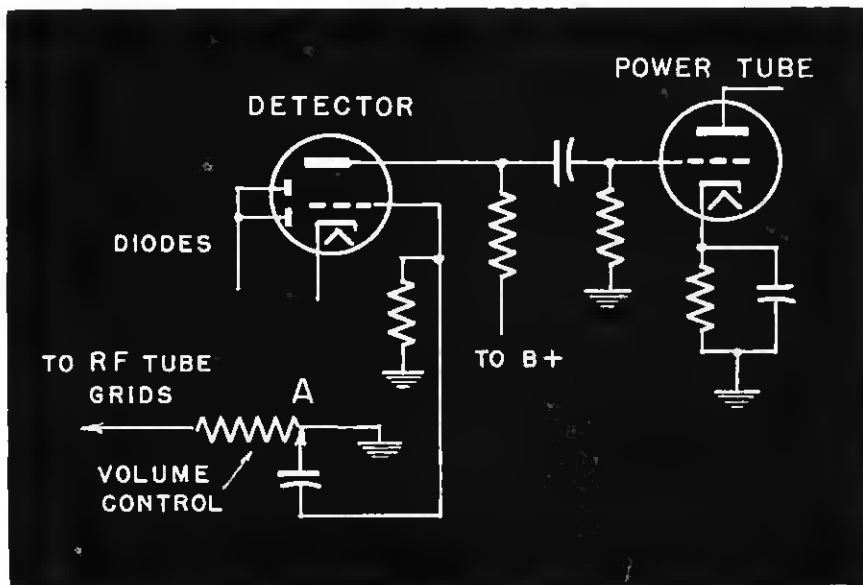


Fig. 2—Only AF and power supply noises can appear with volume control at minimum. Noise originating in RF and IF stages will have no amplification.

doubt the offender.

If noise is localized to the audio or power stages of a straight AC receiver, remove the first audio tube, tap the others and listen for noise, then go on to the second audio, and so on. When noise is heard with a certain audio tube in the set, but not when it is out of it, that tube may be suspect. To put it more accurately: when the tubes are removed in order, from the first audio onward, the *first* tube that causes disappearance of the noise symptoms when removed from its socket, may be considered the guilty one.

The procedure just mentioned can be used to track down noisy RF tubes.

Suppose the guilty tube is the 2nd RF. When the grid of this tube is disconnected and the tubes following tapped, no noise should be heard, because it has been decoupled from the circuits leading to the speaker.

On the other hand, when the grid cap of the 1st RF is disconnected, and the 2nd RF tube is tapped, noise *should* be heard.

The first test lifts suspicion from all the tubes following the 2nd RF. The second test indicates that either the first or second RF tube is the troublemaker. Substitution of new tubes, and retesting for noise, should quickly determine the offender.

It is often difficult to tell whether a particular noise symptom is caused

by a tube, or some other unit. Here is a procedure that may help.

Tap all the tubes lightly. Lightness is necessary, not only to prevent tube damage, but because a heavy touch will set up vibrations that will cause noise symptoms even when non-defective units are tapped.

When no one tube can be made to produce the noise alone, tap the chassis all over, noting the area where noise response is greatest. Tap every unit in that specific area, once again noting where greatest noise response appears.

The tapping must not be too light to fail to produce the noise, nor too heavy to set up vibrations in non-defective units.

When a unit has been located which seems to produce the greatest noise response, disconnect it, and see if noise persists. If none of the other units now produces noise when tapped—and they have previously—the disconnected unit is probably the troublemaker.

Pilot lights can cause noise. The filament of the pilot light may develop high resistance openings, resulting in noise. Tapping the pilot generally indicates this defect quickly.

### Noisy Sockets

A mistake that is easy to make is to suspect a tube of being noisy, when the socket is really to blame. To avoid this error, wiggle the tube in its socket, to see if the noise is produced, or increased. If it is, the socket contacts are probably loose, and should be tightened. This is particularly true of miniature and local types.

Another test beside wiggling the tube is to hold it firmly in place with one hand, while tapping it with a screwdriver held in the other. If the tube is defective, the noise will still occur—if it is the socket, the noise will be absent.

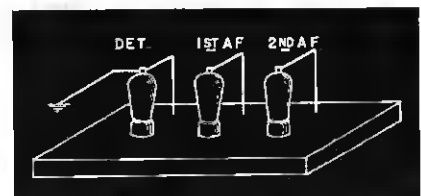


Fig. 3—If noise persists when detector grid is shorted to chassis, it is in the audio or power stages.

Loose tube shields, or shields that short intermittently against the grid cap, sometimes cause noise. This type of trouble is usually easy to locate, and needs no further mention.

FOR POST-WAR "IDEA" CABINETS

LOOK TO . . . FARNSWORTH

**T**HE Farnsworth dealer is always out in front with cabinet styling — offering that *extra idea* that means *extra sales*.

And just wait 'til you sell the *new* Farnsworth post-war "idea" cabinets . . . with exclusive features that will have the whole trade talking!

Finest quality in every price range will mark the entire new Farnsworth line — radios, phonograph-radios and television sets. Even the famous Farnsworth record-changers will be

improved for simpler operation, better trouble-free performance.

Built into every new model will be all of the pioneering skill and research experience of the Farnsworth engineering staff. This is your assurance of product and sales leadership.

The Farnsworth line will sell on a *selected dealership basis* — giving you *profitable volume at established prices and proper margins*.

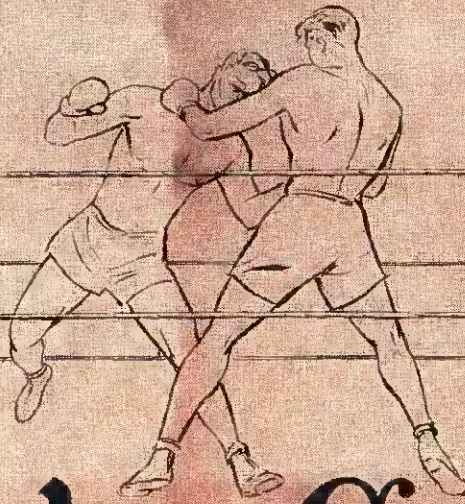
Definite post-war sales plans are already made. It will pay you to investigate — NOW.

# FARNSWORTH

*Television · Radio · Phonographs*

Farnsworth Television & Radio Corporation, Ft. 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.





# Quality Counts

**I**N 1892, James J. Corbett beat John L. Sullivan to win the heavyweight championship of the world. Corbett, who was considered a novice in the ring, weighed only 186 pounds to Sullivan's 220, and yet he knocked out Sullivan in the 21st round. Corbett had that touch of quality—of extra quality—that expressed itself in victory. For superior performance in any product—just as with Victory in the prize-ring—*Quality Counts!*

For years, the antennas manufactured by **THE WARD PRODUCTS CORPORATION** have been known as quality products, the workmanship of craftsmen using modern equipment under ideal conditions. Constant adherence to the principles of quality coupled with manufacturing experience has made **WARD** the leader in the production of sectional and one-piece antennas. For quality antennas for all applications, look to **WARD**.



# WARD Antennas



BUY WAR BONDS

**THE WARD PRODUCTS CORPORATION**  
1523 East 45th Street  
Cleveland 3, Ohio



# Service Notes

## Power Transformer Repair

An amplifier was brought in on which the complaint was a smoking power transformer. The transformer was new, and had been installed very recently. The casing was removed, and all the leads inspected. No short was visible. When the power supply was turned on with the casing off, the power transformer worked perfectly. As soon as the casing was put on, the transformer began to smoke. Careful inspection showed that the lower section of the casing fitted too tightly around the leads, and was cutting into one of them, grounding it. The nick was visible only when the casing pressure was exerted against it. One remedy was to get rid of the lower casing section. In some instances, this may introduce hum due to less shielding. If this is so, drill case and put in grommets.

## Try This on Your Radio Friends

Here is a rather tricky little Ohm's Law problem. What is the total resistance between points A and B? (See Fig. 1.)

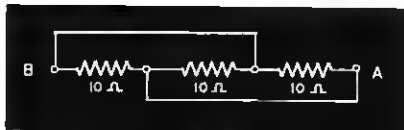


Fig. 1

### Answer

The answer to circuit above is  $3 \frac{1}{3}$  ohms. Here's how, in case you slipped up. Diagram may be drawn as in Fig. 2. Calling B minus,

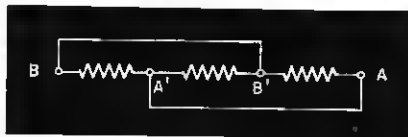


Fig. 2

and A plus, 3 resistance paths are available for the current flow. One is from B to B' to A. The resistance

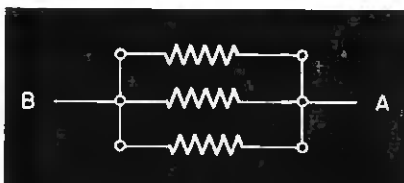


Fig. 3

of this circuit is 10 ohms. Another is from B to A' to A. Resistance here is also 10 ohms. The third path is from B to B' to A' to A. Current will flow from B' to A' because A' is at the same potential as A—or positive toward B'. A simplified circuit diagram is given in Fig. 3. The sum of the three resistances in parallel equals  $3 \frac{1}{3}$ .

## Microphone Substitution Test

A quick way to check a suspicious crystal microphone is to substitute a crystal pickup for it. Disconnect the mike, hook up the pickup into the amplifier input, and rub the reproducing needle with your finger. With the volume control at maximum, a loud response from the speaker will indicate that the amplifier is working o.k., and that the mike is probably defective.

## Speaker Rattle on Emerson FT-2-383

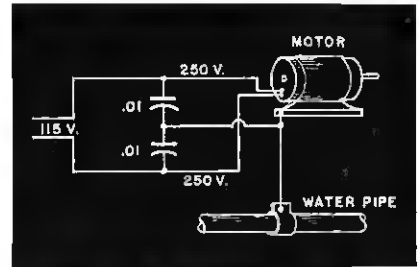
On this set's speaker, the spider is connected to a metal rim, from which it tends to break loose. Noisy reception results when this occurs. Glue spider back with care, making sure to keep radio cement from dropping into the voice coil.

## Eliminating Interference

Electrical noise originating in furnace damper controls and similar systems may be due to a control motor or to the various relay contacts. Motor noise is generally a continuous, steady volume roar while contact noise is more in the form of clicks.

Noise is not difficult to eliminate on small motors. This interference elimination must be done, however, at the motor rather than through the attempts of using any sort of filter at the radio set. Good line filters used at the set are often helpful if the set and the antenna lead-in are well shielded. In many cases, however, the noise field around the line is severe enough to radiate into the set and make the filter useless. A suitable filter at the noise source is always more effective.

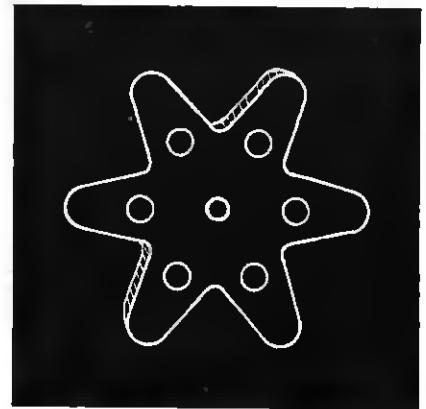
The frame of a small commutator type motor should be well grounded by a heavy conductor to the nearest cold water pipe. Two small paper insulated capacitors of approximately 0.01 mfd 400 volts should be connected, one from either wire, to the motor frame. A number of standard filter units for this type of motor are made by capacitor manufacturers.



Interference from a relay can usually be eliminated by a series combination of a resistor and capacitor across the contacts. The capacitor can be about 0.1 mfd and the resistor adjusted until noise is minimum.

## Tuning Wheel Trouble on GE GD-62

The tuning wheel on this set is made of white metal. This white metal has a tendency to expand. The expansion of the metal makes the push button holes in it smaller, causing them to bind the buttons. When push buttons remain in, and



wheel refuses to turn, remove the wheel, and file the inside of the holes with a round file, until buttons move in and out freely, and wheel revolves. See accompanying diagram.

## Speaker Repair on Philco Transitone

Cone rattle frequently develops on this Philco magnetic speaker. Some repairmen take a quick look, and apply glue to the area where the cone meets the wooden center piece. This is incorrect, and rattle will remain. The correct procedure is to turn the set on its side, press the cone below the center piece, so that the sides of the center piece are exposed to the glue, and pour a liberal quantity of radio cement into the area. Move the cone up and down several times to allow the glue to soak in. The cone should be allowed to dry overnight before the set is tested.

(Continued on page 86)





## Majestic Radio & Television Corporation

announces the formation of

# *Majestic* RECORDS INC.

**A statement from Eugene A. Tracey**

*President of Majestic Radio & Television Corporation*

THE FORMATION of Majestic Records, Inc. marks a long step forward by Majestic to a dominant position in the radio, phonograph, and record field.

Operating as a wholly owned subsidiary of Majestic Radio & Television Corporation, Majestic Records, Inc. will record, manufacture, and market a complete line of phonograph recordings under the name of "Majestic Records." Initial recordings will be in the "popular" field but the line will be extended rapidly to include all types of music.

President of Majestic Records, Inc. will be James J. Walker.

Formation of this new recording company is an espe-

cially important move for Majestic distributors and dealers. It gives them a Majestic product to sell now, before peacetime radios and radio-phonographs can be made—a product which will have an immediate sales advantage in the public's acceptance of the name "Majestic."

The advertising and promotion that will be put behind Majestic Records—along with the popularity they will win through their timeliness and quality—will build even greater public acceptance for the Majestic name. Thus will Majestic Records build for the day to which we are all looking forward—the day when new radios and radio-phonographs will appear, bearing the *Majestic* name-plate.



**JAMES J. WALKER**

*President of Majestic Records, Inc.*

A well known public figure, Mr. Walker is president of the National Association of Performing Artists, and has long been a member of the American Society of Composers, Authors and Publishers. He organized the Motion Picture Theatre Owners Association and has acted as counsel for the New York Theatre Owners Chamber of Commerce. In many years of association with the entertainment world, Mr. Walker has won the friendship of publishers, composers, performers, writers, producers, and agents.



**Majestic Radio & Television Corporation**

**Majestic Records, Inc.**

**Chicago 32, Illinois**

**29 West 57th Street, New York City 19**

## Service Notes

(Continued from page 84)

### Wirewound Control Repair

An open 10,000 ohm wirewound volume control posed a problem for one radioman. A replacement could not be secured. Plenty of 10,000 ohm volume controls were available, but they were not wirewound, and would not have been able to withstand the heat dissipation. This dissipation was considerable, as the control was connected in a screen grid to ground circuit. 3,000 ohm wirewound volume controls were available but would not do, as they did not have sufficient resistance, and brought the screen voltage down too far.

The old control had to be repaired. Since it was not possible to find the break, the approximate boundaries of the opening were located by continuity tests. Then a metal tab was inserted between the circular winding and the case, so that it fitted perfectly. Some turns were shorted out as a result, but good contact was established, and the control worked perfectly.

### Button Adjustment on Emerson BB 208

To tune the pushbuttons correctly on this set, loosen shafts by turning counterclockwise. Turn to station desired on button No. 1, making sure that the station is tuned in sharply. Tighten shaft of button No. 1 by turning with fingers clockwise. Use similar procedure on remaining buttons.

### Distorting 117P7

A 117P7 that goes into a distortion after playing for a while, may often be reclaimed by adding a 50,000 ohm resistance in parallel with the grid resistance. The volume may be slightly decreased, but the distortion disappears.

### Inoperative 12SK7

Glass and metal tubes are often, but not always, interchangeable. On one set, a metal 12SK7 that was defective was replaced by a new glass tube. The set lit up, but remained inoperative. Sensitivity and noise level were high, resembling conditions when the band switch is on short-wave with no reception coming through. Substitution of a metal 12SK7 brought set back to operation.

If the shield prong of the 12SK7 socket had been grounded, a glass tube would have worked as well as a metal one.

### Philco 54

This AC-DC set has a safety switch at the rear of the set, which automatically opens when the back is taken off. To test the set, this switch must be closed. A quick way to close it is to wrap the line cord tightly around it several times, leaving enough of it free to plug into the power supply.

### Removing Tight Grid-Cap

Grid-clips sometimes become tightly wedged around the external grid cap of a tube, because of age and corrosion or other reasons. The grid cap may come off the tube if care is not used in prying. A good method to use is to exert pressure on the cap *downward*, with a screwdriver, while prying the clip upward with a second screwdriver.

### Notes on Motorola Police Receiver

The audio frequency response of the Motorola model P69-18 radio receiver can be made more "brilliant" with improved intelligibility through the loud speaker, by making a few

simple changes in the set. **FIRST**, eliminate capacitor C-20. **SECOND**, replace the .01 mfd capacitor at C-19 with a mica of .001 mfd.

The P69-18 receiver has rather a low tone and this change increases the response to higher audio frequencies. The absorption of high audio frequencies by the upholstery in the car, may make this change desirable.

## New Books

"Electrical Test Instruments," a bulletin released by Industrial Instruments, Inc., describes a wide variety of bridge-type meters and conductivity apparatus. Copy on request. Industrial Instruments, Inc., 17 Pollock Ave., Jersey City, N. J.

The new 32-page catalog, No. 14, of the Howard B. Jones Co. of Chicago, illustrates and describes their complete line of multi-contact plugs and sockets, terminal strips, fuse mounts, etc. For free copy, write to Howard B. Jones Co., 2460 W. George St., Chicago 18, Ill.

The latest catalog of General Electronics Inc., is available to users of electron tubes. It describes transmitting triodes, mercury vapor and high vacuum rectifiers, power amplifiers, voltage regulators, etc. Address General Electronics, Inc., 1819 Broadway, New York 23, N. Y.

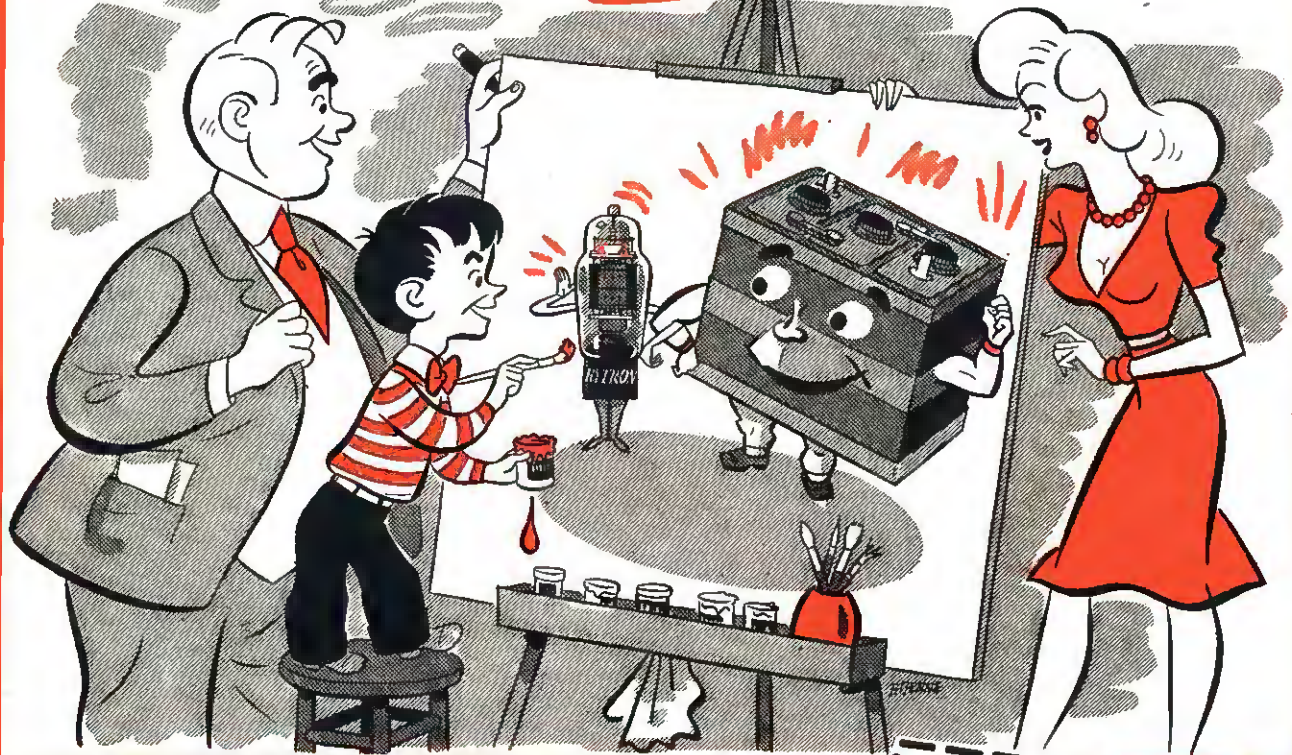
## Service Department Layout Speeds Repairs



H. W. Attebery, manager of Hank's Radio Service, 723A Seventh St., Greeley, Colo., cut servicing time by one-third using this arrangement. A movable work bench, and parts within easy reach facilitate this technician's work.



# Again it's **HYTRON-Easy** on the Battery!



In mobile operation, the battery is the kingpin. Two-way police radio takes it out of the battery twenty-four hours a day. Conservation of battery power during stand-by periods is mandatory.

Instant-heating Hytron tubes with thoriated tungsten filaments came to the rescue of police radio. Only when on duty, does police radio equipment draw power when Hytron tubes are used. Filament and plate power go on together.

And that's not all. The Hytron HY31Z, HY65, HY69, HY1231Z, and HY1269 are rugged. HY65 performance in two-way motorcycle police radio has proved this. Including 12-volt filament tubes for marine applications, Hytron's instant-heating line is versatile. Concentration is on the R. F. beam tetrode — work horse of transmitting tubes — but also included is the HY31Z twin triode for Class B. One type can power a whole transmitter — R. F. and A. F. — thus simplifying the spares problem (e.g., Kaar Engineering transmitters built around the HY69).

Wartime uses are bringing additions to the Hytron instant-heating line. Watch for future announcements.

## HYTRON HYLIGHTS



HY69  
HY1269



HY65



HY31Z  
HY1231Z

HY65 Instant-heating r.f. beam tetrode; 6 v. fil.; 15 w. plate dis.; 450 v. plate; 75 ma. plate.

HY31Z and HY1231Z Instant-heating r.f. twin triodes; 6 or 12 v. fil.; 30 w. plate dis. (2 sections); 500 v. plate, 150 ma. plate (2 sections).

HY69 and HY1269 Instant-heating r.f. beam tetrodes; 6 or 12 v. fil.; 30 w. plate dis.; 600 v. plate; 100 ma. plate.

All these tubes may be used as modulators, oscillators, amplifiers, or frequency multipliers.

**FORMERLY  
HYTRON  
CORPORATION**



OLDEST EXCLUSIVE MANUFACTURER OF RADIO RECEIVING TUBES

# HYTRON

RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASSACHUSETTS  
PLANTS: SALEM, NEWBURYPORT, BEVERLY & LAWRENCE





ANOTHER  
**Jensen**  
 SPEAKER WITH  
**ALNICO 5**

• The reproducer unit in this loud speaker was especially developed by JENSEN for use in the intercom systems in navy vessels. It reproduces speech clearly and sharply through high levels of noise. Ruggedly built, it withstands extreme shock and vibration, and is weatherproof against severe weather exposure conditions, dust and smoke . . . Like all JENSEN military models, this speaker is built around the most powerful permanent magnet mate-

rial ever developed, *ALNICO 5*, as all JENSEN PM Speakers will be when conditions permit.

Now being introduced for the intercom systems on trains, and specifically designed for that purpose, this particular model has many possibilities for use wherever a heavy, rugged speaker with clear, sharp speech reproduction is needed. Write for complete engineering data on this speaker. Samples can be furnished on proper priority.



**Jensen**  
 SPEAKERS WITH

**ALNICO 5**

*Specialists in Design and Manufacture of Acoustic Equipment*

JENSEN RADIO MANUFACTURING COMPANY, 8501 SOUTH LARAMIE AVENUE, CHICAGO 38, ILLINOIS



## Citizens of the cosmos . . .



A correspondent quotes one wide-traveled GI: "I used to think I lived in the swellest town on earth. But after the places I've seen . . . honest to God, I think Jersey City is just a dump!"



The War makes millions of young Americans cosmopolitan . . . at home on Main Streets other than their own . . . familiar with desert, jungle, Arctic, tropic islands, distance and danger . . . friendly with alien

peoples and aware of all the worlds outside their own. Returned, they will resume old lives . . . but always in their minds look back, and in their hearts remain adventurers! . . . And sooner or later, find TRUE!



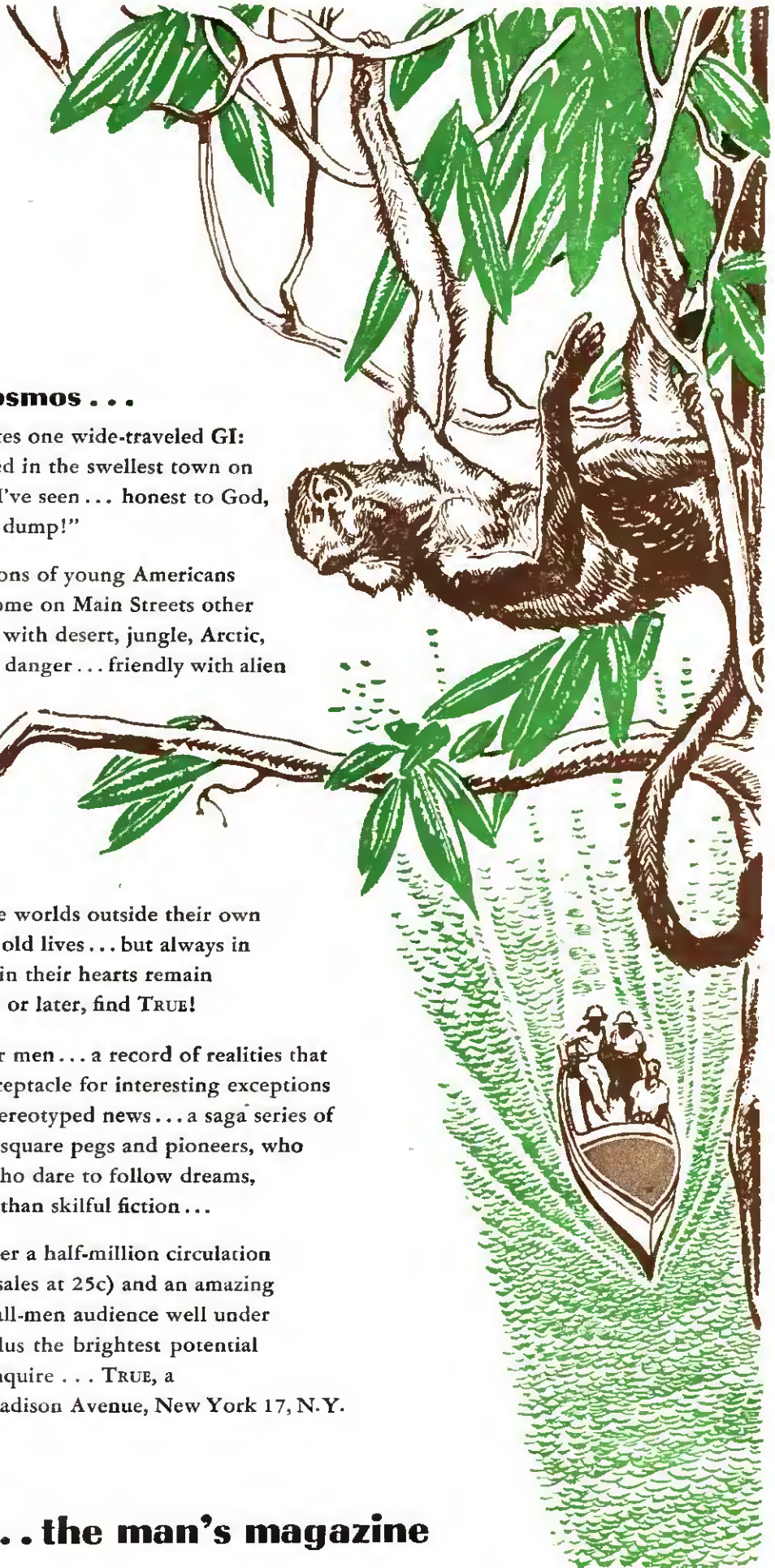
TRUE is a magazine for men . . . a record of realities that eclipse romance . . . receptacle for interesting exceptions that escape the stream of stereotyped news . . . a saga series of sages, seers and screwballs, square pegs and pioneers, who break from beaten paths, who dare to follow dreams, make fact more fascinating than skilful fiction . . .



