

RADIO *& Television* RETAILING

CALDWELL-CLEMENTS, INC. ★ SEPTEMBER 1945



When Merchandise Starts Rolling —

Coming Seller's Markets in Radio, Electrical Appliances, Records



Star Performer

SERVICE engineers agree that where replacements call for a four-contact vibrator, Mallory vibrators are best by far.

No wonder! Mallory was first to design and introduce the four-contact type of vibrator. It has had longer and more intensive manufacturing experience with it. As a result, reed and flexible contact arms are so precisely tuned and balanced with relation to each other that optimum performance and longer operating life follow as a matter of course.

The contact "make" in the Mallory four-contact vibrator is slow and bounce-free. High pressure is maintained during the closed time, and this is followed by a rapid contact break. These

important features, added to Mallory's careful selection of materials, its precision methods of manufacture, its rigid testing standards, explain why millions of Mallory four-contact vibrators are in use today.

Mallory also manufactures eight-contact replacement vibrators for interruptor and self-rectifying applications—and these of course measure up to the same high quality.

Your Mallory distributor has them in stock. Ask him, too, for the Mallory Vibrator Standardization Chart, showing how 65 Mallory Vibrators now replace 101 different types . . . how 90% of your replacement needs can be met with only 12 vibrators!

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

ALL SIGNS POINT TO...

Admiral

YOUR NAME

ADMIRAL
RADIO-REFRIGERATOR

REFRIGERATORS
Admiral
RADIOS

America's Hottest Sign Deal!

Here's your opportunity to take advantage of Admiral's nationwide advertising — to get your Neon sign up and selling far ahead of competition — to identify yourself as an Admiral dealer.

Admiral is able to offer this attractive sign program only after months of planning. There's a sign for every purpose. For information about Admiral's cost-sharing plan, write *today!*

TUNE IN CBS Sundays 1:30 PM EWT for
Admiral "World News Today."



Admiral
RADIO-REFRIGERATORS

Admiral
RADIO-REFRIGERATORS
DEALER'S NAME

Admiral Corporation CHICAGO 47, ILLINOIS



Hear them pass the word along



KEEP YOUR EYES ON BELMONT

• When people talk about the post-war radios and television sets they are planning to buy, you hear more and more of them speak of Belmont.

There are good reasons for this keen and growing interest in Belmont's products of tomorrow.

Millions of future buyers are looking to Belmont with confidence because of the outstanding performance of Belmont-made radios in their own homes.

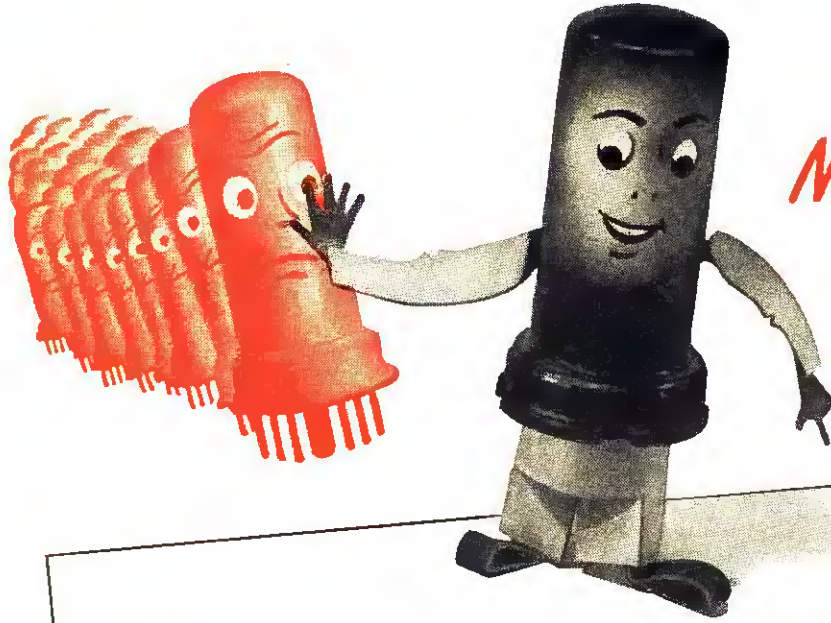
Additional millions have been strongly impressed by Belmont's notable achievements in the field of wartime electronics. And through a program of consistent national advertising, people everywhere are learning of Belmont's plans to play a dominant part in the post-war radio and television world.