TRUE now has well over a half-million circulation monthly (single copy sales at 25c) and an amazing reader loyalty . . . offers an all-men audience well under current periodical cost — plus the brightest potential in postwar publishing . . . Inquire . . . TRUE, a Fawcett Publication, 295 Madison Avenue, New York 17, N.Y.

# true

## . . . the man's magazine



# MARKET in the MILLIONS

FOR G-E ELECTRONIC TUBES AFTER V-DAY



## To you as a dealer this big market spells PROFITS!

Few products have as many friends as G-E Mazda lamps. Countless millions of these familiar bulbs have been sold. When again available, *millions of new General Electric electronic tubes will be sold by radio dealers and service men—and for the same reasons: quality, dependability and long life.*

To 38,000,000 readers, to 28,000,000 radio listeners, G-E tubes are being advertised regularly. The impetus of this wide publicity, added to the favor long enjoyed by G-E Mazda lamps and other G-E home products, assure a market of impressive proportions for G-E electronic tubes. So plan now for the larger income

that awaits you! Write for the name of your nearest G-E tube distributor to *Electronics Department, General Electric, Schenectady 5, New York.*

*Hear the G-E radio programs: "The World Today" news, Monday through Friday, 6:45 p. m., EWT, CBS. "The G-E All-Girl Orchestra," Sunday 10 p. m., EWT, NBC. "The G-E House Party," Monday through Friday, 4 p. m., EWT, CBS.*

**GENERAL  ELECTRIC**

176-D2-8880



# PROTECTION

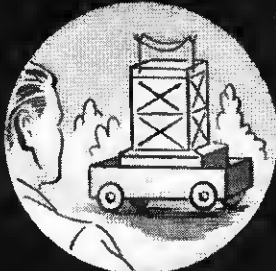
ALL THE WAY **UP**  
AND **DOWN** WITH

# THORDARSON

HERMETICALLY SEALED  
UNITS



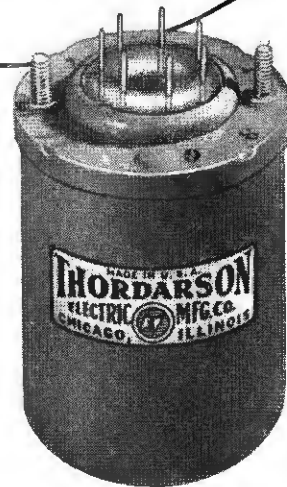
DIRECTION FINDING



RADIO-RADAR



SONIC RANGE FINDER



Thordarson pioneered with multi-terminal glass headers, thus insuring dependable service under all manner of conditions...in the tropics...high in the air...beneath the sea...complete protection "from top to bottom"! Your post-war transformers for communications and all types of electronic and industrial services will be available with Thordarson's hermetic seal.



## THORDARSON

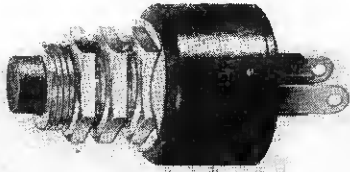
TRANSFORMER DIVISION  
THORDARSON ELECTRIC MFG. CO.  
500 WEST HURON STREET, CHICAGO, ILL.

*Transformer Specialists Since 1895*  
ORIGINATORS OF TRU-FIDELITY AMPLIFIERS  
**50th ANNIVERSARY**

# NEW PRODUCTS

## Grayhill SNAPIT SWITCH

A small momentary push-button, snap-action switch has been announced by Grayhill. Fast make and break make the switch practical for use on DC current. Current rating



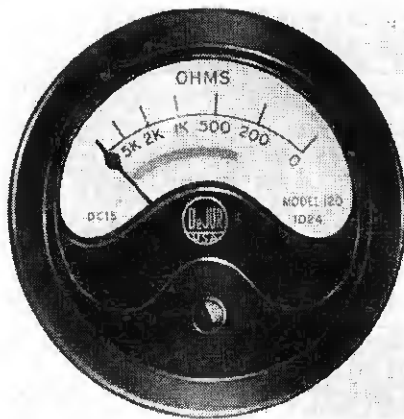
is 10 amperes at 115 volts AC, and 2 amperes at 115 volt DC. Clicking is heard when switch operates. Dimensions are  $\frac{7}{8}$ " in diameter by  $1\frac{7}{8}$ " high. Grayhill, 1 North Pulaski Road, Chicago 24, Ill.—RTR

## Walker-Jimieson PORTABLE AMPLIFIER

A 30-watt amplifier, which operates on 110 volt, 60 cycle AC, has two mike inputs and one phono input. Output impedances of 4, 6, 8, and 500 ohms may be selected at will. Frequency response is 50-10,000 cycles. The record gain is 69 db., and the mike gain 116 db. Housing is a gray wrinkle finished steel cabinet, whose size is  $17" \times 10\frac{1}{2}" \times 19\frac{1}{2}"$ . Walker-Jimieson, 311 South Western Ave., Chicago, Ill.—RTR

## DeJur-Amsco METER

A hermetically sealed, ring-mounted miniature  $1\frac{1}{2}"$  meter, Model 120, can be immersed in water at a depth of 30 feet, for as many as seven days, without harm to its mechanism. It is therefore ideally suited to equipment

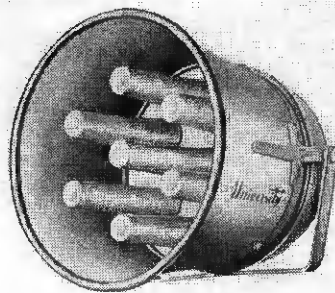


which must sustain immersion. Ring-mounting assures easy installation, and eliminates the need for mounting holes or screws. Model 120 is available in a wide variety of ranges, including highly sensitive microammeter or

microvoltmeter specifications. DeJur-Amsco Corp., Northern Blvd. & 45th St., Long Island City, N. Y.—RTR

## University Labs SPEAKER

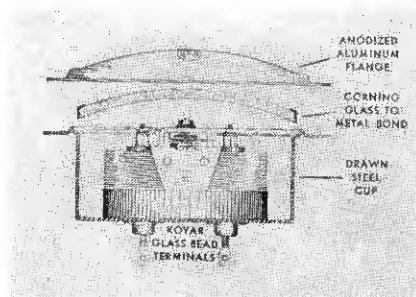
Super-power multi-reflex speaker specifically designed for extreme long range sound projection over wooded or built up areas, rough terrain or water. The AA-7 has a super-power audio capacity of 200 watts and is designed with 250 cycle low frequency cutoff for crisp clarity in voice projection. Projector is reflexed



for compactibility and mounts a battery of 7 Model PAH hermetically sealed, shock and blast proof driver units. Projector may be subjected to continuous severe atmospheric exposure. University Laboratories, 225 Varick St., New York, N. Y.—RTR

## Marion METER

Marion Hermetically Sealed Meters put mechanism into a protective cup-like frame, and seal glass cover to the metal rim. Positive hermetic sealing has been effected since there are no rubber gaskets or cement seals. Win-



dow is double thickness tempered glass, processed for solder sealing. Completely dehydrated, the instruments are filled with dry air at sea level pressure. Built to A.W.S. standards the meters are available in all DC ranges. Type HM 2 is directly interchangeable with A.W.S. type MR 24 and 25. Type HM 3 is directly interchangeable with A.W.S. type MR 34 and 35. Marion Electrical Instrument Co., Manchester, N. H.

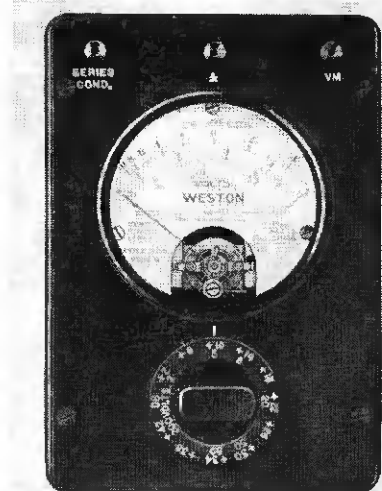
## G-C INSTRUMENT KNOB

A new type knob for communication equipment is constructed of smooth finished molded bakelite with pointer arrow on front. Complete with  $\frac{1}{4}"$  brass insert and set screw.

$1\frac{3}{4}"$  O.D.  $\times$   $\frac{7}{8}"$  over-all height. General Cement Mfg. Co., Rockford, Ill.—RTR

## Weston METER

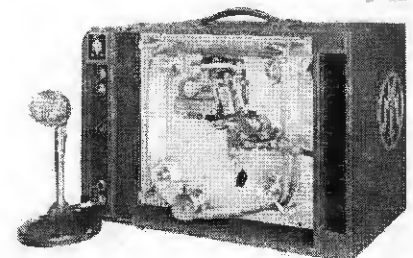
Model 695, Type 11, is a rectifier type voltmeter providing readings in decibels as well as in volts. Medium speed, moderately damped movement, has a constant impedance of 20,000



ohms. When connected across any sound line, ranges can be shifted continually without varying line impedance. Eleven db ranges are provided from  $-4$  to  $+36$  db at zero on the db scale. Seven AC ranges from 2 to 200 volts are also available. Instrument is calibrated for 500 ohm lines with a zero level of 6 milliwatts or 1.732 volts. Approximately  $5\frac{1}{2}" \times 3\frac{3}{4}" \times 3\frac{1}{8}"$ . Weston Electrical Instrument Corp., 617 Frelinghuysen Ave., Newark, N. J.—RTR

## Fonda REFERENCE RECORDER

Production started on reference recorder, Model AV-2. Records on inexpensive cellophane tape up to eight hours continuously without supervision. Reduced size and improved indexing control. Fonda's postwar line will include a home recorder and a rack model for radio broadcast station use. They



are also engaged in the designing and engineering of other models, which will be available after removal of government restrictions on the manufacture of civilian goods. Fonda Corp., 245 East 23rd St., New York, N. Y.—RTR



# Clarion RADIO



Let the demand veer where it will, CLARION RADIO will cover every point on the consumer compass. Whether it's a deluxe radio-phonograph combination to grace the finest living room . . . a smart portable for the bedroom or den . . . or a sparkling midget for the kitchen or bath . . . CLARION RADIO will offer a wide choice of beautiful AM and FM models. Yes, and television too when people are ready to buy it.

In CLARION RADIO your customers will recognize a familiar old name that has earned

a reputation over the years for quality and superb performance.

The CLARION RADIO merchandising plan is aimed at volume sales and quick turnover. If you are interested in the great middle market where price and quality must meet, it will be to your interest to investigate the CLARION RADIO dealer franchise. Write for the name of your distributor.

**WARWICK MANUFACTURING CORPORATION**  
4640 West Harrison Street • Chicago 44, Illinois

**PROVED QUALITY FOR 23 YEARS**



Proprietor M. P. Chambers and a customer in the store's self-service disc department.

**Sales of Discs and Variety Merchandise Featured by Illinois Dealership**

## War-Time Lines

• The Chambers Appliance Co., M. P. Chambers, owner, 155 York St., Elmhurst, Ill., attributes its consistently profitable business to record merchandising. Installed in 1941 as a minor department with doubt on the part of the proprietor as to its chances of producing a profit, the record department has grown by leaps and bounds to the point where it is at present the chief source of revenue.

Washing machines, radios, ironers, refrigerators and similar electrical household goods, all bearing nationally-known names, were sold by the car-load every month before the war.

Manager Chambers has already lined up the store with franchise rights of nationally known makes of electrical merchandise which will be housed at the new quarters. The record department at the future store will definitely occupy a prominent and permanent position and will be made as attractive as possible.

### Alternate Sales Items

Since 1942, when curtailment of appliance manufacture went into effect, a drastic policy change took place with this company. To fill in empty floor space and counters, sundry lines were added, principally those customarily associated with hardware stores. These lines included gas and oil burning hot water heaters, water softeners, paint products and electrical goods, such as indirect and standard floor lamps, supplies, etc. An assortment of miscellaneous toys was stocked also.

Throughout the shortage of merchandise the record department has

been maintained and has steadily increased in size. Recent inventory showed the store carried a stock amounting to \$5,000 in both popular and classical recordings.

"All along we have had good luck with the record trade," said Chambers. "Stocking of discs was one of the best things we could have done to fit the times. If it weren't for the platters I'm sure the store wouldn't be enjoying the fine financial position which has been made possible by the sales of records."

### Self-Service Featured

A record customer has no difficulty in locating a recording by his favorite artist here, where self-service is stressed. Discs are filed in the same manner which a librarian uses in filing books. Here, records are filed under the names of the artist who made the recording. Popular numbers made by Bing Crosby, Harry James, Frank Sinatra and similar big names in the entertainment world are individually classified. Such classification makes it easy for every record customer to find the record he wants.

One more feature of the self-selection arrangement of the department is that transaction time between customer and salesperson is considerably cut down.

A counter record play-back machine adds to the efficiency of the department. Customers are permitted, should they desire, to operate the unit.

To further increase record sales the manager circularizes a mailing list to approximately 100 established and

consistent purchasers of platter music. The list could easily be enlarged, but the object is to confine itself to this number and thereby keep in touch with only the "cream of the crop" of record buyers. Advertisements of records are carried in the local newspaper.

Elmhurst has a population of 16,000 and the Chambers Shop is located ideally in the downtown section opposite the York Theater. It is easy for a movie-goer after hearing a popular number in the theater to step across the street to Chambers and purchase a recording of that particular number.

Present location of the store is a favorable one. Formerly the Chambers Company had a large place several doors distant, but was unable to secure a lease renewal. Much of the display equipment used in the larger store had to be sold or stored away.

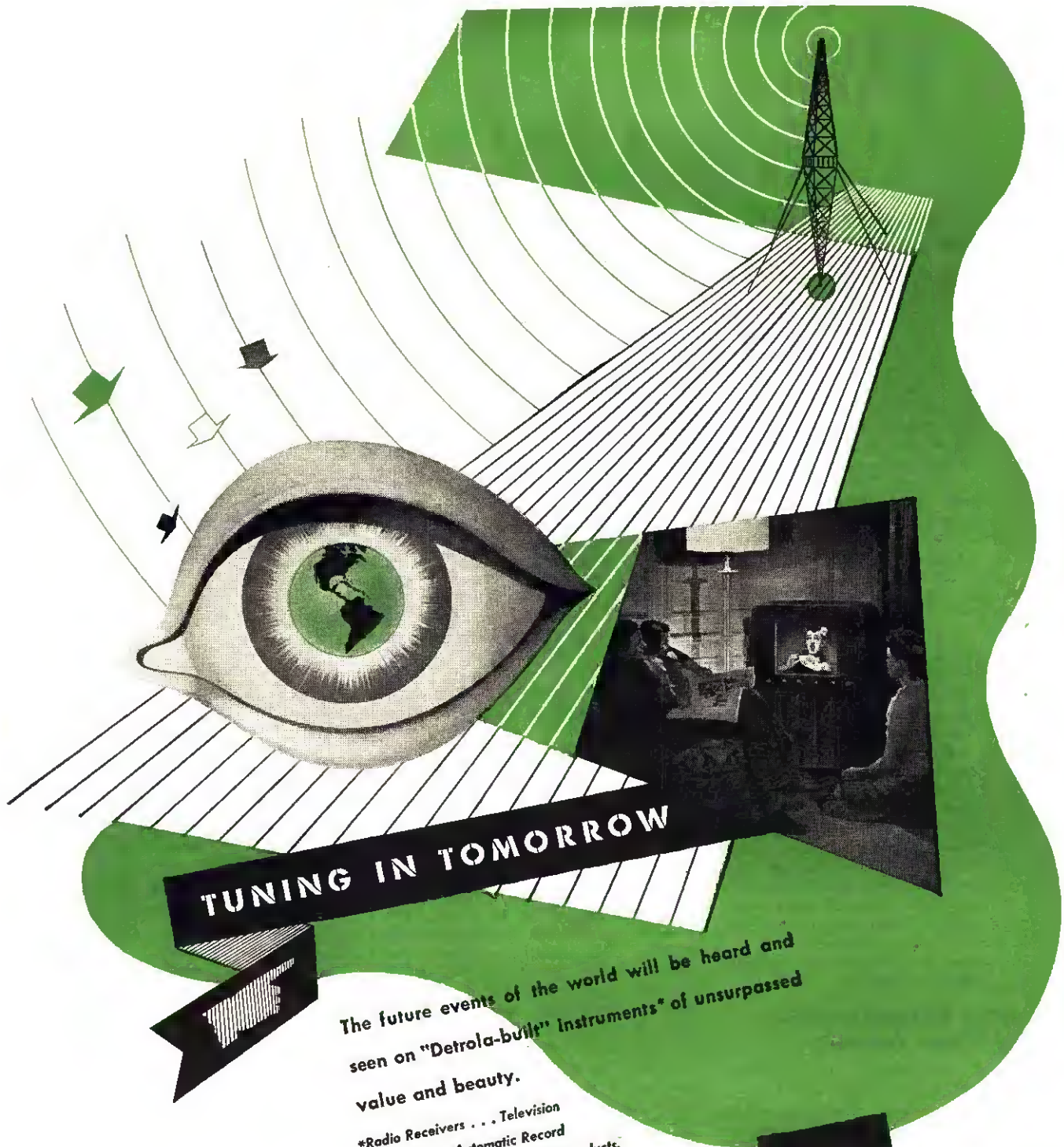
### Postwar Plans

Plans are in the making for occupancy of a modern nearby store.

Because of its present confined quarters the store utilizes additional window display space in an old building in the vicinity. Chambers pays \$10 per month for use of the display space and believes the publicity gained is worth the small outlay. A sign directs the passerby to the Chambers store.

To maintain good-will, the Chambers store sells available radio tubes across the counter. Chambers also provides tube testing service for his customers.





**TUNING IN TOMORROW**

The future events of the world will be heard and seen on "Detrola-built" instruments\* of unsurpassed value and beauty.

\*Radio Receivers . . . Television Receivers . . . Automatic Record Changers, and other electronic products.

KEEP AN  ON  **Detrola radio**

division of  
**INTERNATIONAL DETROLA CORPORATION**  
Detroit 9, Michigan



More WACS needed  
for hospital technicians

# TELEVISION MERCHANDISING\*

## Larger Picture Shown in New Tele Receiver

An advanced development model television receiver reproducing pictures that are brighter, clearer, and five times larger than were obtainable on pre-war sets was demonstrated recently by the RCA Victor division of the Radio Corp. of America, with the cooperation of the National Broadcasting Co. (See photo.)

A special program of live talent and films presented for the demonstration by NBC was viewed on the receiver, which features a new type of screen,  $21 \frac{1}{3} \times 16$  inches, made of surface-treated plastic. Technical details of the set were explained by Dr. C. B. Jolliffe, vice-president in charge of RCA laboratories. John F. Royal, NBC vice-president in charge of television, discussed programming.

### Large Screen

According to Frank M. Folsom, vice-president in charge of the RCA Victor division, television receivers of the type shown will not go into production until wartime restrictions on manpower and materials are removed. He said that the company expects to make large-screen sets available within about one year after civilian production is resumed.

Console models, containing projection-type television, FM and standard broadcast facilities, Mr. Folsom added, will cost approximately \$395. RCA Victor will also have several equipped with direct viewing picture tubes, and at least one table model priced at about \$150.

The tube in set shown in photo at right is but 5 inches in diameter.

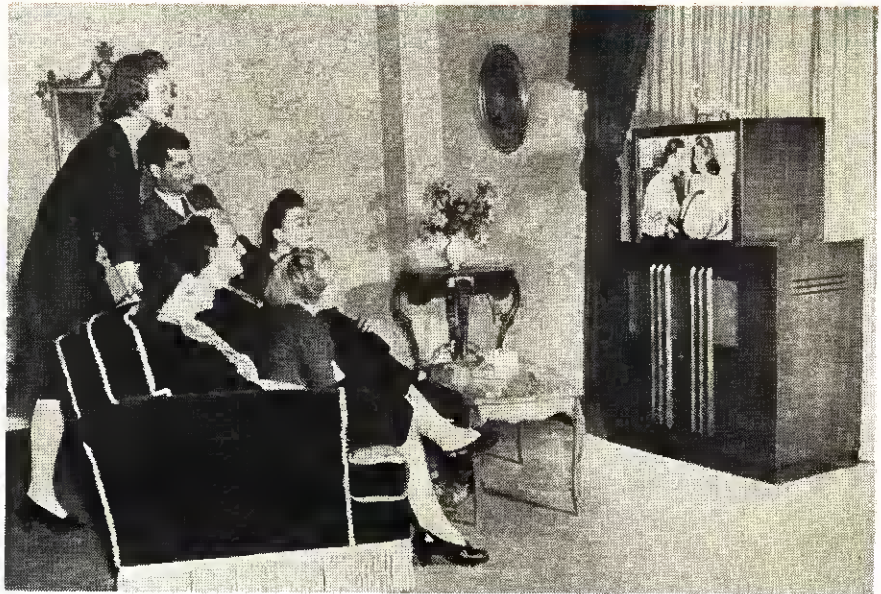
## Crosley Executive Sees Good Video Outlook

Interesting possibilities for the future development and expansion of television into many new fields were outlined by Lewis M. Clement, vice-president in charge of research and engineering, The Crosley Corp., Cincinnati, Ohio, at a recent meeting.

"The future of television is bright and video stations will be installed in many cities within the next several years," he said. "Time will be required to develop, build and install the equipment. Many surveys have been made which indicate without doubt the great interest in television by the public."

Clement also said with present knowledge, it is possible to make better transmitting and receiving equipment which will provide brighter and larger pictures having more contrast.

\*Trade-Mark being applied for by Caldwell-Clements, Inc.



The advance development model of the new RCA projection type home television receiver is equipped with a translucent viewing screen measuring  $21 \frac{1}{3}$  by 16 inches. (See page 116 for diagram.) Set similar to one shown above will sell for about \$395.

## Philco to Manufacture Tele Sets After "V" Day

Philco plans to produce television receiving sets for the general public within a few months after the end of the war, according to John Ballantyne, president of the firm. "We believe that television has now progressed to the point where it is ready to proceed commercially and provide a satisfactory service for the general public," Mr. Ballantyne stated.

"Philco feels sure that the channels allocated by the FCC will permit several hundred stations to go on the air in the next few years and give a large part of the public regular video service. Many sections of the country will have the benefit of programs from several stations. The Commission's action can therefore be the basis of a large postwar industry and provide employment and job opportunities for a great many people," declared the Philco official.

### Network Expansion

James H. Carmine, vice-president in charge of merchandising, Philco Corp., also expressed an opinion on the future video market. He declared:

"Television broadcasting facilities today are within easy reach of 25,000,000 people, provided receivers were available. If, as we expect, at least 42 more television stations are added in key cities in the immediate postwar period to the nine now in operation, the coverage would expand to about 70,000,000, or more than half the population of the United States."

On this basis, and further expansion of the networks, Philco officials are convinced that within a few years after the end of the war, the television business will be far greater in dollar volume than radio ever was.

## Radio-Teleset Demands To Keep Industry Busy

A postwar market for 60,000,000 home radio receivers—enough to keep the industry at peak production for six years—is anticipated by the Westinghouse Electric & Mfg. Co.

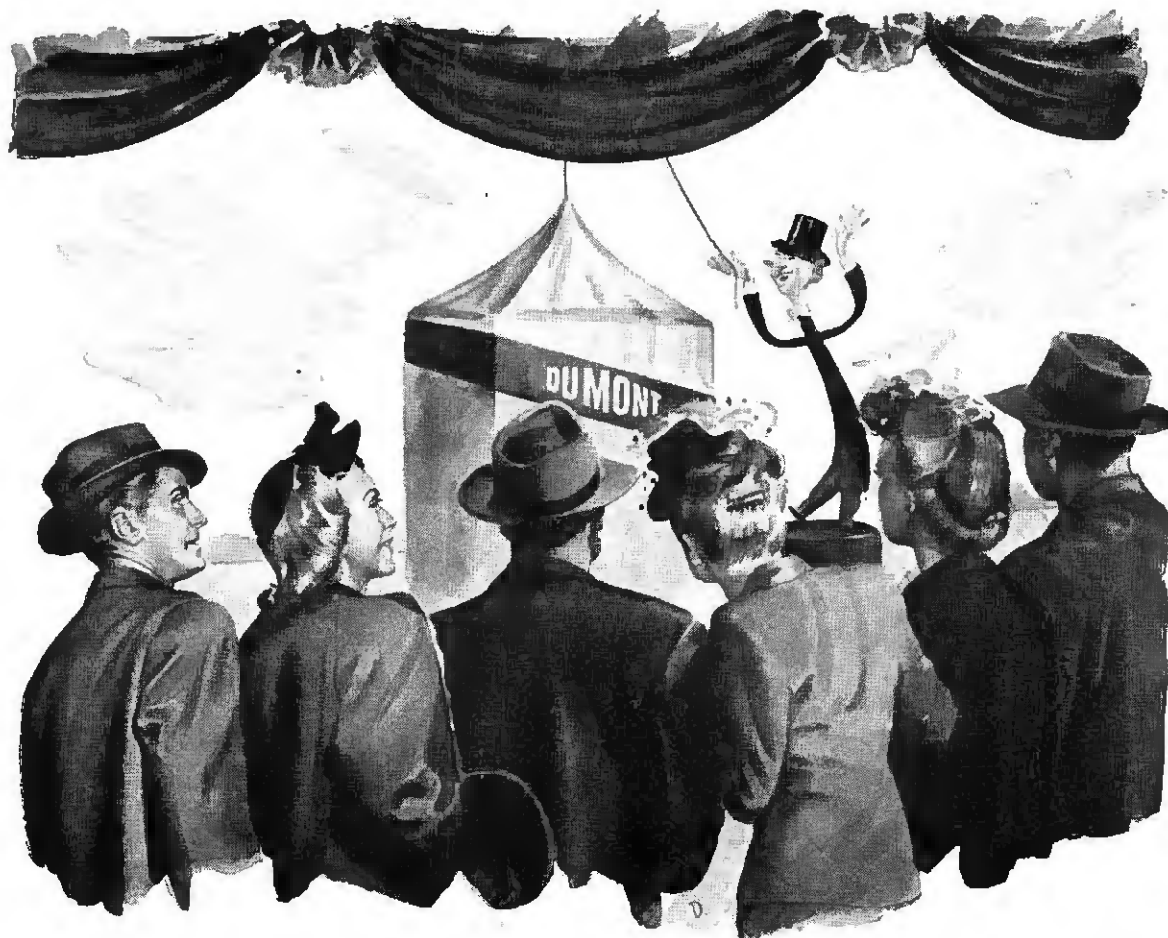
Reporting on a survey which influenced the company in its recent decision to re-enter the home radio field as soon as conditions permit, the firm lists five factors which are expected to affect the postwar market: (1) frequency modulation; (2) the demand for radio-phonographs; (3) returning service men; (4) extra sets in the home; (5) the growth of television.

## Du Mont Issues Pamphlet

Fifteen thousand copies of "Time, Tubes and Television," a 48-page booklet including four-color illustrations, have been distributed by Allen B. DuMont Laboratories, Inc. This literature includes sketches tracing the development of communications from primeval times to 1945. It presents highlights in the development of the cathode-ray tube, applications of the oscillograph, etc.

Copies of the booklet may be secured from the company's advertising department, 2 Main Ave., Passaic, N. J.