Keep your eyes on Belmont! Belmont Radio Corporation, 5931 West Dickens Avenue, Chicago 39, Illinois.

Belmont Radio



RADAR ★ TELEVISION ★ F.M. ★ ELECTRONICS



NOW- REPLACE OVER 875
 TYPES OF BALLAST TUBES WITH
 ONLY 10 N.U. UNIBALLASTS

N.U. UNIBALLAST

COVERS YOUR REPLACEMENT NEEDS WITH
 ONLY 10 FAST-SELLING PROFITABLE TYPES

YOU BET Uniballast are a real profit-maker for service men. With only 10 types of N.U. Uniballast to carry, you keep your investment constantly turning, and putting profits in your pocket. Order Uniballasts today from your N.U. Jobber. And ask him for the "N.U. Uniballast Service Manual" or write—National Union Radio Corporation, Newark 2, New Jersey.

SPECIFICATIONS

- Uniballast—the universal ballast tube—small—compact—easy, quick installation.
- Metal envelope is excellent heat radiator. "Plug-in" simplicity.
- Provides proper operating current conditions regardless of variations in line voltage and in the characteristics of tube heaters and pilot lights.
- Even if one or more pilot lights burn out Uniballast continues to operate the tube filaments in the string, at efficient current range.
- Resistance is self-compensating—adjusts itself automatically—true ballast action. Voltage dropping range is indicated on every Uniballast.

NATIONAL UNION RADIO TUBES AND PARTS

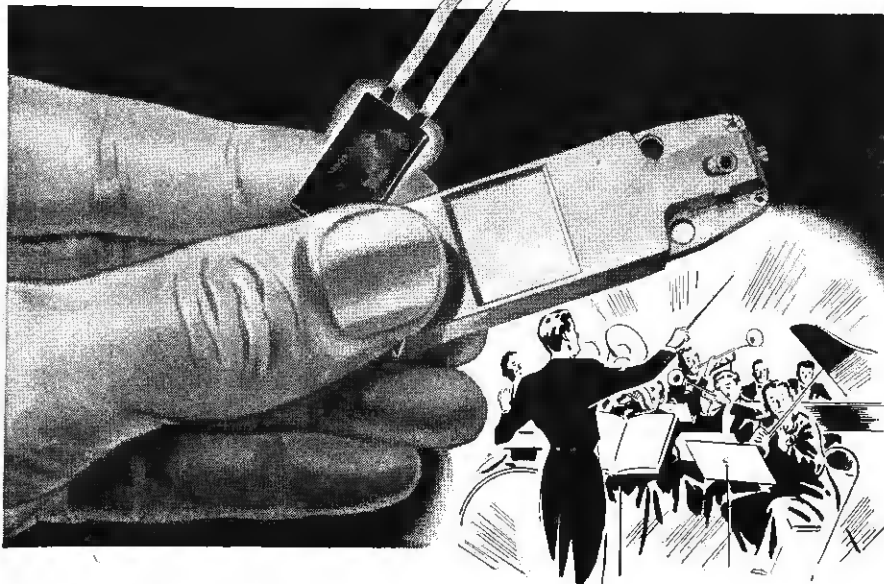
*Transmitting, Cathode Ray, Receiving, Special Purpose Tubes • Condensers •
 Volume Controls • Photo Electric Cells • Panel Lamps • Flashlight Bulbs*



Actual size
 Ov. Length 3 1/8"
 Seated Ht. 2 1/16"
 Diameter 1"

Order Today from your N.U. Jobber

Weighs less than an ounce . . .
but releases the whole world of
Glorious Recorded Music!