## DUMONT — FOR YOUR POSTWAR TELEVISION DEBUT

- Think about your future in Television.
- There is one thing certain. The television line that you sell must be so certainly right that it will assure your growth—your profits—your future. You won't be willing to gamble any part of your future by selling anything but the very best television line.

Look into the subject—see who will produce the finest Television-Radio Receivers.

Engineers—experts in electronics—are looking to DuMont. First, because Allen B. DuMont's pioneering made commercial television practical by developing the Cathode-ray tube—the heart of the television

receiver. Second, because for 14 years DuMont has concentrated on precision electronics... perfecting clear, contrasting pictures, simplifying tuning, building sturdy, honest, high-precision equipment. These facts assure that DuMont Television-Radio Receivers will give performance above and beyond comparison. Assure your future with DuMont.

Perhaps you would like to see reprints of these advertisements. Write or telephone—Consumer Products Division, Allen B. DuMont Laboratories, Inc., 515 Madison Avenue, New York 22, N. Y.

Copyright 1945, Allen B. DuMont Laboratories, Inc.



ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.  
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

For use in any department and all laboratories where instruments are employed and their performance must be carefully checked

**MARION** Multi-Range

**METERTESTER**

With self-contained power supply and control equipment for operation on 110 volts, AC, 60 cycles . . . for production testing, and calibration of DC instruments



No additional accessories are required. Merely connect the two clips to the instrument under test, and proceed to analyze its accuracy and general performance.

**INCLUDES...**

- Regulated Power Supply
- Stepless Vacuum Tube Voltage Control
- Large 8½" Mirror Scale Standard Instrument, Hand Calibrated
- Decade of .1% Accurate Manganin Wire Wound Resistors

After having been successfully used for four years in our own plant, the **Marion MeterTester** is now ready for marketing. It is designed with many operational features which will definitely improve the production rates of any meter inspection department. Moreover, its accuracy is such that it may be used for checking purposes in any department and all laboratories employing instruments. It may also be used as a source of DC current and voltage.

The **MeterTester** is provided with a simple, but effective, Vacuum Tube Voltage Control using a type 6N7 as a grid controlled variable resistor for complete and smooth control of the power to the standard from 0-110 volts, DC. This obviates the use of cumbersome rheostats which oftentimes are unsatisfactory for the wide range of current and voltage covered by the **MeterTester**.

Range of this unit is 25 microamperes full scale to 10 milliamperes full scale, with the first scale division reading ¼ microampere, and 0-100 volts full scale. Overall accuracy is better than ½ of 1%. Basic sensitivity of the Mirror Scale Standard Instrument is 10 milliamperes. The complete unit is housed in a hand-rubbed, solid oak carrying case.

**Additional Details Supplied Upon Request**

*Marion also manufactures a complete line of Electrical Indicating Instruments*

**Ideal Counter Display for Meter Jobbers**



**MARION ELECTRICAL INSTRUMENT CO.**  
MANCHESTER, NEW HAMPSHIRE

Distributed by **ELECTRICAL INSTRUMENT DISTRIBUTING CO.**  
458 BROADWAY • NEW YORK, N. Y.



We'll be  
**READY TO DELIVER**  
the moment  
restrictions are lifted!

# Phonola

**ACOUSTIC AND ELECTRONIC  
PHONOGRAPHS**



• There'll be no delays when we get the "go-ahead" on civilian production—we'll be ready to start delivering phonographs because we've *stayed on the job . . .* making special Phonolas and communication devices for the Armed Forces. And these things we've been building in wartime have added immeasurably to the knowledge we've gleaned during our 28 years of making fine phonographs.

• Famous since 1916, Phonolas will be even more famous when restrictions are lifted, for they will incorporate (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

EASTERN SALES OFFICE:  
17 E. 42nd Street, New York City, N.Y. 6-2079

MIDWESTERN SALES OFFICE:  
224 So. Michigan Ave., Chicago, ILL. 1880

RADIO & Television RETAILING • April, 1945

# Distributor Doings

## Arthur Alter in France



Major Arthur S. Alter, vice-president Harry Alter Co., Chicago, in charge of major appliance division, shown "somewhere in France."

## May Explains How He Will Distribute Tubes

D. W. May, president of the D. W. May Corp., New York distributors, with headquarters at 1 E. 42nd St., has sent a letter to his retailer customers explaining how he will distribute Ken-Rad tubes to them.

Explaining that the firm expected to receive its first shipment of tubes soon, Mr. May sent return postcards to all those on his mailing list, and will sort the cards returned according to alphabetical order, and will ship the tubes in accordance with the alphabet, starting with the A's. Each shipment will consist of assortments of 40 tubes. Mr. May explains that the majority of these tubes will be "scarce" types.

## Camden Jobbers Move to New Store



Radio Electric Service Co., 513-15 Cooper St., Camden, N. J., parts distributors for radios and appliances, are now settled in their new location. The service department is closed for the present—with all available tubes going to retail dealers only.

"Due to the fact that we are limiting each shipment to 40 tubes," the letter states, "we are not going to penalize you by giving you the OPA wholesale ceiling price on this quantity, but will invoice these tubes to you at the OPA ceiling price in the bracket for 50 to 100 tubes, less 2 per cent cash discount."

## Jobber Activities in Baltimore Area

Baltimore, Md., distributors have been adding new lines of radios and appliances, and are generally active in getting ready for postwar business.

Baltimore Gas Light Co., for more than a decade jobber for Zenith radios and hearing aids, has dropped this line and will wholesale Admiral radios and appliances. The firm will continue to sell Horton washers and ironers, and has taken on the distribution of Filter Queen vacuum cleaners.

David Kaufmann's Sons has been named jobber for the Coolerator line of ice and electric refrigerators. It continues distribution of Duo-Therm heaters and Domestic sewing machines.

Lincoln Sales Corp. will wholesale Farnsworth radio, Norge appliances, including refrigerators, washers, and irons, as well as the Trilmont line of electric heaters, made by the Trilmont Products Co. of Philadelphia.

F. A. Davis & Sons will distribute Bendix home radio in Baltimore and the surrounding territory. William Neilson, formerly Baltimore district supervisor for Frigidaire and General Motors products, has been named sales manager for the Bendix radio division of the Davis organization. The firm also plans to add electric appliances to its line.

The Legum Distributing Co., recently organized, is a new entrant into the radio and appliance jobber field. This firm has been named distributor in the Baltimore area for Crosley radios and appliances, including refrigerators, washers, and ranges.

Joseph M. Zamoiski Co. continues as wholesaler for Philco radios and refrigerators, the Thor line of washers, and the Grand range. The company has been appointed distributor for Sun-Kraft sun lamps, made by Sun-Kraft, Inc., Chicago.

D. & H. Distributors, RCA radio jobbers, will handle the Speed Queen line of washers.

## Stromberg Wholesaler Tells Future Plans

H. A. McRae & Co., Troy, N. Y., radio and appliance jobbers who were recently appointed area distributors for the Strom-



Sales manager Rudy Browd.

berg-Carlson radio, FM and television lines in central New York State, and parts of Massachusetts and Vermont, announces its postwar merchandising policies.

Rudy Browd, appliance sales manager for the company, said that a written pledge, which will go into effect after Victory, includes provisions for dealer protection, advertising promotion, service suggestions, profit opportunity safeguards, and other features of interest to retailers.

## No "Back Door" Sales

"I Can Get It for You Wholesale—but Not at Bickford's" is the theme of a mailing piece issued by Bickford Brothers Co., Rochester, N. Y., jobbers. This statement is part of the firm's code of ethics, which stresses that not even Bickford employees nor its executives can buy at wholesale from the company. All products distributed will be sold only through authorized franchised dealers, the official statement points out.

(More Jobber News on following pages)

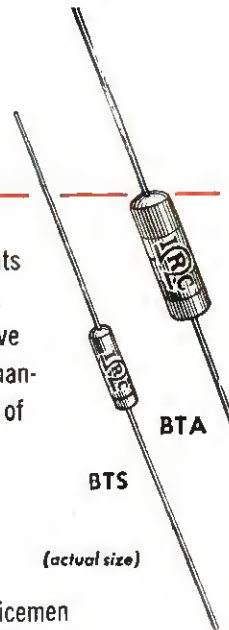


# "Big Three" news about BT resistors

1

## NEW MIDGET TYPES

To meet the growing demand for smaller, space-conserving components, IRC presents two new insulated METALLIZED resistors . . . Type BTS, ½ watt and Type BTA, 1 watt. Thoroughly dependable and engineered to embody the high-quality standards that have made BT's "preferred for performance", these tiny units can be counted on to do a man-size job. Like other BT's they operate at lower temperature than ordinary resistors of comparative size.



(actual size)

2

## NEW LOW PRICES

New methods and new techniques in the stocking and packaging of resistors for Servicemen make possible the introduction of new lower prices on IRC Type BT and BW resistors. This means that you can now buy premium quality resistors at prices comparable to non-branded or "unknowns". For example, here are a few of the typical reductions based on list prices: BTS now 13c (BT-½ was 17c), BTA now 17c (BT-1 was 20c), BT-2 now 25c (was 30c), BW-½ now 15c (was 17c), BW-1 now 17c (was 20c), BW-2 now 25c (was 30c). Under IRC's new price set-up you can operate even more profitably than before.

3

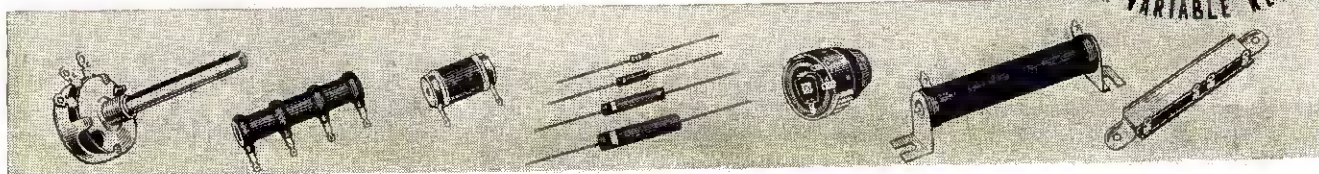
## RMA PREFERRED RANGES

IRC's standardization on RMA Ranges in both BT's and BW's as stock values for Servicemen, enables you to replace the same values you take out when making resistor repairs. Long used by set manufacturers, and now adopted by the Army-Navy in Specification JAN-R-11, the RMA Preferred Number System is a mathematical sequence of ranges which gives complete coverage with the least number of values. RMA Ranges listed for ±10% tolerance resistors are carefully spaced so that preceding or following values are never more than 20% apart, thus assuring complete coverage of every value with regularly stocked BT's and BW's.

## INTERNATIONAL RESISTANCE CO.

DEPT 21-D · 401 N. BROAD ST. · PHILADELPHIA 8, PA.

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



## HOT JAZZ

(Continued from page 45)

liner" and "West End Blues," Charlie Barnet, 18659; "Lover Man," Billie Holiday, 23391.

More of "le hot" is Sister Rosetta Tharpe's Decca disc 8669, "Two Little Fishes and Five Loaves of Bread."

Now recording for Decca for future release is Jimmy Savo, comedian of the stage, screen and air waves. His first will be "One Meatball" and "Black Magic." Release date to be announced later.

Decca's April 12th release may be "Foggy Dew" from the musical hit "Sing Out Sweet Land," backed by "Roger Young," Frank Lesser's new song.

### "Calloway Special"

Another Columbia hot platter is Cab Calloway's "Foo A Little Ballyhoo" and "Let's Take the Long Way Home" (36786), his first post-ban recording.

Woody Herman's first for Columbia, "Laura," from the romantic "who-dunnit" thriller film of the same name, was released mid-March, as promised (36785). Gene Krupa's second and latest for Columbia was "I Should Care" and "Cry and You Cry Alone" (36784).

Additional Victor populars are a Tommy Dorsey "Any Old Time" and "On the Sunny Side of the Street" (20-1648); and Artie Shaw, "The Grabtown Grapple," backed by "The Sad Sack" (20-1647). Also for April shipment is Vaughn Monroe's "I'll See You In My Dreams" and "I Walked In" (20-1649).

### First "Majestic" Discs

Majestic Records, Inc., has released the first platters under its "Majestic" label: "Laura" and "Candy" (7129) and "He's Home for a Little While" and "The More I See You" (7130), both by Jerry Wald and his orchestra. Next in line: "Saturday Night Is the Loneliest Night of the Week," backed by "I'm Beginning to See the Light," featuring Cootie Williams (7131).

Sonora Record Co. promises greater production now that they have obtained a new plant at Meriden, Conn.

Asch's new pressing (2001) "The Minute Man" and "Froggy Bottom," features more of "The Hot," with Josh White doing the vocal and Mary Lou Williams at the piano. Proceeds from the sale of this record will be donated in part by Asch to the National Service Fund of the Disabled American Veterans.



Backed  
by the real  
"KNOW-HOW"

• As rapidly as conditions permit and without detracting from its all-out war effort, Aerovox is making available those long-missed metal-can electrolytics and other heavy-duty types.

More than that, Aerovox is compiling and releasing the real "know-how" on capacitors and their latest applications to radio-electronic functions, in the form of the monthly AEROVEX RESEARCH WORKER. This combination—the right capacitor plus the right data—spells more jobs, greater opportunities and more attractive profits for you.

### • SEE OUR JOBBER . . .

Ask him to help you select the most suitable Aerovox capacitor types now available for your work. Ask for latest catalog and the Aerovox Research Worker. Or write us direct.

### Yours for the asking!

Because of your professional standing in the radio-electronic field, you are entitled to a FREE subscription to the monthly AEROVEX RESEARCH WORKER. Each issue is chockful of practical data. Ask your Aerovox jobber for your FREE subscription.

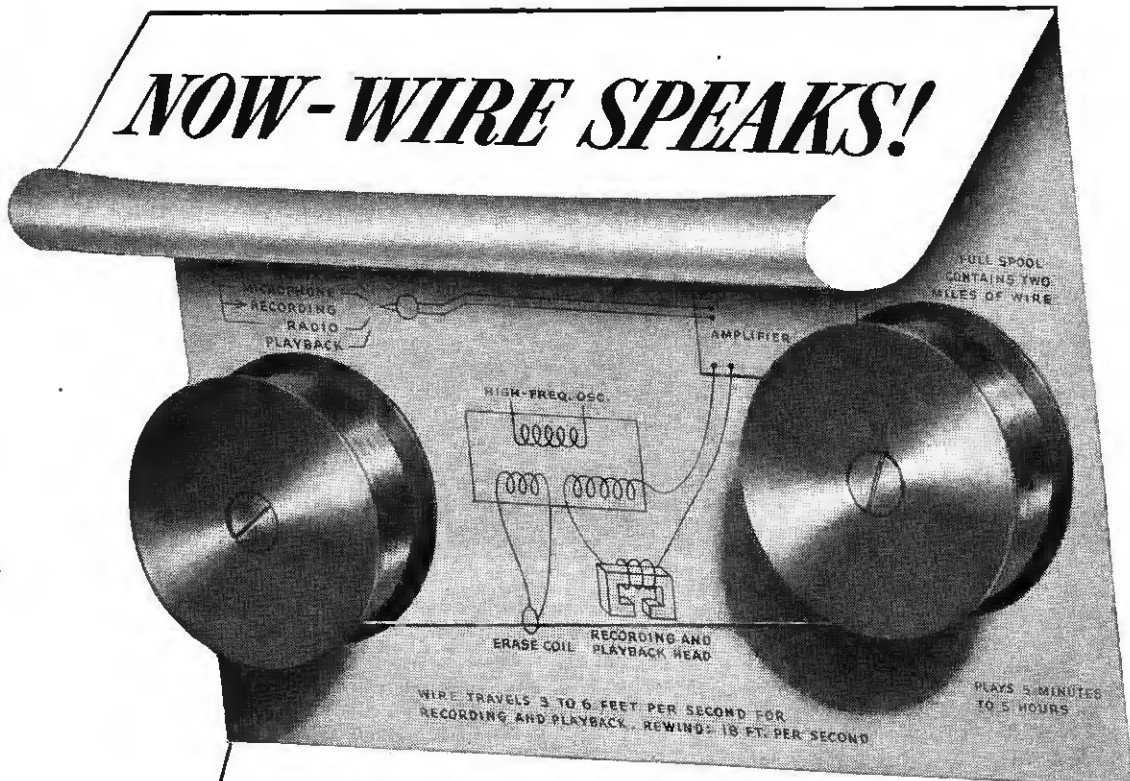


Capacitors  
INDIVIDUALLY TESTED

AEROVEX CORPORATION, NEW BEDFORD, MASS., U. S. A. • SALES OFFICES IN ALL PRINCIPAL CITIES  
Export: 13 E. 40 ST., NEW YORK 16, N. Y. • Cable: 'ARLAB' • In Canada: AEROVEX CANADA LTD., HAMILTON, ONT.



# NOW-WIRE SPEAKS!



A thin, swift wire shimmers across the poles of a magnet. Magically, it is sound-impressed with music snatched from the air — the voices of children — the words of a business conference.



In an instant — it is playing back every note, tone and inflection. Clear. True. Faithful. Prompt as an echo — lasting as the metal of the wire itself.

What is it? Lear Wire Recording. Modern recording — brought to practical usefulness in Lear laboratories.



No longer the scratch and hiss of needle-on-record. No longer the mess and fuss of shaving dictating-machine cylinders. No longer reliance on fallible memory or scribbled notes for the precise statements at meetings or conventions, or the actual words of individual conversations.

Instead — office machines will record instructions, take dictation, listen in on important meetings. And at home your radio will catch and hold hours of entertainment from favorite programs.

You can record, reproduce or erase at will — you can re-use any reel any time.

Interesting? The possibilities are endless. Of course you'll want to know more! So send the coupon — or write Lear, Incorporated — for the fascinating booklet that explains and explores Lear Wire Recording — and its meaning to you.

## LEAR RADIO

RADIO DIVISION: GRAND RAPIDS 2, MICHIGAN  
Home Radio Sales: 230 E. Ohio St., Chicago 11, Illinois



See what Lear dealers are going to have to offer. Fine radios plus the Lear Wire Recorder — the newest contribution to complete home entertainment.

This advertisement sets the stage. It tells the millions of people waiting for new radios that a new thrill will come with Lear Home Radios. They'll be anticipating the Lear Wire Recorder.

If you would like to be able to offer these radios to your customers, write for information on the Lear Franchise.

### Want more information on Wire Recording?

**LEAR**, Incorporated

Home Radio Sales Division, 230 East Ohio Street, Chicago 11, Illinois.

Gentlemen:

Please send me your free booklet on Wire Recording offered in Lear national magazine advertising.

Firm Name \_\_\_\_\_

Individual \_\_\_\_\_

Address \_\_\_\_\_

# TRADE TALK

## Sylvania Poll Indicates Postwar Consumer Wants

American families will buy 100,000,000 radios within the first five or six years after total victory, with two-thirds of the current population ordering the first new sets on the market—preferably combination radio-phonograph models.

These were a few of the features of postwar buying forecast through a nationwide survey of home radio owners, announced by Frank Mansfield, director of sales research, Sylvania Electric Products, Inc. This poll is the first in a continuing series being conducted to provide the company with a guide for its postwar sales and employment planning.

They found some surprising facts concerning general buying habits. The average person buys his radio in the first store he visits, two times out of three. This is contrary to the popular custom of "shopping around" in a dozen stores before making a selection.

### FM to Be Important

According to Mr. Mansfield, there are 1.54 sets per home in the 31,000,000 radio homes in the country. He predicts that when radios go into mass production again the average will rise to two receivers per home.

In the past, radio buyers displayed little loyalty to the brand of set already owned. Illustrating this, 63 per cent of the families who own three receivers admitted that all three were different.

FM will be a big selling factor, with over 90 per cent of the people looking forward to it. A small group would be willing to pay \$30 extra for this feature, half those interviewed would pay an additional \$10, but the majority of listeners would prefer to pay only about \$5 for the clearer reception possible with FM.

## Co-planning Universal's "Moderneering"



Left to right, W. J. Cashman, Universal; Charles Goddard, Sylvania; Gene Stethenson, Congoleum-Nairn; Richard Bennett, Yale University; Arthur Green, Celotex Corp.; S. E. Eaton, Sylvania; and Rowland E. Baird, Universal, prepare Landers, Frary & Clark's store planning program.

## Sparton Exhibits Its Postwar Radios



Sparton officials, executives of the ad agency, and district sales directors assembled at the firm's radio and appliance meeting in Jackson, Mich., for the first showing of its new line for postwar.

Provided that telecasting stations are within range, and program quality is acceptable, the public think they will buy fifteen million tele sets at \$75 over the usual cost of a radio receiver.

Survey results show that at present only a little over 3 per cent of the people will pay \$300, and under 30 per cent want to see video programs if it adds \$125 to \$200 to the cost of the set. "Remember though," Mr. Mansfield warned, "this is only a reflection of what people think they want."

### Want Short Wave

Home radio owners are divided almost equally among those who have short wave facilities and those who do not. "Even those who have short wave and don't use it will want it on their new sets," declared Mr. Mansfield.

Push button tuning is fairly popular. Of the 31 per cent that have it, three-quarters like it, the rest report unsatisfactory service, which indicates, according to Sylvania, a need for considerable improvement on this type of tuning.

As soon as radios become available,

over twenty million families will buy new ones. Over 46 per cent say they want radio-phonograph models, the majority preferring console styles. Analyzing these figures, Mr. Mansfield says that they show a trend toward one basic model for each home and additional small sets in other rooms—kitchen, bedroom, playroom and the like.

## Hytron Changes Name

At a meeting of the board of directors, the name of Hytron Corp., Salem, Mass., was changed to Hytron Radio and Electronics Corp.

The following officers were elected: Bruce A. Coffin, president and general manager; Lloyd H. Coffin, treasurer and chairman of the board of directors; Edgar M. Batchelder, executive vice-president; Charles F. Stromeyer, vice-president and director of engineering.

## Universal's Store Plans.

Landers, Frary & Clark, New Britain, Conn., manufacturers of Universal products, is presenting as part of its "U" Plan a complete store planning program under the copyrighted title "Moderneering."

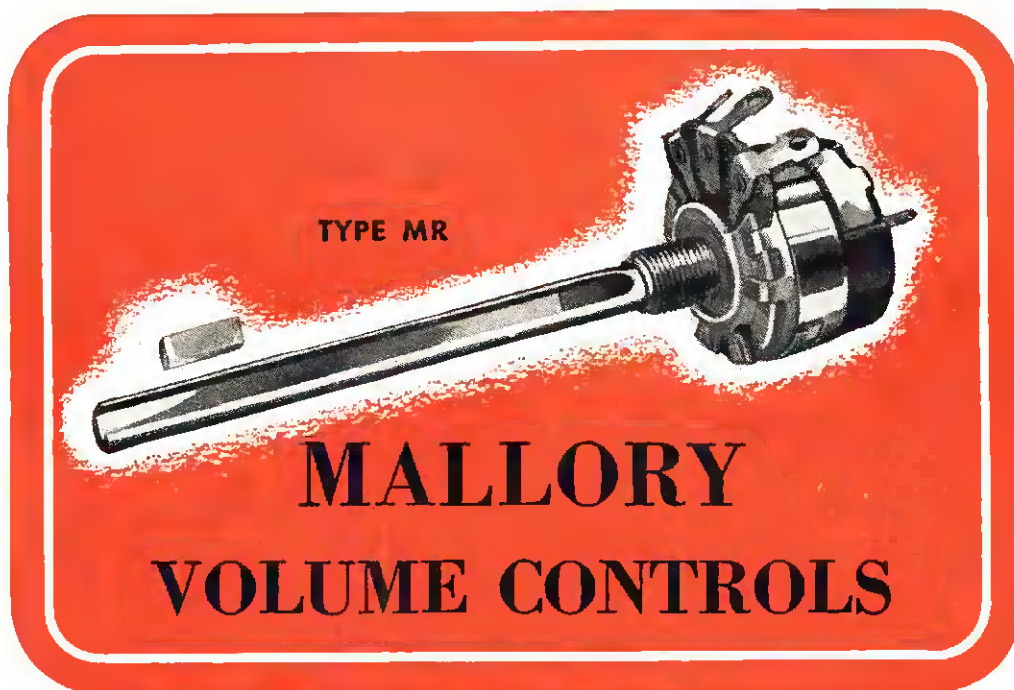
Moderneering, according to Universal executives, reduces store planning fundamentals to a down to earth procedure that any dealer can apply without being a store planning expert.

A number of leading manufacturers are cooperating with Universal (see photo at left). Represented are: Congoleum-Nairn, Inc., which will direct placement of flooring for best merchandising effect; Sylvania Electric Products, Inc., to manage lighting design; the Celotex Corp. will make recommendations for treatment of walls and ceiling.

Richard M. Bennett, professor of design at Yale University, has been retained by the company to create the basic plans for Moderneering, and to act as coordinator.



# Simplified...but Complete!



## Replace Both Large and Small Controls

The perfect size for every application!



Precision-built like a fine watch!



Rugged strength for years of service!



The A-C switch that snaps on and stays on!



THIS Mallory Volume Control is one of a popular, streamlined group that embodies every practical short cut possible to keep your inventory *down* and *simplify* your service work. Only 16 controls are needed for approximately 85% of all your replacement needs! That's because of Mallory plug-in shafts which, used in conjunction with Mallory controls, replace nearly any volume control ever made—*duplicate* them exactly, mechanically and electrically!

The A-C switch on this control doesn't need disassembling—just snap it on and it *stays* on! The control itself gives you quiet operation and gradual increase or decrease of volume. And as for Mallory plug-in shafts, they just *can't* pull or twist loose.

Your Mallory distributor will help you select a simple kit of shafts and controls that will answer nearly all of your service problems. No other line gives you such complete coverage on so small an inventory investment!

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



More than ever—  
ALWAYS  
INSIST ON

P. R. MALLORY & CO. Inc.  
**MALLORY**  
APPROVED  
PRECISION PRODUCTS

VIBRATORS • VIBRAPACKS\* • CONDENSERS  
VOLUME CONTROLS • SWITCHES • RESISTORS  
FILTERS • RECTIFIERS • POWER SUPPLIES

ALSO MALLORY "TROPICAL"® DRY BATTERIES, ORIGINALLY DEVELOPED BY MALLORY FOR THE U. S. ARMY SIGNAL CORPS, NOT PRESENTLY AVAILABLE FOR CIVILIAN USE.

\*Trademarks



## INSPIRED IMPROVISATION

### Alec Templeton Gives a Musical Description of the Meissner

"Today I had a marvelous experience . . ." The speaker was Alec Templeton, pianist, composer and musical satirist. "I heard the famous Meissner electronic radio-phonograph."

"Tell us about it, Alec," his friends urged.

"The first record I heard," Alec began, "was a Chopin waltz. And, as he spoke, beneath his fingers, the keys moved in the intricate patterns of a Chopin melody. "Nothing was missing," he continued. "The entire range of the characteristic rippling treble rang true . . . each note was so sparkingly alive . . . it might have been my own piano, and not a record . . .

"Then a Gershwin concerto." Abruptly, Alec's accompaniment changed in its tone to the familiar heavy

bass and the "crushed" chords of the American master. "The low notes were just as real as the high notes," Alec said.

"Then Tchaikovsky . . . Ravel . . . Debussy . . ." With each new name, Alec Templeton supplied new music. "Put them together—the great master's greatest works—and you have this—the song of this great new Meissner."

And as he finished, Alec's own musical description of the Meissner began . . . an inspired improvisation that left his listeners breathless.

The Meissner Alec Templeton heard is the only instrument of its kind. Perfected before the war, it is now "on loan" for the duration to the high school of Mt. Carmel, Ill., Meissner's home community.

Your own postwar Meissner will bring you the same new world of sound Alec Templeton found. You will be able

to enjoy more than two hours of recorded music without touching a record—play both sides of any record.

With both AM and FM radio reception and Super Shortwave, you will have the world's best entertainment at your fingertips . . . all this in addition to the ability to reproduce recorded music that has won the praise of the world's greatest musicians.





← ← ← ←

# YOU

MAY BE THE

## MEISSNER

### RADIO-PHONOGRAPH

## DEALER

### IN YOUR COMMUNITY

Yes, your name may be the answer to many of the men and women who write to Meissner each month asking "Where can I buy this new Meissner radio-phonograph after victory?"

Judging from their letters, they are the discriminating men and women of your community who expect—and purchase—quality. If you number them among your clientele, and if you have the experience, financial strength and the facilities to sell this quality radio-phonograph, an exclusive Meissner dealer franchise is waiting for you.

This is not "just another dealership." With it, you become the sole Meissner representative in your area. You associate your name with an instrument that has been praised by the world's greatest musicians for its perfect reproduction of recorded sound. And you get valuable sales help from a national advertising and promotional campaign that is attracting nation-wide attention with advertisements like that reproduced on the opposite page.

Interested? Write to our Chicago office today for further particulars. An executive of our company will arrange to contact you at the earliest possible date.

**MEISSNER**  
MANUFACTURING COMPANY • MT. CARMEL, ILL.

Please Address Your Inquiries  
to Chicago Office:

1629-B PALMOLIVE BUILDING  
CHICAGO, ILLINOIS

## Appliance Merchants

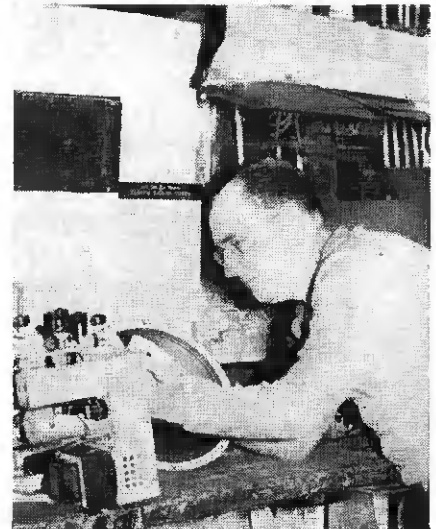
(Continued from page 37)

of advertising carried on at that time was a postcard mailing to all customers to whom the firm had sold radios or appliances. This card had a tear-off section for return mail, reading: "How would you like to receive a new waffle iron, toaster, or hand iron free?" The card then listed space for the name of some friend or relative of the customer who she thought might be a prospect for any of the larger radios or appliances. If the individual whose name was submitted made the purchase, the one who sent in the prospect's name was notified and invited to come in and select any item up to \$5.00 in retail value.

Careful planners, the DeBiasi brothers have built up their business over a long period, continually improving their location, which they believe to be most important to the independent retailer. They are now situated near the main shopping cross street, and own their own building, which will permit postwar expansion.

### Competent Buying

Buying of merchandise was also competently handled, so that the war found them well supplied with a good backlog of radios and appliances in local warehouses. Now with that stock practically depleted, coffee makers and similar substitute "duration lines" help to fill in. No phonograph records are carried, but Modern Electric



Modern Electric's technician Kenneth Pierson at a portion of his extensive bench. Note moveable light on wire above him.

expects to enter this field, when the war is over.

Good salesmen, as well as resourceful managers and planners, the DeBiasi's are always careful to approach the customer from his or her own angle. Women customers find the owners and their sales staff thoroughly competent to discuss the problems involved in the home for which appliances are purchased.

Major representative for Nu-Enamel for the past 10 years in New London, Arthur DeBiasi had just received his spring order of paints and was setting up a spectacular Nu-Enamel display when this reporter left. Right on time for sales to customers for spring painting!

## Jobber Appointments

THE ESTATE STOVE CO., Hamilton, Ohio, has appointed the General Appliance Co., a new concern in the appliance field, as Estate Heatrola distributor for the eastern section of Nebraska and Southwestern Iowa.

GALVIN MFG. CORP., Chicago, Ill., announces that the Home Appliance Distributors of Arkansas, Little Rock, Ark., will act as wholesale distributor for Motorola Radios. Home Appliance will carry the complete line of Motorola Radios for the home, car, outdoors, and the farm when peacetime production is resumed.

STEWART-WARNER CORP., Chicago, Ill., has appointed Thomas H. Maginniss as distributor to serve dealers in the Chicago area.

STROMBERG-CARLSON CO., Rochester, N. Y., Clifford J. Hunt, manager of radio sales, announced several new dis-

tributors for the company's postwar radio, FM and television lines. Included are: The Better Home Products, Inc., Nashville, Tenn. • Tri-State Supply Co. of Chattanooga, Chattanooga, Tenn. • Midwest-Timmerman Co., Davenport, Iowa.

BENDIX RADIO DIVISION, of the Bendix Aviation Corp., Leonard C. Truesdell, general sales manager for home radio, has named several new distributors to handle the line of Bendix AM and FM radios and radio-phonograph combinations. • Texas Wholesalers, Dallas, Tex. • Thiele-Winslow Co., San Antonio, Tex. • The Electric Household Distributing Co., Portland, Ore. • The Stratton-Warren Hardware Co., Memphis, Tenn. • McDaid's Electrical Supply, Charleston, S. C. • The Lighting Fixture and Electric Supply Co., Inc., New Orleans, La. • K. K. Co., Inc., Omaha, Neb. • Graybar Electric Co., Chattanooga,

(Continued on page 114)

**"The following is electrically transcribed.."**



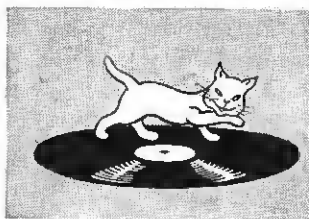
**on PRESTO discs!**

To any modern youngster or her Mommy, the Super Suds jingle is as familiar as the works of Mother Goose. In two years, this merry snatch of song has proved itself a commercial with "super-do"—lilting its way into the musical memory of America, and, incidentally, selling a whacking big heap of suds.

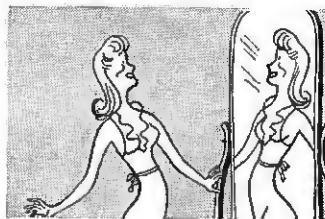
Super Suds "spots" are cut on PRESTO discs.

*Most important transcriptions are.* For recording engineers know that PRESTO discs give finer results with less margin for error—*actually perform better than most of the recording equipment on which they are used.* That's why you'll find, in most large broadcasting stations, recording studios and research laboratories, the standard recording disc is a PRESTO.

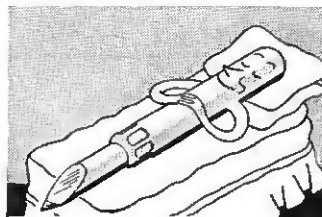
**WHY BROADCASTING STUDIOS USE MORE PRESTO DISCS THAN ANY OTHER BRAND**



*Less Surface Noise*



*No Distortion*



*Easier on Cutting Needle*



*No Fussy Needle Adjustments*

**WORLD'S LARGEST MANUFACTURER**

**OF INSTANTANEOUS SOUND**

**RECORDING EQUIPMENT**

**AND DISCS**

**PRESTO**

**RECORDING CORPORATION**

242 West 55th Street, New York 19, N. Y.

Walter P. Downs Ltd., in Canada

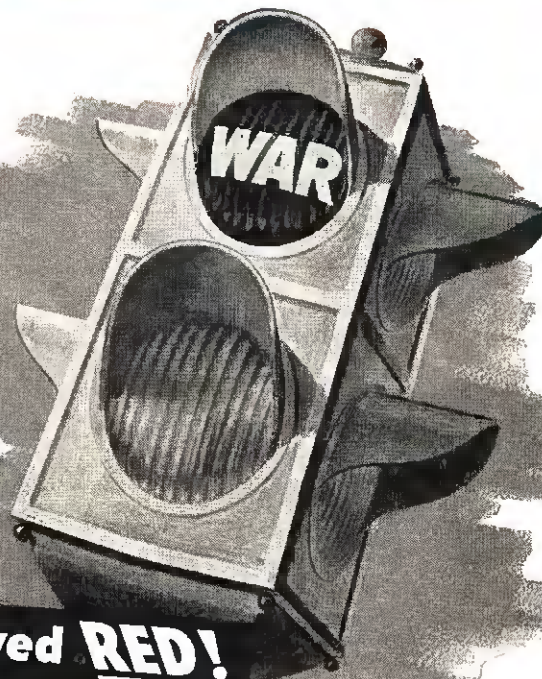


Depend on  
**ARVIN**  
 for Action

When war work ends . . . the Arvin merchandise you've ordered from your distributor will come along fast—because Arvin will be ready for action—all set to produce a beautiful line of Top Flight Radios and other Arvin Products as soon as possible—as explained to your customers in the magazine page, reproduced below, from a current issue of Collier's.

Arvin was Ready to **GO**

but the Light Stayed **RED!**



READY FOR THE "GO" SIGN

**ARVIN**  
*Top Flight*  
**RADIOS**

**REMEMBER LAST FALL** when it looked like the "green light" for home-front production was coming on? *Arvin was ready then . . . all set to produce a beautiful line of Top Flight Radios for you and your family . . . and other Arvin products for your comfort, convenience and pleasure.*

▶ But the light stayed red because of war needs . . . and Noblitt-Sparks Industries kept right on building fine radios and other essential equipment for *fighting men* . . . instead of Arvin Radios and other products for your home.

▶ Some fine day the sign will say "GO" for the production of the Arvin products you are wanting . . . and they'll come along fast to your dealer's store . . . including Arvin Top Flight Radios . . . tiny ones, middle-size ones, big ones, radio-phonograph combinations with AM and FM, table models, floor models, portables and rural battery sets.

▶ Then, you can radio-furnish your home completely and economically with Arvins . . . upstairs, downstairs, all through the house and outdoors, too . . . top flight values from an old reliable manufacturer with more than 25 years of experience.

Products to come from **NOBLITT-SPARKS INDUSTRIES, INC.**, Columbus, Indiana  
 When war work ends . . . ARVIN Radios, Metal-Chrome Dinette Sets, Metal Outdoor Furniture, Electric Heaters, Electric Irons and Appliances, Laundry Tubs, Car Heaters and Other Equipment for Homes and Cars.



**UPSTAIRS**



**DOWNSTAIRS**



**ALL THROUGH THE HOUSE**



**OUTDOORS, TOO**



is another phase of

# WAR . . .

**THEY** call it LOGISTICS in war . . . the difficult science of getting supplies to the fronts where they can be used. Post-War Reconversion will involve the same problems . . . just another phase of war itself.

CORWICO Wires, so long practically non-existent for American industry because of our national emergency, will figure importantly in the new Logistics of Reconversion. Soon you will be able to get these scientific strands for peacetime uses . . . and the world will stride into a new era of construction and expansion in which you'll no longer be *doing without* . . .



cornish

WIRE COMPANY, INC.

15 Park Row, New York City, New York

"Made by Engineers for Engineers"

## Across the USA

(Continued from page 41)

to lose their tempers over situations of this kind, until the chances are that the names on the list will represent liabilities instead of good-will assets.

"It will be even worse if cash is involved in the priority plan. Unquestionably customers are willing to lay money on the line, and are even anxious to do so. They feel this will help insure their receiving the very first radio available—but at the same time the dealer is tempted to sell his quota to other customers first—because by holding the depositor's token payment he is sure that they will buy. I understand that many dealers are taking cash deposits this way, and are hoping they come out on top," Fernandez continued.

He likewise feels that many customers who hear of the offer will register with as many dealers as possible, secure in the knowledge they can take whichever set is offered them first. In this way the prospect list compiled is actually false value, and cannot be depended upon for making up merchandising of inventory plans.

### Disappointments May Result

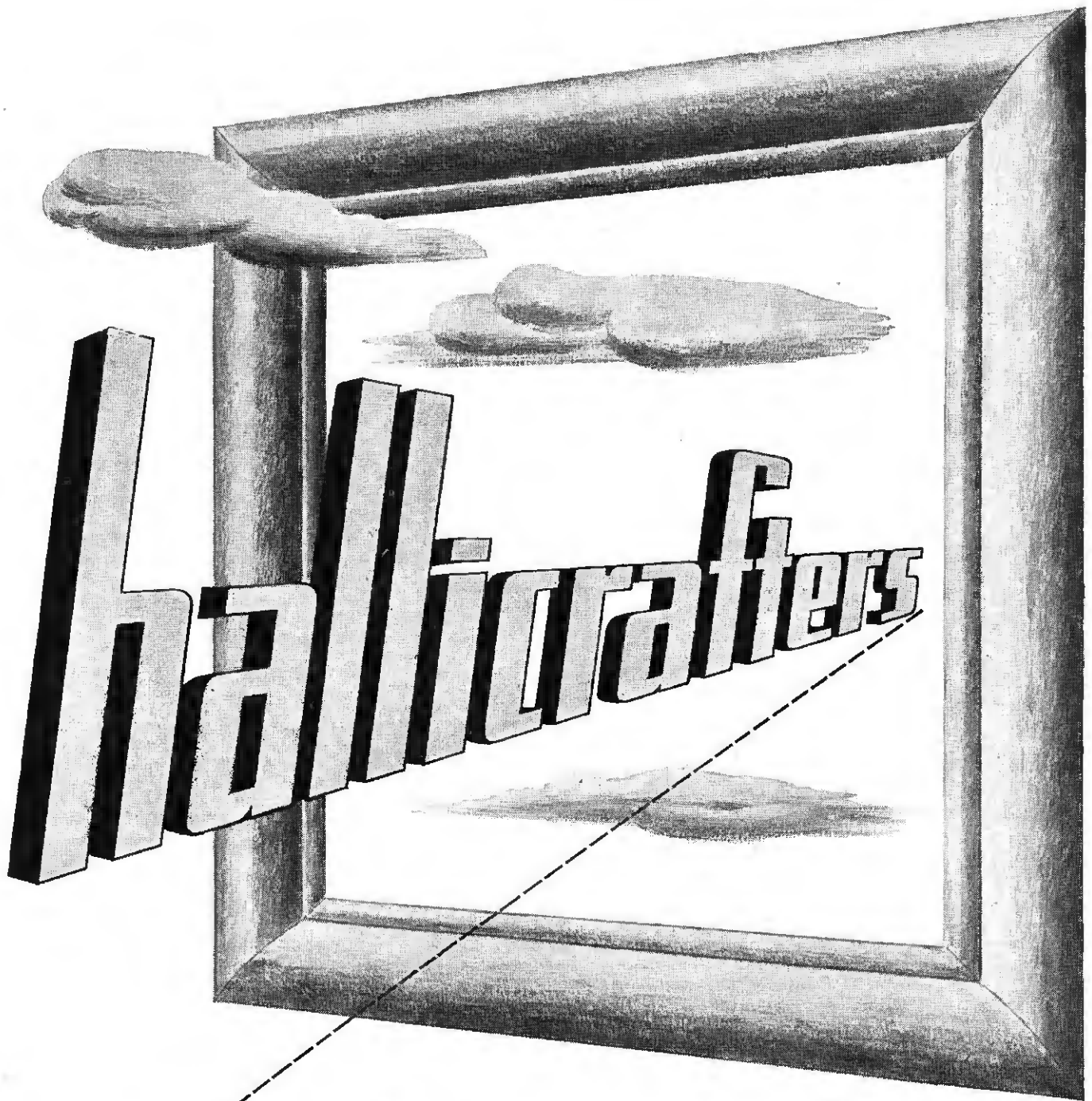
"I've found that the average prospect does believe in the priority plan, all right," Fernandez admitted, "which makes it worse if the dealer is forced to disappoint them. We all know that the manufacturer is going to have to release new lines on a quota basis for some time, at least. Therefore, we cannot begin to supply the demand, priority or no priority. It will not require any advertising or promotion of any kind to sell the first stock received. I know from experience how quickly such news gets around. I received two dozen record holders last winter which I intended to use for spring sales promotion. On the first morning I had them, more than sixty women came in to buy, snapping the stock up by noon. No announcement had been made—the news simply got out and customers flocked in.

"Consequently, we're going to simply sell on a first-come, first-served basis, which entails no good-will risks and will offend no one. This will eliminate all the paper work and extra bother which a priority plan naturally causes. That's the best re-entry into selling new radios again," Fernandez concluded.

**MARTINSBURG, W. Va.**—Francis E. Miller, located at 106 E. Martin St., has added a record shop to his original radio center. This record and radio store has two separate entrances, one for each department, but the interior is designed to permit customers to pass from one section to the other.

Excellent styling and layout make the store a pleasant place to shop in, and browsing is encouraged. Miller designed his own self-service display racks. He finds that boosting children's discs, such as lullabies, fairy stories, and Mother Goose tales has proved extremely profitable.





## **BELONGS IN THE PICTURE**

The name "Hallicrafters" belongs in any picture of postwar radio distribution. Testimony by the American Radio Relay League before the Federal Communications Commission indicates that the number of amateurs will be trebled after the war.

In addition to the amateur market there will be thousands of industrial and scientific users who will need the latest in high frequency apparatus. Hallicrafters will be able to supply such apparatus and you will be able to sell it to a widely expanding market.



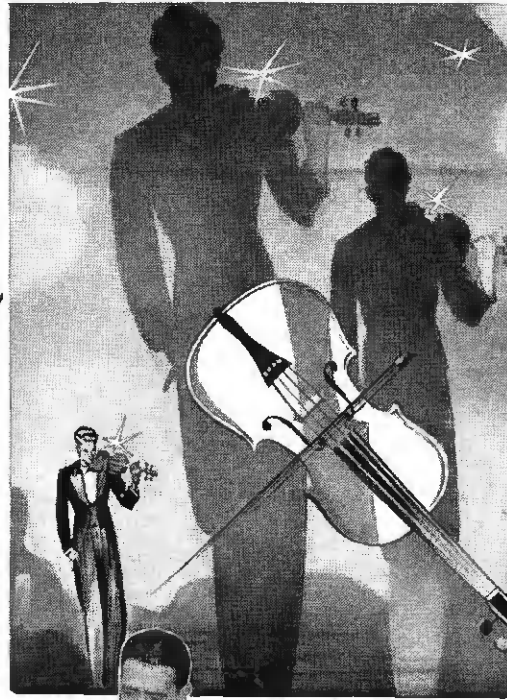
BUY A  
WAR BOND  
TODAY!

# hallicrafters RADIO



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

*The Wonder of it All*



**N**EVER has man's mind been so taxed as it is today ... and never have his accomplishments been greater. In supplying the demands created by a world at war, products that were scarcely even dreamed of a few years ago are today realities ... and it all happens so smoothly, so precisely, so naturally, that we scarcely realize the wonder of it all. Research in every field of endeavor has moved us ahead fully half a century in time. So it is with The Astatic Corporation. While producing important essentials for wartime use, Astatic engineers have also planned for the postwar period. Among Astatic's many new and improved products for the detection, recording and pickup of sound will be a zephyr-light pickup for phonograph and radio phonograph sets as important to improved phonograph performance as FM will be to radio. Now, as never before, the human voice and instrumental artistry of the entertainment world will be reproduced from modern recordings with tone fidelity and true-to-life realism to bring a great, new listening audience "closer to the stars."

*"You'll HEAR MORE from Astatic"*

**THE Astatic CORPORATION**  
**ASTATIC CORPORATION**  
 CONNEAUT, OHIO

IN CANADA: CANADIAN ASTATIC LTD., TORONTO, ONTARIO

ASTATIC Crystal Products manufactured under Brush Development Co. patents.

**Polls May Mislead, Says Kelley of Motorola**

According to William H. Kelley, general sales manager of the Galvin Mfg. (Motorola Radio) Corp., Chicago, the time has arrived for people in the radio business to take off their "rose colored glasses" and look at the postwar radio market with more realism. "Our mouths have been watering with the thought of gorging on the luscious meal of set prospects cooked up by the optimistic reports of one survey after another," he said.

"I don't mean to say that any particular survey is incorrect or that at the time the persons were interviewed they didn't put receivers near the top of the list," continued Mr. Kelley. "But here is the rub. Note that I say, 'At the time they were interviewed.' This matter of time and circumstance is the all important element in analyzing any survey.

"Time and circumstance in the immediate postwar period will unquestionably change and undoubtedly limit what those surveyed will buy to a fraction of what they intended to purchase at the moment they were interviewed. At the same time, the list of what they want to buy will probably remain the same and in this list of 'wants' is our potential future market," Mr. Kelley asserted.

**ECA Head Gives Talk**

S. J. Novick, president of the Electronic Corp. of America, New York, spoke at the New York Times Forum sponsored by the American Assn. for Scientific Workers. The subject of the forum was "The Future of American Science." Others on the program were Dr. Harlow Shapley, professor of astronomy at Harvard, and Dr. Joseph Needham, renowned English biochemist.

**Admiral Names Johnson**

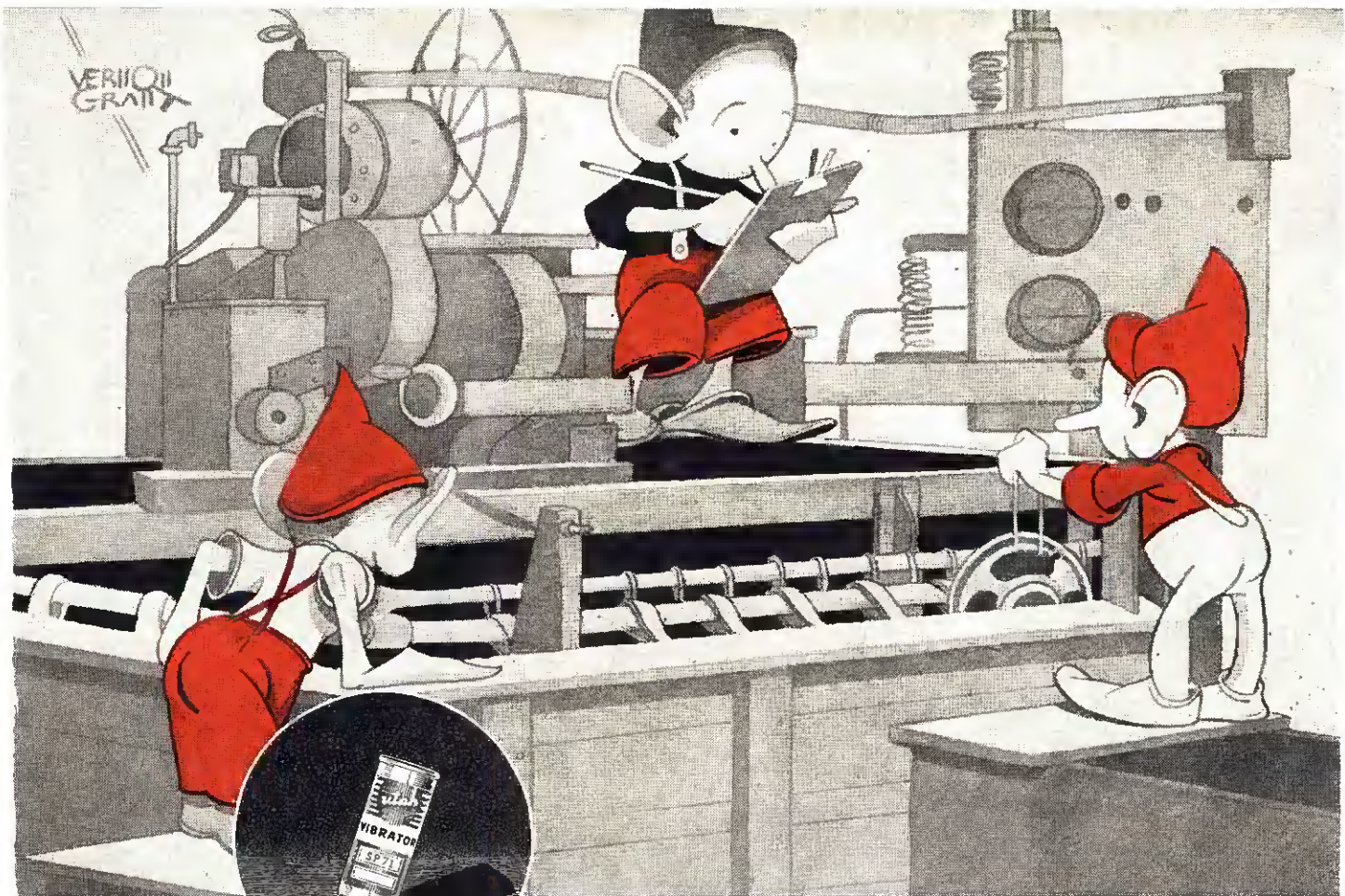
Ross D. Siragusa, president of Admiral Corp., Chicago, has made public the appointment of Wallace C. Johnson to the



Wallace C. Johnson

position of manager of field activities for the entire country on all the company's products. Mr. Johnson was formerly midwest regional manager for Admiral.





★Every Utah vibrator makes and breaks more than a billion contacts during its lifetime.

## PERFORMANCE . . . THE PROOF OF UTAH QUALITY



You take for granted the plating process of Utah's radio parts and electronic devices. Just as you would take for granted the Utah loud speakers in manufacturers' sets.

But Utalins\* don't. They work on this phase of production as carefully as if they were plating with gold. They know that plating is one of the more important steps in the production of these products of precise manufacture . . . of proven performance. Products that stand up under every known condition.

Utalins\* begin with nothing but raw materials. As each step follows in the process of manufacture . . . tool making, welding, punch press, electroplating and all the other steps . . . it's checked, re-checked, tested, supervised. Finally the finished products, shipped from Utah's self-contained factory, prove the Utah method correct. For they speak by performance.

\*Utah's helpers.



UTAH RADIO PRODUCTS COMPANY  
820 Orleans Street, Chicago 10, Illinois  
*Utah Electronics (Canada) Ltd.*  
300 Chambly Road, Longueuil,  
Montreal (23) P. Q. • Ucoa Radio,  
S. A., Misiones 18, Buenos Aires

right down  
your alley



NEW REVENUE

**TELE**  
WEBSTER ELECTRIC  
**Teletalk**  
REG. U.S. PAT. OFFICE  
... Adds hours to your work week

Radio dealers who are looking for immediate new revenue as well as opportunity to build a profitable postwar business should investigate Teletalk Intercommunication Systems at once.

Teletalk is the modern voice-to-voice method of quick intercommunication between key departments of offices, factories, stores, garages, warehouses . . . everywhere.

The time and energy-saving advantages of Teletalk have been proved for years in every type of business. In stores it helps to close sales by avoiding bothersome waiting by customers; in large plants it takes the inter-office calls off the switchboard; in hospitals and institutions it gives an added sense of security; everywhere it promotes an efficiency impossible in any other way.

Teletalk is good looking, efficient, economical to buy, and easy to install. It takes its power from the electric light circuit. Once its time-saving possibilities are demonstrated, Teletalk almost sells itself.

Teletalk is the product of Webster Electric Company, long experienced in the field of electronic intercommunication and sound distribution systems. Write us today for full information on Teletalk. See how new profits can come from its sale in your community. Do it now.

Let's All Back the Attack  
Buy Extra War Bonds



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

**WEBSTER ELECTRIC**

Racine, Wisconsin, U.S.A. • Established 1909 • Export Dept.: 13 E. 40th Street, New York (16), N. Y. Cable Address "ARLAB" New York City

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

## Platter Sales

(Continued from page 60)

shop did. Possible future expansion was taken into consideration in picking a store location because Mr. Calender anticipates a big increase in record sales in the postwar period. He believes that people who have become interested in records will be likely to keep up their interest, and returning service men and women will be potential customers.

Although Radio Laboratories will maintain its record section, it is, and will be, primarily an appliance store. At present record stock occupies most of the floor space. Later when appliances are available, a small self-service record section will be placed at one side, with the major part of the shop given over to large and small appliances. Both stores are in the loop district of the city, each in a busy traffic area.

The greatest care is taken to arrange the windows of the Hart Record Shop to present in an interesting manner a full idea of the stocks on hand. Since the passerby can see the interior, windows are dressed so as not to obstruct this view. A glass door at the entrance also permits an unobstructed view of the interior.