NO fully satisfactory recorded sound can issue from a radio-phonograph speaker unless it is "picked up" with the utmost accuracy . . . the truest fidelity . . . by the tiny, sensitive, featherweight pickup—the true heart of record reproduction.

That is why so many makers of the highest quality radio-phonograph combinations build Webster Electric Pickups into their original equipment. That is why radio dealers everywhere find it good business to replace faulty pickups with Webster Electric Pickups.

Backed by vast engineering experience and skill in the field of sound reproduction, Webster Electric Crystal Pickups possess remarkable range, precise balance for the right needle pressure, light weight, most modern styling. The most critical music lovers appreciate the rich tonal color, the delicacy of shading, the utter faithfulness of reproduction which Webster Electric Pickups give.

Send for our two booklets. One tells how Webster Electric Pickups can be used for replacements on almost every modern type of radio-phonograph; the other, for your customers, explains to them how to care for their fine instruments. We will be glad to send you a supply.

Let's All Back the Attack
Buy Extra War Bonds



(Licensed under patents of the Brush
Development 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"

RADIO *
Television
RETAILING
Including Radio and Television Today

MEMBER AUDIT BUREAU of CIRCULATIONS

SEPTEMBER, 1945

COVER—The great day is here—and the retailers are ready. (See editorial on p. 45)

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

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Editorial and Executive Offices

Telephone PLaza 3-1340
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YOU CAN BE *first*
WITH A NEW RADIO SET
direct from factory by **SPECIAL RUSH SHIPMENT**



**ASK YOUR
MECK DISTRIBUTOR**

about
the special Meck offer to ship
your first radio set direct from
factory (transportation paid
by us). . . .

Ask him for your special Meck
order form today . . . or write

JOHN MECK INDUSTRIES, Inc.
35 EAST WACKER DRIVE
CHICAGO 1, ILL.

"FIRST IN PRODUCTION"

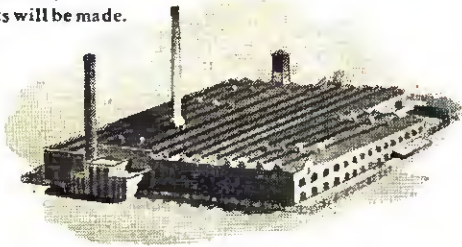


MECK RADIOS

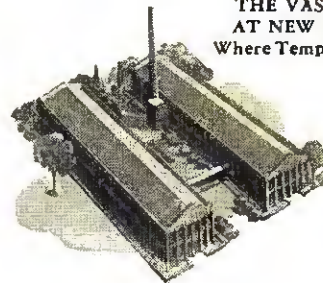
TABLE MODELS • PORTABLES • AM-FM • TELEVISION
CONSOLE COMBINATIONS • PHONOGRAPHS



THE HUGE CABINET PLANT
AT MYSTIC, CONN.
Where Temple cabinets will be made.



THE VAST RADIO PLANT
AT NEW LONDON, CONN.
Where Temple chassis will be made.



"TWO-FISTED" for ACTION!

For the radio merchant who wants a "flying start" as well as *continuous* good business, the Temple Dealer Franchise assures both. Templetone, with its two great plants—one making Temple chassis, the other manufacturing the cabinets—pro-

vides a two-fisted, hard-hitting surety of action that will both *start* and *keep you* in business profitably and permanently. Better write in NOW for details.

TEMPLETONE RADIO MFG. CORP.
NEW LONDON, CONN.