## Appointments

(Continued from page 107)

Tenn., and Birmingham, Ala. • Lehr Distributors, New York, N. Y.

- SENTINEL RADIO CORP., Evanston, Ill., announces the following distributor appointments. • Satterfield Radio Supply, Madison, Wis. • Penton-Shepard Tire Co., Miami, Fla. • Iowa Radio Corp., Des Moines, Iowa. • American Hardware Supply Co., Pittsburgh, Pa. • Meyer Jewelry Co., Kansas City, Mo. • Adolph Blaich, Inc., San Francisco, Cal. • Bluefield Furniture Co., Bluefield, West Va. • W. D. Brill Co., Oakland, Cal. • A. E. Supply Co., Parkersburg, West Va. • Canfield Supply Co., Kingston, N. Y. • Hinsdill Electric Co., Troy, N. Y. • Vaeth Electric Co., Utica, N. Y. • Pendleton & Co., Shelby, N. C.

## Proctor Names Two

Robert M. Oliver, vice-president in charge of sales of the Proctor Electric Co., Philadelphia, Pa., has announced the appointments of Edward J. Eckert as district manager of the Pittsburgh area, and Tom Kenna as Philadelphia district manager.

Mr. Eckert will make his headquarters in Pittsburgh, and will cover western Pennsylvania, eastern Ohio and W. Virginia. Mr. Kenna's territory includes eastern Pennsylvania, western New Jersey, and Wilmington, Del.



# A L L C L E A R !

"All clear" is a welcome greeting

when returning from a sortie.

As one of our DFC boys puts it:

"Going on twenty-five missions is a tough job—

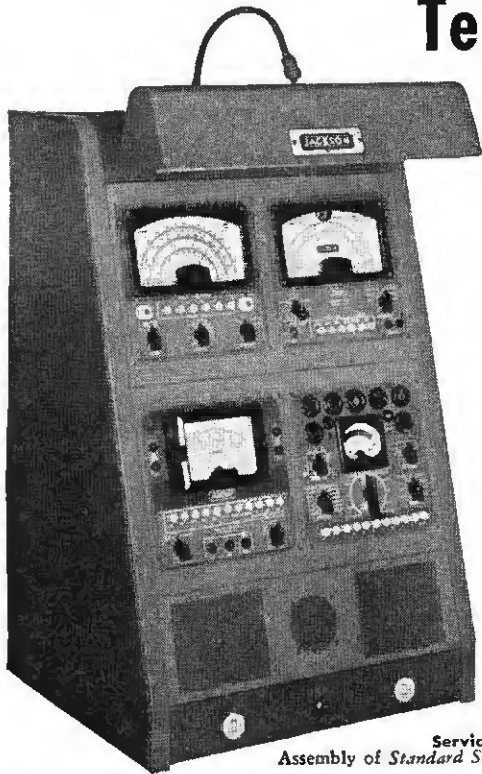
but it's getting *back* to the base that counts."

... Super-Pros are on the job every minute with the AACS.



**THE HAMMARLUND MFG. CO., INC., 460 W. 34<sup>TH</sup> ST., N.Y.C.**  
**MANUFACTURERS OF PRECISION COMMUNICATIONS EQUIPMENT**

# How to build up a top-notch Testing Team!

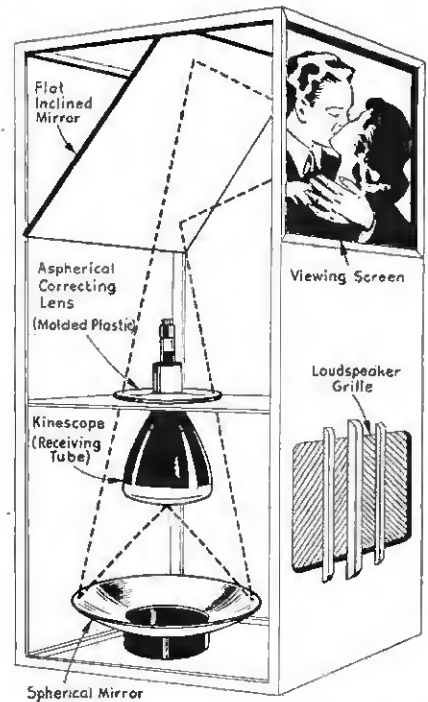


Service Lab  
Assembly of Standard Size Jackson Instruments

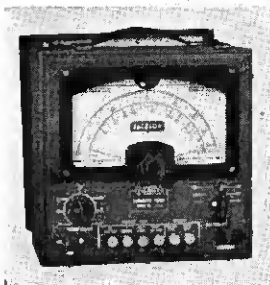
You don't have to do it all at once—just plan ahead and make every purchase count when you buy a new instrument. Then you'll be building up a perfectly-matched testing team—each a specialist, but each backing up the rest of the team.

That's why Jackson testing instruments are not only built to pinpoint accuracy—but are matched in dimensions, appearance and finish too. You can buy them singly, with assurance that they'll assemble into a combination balancing convenience and appearance with Jackson performance standards. Plan now to own a complete testing team.

## New RCA Tele Projector



Schematic arrangement of the spherical mirror and collecting lens optical system with which projection to the viewing room is obtained. Story on page 96.



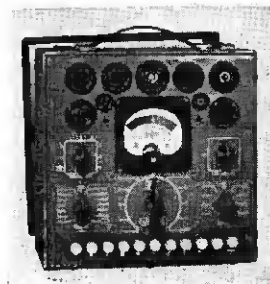
Condenser Tester  
Model 650A—Measures Capacity, Power Factor and Leakage



Sensitive Multimeter  
Model 642—20,000 ohms per volt—complete ranges



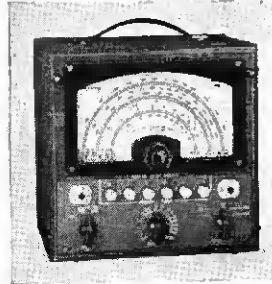
Electronic Multimeter  
Model 645—A new Jackson instrument of advanced design



Tube Tester  
Model 634—Uses exclusive Jackson "Dynamic" Test Method



Multimeter  
Model 643—1000 ohms per volt. Push key range selection



Test Oscillator  
Model 640—Accurate to 1/2%, covers full frequency range

## Experimenting With Microwave Transmission

The American Telephone & Telegraph Co. moved ahead on its trial of microwave radio transmission by filing application with the Federal Communications Commission for authority to build seven relay stations between the terminals of the New York—Boston radio relay project. FCC approval on the two terminals was granted last year.

Purpose of the trial is to determine in practical operation the relative efficiency and economy of radio relay for transmission of long distance telephone messages, and of sound and television programs, compared with transmission over the familiar wires and cables and the recently developed coaxial cable.

It is expected that at the completion of the experiments, these radio relay facilities will be available for commercial use. At that time applications will be filed with the FCC for commercial licenses.

## United Transformer Plans

Under the major expansion program at the United Transformer Corp., 150 Varick St., New York, Samuel L. Baraf has taken over numerous activities as director of sales and merchandising. Mr. Baraf will have complete charge of surveying present-day and potential industrial markets, and planning for large scale distribution.

Simultaneously, Ben Miller joined the organization and occupies the post of general sales manager. Prior to joining the company, Mr. Miller was a sales representative in the Chicago area.

BUY WAR BONDS AND STAMPS TODAY

# JACKSON

## Fine Electrical Testing Instruments

JACKSON ELECTRICAL INSTRUMENT COMPANY, DAYTON, OHIO



FROM THE ARCTIC

TO THE TROPICS

## Unfailing Dependability

### TURNER 99 DYNAMIC

The most rugged microphone in the entire Turner line. Engineered and built for the discriminating user who wants utmost efficiency and dependability. Available as No. 999 with Balanced Line features for critical applications. Write for complete specifications and details.

Built to stand up and deliver under the most difficult acoustic and climatic conditions, Turner Microphones are "sound" instruments of rugged dependability. For indoor or outdoor use in arctic cold, desert heat or tropic humidity, they're precision engineered to give crisp, clear transmission of any sound, with all gradations of tone and volume faithfully reproduced without distortion or blasting.

In every theater of military operations—on land, on sea, and in the air—in critical P.A., recording or broadcast work—wherever accurate transmission of voice, music or any sound is vital, Turner Microphones set the standard for unfailing performance.

**The TURNER Company**  
Cedar Rapids, Iowa

**Turner**  
99 and 999



There is a Turner Microphone for every electronic communications application. Get the complete Turner story from Turner engineers. Write for Free Illustrated Catalog giving details and specifications on all Turner Microphones for recording, P. A., amateur or commercial broadcast work. Write today.

**Turner**  
*Microphones*

**TURNER—Pioneers in the communications field**

*"Ceilings" are saving you money*



\*64 months after war started

It's a far longer and more expensive war than the last one—but this time the cost of living hasn't been allowed to get out of hand. If you're ever tempted to grumble at price-and-wage controls, look at these charts—and DON'T. They're one reason to bless ceiling prices...and to check 'em whenever you shop. (They're posted for your protection!)

*Rationing gives all a fair share*



The Millionbucks get no more points than the poorest folks in town. Necessities are rationed to see that each gets his share. And rationing also keeps prices down: without it the fellow with the biggest wad of dough would have a terrific edge. Share and play square... pay points for everything you buy. (And stun black markets like the enemy they are!)

## — and the money you DON'T SPEND helps hold living costs down

**The plain bread-and-butter fact is this:** there's about \$1.50 in people's pockets for every dollar's worth of goods in the stores.

Splurge—buy anything you don't actually need—and you put the heat on everything to rise all along the line.

Save—deny yourself something you want but can get along without—and you help yourself a little today and a lot tomorrow.

Squeeze that budget. Squeeze a little more money into your savings account. Squeeze a little more into insurance. Squeeze yourself into buying another War Bond today... and every month from now on in.

Wise enough to harness your money for your own safety?

ONLY YOU CAN DO IT.





## ECA Stresses Direct To Dealer Policy

A major question in the mind of the dealer planning postwar sales, according to Jack Geartner, sales manager for ECA Radios, is the volume of shipments the retailer can expect from the distributor or manufacturer. This is one of the principal findings from a recent dealer study made by the Electronic Corp. of America, 45 West 18th St., New York.

"Almost every dealer expects a tremendous rush of business as soon as new models are offered," said Mr. Geartner. "And dealers expect that it may be as much as two years before supply can fully catch up with demand."

According to Mr. Geartner, "We realized that the immediate demand would be so great that neither ourselves nor the entire industry could take care of the rush.

"We decided that we preferred to accept a greater degree of responsibility toward a selected group of dealers to whom we could offer a franchise for ECA Radios with reasonable assurance that we could deliver a fair quantity of sets.

"On the basis of a series of conversations we have held with buyers who have visited our offices in New York, we are more than ever convinced that a direct factory-dealer sales relationship, under a system of franchised dealerships, limited in number and with the number limited within each area, is the answer to the dealer's demand for equitable distribution of postwar radios."

## Olson to Aid Technicians

Olson Radio Warehouse, 73 East Mill St., Akron, Ohio, has instituted a national program to assist radio service men in obtaining necessary radio parts and equipment for their immediate needs as well as postwar requirements. In addition, an effort will be made to aid the radioman in formulating his plans for the future. The firm has appointed the Jessop Advertising Co. to handle its national advertising.

## "Reps" Change Address; Add New Member to Firm

Kay Sales Co., Kansas City, Mo., factory representatives, have moved from 216 E. Tenth St., to larger quarters at 3527 Broadway. The firm has represented radio and electronic manufacturers in the states of Missouri, Kansas, Oklahoma, and Arkansas. Recently, the territory was extended to include western Iowa, and the entire state of Nebraska.

A new member of the organization is G. W. "Skip" Davis, who recently received his discharge from the Army. Skip has been associated with E. T. Cunningham, and the Mallory Co.

## Sparton Not to Sell Tubes

The Sparks-Withington Co., Jackson, Mich., through E. C. Bonia, newly-appointed sales manager, announces that Sparton will not distribute or merchandise radio tubes after the war.

## Detrola Issues Booklet

"Carpet Cleaning—A Job for Brave Men and Electronics" is the name of an illustrated folder issued by the International Detrola Corp., Detroit, Mich. This literature describes in detail the courageous exploits of American soldiers who have the nerve-testing task of finding and removing enemy land mines from ground over which our troops must advance.

## Belden Mfg. Sales Up

Herbert W. Clough, vice-president of the Belden Mfg. Co., Chicago, Ill., declared that the company's sales volume for 1944 established a new high in the firm's history.

## Magnavox Statement On FM Allocation Plan

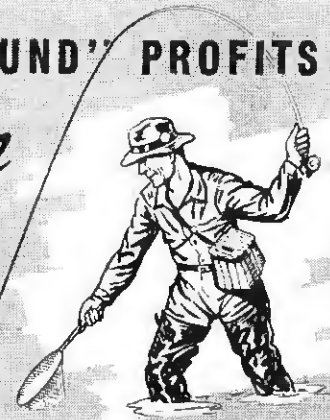
According to Frank Freimann, executive president of the Magnavox Co., Fort Wayne, Ind., the controversial issue bearing on the FCC's proposal to shift present FM service into the 84-102 megacycle is "confusing a large segment of the public."

Mr. Freimann declares that this change in frequency is being opposed on the grounds that it is detrimental to broad public interest. "A compromise suggestion of 46-70 mc has been submitted to the FCC. This would enable present FM set owners to receive existing stations and provide channels for additional postwar stations," he stated.

FOR POST-WAR "SOUND" PROFITS

Get A Line On

**BELL**  
SOUND SYSTEMS



There's profit ahead for you in Bell's war-time experience! Numerous technical advances featured in BELL equipment for war needs will also be featured in Bell Sound Systems designed for your peace-time markets. These improvements will give you the lead on competition. They will give the BELL line sales appeal second to none: provide you with the right units for every type of application, including installations for factory broadcasting, public address, sound amplification, school radio, inter-office communication, vocal paging, sound recording, disc playing, and alarm signaling. So get a line on Bell today! Write your nearest Bell representative.

## BELL REPRESENTATIVES

ATLANTA, GA., Henry W. & Abby N. Burwell, 105 Forrest Ave. N. E.  
BOSTON 9, MASS., H. A. Chamberlin, 31 Milk St.  
CHICAGO, ILL., Paul H. Miles, 333 N. Michigan Ave.  
CLEVELAND, OHIO, Olsen & Anderson, 1456 Waterbury Pl., Lakewood  
DETROIT 26, MICH., J. P. Davenport, 604 Kerr Bldg.  
FORT WAYNE 3, IND., B. L. MacPherson, 1724 Alabama Ave.  
GREELEY, COLO., Gordon G. Moss, Post Office Box 428  
HOUSTON, TEXAS, G. G. Willison, Tex-O-La Sales Co., West Bldg.  
KANSAS CITY 6, MO., Maury E. Bettis & Co., Rm. 400 B.M.A. Bldg.  
LOS ANGELES, CALIF., Harry A. Lasure, 2216 W. 11th St.  
MEMPHIS, TENN., J. M. Cartwright, 1276 Peabody Ave.  
MINNEAPOLIS, MINN., M. E. Foster, Andrews Hotel  
NEW YORK, N. Y., Wesley Scharp, 67 W. 44th St.  
PHILADELPHIA, PA., J. E. McKinley, 628 Terminal Bldg., 401 N. Broad St.  
PORTLAND 1, OREGON, Dale G. Weber, 7026 S. W. Capitol Hvy.  
SAN FRANCISCO 3, CALIF., Hodges and Glomb, 1264 Folsom St.  
TORONTO ONT., CANADA, Howard N. Reid, L. D. Cahoon and Co. Ltd., 2271 Danforth Ave.



**BELL SOUND SYSTEMS, INC.**  
1186 Essex Ave., Columbus 3, Ohio

Export Office: 4900 Euclid Ave., Cleveland 3, Ohio





—and keep out of Enemy Range! That's important! That communicated orders be kept out of enemy range is even more vital. Radio signals are dead giveaways of vulnerable positions. For this reason the highly directional Loud Speaker has become increasingly useful, because it confines signals to a limited area. Loud Speakers used thus must give all-out, all-weather, all-the-time performance such as Atlas Sound Instruments have been giving on all Invasion Fronts. Later on Atlas Sound Speakers will again be giving the same fine performance in peacetime pursuits.



Complete Atlas Sound Catalog on request.

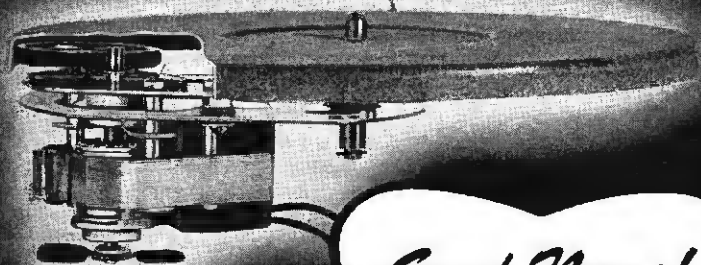
**ATLAS SOUND**

**CORPORATION**

1451 39TH STREET

BROOKLYN, N. Y.

## ALLIANCE "Even-Speed" Phono-motors



*Good News!*

### ALLIANCE RESUMES PRODUCTION on One Standard Model

• We are now able to return to production of one standard variation of Alliance Model 80 Phono-motor, according to the following definite specifications and on the production plan explained below.

#### STANDARD SPECIFICATION No. 811—Turntable No. Y-278-S2; 110 Volt, 60 cycle, 9" Model 80

Production must be on the following practical basis under present conditions where there are no large volume priority orders—namely, by accumulating a sufficient quantity of small orders with necessary priority and making periodical single production runs at such time as the quantity of accumulated orders is enough to make this practical. Priority orders (currently only orders of AA-3 or higher, with GOVERNMENT CONTRACT NUMBER and MILITARY END USE, or where certified to be used in Sound Systems, Intercommunicating or Paging Systems, as exempted from order M-9-C) must allow delivery time required to obtain a minimum practical production run; to procure material for all orders in hand, and make one production run of the one type standard unit only, for shipment on the various accumulated orders. • Check the above against your requirements, and if you have proper priority, communicate with us.

REMEMBER ALLIANCE—Your Ally in War as in Peace!

AFTER THE WAR IS WON, WE WILL TELL YOU ABOUT SOME NEW AND STARTLING IDEAS IN PHONO-MOTORS

**ALLIANCE MANUFACTURING COMPANY**  
ALLIANCE, OHIO

## "Private Brand" Items For Independent Dealers

How its appointed independent appliance dealers will be in a position to compete with "streamlined" chain store organizations, has been described by T. K. Quinn, president of the Monitor Equipment Corp., 110 E. 42nd St., New York.

Mr. Quinn, the originator of the plan, is a former merchandising vice-president of the General Electric Co., and Director-General of the War Production Drive, Washington. The Monitor firm is wholly owned by 65 distributors who will offer independents a complete line of "private brand" appliances under the "Monitor" trade mark. Rex Cole, well-known New York distributor, has joined forces with the new firm.

Mr. Quinn has made known his company's plans as they will affect the retailer, and has given this publication the exclusive statement which follows:

### Advice for Merchant

"Though the 'independent' is America's sentimental favorite, the trend toward chains, manufacturer-outlet combinations and 'combinations of combinations' continues to make inroads into independent merchandising fields. Everyone is talking about the plight of the independent, but talking won't actually help him.

"I don't know what hope there is for the independent's future in the selling of various staples, but in the specialty field, where merchandising of household electrical appliances requires attention on the part of the dealer after they are sold, the independent has certain inherent advantages which he must capitalize upon.

"Among the advantages the independent retailer should cultivate fully are:

- (1) His individuality as the merchant in his community.
- (2) His knowledge of the products he sells.
- (3) His intimate acquaintance with the householders in his territory.
- (4) His personal interest in his customers and in the performance of the products he sells.

### Wide Variety Stressed

"We plan, for example, to have a sufficiently wide variety of products under one name to make it possible for him to have a profitable business. As a starter, we will have about 30 products to be marketed under the 'Monitor' trade mark. These will include the major and minor appliances most in demand. They will be available from one distributor source of supply thus reducing the constant purchasing costs of the dealer who has spent too much time dealing with too many people and minimizing the interest of each in him.

"Of course, after this war," explained Mr. Quinn, "Monitor will be selling along the same lines others will, but we will develop our plan to set up exclusive dealers and employ direct shipping techniques to cut down warehouse costs.

"We do not hope to achieve ideal merchandising methods in one year, or even two years after the war, but our ultimate  
(Continued on page 121)



(Continued from page 120)

objective—the cutting down of selling costs and the implementing of the independent with the means of coping with the chains—will be constantly in our minds. Our merchandising problems cannot be worked out in an ivory tower somewhere, but in the field, under actual conditions."

Asked his opinion on what postwar price levels would be, Mr. Quinn predicted they would be 15 to 25 per cent higher than they were pre-war. He felt that in the immediate after-the-war period discounts would remain substantially the same as they were previously, although there will be pressure from those who do not understand selling costs to reduce them at the dealer's expense.

Thus far, Monitor has not released any statement on "financing" plans for retailers, though it is understood the firm is working on this phase at the present time.

Standard guarantees and warranties, whose terms are designed to meet competition, will be offered with Monitor equipment, according to Mr. Quinn. Attractive territory allocations will be assigned retailers by the distributor-member-owners of the Monitor Corporation.

Mr. Quinn said that no attempt will be made to restrict dealers from carrying competitive lines and makes, but he expressed the hope that after he has become well established with the Monitor line, the dealer will want to handle this brand exclusively.

### Massachusetts Retailers Create Organization

At the Hotel Manger in Boston, a meeting of the Massachusetts radio dealers was held, the purpose of which was to organize an association to aid radio retailers and technicians in increasing their business, and to protect them against encroachment. It was attended by over 150 progressive merchants, among whom were the following:

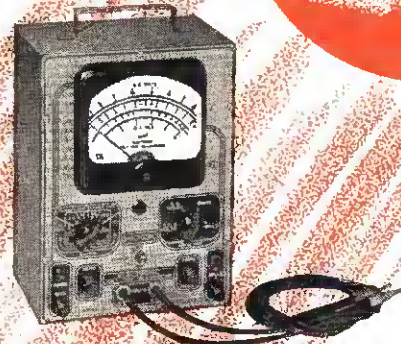
Hyman Leve, of Service Hardware & Radio; Raymond Wyman, Ray's Radio Service; Al Turner, Turner Radio; George Cutter, Belmont Radio, Malden, Mass.; Nelson's Radio Service, Everett, Mass.; W. A. Early, Salem, Mass.; Pete's Music Shop, Lexington, Mass.; Hatoff's, Jamaica Plain, Mass.

Mr. Leve, who is one of the outstanding dealers in this community, has taken the initiative in getting the organization together. He presided as chairman.

Milton Spitz, an engineer from the circuit laboratory of Raytheon, who spoke on "Ionically Heated Rectifiers," and Jack Leahy, manager of the Yankee division of Philco, who talked on "What Philco Has to Offer After the War," were introduced by Mr. Leve. Succeeding Mr. Leahy, Russell Lund, of the jobbers' sales division of Raytheon, spoke on "Merchandising Service."

Among the jobbers present were Louis M. Herman, Louis M. Herman Co.; Raymond Nelson, J. H. Burke Co.; and Ben Kublin, Louis M. Herman Co. Mr. Herman gave helpful suggestions, and offered his assistance to the group in securing members.

*The Standard of Quality  
for a Third of a  
Century*



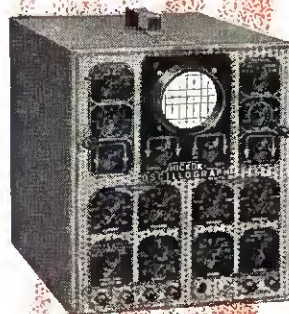
Volt-Ohm-Milliammeter



All-Purpose Tube and Set Tester



Signal Generators



Oscillograph

## ELECTRONIC and RADIO SERVICE Equipment

HICKOK Instruments have long been known as the ultimate in scientific development. Illustrated here are but 4 of our 36 leaders in the Radio Service field. Thousands of Radio Service men have preferred HICKOK Instruments because of their unusual accuracy and dependability. • HICKOK pioneered in Dynamic Mutual Conductance Tube Testing Equipment. In the field of Signal Generators, Traceometers, Vacuum tube Voltmeters, Oscillographs, Zero Current Testers, Volt-ohm-milliam-meters and Industrial Analyzers the name HICKOK is assurance of excellence.

**THE HICKOK ELECTRICAL  
INSTRUMENT COMPANY**  
10523 Dupont Ave., Cleveland 8, Ohio

*Why* **WARD LEONARD  
VITROHM  
RESISTORS AND RHEOSTATS**

are universally recognized as outstandingly superior products

- **FINEST MATERIALS OF TIME-TESTED QUALITY**
- **DESIGN AND MANUFACTURING "KNOW-HOW"**

Over fifty years experience in the development and building of wire-wound resistors and rheostats.



**WARD LEONARD**

ACCEPTED MEASURE OF QUALITY

**WARD LEONARD ELECTRIC CO.**

*Radio and Electronic Distributor Division*

53 West Jackson Blvd., Chicago, Ill.

**WOMAR**

*Manufacturers of*

**RADIO, ELECTRICAL AND  
ELECTRONIC COMPONENTS**

**ELECTRONIC PRODUCTS MFG. CORP.  
DEXTER, MICHIGAN**

**Emerson Workers Honored**

The employees at the plant of the Emerson Radio & Phonograph Corp., New York, which, recently won a renewal to its Army-Navy "E" award, were visited



Benjamin Abrams, Emerson president; Col. Arthur W. Tager, and Col. Van Ness Phillip.

by Army and Navy personnel. Lieutenant Colonel Arthur W. Tager commended the company's workers for their excellent record of war work, and urged them to "stay on the job until final victory is won."

**Missouri Distributor  
Moves to New Building**

Harry Reed, manager of the Harry Reed Radio & Supply Co., Springfield, Mo., makes public the expansion of his firm. The organization has moved from the old address at 1124 Boonville Ave. to 833-837 Boonville Ave. The new location affords the company five times as much space as was formerly available.

The new building contains approximately 5,000 square feet of floor area, having a spacious display room, and show windows. It is located on a main street in the center of the town, opposite the post office and city hall. The firm feels that this advantageous location will enable it to render more efficient service.

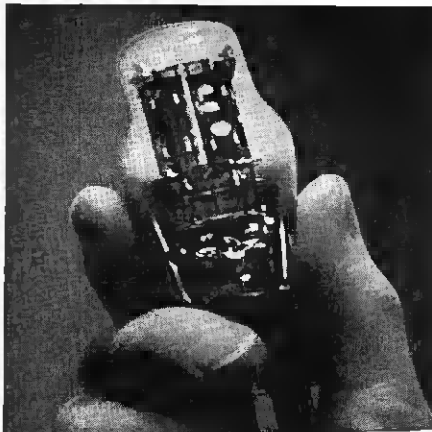
Mr. Reed also announces at this time that he has sold his interest in the Radio Engineering Service Co. and that he has no connection with any radio service organization. There will be no repair work done at the new location, as its entire efforts will be devoted to the distribution of radios, radio parts, small electrical appliances, etc.

**Plants Used by Meck**

John Meck Industries, Inc., Plymouth, Ind., have announced that they have reached 100 per cent occupancy of the buildings which they own in that city. Up to the present, war work has only used 60 per cent of the floor space. By continuing to manufacture war goods and occupying the remaining 40 per cent, the firm expects to set up production lines which can be converted within 60 days after the resumption of unlimited civilian production.



# DEALERS



**STOP!**  
don't  
throw it away!

Let **RTS** reprocess  
your dead

## RADIO TUBES

*NEW Scientific Process:*

**REACTIVATES THORIUM  
CONNECTS OPEN FILAMENTS  
CLEARS SHORTS and  
MICROPHONICS**

(NOT the old "flash" trick)

MINIMUM ORDER 6 TUBES

**SEND NO CASH** **50¢** EA.

**C. O. D. ONLY** Prices approved by O.P.A.  
1 volt & 3-Q5 \$1.00

**30-Day Guarantee**  
Every tube fully tested in checkers & sets before playing

*Send itemized list with order*

Make sure glass, base & prongs are intact... flashed, exploded or open cathodes **REJECTED** and **NOT RETURNED**

**RTS RADIO TUBE SERVICE CO. INC.**

6805 20th Avenue, Brooklyn 4, N.Y.