"Where **FM** will also mean **Finest Made**"
FM . . . TELEVISION . . . RADIO-PHONO' COMBINATIONS



KEN-RAD

METAL TUBES



Better than Ever

New radio sets coming from production lines demand new heights of tube quality and performance. New research and manufacturing facilities superbly equip Ken-Rad to meet these higher requirements. In the future, just as today, user enthusiasm produced by the clear dependable tone from Ken-Rad sturdy Metal Tubes will spell profits for Ken-Rad dealers.

• Write for your copy of "Essential Characteristics" the most complete digest of tube information available.

KEN-RAD

DIVISION OF GENERAL ELECTRIC COMPANY

OWENSBORO, KENTUCKY

178-09-8850

WAR PRODUCTION SCHEDULE



All Set FOR PEACETIME PRODUCTION

FOR several months, we've been telling our friends in the trade that we of Eastern have completed our post-war plans and policies—have perfected the new line of Eastern sound equipment. Our peacetime production schedules are set up—BUT, we think winning the war is more important! We're still going all out on our war work,

building quality units for the Army Air Forces and the U. S. Navy. However (as of this writing), we're standing by for Uncle Sam's okay to start our peacetime production. For detailed information on Eastern's post-war line, fill out and mail the Coupon today! Eastern Amplifier Corporation, 794 East 140th Street, New York 54, N. Y.

EASTERN AMPLIFIERS

This is Your Ticket

for complete information on our post-war line and the details of our proposition.

EASTERN AMPLIFIER CORPORATION, Dept. 9A
794 East 140th St., New York 54, N. Y.

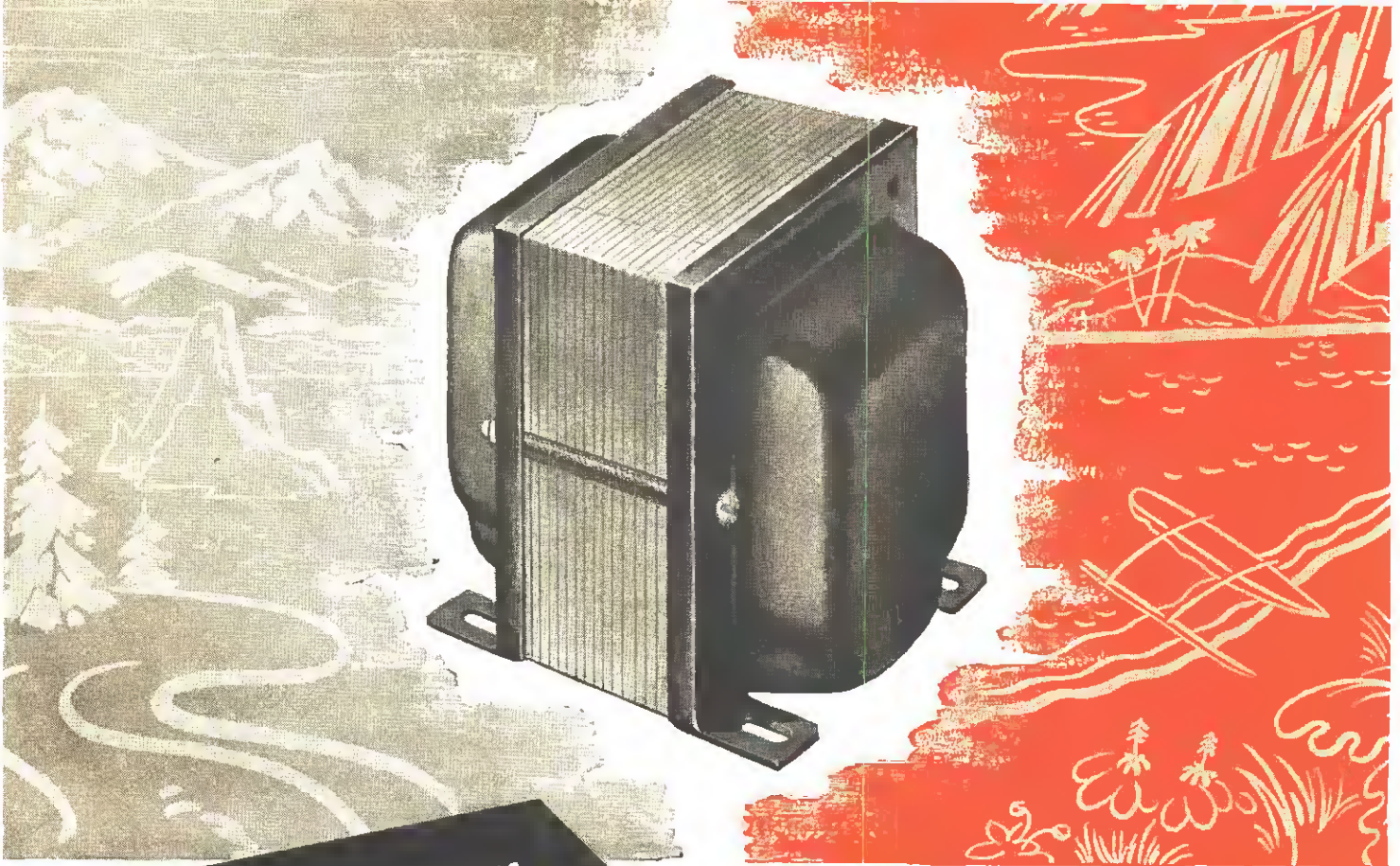
We are JOBBERS, DEALERS, A SERVICE ORGANIZATION, SOUND SPECIALISTS. We're definitely interested in your post-war line, your policy, your proposition. Mail us complete information, without obligation.