### Philco Commends Dealers

J. M. Otter, sales manager for home radio division of Philco Corp., Philadelphia, Pa., recently paid tribute to "dealers who have come through the war crisis with flying colors." The war years have not been easy for retailers, Mr. Otter admitted. By substituting new lines of merchandise to replace appliances discontinued by the war, merchants have not only succeeded in staying in business, but have learned a great deal as well, he added.

### Letter of Appreciation

Lieutenant (j.g.) Frank S. Lyons, USNR, writes that it is a pleasure to have received mail from Ray Cosgrove, Crosley Corp.; Paul Southard, Columbia Recording; Ralph Carney, Coleman Lamp & Stove and a host of others.

"It's particularly gratifying," writes Frank, "to read their expressions of confidence and desire to see me back to take up where I left off."

Before his entry into the Navy, Lieutenant Lyons was associated with Roskin Bros., Inc., wholesale distributors, and was in charge of the Albany, N. Y., operation.

### Appointed by Norge

Thurlo F. Johnson, who has been with the Norge division of Borg-Warner Corp., Detroit, Mich., since 1933, has been named national service manager, it was announced by M. G. O'Harra, vice-president and general sales manager. Mr. Johnson succeeds J. R. Cameron, who has resigned.

Mr. Johnson formerly was engaged in special war production duties for the company.

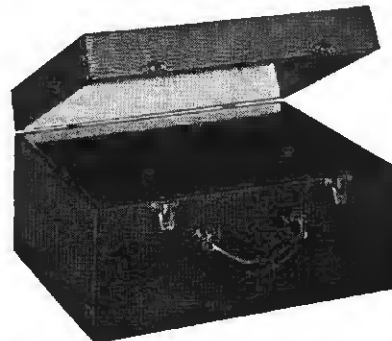
### Utah Radio Exhibits Its Wire Recorder

Giving a demonstration of the first of Utah's postwar merchandise at each of his stops, Robert M. Karet, sales manager of the wholesale and sound divisions of the Utah Radio Products Corp., Chicago, was the featured speaker at gatherings of the company's jobbers from Spokane, Wash., to St. Louis, Mo.

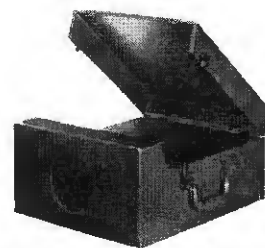
The initial unit to be released by Utah after Victory is the wire-recorder. Besides showing this item, Mr. Karet spoke on the methods the radio technician should use to combine tested business ideas with servicing to improve the running of service shops in the future.

"The postwar situation seems very rosy," said Mr. Karet, "if the technician will comprehend that the market has become almost wholly technical and is no longer a screw-driver mechanic's paradise. Combining sales and business methods with technical training, then operating along strictly business lines, will result in greater income in the period ahead. People have become conscious of the word 'electronics,' and they will hardly countenance the type of work or firm which gives them the impression that it is fly-by-night. Substantial and well-founded businesses will be in demand for servicing and sales," Mr. Karet concluded.

## LAKE Radio Cabinets and Parts



Portable Phonograph case, of sturdy durable plywood, in handsome brown leatherette finish. Inside dimensions 16½" long, 14" wide, 9½" high. Has blank motor board. As illustrated above, specially priced at..... **\$6.95**



Portable Phonograph case in brown leatherette covering. Inside dimensions 17" long, 14" wide, 8½" high. Has blank motor board and opening for speaker. As illustrated above, specially priced **\$8.95** at .....

Also blank table cabinets of walnut veneer in the following sizes, with speaker opening on left front side: (\*Note: \*7 has center speaker grill.)

#1	— 8¼"	Lx 5½"	Hx 4"	D \$1.95
#2	— 10¼"	Lx 6½"	Hx 5"	D \$2.75
#3	— 13½"	Lx 7½"	Hx 6¼"	D \$3.25
#7*	— 10¾"	Lx 7"	Hx 5½"	D \$2.50
#8	— 17"	Lx 9"	Hx 9¾"	D \$4.50
#9	— 21"	Lx 9¼"	Hx 10½"	D \$5.50

\*Speaker Opening in center of front side. Cabinets available in Ivory color and Swedish Modern. Write for prices.

### POWER TRANSFORMERS

4, 5, or 6 Tube—6.3V at 2 amp.	<b>\$2.45</b>
50 Mill Power Transformer....	
7, 8, or 9 Tube—6.3V at 3 amp.	<b>\$2.65</b>
70 Mill Power Transformer....	

**All types of radio parts available in today's market can be obtained at Lake's money-saving prices. Large stock listed in our catalog.**

**Write for Our Free, New Illustrated Catalog!**

**Lake Radio Sales Co.**

Dept. B

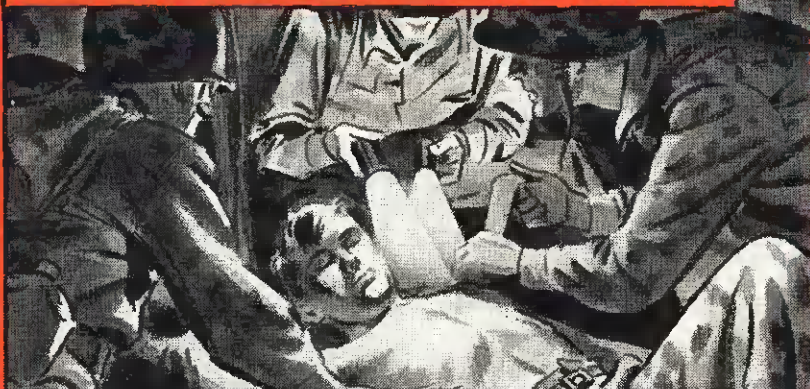
**615 W. Randolph Street  
Chicago 6, Ill.**

**HOMER G. SNOOPSHAW says:**

Most homefolks are mighty glad to know how much war batteries help our fighting men! Burgess ads in 45 magazines and 1,629 weekly newspapers give customers the reasons for battery shortages.

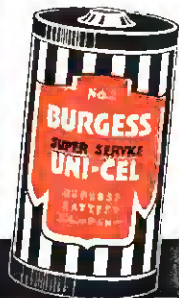


**HE HAS YOUR BATTERY**



Army Medical Corpsmen run the risks of front line warfare side-by-side with the hard-hitting Infantry. Using battery-powered flashlights to help save time—save lives, gallant "medics" give quick, efficient attention to wounded men. Countless war batteries are needed for weapons and lights—that's why supplies are limited on the homefront. Use your batteries carefully—make them last longer.

Keep Your Red Cross at His Side!



**BURGESS BATTERIES**

IN THE NATION'S SERVICE

BURGESS BATTERY COMPANY, FREEPORT, ILLINOIS

**Nation-Wide Doings of the "Representatives"**

In the summer of 1935 several representatives of radio parts manufacturers had dinner together in New York. Out of a friendly discussion of their common interests arose the modest beginning of the Representatives of Radio Parts Manufacturers.

Today, the organization, a recognized trade association of national proportions composed of 13 regional chapters, has a membership of almost 250. The purpose of the group is to promote a spirit of good fellowship among its members, and to take an active part and render a real service to the radio parts industry.

**Activities Listed**

National activities of The Representatives of Radio Parts Manufacturers, Inc., have been made public. Below is a summary of recent activities:

**Mid-Lantic Chapter:** At a meeting of this chapter, new officers were elected for the ensuing year: Wilmer S. Trinkle, president; Norman M. Sewell, vice-president; Samuel M. Jeffries, secretary and treasurer. This branch has created a new board of governors to act as a steering committee. This consists of the outgoing and new officers, or a total of seven members. All committee reports and grievances will be cleared through this new board of governors. Kenneth Moyer has been named secretary of the board.

**Los Angeles Chapter:** Emmett N. Hughes, 1709 W. 8th St., of this city, recently became a member of this branch.

**Southwestern Chapter:** Mr. Pierce of 618 Girod St., New Orleans, La., who recently returned to the radio parts representative field, has rejoined the Southwestern Chapter. Mose Branum of that branch is now at 407 Guardian Life Building, Dallas 1, Texas. E. L. Wilks, the vice-president of this group, has removed to 1212 Camp St., Dallas 2, Texas. A. L. Berthold is the new president, and R. M. Campion has been appointed secretary-treasurer.

**Officers Elected**

**Missouri Valley Chapter:** At a meeting of this group, the following new officers were elected: R. W. Farris, president; W. T. McGary, vice-president; and E. B. Lundgren, secretary-treasurer. The branch accepted the transfer of membership of Jim Kay from the Southwestern Chapter to this one. It also accepted the membership application of Zell S. Myers, a partner in the R. W. Farris Co., 406 W. 34th St., Kansas City, Mo.

**New York Chapter:** Frank X. Brennan of the Atlantic Engineering Products Co., 26 Waverly Place, New York 3, N. Y., is a new member of this group. The branch also accepted the application of Howard Fairbanks for associate membership. Mr. Fairbanks is employed by Perry Saffler, 53 Park Place, New York 7, N. Y. Adolph Schwartz of 262 Grayson Place, Teaneck, N. J., has been reinstated as a member of the chapter.

(Other news items about "Reps" will be found elsewhere in this issue.)

Get **EVERYTHING!**

Standardize on

**STANCOR** Transformers

Call your nearest Stancor Jobber...  
or write us for his address

**STANDARD TRANSFORMER CORPORATION**  
1500 N. HALSTED STREET • CHICAGO





## Baltimore Technicians Form Organization

An attempt made to pass legislation, requiring the licensing of radio servicemen in Baltimore, Md., failed to pass before the Baltimore City Council. This was due, primarily, to organized opposition to this measure. As a result, radio technicians in this city remain unlicensed. If the bill had been accepted, radio servicemen would have to take a theoretical and practical examination, and pay a five-dollar annual fee in order to receive a license.

However, this attempt made by certain interests to license these technicians resulted in the formation of the Radio Service Assn. of Baltimore. Banding together for mutual protection, this organization has pledged itself to promote the interests and well-being of radio technicians. The newly-formed association will continue to function in the postwar period, when the need for organization among radiomen may be greater than ever.

### Group Activities

At the initial meeting of the group, J. B. Wong, head of the Southern Radio and Record Co., 1222 Light St., was elected president. Other officers of the association include Harold Steinour, Steinours Radio and Records, vice-president; E. Smith, Lauraville Radio Service, treasurer; and Mrs. Marjorie Steinour, Steinours Radio and Records, secretary.

The Radio Service Assn. of Baltimore plans to hold regular meetings. Many of these will be open to all radio technicians, at which radio officials or executives of radio service companies will be invited to address the membership.

Each month, the organization will hold a closed meeting, when officers and members of the board of directors will discuss matters pertaining to the policies of the group.

One of the chief aims of the association is to elevate the status of the radio technician, and to place him on a professional level. The membership is pledged to dependable service and fair dealing in keeping with the profession.

At the next meeting of the organization, one of the principal speakers will be R. F. Neilson, in charge of the service division of RCA, who plans to include a demonstration on record changers.

The group has set an ambitious program for its gatherings. Planned for a later meeting is a discussion on Crosley radio servicing, together with a demonstration of work on these receivers.

## National Music Week

The National Assn. of Music Merchants in cooperation with the National Music Week committee is preparing to give merchandising help to retailers to assist them in promoting National Music Week, May 6 to 13. A group headed by Evan Klock, advertising manager of Lyon & Healey, will initiate a national advertising campaign to encourage the giving of records as gifts during this week.

## New RCA Vice-President

Dr. C. B. Jolliffe, chief engineer of the RCA Victor division, has been elected vice-president of the Radio Corp. of America in charge of RCA laboratories, Brigadier General David Sarnoff, president, announced following a meeting of the board of directors.

## Lear Gearing for Postwar Business

The numerous trade surveys, consumer studies, and general estimates of the postwar market in home radios are being backed up by actual orders which are currently being placed, according to Nate Hast, merchandise manager of the home radio division of Lear, Inc., Chicago, Ill.

Mr. Hast's statement is based not only on his experience, but on orders coming to the firm, which recently inaugurated a trade paper campaign on its postwar home radios. The company has also begun a consumer program for the same purpose.

"Although our home radio advertising has scarcely begun," said Mr. Hast, "the results already show the keen interest which this field will have for the distributor. Out of a possible 75 territories in this country, we have, up to the present, signed tentative agreements with 27 jobbers, and more are coming in daily."

## Raytheon Tele Stations

Raytheon Mfg. Co. has filed requests for licenses with the Federal Communications Commission, to maintain a nationwide network of broadcasting and television stations, which will be connected by micro-wave. The company plans to establish transmitters in high mountain regions in the western part of the country, and eventually build stations in the east.

## Universal Sales Posts

Universal Microphone Co., Inglewood, Cal., has announced a revision of its California sales territory, and the appointment of Herbert Becker as its factory representative for Fresno and all districts in this state north of Fresno. His headquarters are located in Burlingame.

S. H. Cohn, for many years California representative for Universal, will now take care of territory in this state south of Fresno. He will cover the field assisted by his usual staff.

## Sylvania Appointment

Sylvania Electric Products Inc., Emporium, Pa., has appointed H. G. Kronenwetter manager of advertising production—radio products. Previously, the new appointee served as assistant advertising manager for Sylvania's radio equipment.

# AMPLICALL



AMPLICALL  
Sound Control  
Unit



AMPLICALL  
Weatherproof  
Speaker



AMPLICALL  
Weatherproof  
Speaker

**W100 SERIES  
AMPLICALL**  
With facilities for up  
to 18 stations, either  
all master or master  
and remotes.

**...communications by-word  
of industry**

The thousands of U. S. industrial firms using RAULAND AMPLICALL Paging and Two-Way Communications today know how these systems smooth the way to better efficiency and increased production. They know AMPLICALL's multiple uses, advanced electronic engineering, flexibility, tone quality and low operating cost. AMPLICALL systems are designed to completely answer all of the communications needs of the smallest to the largest plants with day-in and day-out dependability. They have been continuously available to concerns having suitable priority ratings. Write us today—your inquiry for complete AMPLICALL information will have our prompt attention.

**THE RAULAND CORPORATION • CHICAGO 41, ILLINOIS**  
*Electroneering is our business*

**BUY MORE  
WAR BONDS**



**HOLD THE BONDS  
YOU HAVE!**

**RADIO • RADAR • SOUND • COMMUNICATIONS • TELEVISION**



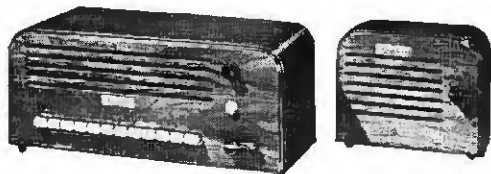
## Go After All of The Business In Sight!

With the Inter-Comm Line  
That

## "Has Everything"

... meaning, of course, Talk-A-Phone,  
The World's Most Advanced and  
Complete Line of Inter-Communication.

Wherever there is need for inter-communication, Talk-A-Phone meets it completely ... there's a unit for every requirement. You can literally blanket your territory and bank on getting a lion's share of the business. Good deliveries now. Your sales rights protected by our rigid jobber policy. Write or wire today for catalogue and full particulars.



Address Dept. 3A

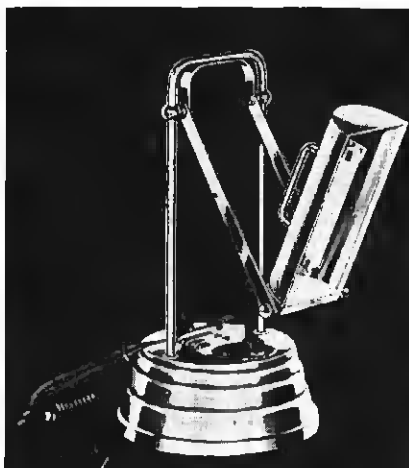
## Talk-A-Phone Mfg. Co.

1512 So. Pulaski Rd. Chicago 23, Ill.

## NOW AVAILABLE

A Nationally Advertised, Quality,  
**COLD QUARTZ  
ULTRAVIOLET RAY LAMP**

A real value. These lamps take up only a small amount of display room, yet they sell on sight. Display one in your window, put one on a counter where your customers can examine it and watch your sales climb.



## SUN KRAFT Cold Quartz Ultraviolet RAY LAMP

A departure from the conventional sun-lamp. Uses an oscillator circuit and COLD type genuine Mercury Quartz Tube. Produces 95% ultraviolet rays and the quartz tube never burns out. Comes complete with goggles, built-in automatic timer and leatherette carrying case. Finished in Satin Chrome. Carries Manufacturer's Guarantee. O.P.A. approved retail price \$64.50. Every sale nets as much as \$25.80. Send for 3 of these lamps and cash in on a real fast moving item. Stocked for immediate shipment.

**DEALER'S PRICE** \$38.70 ea. (lots of 3)  
\$43.00 ea. (lesser quantity)

## Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.

## LETTERS TO THE EDITOR

### Radio Technicians Urged to Organize

*Editor, Radio & Television Retailing:*

Why should a radioman be required to purchase a license? All radio establishments must have a city license to do business here. I think the so-called "screw-driver mechanic" has seen his day. Future radios will be too complicated for him. Tomorrow's sets will require long experience and good test equipment for their maintenance.

### Service a Profession

Let us concentrate our efforts on a real and growing danger, and strive to build up our standard of living, and put our occupation in the professional class where it should be.

The radiomen of America should be organized. In this way, and in this way only, will they ever be recognized as professional men, and receive the remuneration due them.

How many times has the radio serviceman wished he could get the chance to show the manufacturer how to build his radios? How many times has he worried and struggled over a set that never should have been built? How many times has he searched for an "outlaw" set schematic? How many times has he seen a distributor selling critical tubes and batteries to non-service establishments, such as auto parts dealers, etc.? And how many times has the legitimate dealer been forced to stock a thousand tubes in order to get the few ones he really needs?

### Organization a Solution

Organization is the answer to the radioman's problems. It is the only remedy, and the time to do it is now—before it is too late.

I would like to hear from fellow servicemen interested in forming an organization, especially those in southern Georgia.

G. E. RENFROE

Southern Radio Service,  
Thomasville, Ga.

### Hauls John Q. Public Up on the Carpet

*Editor, Radio & Television Retailing:*

After three years of wartime servicing, without help, little things that we put up with noncommittally before, now are seen in a different light. For instance, that individual, John Q. Public—the man we wooed and lost so many times in the past—we can now describe as one:

Who wouldn't think of taking a \$10 watch to anyone but a jeweler, but who will take his \$100 radio to the high school kid next door because the latter once built a set;

(Continued on page 127)



*Adaptol*

## ADAPTERS

Permit Use of AVAILABLE Tubes

Transform to scarce type tubes . . . convert for use of such tubes as you HAVE (what a blessing!) . . . eliminate wiring . . . and be SURE of quality, craftsmanship, PRECISION! Almost 200 types, many with BUILT-IN RESISTORS.

Laboratory men, servicers, jobbers, dealers . . . this is your meat! Now the tube shortage won't handicap you nearly so much.

WRITE FOR MORE DETAILS

**ADAPTOL COMPANY**

Department 27

260 UTICA AVE., BROOKLYN 13, N. Y.



## The Soldering Iron That's HOT IN 90 SECONDS!

COMPLETE U.S. APPROVAL

COOL, SAFETY HANDLE

LIGHT WEIGHT GOOD BALANCE

THERMOSTATIC HEAT CONTROL

QUICK HEATING ELEMENT

THREADED TIP — GOOD CONTACT

6 INTER-CHANGEABLE TIPS



Only Kwikheat has a **BUILT-IN THERMOSTAT**

No more waiting for your soldering iron to heat up — the Kwikheat Iron is hot, ready to use only 90 seconds after plugging in! A built-in thermostat maintains proper temperature. Can't overheat — saves tips and refining time. Powerful, 225 watts: yet exceptionally light, 14 oz. Cool, safety handle. Six interchangeable tip styles are available to adapt one iron to most any job . . . \$11.00

FROM TIP TO PLUG... IN A CLASS BY ITSELF!

**YANATTA**

*kwikheat*

**THERMOSTATIC SOLDERING IRON**

A Division of  
Sound Equipment Corp. of California  
3903 San Fernando Rd., Glendale 4, Calif.

(Continued from page 126)

Who will pay a barkeeper \$50 for an evening's entertainment and a dollar's worth of whiskey, but who hollers like the devil at paying a radiotrician \$5 for three months' radio enjoyment of programs running into thousands of dollars;

Who will take his business elsewhere because the garage mechanic was careless and adjusted the driver's seat an inch too far back, but who will let the house guest adjust the IF screws, because the latter claims he knows how to do it;

Who will take off and lose all of the tube shields on his radio, but wouldn't think of removing the hood from his car;

And lastly, the one who will recklessly interchange tubes in his set, but never, since he started wearing them, has he appeared in public with his left shoe on any but his left foot.

JACK MAYR

Radio Doctor  
Chico, Cal.

### Dealer Form Letter Advertisises Repair Work

Young Radio Electronic Service, St. Paul, Minn., is currently sending out an interesting circular letter to prospective customers as follows:

Dear Sir or Madam:

This is a short message from one of your home community boys, Benart (Ben) Young, 1487 Blair Avenue, and I hope that you will take a moment of your time to read it.

When your Radio or other Electrical Appliance fails to work properly, you generally begin to think, "Where can I take it to have it repaired?" or "Whom can I call in to get it going again?" Naturally you don't want a novice to serve you. You look for some one who has proved himself qualified in his line. For the following reasons I believe I am well qualified for such work.

#### Lists Qualifications

First: I have taken six months' training with the Midland Radio and Television Schools of Kansas City, Mo.

Second: I have had nine months' training in the Signal Corp (Enlisted Reserve Corp) Radio Schools.

Third: I have completed over two years' actual work and experience with such well-known companies as The Golden Rule (Appliance Service Department), St. Paul; Larry's Radio Service, St. Paul; and the Maico Company, Inc., Minneapolis.

So now that you know more about me, won't you bring your Radio or other Electrical Appliance repair job to my shop at 1487 Blair Avenue or ask me to call at your home for service or estimate? All work guaranteed for 90 days.

I am enclosing my business card, which I wish you would put in or near your radio for handy reference. My telephone number is Nestor 5738.

Sincerely,

BENART E. YOUNG



★ Clarostat standard tapped controls, Series TCP, permit replacement of tapped units with the assurance that the total resistance value and tap satisfactorily match the original.

Twelve selected values, in resistance ranges from 250,000 ohms to 2 megohms. One or two taps. These standard units are listed in the Clarostat Interim Line (essential wartime servicing items). These midget controls are equipped with the original Ad-A-Switch feature. List price \$1.50.



### ★ Ask Our Jobber . . .

Ask about these Series TCP controls and other replacement controls. Ask for a copy of the Clarostat Interim Line Catalog. Or write us direct.

**CLAROSTAT**

Controls and Resistors

CLAROSTAT MFG. CO., Inc. • 285-7 N. 6th St., Brooklyn, N. Y.

DEPENDABLE MUTER PRODUCTS \* DEPENDABLE MUTER PRODUCTS

DEPENDABLE **MUTER** PRODUCTS

**Manufacturers  
of Component parts for  
the Radio, Electronic  
and Communications  
Industries . . . .**

**THE MUTER CO.**  
1255 South Michigan Avenue  
Chicago, U. S. A.

DEPENDABLE MUTER PRODUCTS \* DEPENDABLE MUTER PRODUCTS

**W. P. Laws, Sales Manager for Thurow Distributors**



L. W. Teegarden, right, general manager of RCA tube and equipment department, gives a send-off to W. P. Laws, associated with RCA for the past ten years, who resigned to become sales manager of Thurow Radio Distributors, Tampa, Fla., jobbers of the company's tube and test equipment. H. M. Carpenter, Thurow president, is at left.

**Times Appliance Changes**

Times Appliance Co., Inc., New York, has made changes in its personnel. J. F. McDonnell, phonograph record salesman for the firm in Bronx and Westchester counties and formerly with the company's appliance division, joined Western Merchandise Distributors, Inc., the organization's subsidiary, as sales manager of the Columbia record department. H. L. Bloomfield replaced Mr. McDonnell in that territory.

Sidney Blume, honorably discharged from the Army after seeing action, will replace Lawrence Schanzer as record salesman in Brooklyn.

**Ohmite Gift to College**

Dr. Henry T. Heald, president of the Illinois Institute of Technology, has announced an initial grant of \$15,000 from the Ohmite Mfg. Co., Chicago, to be used for the establishment of a laboratory.

The gift came through David T. Siegel, president of the company and a trustee of Illinois Tech. This contribution will be used for equipping what will be known as the "Ohmite Laboratory for Precision Measurements."

**Estate Ad Campaign**

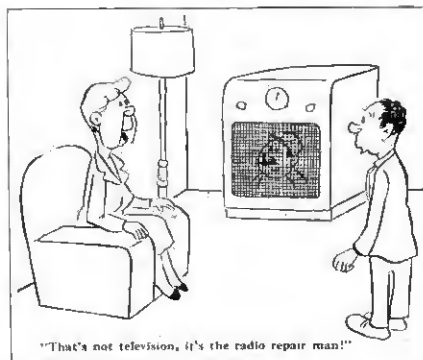
The Estate Stove Co., Hamilton, Ohio, a consistent user of magazine space for the promotion of its products in the years before the war, has resumed advertising in a number of national publications.

**Westinghouse Executive Wary of Many Surveys**

A skeptical attitude toward consumer opinion polls and surveys, especially those which give little or no information as to how conclusions were reached, was recommended to business and government executives attending the Sales Executive Club meeting in Albany, N. Y.

"A survey, if handled cleverly in omitting details, can show about anything the originator wishes it to show. Skepticism is advised, unless the report of the research is fully documented as to how it was made, and to how conclusions were drawn. The mere statement, 'a recent survey shows—' certainly does not, by itself, authenticate the report," W. W. Grant, director of marketing research of the Westinghouse Electrical and Mfg. Co., appliance division, told the group.

**"Better Late Than Never" Department**



As illustrated by Marvin Townsend, in the Dec., 1943, RADIO & Television RETAILING.



As illustrated by Roy Williams, in the March 10, 1945, Collier's.



## FIFTH EDITION WARTIME RADIO SERVICE

75 Pages  
Over 1500 Tested Tube Substitutions

The only book of its kind—will save you many times its cost in time saved—though you know the substitution it will save the time lost figuring the changes.

The last thirteen pages contain a very complete tube characteristics chart with clear base views.

Repairing burned out tubes  
Changing 1.4 v & 2.0 v Farm Radios  
for Electric Operation  
Best methods for making adaptors

price \$3.00 postpaid

Get this money making time saver from your distributor today or order from

**CITY RADIO COMPANY**  
the RADIO CITY OF PHOENIX, ARIZONA  
EAST WASHINGTON AT FIFTH ST.  
Distributors Airmail Today for Proposition

## Radio Tube ADAPTORS

- We manufacture all types of Radio Tube Adaptors to fit any radio tubes.
- Write for our complete ADAPTOR list today.
- Your old tubes can be rejuvenated with our ADAPTORS.
- Dozen lots—of any one type—50c ea.

Smaller quantity—60c ea.

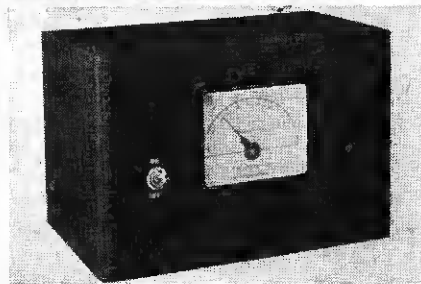
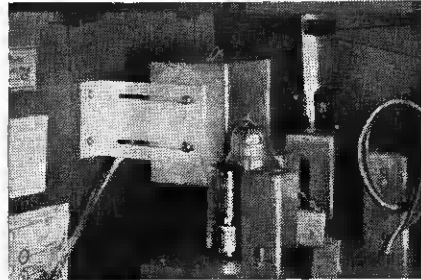
Miniature tube ADAPTORS also available.