COMPANY NAME

ADDRESS

CITYZONE.....STATE.....

INDIVIDUALTITLE.....



**under any
conditions**

**Utah Transformers . . .
guarantee trouble-free performance**

You know Utah's reputation for building a dependable line of transformers for replacement purposes in practically any radio set on the market. As soon as war production requirements permit, Utah will build the same dependable quality into a complete transformer line, not only for radio sets but for public address equipment...radio transmitting equipment...and hundreds of industrial uses as well.

**MOISTURE RESISTING
CELLULOSE ACETATE INSULATION
FINEST TRANSFORMER STEELS
UTAH ENGINEERING**

Your assurance of trouble-free performance. Yet Utah transformers cost no more than ordinary transformers.



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 48, Buenos Aires.

VIEWTONE

TELEVISION for EVERYONE

Dealers and newsmen marvel

QUOTED FROM THE N. Y. TIMES, AUG. 3, 1945

MIDGET TELEVISION RECEIVER IN DEBUT



What appears to be the first low-cost table-model television receiver ever constructed was successfully put through its paces . . . image . . . clarity appeared to equal that ordinarily achieved in larger and more expensive receivers. This line is for the vast market that will be open after the war for adequate but low-cost merchandise. A number of low-cost broadcast sets and record players also were demonstrated.

And here is what the WORLD-TELEGRAM said:

"Television has been pushed an important step forward by the Viewtone Co. . . which has perfected a receiving set to retail for \$100. At this low price a wide market undoubtedly can be developed, a prerequisite to commercial success in the field.

. . . By lowering the price of the receiving sets to \$100 from \$500 or more, Viewtone helps to remove much of the resistance against a wide distribution of these instruments.

The new \$100 instrument seemed to us to do as good a job as any of the higher-priced machines we have seen in operation."

The set that scooped the industry

Here it is! Low cost television — Television at a price your customers formerly paid for a table model radio set — And they said it couldn't be done!

Here is safe, practical television for VOLUME SALES and LARGE, STEADY PROFITS. Simple installation . . . and servicing . . . television to sell over-the-counter.

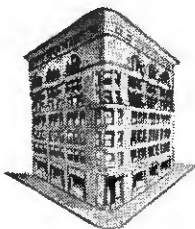
CALLING ALL DEALERS—DISTRIBUTORS

VIEWTONE is the name to tie up with NOW. In research since 1931, VIEWTONE IS CERTAIN TO BE A LEADER IN THE TELEVISION FIELD.

And we'll be ready at the word "GO" with a complete line of low price television receivers, FM and AM radios and combinations, all of them sales magnets — new in every feature.

Here's what a VIEWTONE FRANCHISE means:

- A company recognized and respected in the radio and television field.
- A complete stock plan for dealers.
- The backing of a whirlwind of consumer advertising and publicity.
- A product that is "right" . . . a plan that assures healthy sales and steady profits.



WRITE FOR THE FACTS TODAY

VIEWTONE COMPANY

Office: 203 E. 18th St., New York 3, N.Y. • Factory Site: B'klyn, N.Y.





Peak Performance

Raytheon High-Fidelity Tubes are the *serviceman's tubes* . . . performance-engineered and precision-built to provide complete satisfaction for your customers.

To protect your interests, they are distributed only by legitimate wholesale radio parts distributors in your area.

Switch to Raytheon Tubes *now* . . . and be on the lookout for a revolutionary merchandising program developed by Raytheon to help qualifying service-dealers increase their profits through building public trust and confidence.

Copyright 1945

Raytheon Manufacturing Company

RADIO RECEIVING TUBE DIVISION

NEWTON, MASS. • LOS ANGELES • NEW YORK • CHICAGO • ATLANTA



Listen to
"MEET YOUR NAVY"
AMERICAN
BROADCASTING CO.
Every Monday Night
Coast to Coast
181 Stations



ALL FOUR DIVISIONS HAVE BEEN
AWARDED ARMY-NAVY "E" WITH STARS

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

Meet the MALLORY "TC" Capacitor!



A Tiny Tubular That's New to the Market

YOU'VE heard that good things come in small packages—and this Mallory "TC" proves it!

This capacitor is actually *smaller* than most cardboard types, but is superior in every respect. It's enclosed in aluminum, then hermetically sealed, *then* protected by insulating tubes against possible "shorts."

Just introduced, the "TC" is but one of a series of Mallory tubulars including single capacity, dual common negative and dual separate section units.

Sizes range from $\frac{3}{16}$ " x $1\frac{1}{4}$ " up and there's no sacrifice in ripple current rating or any other characteristic. See 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

Don McNeill and the "Breakfast Club"

Now Sells

PHILCO

Refrigerators and Freezers



... to his millions of loyal listeners!

Yes, beginning September 3rd, a great salesman goes to work for Philco dealers all over America. It's *Don McNeill*, the favorite of millions of early morning radio listeners, and his *Breakfast Club* with Nancy Martin, Jack Owens, Marion Mann, Sam and Aunt Fanny.

It's a scoop for Philco and Philco dealers! The *Breakfast Club* has the largest and most loyal following of any breakfast program on the air. And now, every morning in the week from Monday through Friday, over the full American (Blue)

Network, Coast to Coast, they will be selling the great new Philco Refrigerators and sensational Philco Freezers to their highly receptive listening audience from coast to coast.

Philco dealers know from past experience what it means *in sales* to have a popular radio favorite selling Philco merchandise over the air. And when Don McNeill and his group of merrymakers start beating the drums for Philco Refrigerators and Freezers, you can depend upon it—there'll be ACTION on Philco dealers' floors!



The Breakfast Club Cast in Action

Yes, we're getting ready for the Greater Philco of Tomorrow!

This is the first advance step in the vastly enlarged program of promotion which will back Philco dealers in refrigeration. It is a hint of the great things that are to come in merchandising and advertising which will make Philco the most profitable and most valuable dealer franchise in the appliance field.