**Manor**  
**Electric & Appliance Co.**  
3236 SOUTHPORT AVENUE  
CHICAGO 13, ILLINOIS

## FM Converters for New Band Shown

The Hallicrafters Company, Chicago, manufacturers of high frequency radio and electronic equipment, revealed details of the two FM converters which were the subject of much discussion at the recent FCC hearings in Washington. These converters, one a three-tube model which includes a power supply and the other a one-tube device, will enable pre-war FM sets to receive stations in the proposed new FM band from 84 to 102 megacycles.

The three-tube model which was dem-



Complete converter for use with 42-50 mc FM set, (top) and one-tube converter for technician installation.

onstrated by the FCC in Washington uses a type 7V7 mixer, a type 7A4 oscillator, and a type 6X5GT/G rectifier. The output of the converter is fed into the antenna connections of the FM receiver which is tuned to 42 megacycles. The converter oscillator is arranged to track 42 megacycles below the mixer frequency and the entire device simply acts as the front end of a superheterodyne, using the FM receiver as an IF amplifier.

The experimental three-tube model is far larger than necessary and is in no sense a finished product. Hallicrafters did make a careful estimate of costs and said that this model could be built for \$12 F.O.B. Chicago, whenever the priority situation permits. This price assumes quantity sales to a single customer and excludes taxes.

Of far greater appeal to the present FM set owner, however, is the new one-tube model which can be placed inside the cabinet of practically any FM set. It can easily be installed by any service man and only requires that one hole be drilled in the front of the receiver to accommodate the control switch.

The FM receiver is used as a *variable* IF and with two fixed frequencies of the oscillator selected by means of the control switch covers the new range of 84 to 102 megacycles in two bands.

The price of this one tube model based on quantity sales is \$5.60. This will permit retail sales at well below \$10, say Hallicrafters' officials.

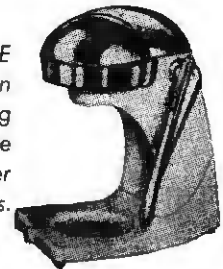


# Out in FRONT

Yes, JUICE KING stands out as the home juicer the housewife knows. Now, as throughout the war, national advertising in leading consumer magazines reminds her often of JUICE KING quality . . . JUICE KING superiority.

Mrs. Consumer will want a JUICE KING just as soon as they are again available. Be ready . . . plan now to merchandise this popular home juicer.

- Watch for JUICE KING advertising in Good Housekeeping . . . Ladies' Home Journal . . . Better Homes & Gardens.



# Juice King

FINEST HOME JUICER

**NATIONAL  
DIE CASTING COMPANY**  
CHICAGO 45, ILL.



# STRENGTH

There's satisfaction in buying antennae from Snyder. There's solidity to the organization—there's quality to their products—there's a definite price advantage. Make your next order to Snyder.

ANTENNAE  
by

# SNYDER

MANUFACTURING CO. • PHILADELPHIA

COMPLETE MANUFACTURERS  
FROM START TO FINISH

## Aerovox Officials Honored at Banquet



At a testimonial banquet held in their honor, Aerovox associates feted the incoming and retiring officials of the corporation. Shown left to right are the new president, W. Myron Owen; retiring vice-president, Sam Siegel; Mrs. Emanuel Cohen, wife of Col. Cohen, former stockholder and official; retiring president S. I. Cole; new vice-president and chief engineer, Stanley Green.

### Hotpoint Vice-President

Ward R. Schafer has been elected vice-president of the Edison General Electric (Hotpoint) Co. in charge of sales, according to an announcement by R. W. Turnbull, president. Mr. Schafer, who has been with Hotpoint since 1923, when he joined the company as an engineer in the commercial cooking division, will continue to maintain headquarters at the firm's Chicago offices.

### Philharmonic Drops Out of Home Set Field

The Philharmonic Radio Corp., New York, has announced that it will not resume making home radio receivers after the war. Avery R. Fisher, vice-president and general manager of Philharmonic, founded the company in 1937. Pre-war the firm made de luxe sets which sold from \$300 to \$1300. Philharmonic was bought by American Type Founders in 1943.

## 20 Years Ago

From the April, 1925, Issue of Radio Retailing

"HAS SHE A RADIO?", is suggested as Mother's Day slogan for dealers . . . tying sentimental appeal effectively with radio.

WOMEN CONTROL PURSE STRINGS of the American Home. "Of all retail purchases made in retail stores of every kind, 85 per cent are made by women." 22 different approaches suggested for selling radios to the feminine "head of the family."

"ARE YOU SELLING TO THE FARMERS?" inquires this article. "According to official government figures, there are 6,448,343 farms in the U. S., of which only about 340,000 have radio sets, leaving a farmer market of over 6,000,000 prospects."

THREE THINGS THE RADIO DEALER CAN DO to Increase Profits—(1) Reduce ratio of merchandise cost to sales. (2) Carefully watch operating expenses, especially that expense of "service." (3) Increase stock turn without loss of full price.

KANSAS CITY'S first annual radio exhibition . . . proved extremely popular. Estimates are that 100,000 visitors attended.

WHAT'S NEW IN RADIO—"Reproducer that is a reproduction of the human throat . . . Principle founded on human vocal organs with small opening representing nose and wide one the mouth." Also mentioned is a "Receiver for phonograph installation for use with the upright type of phonograph." Another new item is a glass panel and cabinet radio set, allowing the onlooker a clear view of "every part of the radio set. . ."

THE OUTSIDE SALESMAN Is Bringing Home the Radio Bacon. Radio today is being sold by the dealer who goes out after sales. The sales records of aggressive firms selling radio show that it is the outside men who are keeping their radio volume up.



## Munger Represents Surplus Property Group

Rex L. Munger, formerly sales manager of Taylor Tubes, Inc., has been appointed middle west representative for Communication Measurements Laboratory, 120 Greenwich St., New York, to dispose of surplus radio and electronic materials of all types for the Defense Supplies Corp., a government agency. He will represent the CML in a number of states.

Surpluses will be sold to manufacturers and distributors in accordance with the plans of the Government aimed to prevent wholesale dumping which might upset the balance between supply and demand, or the labor picture.

In addition, Munger will also represent CML in its regular line of test equipment for manufacturers. Simultaneously with this work, he will continue to act as advisory sales manager for Taylor Tubes, where he will make his headquarters at 2312 Wabansia Ave., Chicago, Ill.

## New Sonora Factory

Acquisition of a new record manufacturing plant has been made public by Joseph Gerl, president of the Sonora Record Co., Chicago. The new building is located at Meriden, Conn., and will operate under the company name of Reko-Plastic, Inc. Phonograph records for Sonora will be its sole output. Sonora's present marketing is limited to about one new record album a month. With its increased facilities, the firm is looking forward to producing at least two new albums monthly.

## Buy Steel Kitchens Corp.

Saunders P. Jones, president of the American Central Mfg. Corp., Connersville, Ind., has announced the completion of negotiations for the purchase of the physical properties of the Steel Kitchens Corp. in the same city.

## Join to Aid War Work

Borg-Warner Corp., Hallicrafters Co., General Motors, and Western Electric Co., were among eight of the war plants in Chicago which have been doing promotion to keep workers on the job, and to recruit new employees. In cooperation with the Army, Navy, radio station WGN, and other organizations, these firms have sponsored a series of radio programs entitled, "America Unlimited." The story of each war plant's contribution to the war effort has been dramatized with actual sounds recorded on the production line.

## Cathode Tubes Brochure

A new 16-page illustrated booklet on "How and Why Cathode Ray Tubes Work," including a discussion of complete television set-ups, has been announced by North American Philips Co., Inc., 100 East 42 St., New York. This firm is one of the producers of this type tube. The text was written by J. R. Beers, development engineer.

## Van Zandt Executive

At the annual meeting of the board of directors of the Van Zandt Supply Co., Huntington, W. Va., Henry E. Thornburg was elected vice-president of the firm. Mr. Thornburg has been associated with the company for fourteen consecutive years.

## Decca Volume Mounts

Net sales of Decca Records, Inc., and its subsidiary companies for the year ended December 31, 1944, reached a new high record figure of \$13,416,933, according to the firm's annual report. The 1943 sales total was \$11,278,345.

## New Admiral Director

Ross D. Siragusa, president of Admiral Corp., Chicago, announced at a company stockholders' meeting that Joseph E. Dempsey had been elected a member of the board of directors. Mr. Dempsey replaces J. H. Clippinger.

## Dr. Weld With Turner Co.

The Turner Co., Cedar Rapids, Iowa, announces that Dr. Leroy D. Weld, one of the nation's foremost physicists, is now associated full-time with the firm as director of research. Previously, Dr. Weld had been doing work for the organization on a part-time basis.



What type of microphone is best suited for a particular application?

How can I convert the level of a microphone rated on the basis of milliwatts per bar to a level of volts per bar?

What new types of special purpose microphones have been developed for voice and sound transmission?

These and many other answers may be found in the  
**NEW and COMPLETE *Electro-Voice* CATALOG**

More than an exposition of microphone types, the new Electro-Voice Catalog provides a source of valuable information which should be at the fingertips of every sound man. It contains a simplified Reference Level Conversion Chart which marks the first attempt in the history of the industry to standardize microphone ratings. Several pages are devoted to showing basic operating principles of microphones . . . offering a guide to the proper selection of types for specific applications. And, of course, every microphone in the Electro-Voice line is completely described, from applications to specifications.

Reserve your copy of the new  
*Electro-Voice Catalog*. Write today.

**Electro-Voice** MICROPHONES

ELECTRO-VOICE CORPORATION, 1725 SOUTH 48th AVENUE, SOUTH BEND 24, INDIANA

BUY AND HOLD MORE WAR BONDS

U.S. NAVY

POSTWAR PROFIT TIP!

# A DEALER'S BEST FRIEND

All I hear at my house  
is a new **ELECTRIC**  
range



Is the line that keeps him  
out of fuelish arguments

At ours... the missus  
wants **GAS**



My boss says  
an **OIL** heater's the  
only kind to buy



Aw-w bull... mine's  
sold on thr-rifty **COAL**



Difference of opinion  
makes no difference to  
me. I'll **have** em **all**.  
I'll **sell** 'em **all**.



Don't lose sales because of fuelish arguments  
LINE UP WITH THE "FUEL-PROOF" LINE\*

## ESTATE

*Heatrola*

## RANGES & HEATERS

Ranges and water heaters for city gas, LP-gas, electricity  
Space heaters for coal, wood, oil

\*Estate Heatrola is the ONE line of cooking and heating appliances for ALL fuels... all sold under one famous, nationally-advertised trade name. (Want the name of your Estate Heatrola distributor? Write us.)

THE ESTATE STOVE COMPANY, HAMILTON, OHIO, House founded 1842

### DEALERS ATTENTION

#### TAKE ADVANTAGE OF OUR RADIO REPAIR SERVICE

- We have had years of experience repairing all makes of home and car radios.
- We have a large stock of hard to get parts and tubes.
- Fast Service. In most cases radios will be repaired and on their way back to you within 48 hours.
- 30% discount to dealers.
- All Service Guaranteed.
- Ship us your radios by express or parcel post. We will return them carefully boxed so they will reach you in excellent condition.

#### FINEST RADIO SERVICE

307 PIPESTONE

BENTON HARBOR, MICHIGAN

### WESCO Appointments

In a move to prepare for expected increases in postwar business, W. A. Emerson, southeastern district manager of the Westinghouse Electric Supply Co., has announced six major district personnel changes.

L. G. Hardy, formerly branch manager at Jacksonville and Tampa, Fla., has been named southeastern district appliance manager with headquarters in Atlanta, Ga.; C. W. Spengler of Miami, Fla., has been appointed acting manager of the Jacksonville branch of the company; E. L. Houston is now acting manager of the Tampa section of the Westinghouse Electric Supply Co.; S. R. Clark, formerly acting manager at Charlotte and Columbia, S. C., was made branch manager of the organization; O. C. Rhodes, Tampa, Fla., appointed acting manager of the Columbia, S. C., branch of the firm; R. E. Hallman, of Charlotte, was named acting manager of the Greenville, S. C., branch of Westinghouse.

### Meek Chicago Office

John Meek Industries, Inc., radio and electronic manufacturers of Plymouth, Ind., have announced that its Chicago expediting office, under the direction of Fred Arnold, is now located at 35 E. Wacker Drive. At the end of the war, this office will become the Chicago sales headquarters and showroom for the organization.

### Radio Industry Hub

According to Leslie F. Muter, president of Radar-Radio Industries, Chicago, Ill., almost 50 per cent of the radio equipment manufactured for the armed forces comes from the Chicago area. In Mr. Muter's opinion, this locality is well suited for the production of radios and similar goods, and predicts that this area will continue to occupy the chief position in the field postwar.

### NAMM Explains Pricing

National Assn. of Music Merchants, Chicago, Ill., has issued a special bulletin clarifying OPA ceiling prices on used pianos. A source of confusion to many retailers, as pointed out by this organization, has been the order fixing prices for all musical instruments "excepting pianos." Some dealers have taken the reference in the order to mean that used pianos are exempt from ceiling prices, not realizing that the "exemption" left them under the General Maximum Price Regulation, the NAMM declares.

### Resistors From W-J

Ralph Walker, president of Walker-Jimieson, Inc., Chicago, announces that henceforth IRC resistors will be available from the firm in quantities up to 500 pieces. The same quantity discounts formerly offered only by the manufacturer will prevail.





*Please stand by  
for further  
announcement*

Right now, we haven't a consumer story to tell on USALITE Portable Radio Batteries, for our production is directed to essential war work.

However, please stand by for further announcement.

For just as soon as conditions permit, we'll be back with a line of USALITE Portable Radio Batteries that you can rely upon for unwavering Quality and Performance.

Meanwhile....  
**BUY WAR BONDS**



**Portable Radio Batteries**

UNITED STATES ELECTRIC MFG. CORP. Factory and  
Head Office: New York 11, N. Y. Branch Office: Chicago 7, Ill.

### Opens Tele Studios

Cine-Television Studios, Inc., announces that it has opened studio laboratories for television program experiments in space occupying the entire seventh floor of the Grand Central Terminal Building in New York.

Fred H. Fidler, former advertising agency executive, has been elected president of the firm. Yasha Frank is vice-president; Robert A. Jenkins, general manager and V. H. Rothschild is secretary.

### Columbia Vice-President

Edward Wallerstein, president of Columbia Recording Corp., Bridgeport, Conn., announces that Emanuel Sacks was elected a vice-president of the company at a recent meeting of the board of directors. Mr. Sacks is in charge of the popular artists and repertoire section of the organization.

### Crosley Export Business

Prospective distributors of peace-time products made in the postwar period are visiting Cincinnati and other American cities daily from all parts of the world.

From New Delhi, India, S. Sundra, head of one of the leading jobbing firms in northern India, has been visiting the main offices of the Crosley Corp. to complete arrangements for taking over the distributorship for Crosley home radios and major household appliances in northern India.

### Large Sylvania Income

Sylvania Electric Products, Inc., New York, attained a record sales volume in 1944 of \$101,527,015, an increase of more than 67 per cent over 1943, according to the company's annual report.

Seven months sales figures of Colonial Radio Corp., wholly-owned subsidiary acquired last May, are included. Of the total, the largest part comprised war production, less than 12 per cent of the volume being for civilian consumption.

### Astatic Sales Manager



Ray T. Schottenberg, sales manager of the Astatic Corp., Conneaut, Ohio, has been placed in sole charge of all jobber division sales.

**IMMEDIATE  
DELIVERY  
FROM STOCK**

### SPRAGUE - CORNELL DUBILIER AEROVOX CONDENSERS



10 mfd 450v Tubular	50¢
16 mfd 450v Tubular	65¢
20 mfd 450v Tubular	70¢
40 mfd 450v Tubular	90¢
20 mfd 150v Tubular	44¢
30 mfd 150v Tubular	47¢
40 mfd 150v Tubular	50¢
20-20 mfd 150v Tubular	76¢
40-20 mfd 150v Tubular	82¢
30-30 mfd 150v Tubular	79¢
50-30 mfd 150v Tubular	94¢
10 mfd 50v Tubular	32¢
25 mfd 25v Tubular	35¢

### SPRAGUE Money-Saving Kits

6 ATOMS 8mfd 450v Tubular	\$2.56
15 TC-11 .01mfd 600v Tubular	1.59
15 TC-12 .02mfd 600v Tubular	1.59
15 TC-15 .05mfd 600v Tubular	2.12

### TEST EQUIPMENT!!!

**Volt-Ohm-Milliammeters**  
GE UM-3 31.50  
Superior PB-100 28.40  
Servicemen's Priority  
AA-5 MRO CMP5A  
Delivery—3 weeks



### PM SPEAKERS



4" Square 2 oz.	1.35
5" Round	1.25
6" Round 3.6 oz.	2.10
10" Round 20 oz.	7.20
12" Round 11 oz.	5.19
12" Round 31 oz.	10.14

### TURNER MICROPHONES

Model	Type	Cord	List	Your Cost
BX	Crystal	7'	\$9.95	\$5.85
22X	Crystal	7'	15.50	10.68
33X	Crystal	20'	22.50	15.25
BD	Dynamic	7'	14.50	8.53
93D	Dynamic	20'	23.50	13.82



### RADIART VIBRATORS

Type	Equal	Base	Size	Used in	Each
S-1	4-4	4 Prong	1 1/2-3 1/2	Universal	\$1.35
5300	294	4 Prong	1 1/2-3 1/2	Universal	2.09
5326P	500P	4 Prong	1 1/2-2 1/2	Phileo	1.76
5334	858	4 Prong	1 1/2-3 1/2	Delco	2.09
5341M	901M	4 Prong	1 1/2-3 1/2	Motorola	1.76
5400	248	6 Prong	1 1/2-3 1/2	Tru-tone	3.50
5426	716	6 Prong	1 1/2-3 1/2	Buick	3.50

ORDER OTHERS BY MAKE AND SET MODEL



### TRIMM ACME DELUXE PHONES

2000 OHM	1.50
Cannon-Ball Dixie	1.56
Brush Crystal Phones	
Type "A"	7.95

### ASTATIC CRYSTAL CARTRIDGES

L40	2.35	LP6	4.70	M22	2.94
-----	------	-----	------	-----	------

### PHILCO BEAM OF LIGHT

Selenium Cell only, no holder	1.80
-------------------------------	------

### AC-DC RESISTANCE CORDS

135-160-180-220-250-290 OHM	
Each	48¢
10 for	4.50
ICA Universal 22-330 ohm	73¢
560 ohm for 3-way Portable	73¢

### BALLAST TUBES

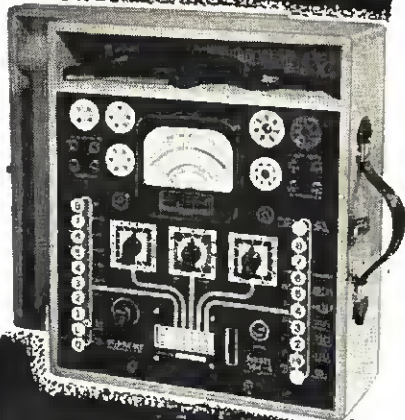
K42B K55B L49C L55B	
100-79	
K49B K55C L49D 100-70	
100-77	
Each 45¢	10 for 4.20
Claro-stat Universal 23-55A	
(octal) each	59¢

20% deposit required on all C. O. D. orders. Orders of \$25.00 or more accompanied by payment in full, will be shipped prepaid. DON'T FORGET L-265 or AA-3 certificate.

**RADIO SUPPLY &  
ENGINEERING CO., Inc.**  
128 SELDEN AVE. DETROIT 1, MICH.

MODEL 504-A

# Tube and Set TESTER....



## ★ THE PORTABLE LAB THAT GIVES YOU— *Everything!*

- ★ Design proven by over 5 years production of thousands of this model.
- ★ Operation as simple as ABC. Multifunction push-button switches do all work. Simply "follow the arrows" for tube checking. No roaming test leads for the multimeter.
- ★ Open face wide scale 4/4-inch rugged meter built especially for this tester—500 microampere sensitivity.
- ★ Each AC and DC range individually calibrated.
- ★ Professional appearance. Solid golden oak carrying case.
- ★ Guaranteed Rectifier.

## SPECIFICATIONS

DC MICROAMPERES:  
0-300

DC MILLIAMPERES:  
0-2.5-10-50-250

DC AMPERES  
0-1-10

DC VOLTS—1000 OHMS PER VOLT:  
0-5-25-100-250-500-1000-2500

AC VOLTS  
0-5-10-50-250-1000

OUTPUT VOLTS:  
0-5-10-50-250-1000

OHMMETER:  
0-200-2000-20,000 OHMS  
0-2-20 MEGOHMS

BATTERY TEST:  
Check Dry Portable "A" and "B" Batteries Under Load

CONDENSER CHECK:  
Electrolytics checked on English Reading Scale at Rated voltages of 25-50-100-200-250-300-450 volts.

TUBE TESTER:  
Emission type with noise test, floating filaments, easy chart operation. Checks all receiving type tubes.

POWER SUPPLY:  
115 volts 60 cycle. Special voltage and frequency upon request.

# SUPREME

SUPREME INSTRUMENTS CORP.  
Greenwood, Miss., U.S.A.

## Westinghouse Changes Names of Two Divisions

Official changes in names of two divisions of the Westinghouse Electric and Manufacturing Co., to better describe their expanding functions, now and post-war, have been announced by Walter Evans, vice-president in charge of radio, radar, and electronic activities.

Involved in the changes are the former radio division, which now becomes the industrial electronics division, and the previous radio receiver division, now the home radio division. Each will continue under its present direction, Mr. Evans stated.

## New Electronic Company Is Formed in Chicago

J. R. Beebe, known in the electronic equipment as "Jack" Beebe, has recently announced that his new company, Premier Electronic Products, Inc., 4849 N. Western Ave., Chicago, Ill., is now ready for business. This new organization will manufacture radio and radar transformers. According to the firm, one feature of its plans is the reduction of the present unwieldy number of catalog types of transformers to a workable minimum. It is claimed that this will simplify the distributor's problem. Premier Electronic Products, Inc. will specialize in quality transformers.

## "Open-Front" Radio Stores in Mexico City



Since many customers are reluctant to enter stores having doors, most establishments, like this one, operated by Guillermo Rosales, who recently visited RTR's New York office, are "wide-open" to trade. At closing time, a metal barricade is lowered in front of store to prevent theft of merchandise. There's no weather problem as the sun shines every day. Below, part of interior. Rosales' Mexico City store occupies 7,800 square feet and employs 10 people.





## Talk by Lear President



Wm. P. Lear, president of Lear, Inc., speaking before the Aviation Writers' Assn., in New York City, on the future of aviation radio.

## Sparton Shows Line

High spot of Sparton's national sales meeting, held at Jackson, Mich., was a demonstration of its new radio models featuring FM. Although the site of this gathering is approximately 30 miles beyond the effective range of the station used, the reception was perfect.

A number of new cabinets styled by John Tjaarda were viewed with enthusiasm by the people present. Harry Sparks, president of the company, and Ed Bonia, general manager of the radio and appliance division, addressed the meeting.

## Universal Calendar

Universal Microphone Co., Inglewood, Cal., is issuing a monthly calendar to the jobbing industry. This calendar, which occupies a minimum of space on counters or desks, features art work in cutout form, and copy, both of which are changed monthly.

Text calls attention to free offer of stroboscope disc, pictorial portfolio of the history of communications, price list, catalog and bulletin 1458 on the new D-20 dynamic microphone.

## Commercial Credit Data

Commercial Credit Co., Baltimore, Md., has issued its thirty-third annual report covering its consolidated operations with those of its subsidiary companies for the 1944. Net income for that year was \$7,182,563, compared with \$6,486,487 in 1943.

## Wileox-Gay Display Card

Wileox-Gay Corp., Charlotte, Mich., manufacturers of Recordio and Recordio discs, is offering its new display of Recordiopoint sapphire play-back needles, which are now available for delivery. These displays are individually packed for reshipment by the jobber. A master carton contains twenty-five displays.

Each display has a retail selling price of \$30, shows 12 needles, and has a unit sale of \$2.50.

## RIDER VOLUME XIV COVERS 1941-42 RECEIVERS



I have always had a warm spot for "Duffy's Tavern" because the first program I carried was its first sponsored broadcast. Ah, I was young, strong—and what a tone I had in those days.

Today, however, after the beating I've taken during the past few years—well, as "Archie's" song suggests "Leave Us Face It." I'm in bad shape. I ought to be in the radio repair shop this very minute, along with many of my con-

temporaries who just couldn't take it any longer. The trouble is that our serviceman hasn't heard that Rider Manual Vol. XIV covering 1941-42 receivers has been published. So, he is wasting a lot of time trying to diagnose the ills of 1941 and 1942 sets when the servicing data in Volume XIV could lead him right to the causes of the troubles—and quickly.

If your jobber is out of Volume XIV or any other number please bear with him. WPB paper restrictions, you know.

**RIDER MANUALS (14 VOLUMES)**  
**Volumes XIV to VII** . . . 12.50 each volume  
**Volume VI** . . . . . 9.50  
**Abridged Manuals I to V (1 vol.)** 15.00  
**Automatic Record Changers and Recorders** . . . . . 7.50  
**OTHER RIDER BOOKS YOU NEED**  
**The Cathode Ray Tube at Work**  
 Accepted authority on subject . . . . . 4.00  
**Frequency Modulation**  
 Gives principles of FM radio . . . . . 2.00  
**Servicing by Signal Tracing**  
 Basic Method of radio servicing . . . . . 4.00  
**Servicing Superheterodynes** . . . . . 2.00

**The Meter at Work**  
 An elementary text on meters . . . . . 2.00  
**The Oscillator at Work**  
 How to use, test and repair . . . . . 2.50  
**Vacuum Tube Voltmeters**  
 Both theory and practice . . . . . 2.50  
**Automatic Frequency Control Systems**  
 —also automatic tuning systems . . . . . 1.75  
**A-C Calculation Charts**  
 Two to five times as fast as slide rule . . . 7.50  
**Hour-A-Day-with-Rider Series—**  
 On "Alternating Currents in Radio Receivers"—  
 On "Resonance & Alignment"—  
 On "Automatic Volume Control"—  
 On "D-C Voltage Distribution" . . . . . 1.25 each

**JOHN F. RIDER PUBLISHER, INC. 404 FOURTH AVE., N.Y. 16, N.Y.**  
 Export Division: Radio-International Corp. 13 E. 40th Street New York City      Cobie: ARLAB

**RIDER MANUALS** *are complete*  
**IN 14 VOLUMES**

NATION-WIDE MAIL  
 ORDER DISTRIBUTORS  
 SINCE 1928



**RADIO AND ELECTRONIC**  
 DEVICES For Trade . . . Industry . . . Vocational  
 . . . Communication . . . Public Utility and Ex-  
 perimental Applications

**BURSTEIN-APPLEBEE CO.**  
 1012-14 McGee St.      Kansas City 6, Missouri

## W-J Purchasing Agent

Richard R. Schlichter's appointment as buyer for Walker-Jimieson, Inc., Chicago radio and electronics distributors, is announced by Rex M. Gaynor, merchandise manager for the firm. Mr. Schlichter was formerly sales and production engineer for the Thordarson Electric Co. In his new capacity, he will maintain the company's stocks of merchandise.

## At Raytheon Affair

Nearly 100 members of the current cast of the radio show, "Meet Your Navy," which is sponsored by the Raytheon Mfg. Co., Chicago, Ill., attended a party held

in their behalf. This show has some 20,000 "alumni" members now on naval duty in all parts of the world who, at one time or another, have taken part in the all-sailor air program.

## Unique Window Display

The Hoffman Radio Corp., Los Angeles, has a 30-day window display in April in the downtown Los Angeles office of Western Airlines with blowups of pictures taken in the Hoffman plants. Although many of the Hoffman products are shrouded in military secrecy, censorship has released a number of the inside photographs for showing in the window.

## Hallcrafters Praised

The fine performance of the Hallcrafters Co. radio equipment in the jungles of Africa was recently revealed to the representatives of the Chicago firm by Commander Attilio Gatti, noted explorer.

Veteran of ten expeditions into the African wilds, Commander Gatti displayed an enthusiasm for radio's place in modern exploration. On his trips among the pygmies and the Giant Watussi, he found that radio provides an invaluable link with the outside world.

## Brengle Gets Citation

Lieutenant Commander Ralph T. Brengle, USNR, well known in Chicago and national radio circles, was awarded the Secretary of Navy commendation ribbon for his outstanding performance of duty while serving in offensive operations against the enemy.

## Higgins to Distribute Ranges and Heaters

Higgins Industries, Inc., New Orleans shipbuilders, will enter the postwar electric appliance picture as jobbers for Electromaster ranges and water heaters. A feature of the distributor's display rooms will be complete interior kitchens where cooking demonstrations using Electromaster equipment will be given for dealers' customers.

The Higgins territory will include Louisiana, and parts of Mississippi.

## Bendix Names Pippert

Glenn O. Pippert has been appointed central region merchandise manager, it was announced by Leonard C. Truesdell, general sales manager for home radio,



Glenn O. Pippert

Bendix radio division, Bendix Aviation Corp., Baltimore, Md.

Pippert, formerly associated with the McAlpin Co., Cincinnati, Ohio, Western Electric, and Frigidaire division of General Motors, will assist major retail accounts in midwestern states in setting up merchandising plans for the forthcoming line of Bendix radios, and radio-phonograph combinations, it was stated.

*Convenient Pocket-Size*

*for*

**CONTINUITY  
TESTING**



**WESTON  
MODEL 689  
OHMMETER**

Pocket-size but with typical WESTON dependability and ruggedness, Model 689 Ohmmeters are unequalled for checking circuits by resistance and continuity method. Available in two types . . . type 1E with double range of 0-5,000 ohms and 0-50,000 ohms, and type 1F with double range of 0-10 and 0-1000 ohms . . . ideal for motor maintenance. Entirely self-contained. Order through your local Weston representative, or direct from . . . Weston Electrical Instrument Corporation, 581 Frelinghuysen Ave., Newark 5, N. J.

**WESTON** *Instruments*



Insist on  
**RADIART**  
 Exact Duplicate  
**VIBRATORS**

**THEIR LONG LIFE —  
 ACCURACY and  
 DEPENDABILITY**  
 make them Outstanding  
 for all Replacements



The Radiart Catalog is the only catalog showing complete cross-index for all cars, radios and manufacturers.

If you do not have a copy get one from your distributor today.



**Radiart Corporation**

3571 W. 62nd St. CLEVELAND 2, OHIO

The  
**STAND OUT**  
 in Longlife  
 Needles



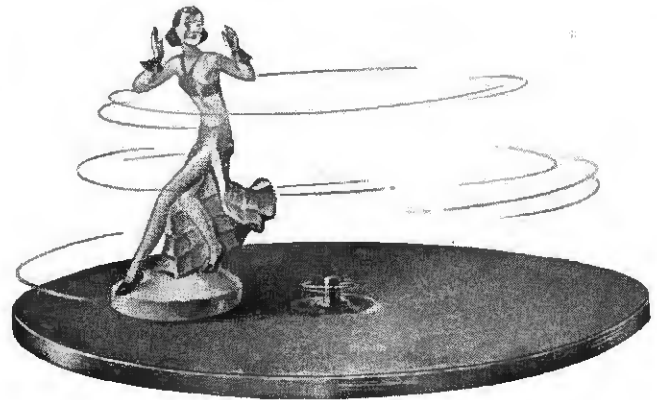
Fine reproduction... Longer needle life  
 Greater fidelity to records... Floating joint  
 construction... Horizontal and vertical shock  
 absorption... Patented record search... The  
 finest self-locking joint design... This broad  
 and vital field of advantages all flow from the

**Fidelitone  
 Master**

FLOATING JOINT  
 PHONOGRAPH NEEDLE

Recommend the leader—the Fidelitone Master.  
 Gives you an excellent profit and gives your  
 customers the most for their money.

**PERMO, Incorporated** 6415 RAVENSWOOD AVE.  
 CHICAGO 26, ILLINOIS



*Smooth  
 as Velvet!*

The same smoothness and dependability which have always characterized General Industries phonograph mechanisms will be found in peacetime models when their production is resumed.

Whether it's combination record-changers-recorders, recording assemblies or *Smooth Power* motors, they'll have that quick pickup, unvarying speed and velvety smoothness that is so essential for faithful reproduction. They'll deliver that time-proved satisfaction to manufacturers, dealers and users.

For your postwar selling—count on General Industries equipment.



THE GENERAL INDUSTRIES COMPANY  
 DEPT. M ELYRIA, OHIO



Serving  
Faithfully  
in the  
**RADIO FIELD**



**ESICO  
SOLDERING  
IRONS**

Designed for tough, long-lasting factory service. Widely used in industrial plants everywhere.

**ESICO  
SPOT SOLDERING  
MACHINE**



A real time-saver. Treadle-operated. Automatically advances iron and solder. Leaves operator's hands free for work.

**ESICO  
SOLDERING IRON  
CONTROLS**



Positive TIP control prevents over-heating — tip cannot fall below soldering temperature. The only practical method of controlling heat in the tip—an exclusive ESICO feature!

**ESICO  
SOLDER POTS**



Rugged construction. Variety of sizes. Designed for continuous non-stop operation. Elements replaced easily and quickly.

FOR nearly two decades, **ESICO** has stood for superb quality and over-all economy in soldering equipment. The name **ESICO** on your soldering tools is definite assurance of long, uninterrupted service. Specify **ESICO** — the name that assures you of satisfaction.

Write Today for Complete Information On the Esico Line



**ELECTRIC SOLDERING IRON CO. Inc.**  
2345 West Elm Street, Deep River, Conn.

**Du Mont Program Change**

RKO Television Corp., producer of the R. H. Macy show, announces that Macy's has changed the time of its weekly telecast from 9:30 P.M. Wednesdays, to 8 P.M. Tuesdays. The department store's spot will open the program for the evening on DuMont Station WABD, Channel 4. It is felt that this new time is much more logical for the type of program the store is sponsoring.

**Frigidaire Managers**

James F. Pedder, advertising manager, Frigidaire division, General Motors Corp., has announced the following appointments: Robert C. Wright, former commercial advertising specialist, has been named manager of commercial advertising. Insko Williams, former acting manager of displays and exhibits, has been appointed manager.

**New Hoffman Jobber**

Tommy Kearns, Honolulu, has been appointed distributor in the Territory of Hawaii for Hoffman Radio Corp., Los Angeles. He has been in business in Honolulu for some 20 years with radio and other lines. He returned to the mainland a few months ago, and recently left for Honolulu to reorganize his business and set up plans for postwar trade.

**Shaffer Appointed "Rep"**

Grant Shaffer has been appointed representative for the jobber and industrial divisions of Standard Transformer Corp. in the Detroit area. Mr. Shaffer, who has been associated with the firm for several years in an engineering capacity, will have his offices at 6432 Cass Ave., Detroit, Mich.

**Urges Delivery by Air**

Walker-Jimieson, 311 South Western Ave., Chicago, Ill., is encouraging its customers to request shipment by air express, and is paying one-half of the charges on each shipment of three pounds or less. It is expected that purchasing agents will henceforth specify air express delivery when ordering.

**William L. Sexton Dies**

William L. Sexton, president of the Troy Radio and Television Co., Los Angeles, Cal., passed away March 8, at his home. A native of Chicago, Mr. Sexton had been active in the radio business for 22 years.

**Radio Distributor Dies**

Albert J. Slap, a partner in Raymond Rosen and Co., Philadelphia, Pa., distributors of radios, died recently in Palm Beach, Fla., after being stricken with a heart attack.

**NEW  
RADIO SERVICE**

**Flat Rate Schedule  
For \$2.25 Per Hour for Labor**

This book has 234 different rates in alphabetical order, 160 cross references, 372 rate quotations, 236 new time ratings, 215 reminders about other charges that might otherwise be overlooked, 352 detailed instructions, and also an enlarged tube section which contains over

**2500 SUBSTITUTIONS**

arranged alphabetically and numerically with complete socket change notations, filament changes and many instructions, etc. Data is with each tube. 176 pages.

**\$3.00 each**

**SECOND EDITIONS**

**\$2.50 and \$3.00 Schedules**

These two books also have the same flat rate information and the tube sections contain 1095 substitutions with change over data.

**These two books are \$1.00 each.**

**ALSO AVAILABLE**

Eleven different Flat Rate Books without the large tube sections based on the following rates per hour for labor.

\$1.00	\$1.75	\$2.50	\$3.25
\$1.25	\$2.00	\$2.75	\$3.50
\$1.50	\$2.25	\$3.00	

**These books are 35c each or 3 for \$1.**

**Order from your jobber or us.**

**RADIO EQUIPMENT CO.**

1415 W. FRANKLIN AVENUE  
MINNEAPOLIS 5, MINN.



YOU SAVE OVER A DOLLAR ON 300 FT. OF CORD, AND YOU GET THE HANDY CORD-HOLDER FREE

**\$4.87**  
PLUS POSTAGE

Includes 100 ft. of pre-stretched Special Thin Cord, fiberglass core; just right for most small sets. 100 ft. of pre-stretched Standard Cord, fiberglass core; finest quality. 100 ft. of Medium Cord, recommended for larger table models and consoles. With this assortment you can replace Cord on practically any set made since 1934.

**MAIL TODAY**

**Olson Radio Warehouse**

73-C Mill St., Akron, Ohio

Please send me the Thrifty Cord Rack with 300 ft. of Cord in three sizes. I enclose \$4.87 plus 13c postage.

NAME.....

ADDRESS.....



"Columbia" is a reliable source

## Factory Close Out! 2 CONDUCTOR WIRE

geon plastic jacket



No. 20  
solid  
copper  
wire

geon plastic conductors

Suitable for communication equipment, electronic devices, and alarm systems.

Geon resists oils, acids, water, flame, heat and cold.

**\$15.00 M ft.**



### CORD SETS

ready-to-attach assemblies

Other types of WIRE carried in stock  
No. 22 to No. 12 gauge.

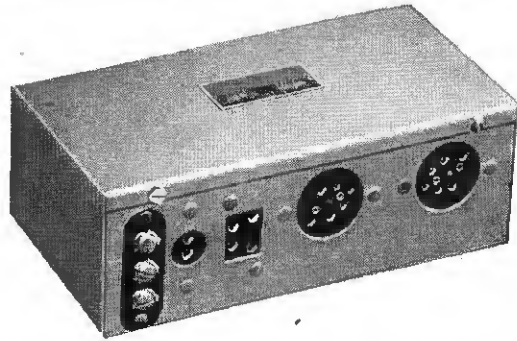
CMP Priority Required.

**COLUMBIA WIRE & SUPPLY CO.**

4104 N. PULASKI RD., CHICAGO 41, ILLINOIS

**ELECTRO**  
ELECTRICAL AND RADIO EQUIPMENT

## BATTERY ELIMINATORS



*Announcing!* Our New Models P and Q. They include every achievement of wartime ingenuity and lift battery radio reception to new heights of satisfaction. Cost but a few cents per hundred hours of operation. Sturdily constructed—no liquids or moving parts—operate in any position. Completely filtered, hum free and silent in operation. Universal plugs and sockets to fit any radio.

**MODEL P**—For use in any place where normal AC is available Operates any 1.4 volt—4, 5 or 6 tube battery radio from 115 v. 60 cy. source.

**MODEL Q**—For use wherever AC lines are not available—Farms, cottages, camps, or in car, motorboat, etc. Operates any 1.4 volt—4, 5 or 6 tube radio from 6 volt DC source.

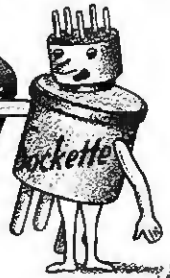
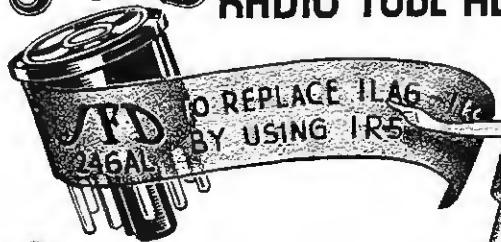
NOTE: Deliveries are necessarily restricted by war conditions but all orders will be filled as soon as possible in the sequence in which received.

**ELECTRO PRODUCTS LABORATORIES**

549 WEST RANDOLPH STREET

CHICAGO 6, ILL.

## JFD "sockette" RADIO TUBE ADAPTERS



Now Over 400 TYPES  
covering over  
**1300 SUBSTITUTIONS**

THE REPLACEMENT FUNCTION OF EACH SOCKETTE CLEARLY MARKED ON ITS BASE

JFD presents the most complete line of tube adapters in the radio field. Now it is no longer necessary to rewire radios to accommodate tubes that are not available because JFD has an adapter that permits the use of tube substitutes.

Each Sockette is proven by test to answer the purpose for which it was designed. Slow-moving shell tubes can now be converted to popular types by the use of a JFD Sockette.

Every conceivable type of adapter is incorporated, such as resistor type, loktal type, loktal metal base type, octal type, miniature type, &c.

JFD SOCKETTES must be good, for over a 1,000,000 of them are in use today AND THE NUMBER OF THEM IS GROWING DAILY.



Write for our newest JFD SOCKETTE 3-WAY TUBE ADAPTER MANUAL No. 340 16 pages with thousands of listings that ANSWER YOUR SUBSTITUTION PROBLEMS AT A GLANCE

**J.F.D. Manufacturing Co.**  
4111 Ft. Hamilton P'kway, B'klyn. N.Y.

## ELECTRICITY

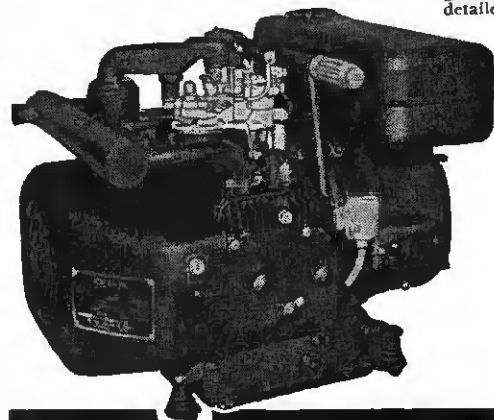
For Any Job — Anywhere

★ **ONAN ELECTRIC GENERATING PLANTS** supply reliable, economical electric service for electronics applications, and for scores of general uses.

Driven by Onan-built, 4-cycle gasoline engines, these power plants are of single unit, compact design and sturdy construction. Suitable for mobile, stationary or emergency service, intermittent or continuous.

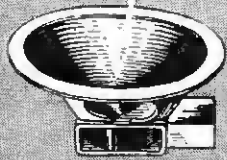


Models range from 350 to 35,000 watts. A.C. types from 115 to 660 volts; 50, 60, 180 cycles, single or three-phase; 400, 500 and 800 cycle, single phase; also special frequencies. D.C. types range from 6 to 4000 volts. Dual voltage types available. Write for engineering assistance or detailed literature.



★  
Plant shown is from lightweight OTC series; 1500 and 2000 watts, 115-volt, 60-cycle, A.C. and 2000 watts, 115-volt D.C.; Engine is 2-cylinder, 4-cycle, air-cooled.

**D. W. ONAN & SONS** 2030 Royalston Ave. Minneapolis 5, Minn.



the excellence of your post-war radio engineering

will be faithfully interpreted for your customers by a **QUAM** Speaker

QUAM-NICHOLS CO. 33rd PLACE AT COTTAGE GROVE, CHICAGO

# INDEX To Advertisers

April, 1945

	page		page
Adaptol Co. ....	127	Manor Electric & Appliance Co. ....	129
Admiral Corp. ....	1	Marion Electrical Instrument Co. ....	98
Aerovox Corp. ....	102	Meck Industries, Inc., John ..... 74, 106, 107	5
Alliance Mfg. Co. ....	120	Meissner Mfg. Co. ....	4
American Phenolic Corp. ....	12	Merit Coil & Transformer Corp. ....	128
Ansley Radio Corp. ....	50	Muter Co. ....	128
Astatic Corp. ....	112	National Die Casting Co. ....	129
Atlas Sound Corp. ....	120	National Union Radio Corp. ....	15
Automatic Radio Mfg. Co., Inc. ....	17	Noblitt-Sparks Industries, Inc. ....	109
Bell Sound Systems, Inc. ....	119	Olson Radio Warehouse ....	138
Bendix Radio Div. of Bendix Aviation Corp. ....	56, 57	Onan & Sons, D. W. ....	139
Burgess Battery Co. ....	124	Permo, Inc. ....	137
Burstein-Applebee Co. ....	135	Philco Corp. ....	3
Centralab ....	18	Presto Recording Corp. ....	108
Chicago Novelty Co., Inc. ....	126	Quam-Nichols Co. ....	140
Chicago Tribune ....	20	Radiart Corp. ....	137
City Radio Co. ....	129	Radio Corp. of America: RCA Victor Div. .... 69, 70, 71, 72	138
Clarostat Mfg. Co., Inc. ....	127	Radio Equipment Co. ....	133
Columbia Wire & Supply Co. ....	139	Radio Supply & Engineering Co., Inc. ....	123
Commercial Credit Co. ....	54	Radio Tube Service Co., Inc. ....	125
Cornish Wire Co., Inc. ....	110	Rauland Corp. ....	75
Decca Distributing Corp. ....	61	Ray-O-Vac Co. ....	11
Delco Radio Div., General Motors ....	65	Raytheon Mfg. Co. ....	135
Detrola Radio Div., International Detrola Co. ....	95	Rider Publisher, Inc., John F. ....	22
DuMont Laboratories, Inc., Allen B. ....	97	Rola Co., Inc. ....	22
Eastern Amplifier Corp. ....	2	Seeburg Corp., J. P. ....	Cover 3
Electric Soldering Iron Co., Inc. ....	138	Sentinel Radio Corp. ....	10
Electronic Corp. of America ....	13	Snyder Mfg. Co. ....	130
Electronic Products Mfg. Corp. ....	122	Sonora Radio & Television Corp. ....	19
Electro Products Laboratories ....	139	Sound Equipment Corp. ....	127
Electro-Voice Corp. ....	131	Sparks-Withington Co. ....	14
Emerson Radio & Phonograph Corp. ....	53	Sprague Products Co. ....	24
Estate Stove Co. ....	132	Standard Transformer Corp. ....	124
Fada Radio & Electric Co., Inc. ....	7	Stewart-Warner Corp. ....	21
Farnsworth Television & Radio Corp. ....	82	Stromberg-Carlson Co. ....	28
Fawcett Publications, Inc. ....	26	Supreme Instruments Corp. ....	134
Finest Radio Service ....	132	Sylvania Electric Products, Inc. ....	8
Freed Radio Corp. ....	67	Talk-A-Phone Mfg. Co. ....	126
Galvin Mfg. Corp. ....	Cover 4	Templeton Radio Mfg. Corp. ....	25
Garod Radio Corp. ....	9	Thordarson Electric Mfg. Co. ....	91
General Electric Co. ....	63, 90	Trav-Ler Karenola Radio & Television Corp. ....	79
General Industries Co. ....	137	Triplet Electrical Instrument Co. ....	6
Hallcrafters Co. ....	111	True ....	89
Hamilton Radio Corp. ....	23	True Confessions ....	64
Hammarlund Mfg. Co., Inc. ....	115	Tung-Sol Lamp Works, Inc. ....	76
Hickok Electrical Instrument Co. ....	121	Turner Co. ....	117
Howard Radio Co. ....	27	United States Electric Mfg. Corp. ....	133
Hytron Corp. ....	87	United States Treasury ....	118
International Resistance Co. ....	101	Universal Microphone Co. ....	16
Jackson Electrical Instrument Co. ....	116	Utah Radio Products Co. ....	113
Jensen Radio Mfg. Co. ....	88	Ward Leonard Electric Co. ....	122
JFD Mfg. Co. ....	139	Ward Products Corp. ....	83
Lake Radio Sales Co. ....	123	Warwick Mfg. Corp. ....	93
Lear, Inc. ....	103	Waters Conley Co. ....	99
Life Story ....	51	Webster Electric Co. ....	114
Maguire Industries, Inc., Electronics Div. ....	77	Weston Electrical Instrument Corp. ....	136
Majestic Radio & Television Corp. ....	85	Wilcox-Gay Corp. ....	49
Mallory & Co., Inc., P. R. ....	55, 105, Cover 2		

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.



**20**th of preceding month

**NEW CLOSING DATE**

for all ads requiring key changes, composition, proofs, etc.

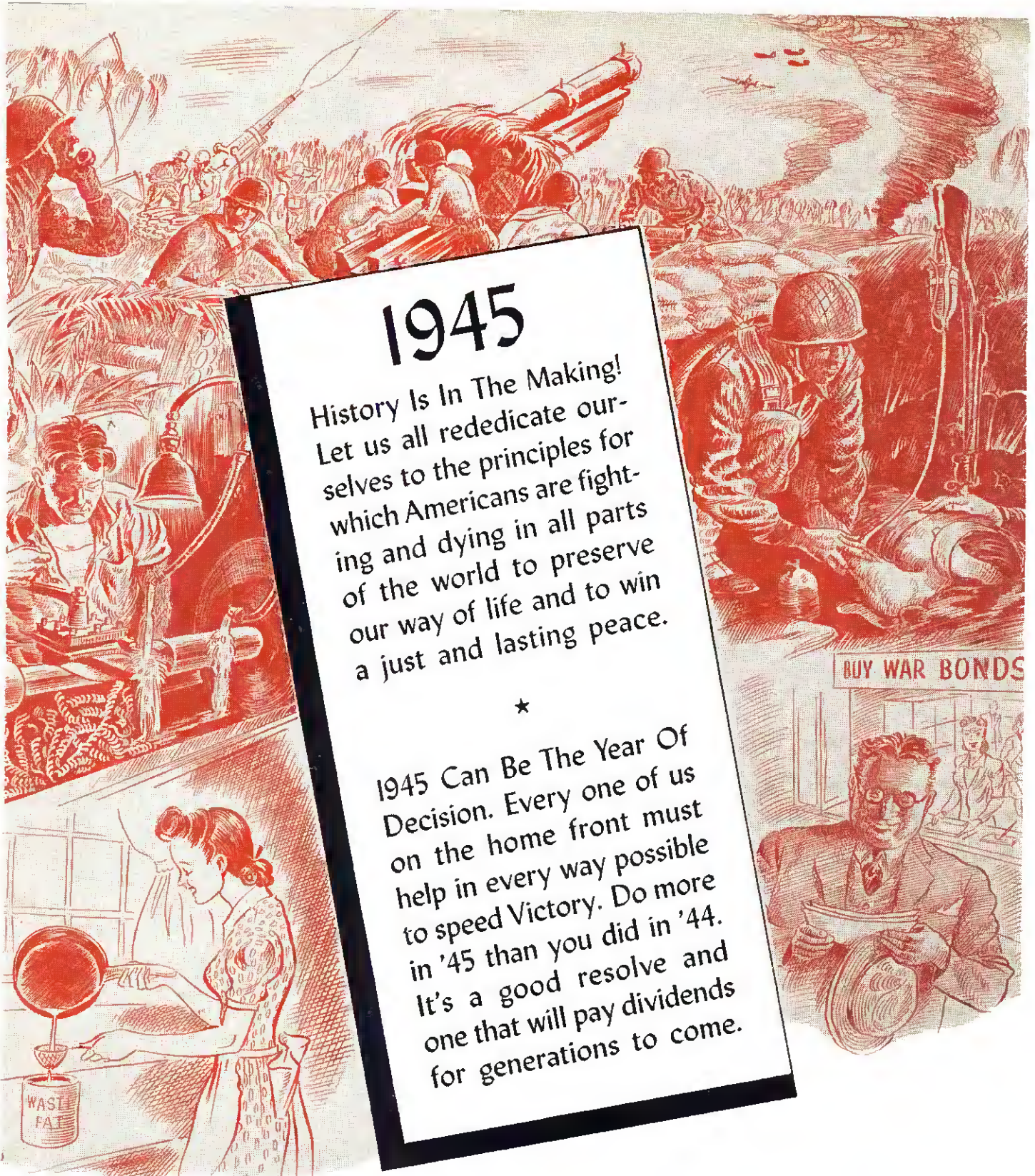
EFFECTIVE WITH JUNE ISSUE

**RADIO Television RETAILING**



Caldwell-Clements, Inc., 480 Lexington Ave., New York 17, N.Y.





# 1945

History Is In The Making!  
Let us all rededicate our-  
selves to the principles for  
which Americans are fight-  
ing and dying in all parts  
of the world to preserve  
our way of life and to win  
a just and lasting peace.

★

1945 Can Be The Year Of  
Decision. Every one of us  
on the home front must  
help in every way possible  
to speed Victory. Do more  
in '45 than you did in '44.  
It's a good resolve and  
one that will pay dividends  
for generations to come.

BUY WAR BONDS

Awarded to the J. P. Seeburg Corpora-  
tion for outstanding production of war  
materials in each of its four plants



J. P. SEEBURG CORPORATION · CHICAGO

# Seeburg

FINE MUSICAL INSTRUMENTS SINCE 1909



# Etching a Good Name Deeper and Deeper...

## 20 Million People Will See "Objective Burma"

... and in it they will see the great role played by the Motorola "Handie Talkie". Army experts who have seen the picture call it one of the great war dramas that every Victory-minded American should see. Motorola National Advertising is powerfully tied up with this cinema classic... to etch the Motorola Trade Mark deeper and deeper in the public mind.

It is important to note that the "Handie Talkie" was originated and developed exclusively by the same Motorola Engineers whose radios for Home and Car are outstanding for superb performance under the most difficult conditions. With greater resources they will, soon after Victory, have exciting improvements for America in F-M and A-M Radios for Home and Car.

## 34 Million People Will See This Ad ...



Thousands of your post-war radio prospects will see the ad at the right, in Life, the Saturday Evening Post, Collier's and Liberty. Other millions will see it 3 columns wide by 175 lines deep, in one or more local newspapers on the same date "Objective Burma" opens in your community. All told, 34 million people will have been reached, and will remember Motorola — a big name in Radio.

## After the War...



*Pictured here is the Motorola "Playmate"... the AC-DC and battery-operated portable that brings in more stations, with greater volume and with unbelievably rich and beautiful tone. The "Playmate" is not available now, but after the war it will be an important part of the first Motorola presentation of Radios for your Home and Car.*



# Motorola Radio

F-M & A-M HOME RADIO · AUTO RADIO · AUTOMATIC PHONOGRAPHS · TELEVISION · F-M POLICE RADIO · RADAR · MILITARY RADIO

Errol Flynn  
and  
**Motorola**  
"HANDIE TALKIE"  
LAND WITH  
PARATROOPERS IN  
"OBJECTIVE  
BURMA"



Here's the story of our paratroopers jumping into battle in the jungle vastness of the East... told by Warner Bros. in "Objective Burma," starring Errol Flynn. This picture captures the excitement, the gallantry, of our men in action against the Japs.

The Motorola Radio "Handie Talkie" plays a vital role in this great picture as it has on every battle front in this war.

Motorola Radio Engineers have pioneered and developed many significant radio "Firsts." With greater resources than ever, they will, soon after Victory, have exciting improvements to offer America in A-M and F-M Radios for Home and Car.

**GALVIN** MFG. CORPORATION  
CHICAGO 51, ILL.

"HANDIE TALKIE"... ANOTHER MOTOROLA FIRST!