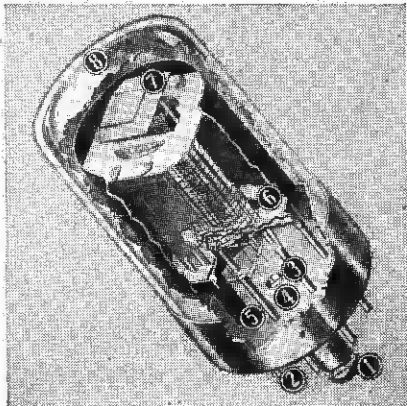
SYLVANIA NEWS

RADIO RETAILER EDITION

SEPT. Published by SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa. 1945

SYLVANIA LOCK-IN TUBE IDEAL FOR NEW HIGH FREQUENCY BANDS

Because the mechanical and electrical features of the Sylvania Lock-In are better, more rugged than any other tube made, it can handle high and ultra-high frequencies much more efficiently. That's why it has no trouble taking in its stride the recent FCC assignment of the bands between 88 and 106 megacycles to frequency modulation. It can handle this trend—and is unsurpassed in *all* sets.

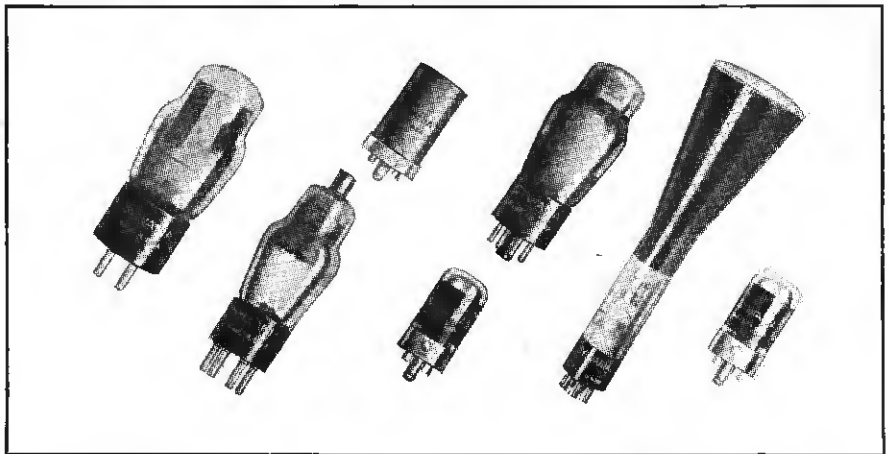


9 POINTS OF MERIT

- 1 Lock-In locating plug . . . also acts as shield between pins.
- 2 No soldered connections . . . all welded for greater durability.
- 3 Short, direct connections . . . fewer welded joints—less loss.
- 4 All-glass header . . . better spacing of lead wires.
- 5 No glass flare . . . unobstructed space for internal shielding.
- 6 Improved mount support . . . ruggedly mounted on all sides.
- 7 Getter located on top . . . shorts eliminated by separation of getter material from leads.
- 8 No top cap connection . . . overhead wires eliminated.
- 9 Reduced overall height . . . space saving.

RADIO RETAILERS CAN NOW OBTAIN FORMER GOVERNMENT TUBES

(Sylvania Tested and Guaranteed)



Sylvania Electric announces the following tube types available to radio retailers.

Several of the types released are of particular interest to amateurs and experimenters. With this market in mind, Sylvania has inserted similar announcements in representative "ham" publications.

The current list is as follows:

- 38—Well known standard output pentode.
- 39/44—Well known standard R.F. Amplifier.
- 2X2/879—The standard high voltage, low current rectifier for oscilloscope use.
- 7C4/1203A—A small lock-in diode rectifier suitable for use in vacuum tube voltmeter probes. 6/3 volt 150 ma. heater.
- 7E5/1201—A lock-in triode for use as a low power oscillator or amplifier up to 750 mc. 6.3 volt 150 ma. heater.
- 46—Standard power amplifier. Suitable for Class B or C amplifiers and used in many amateur transmitters.
- OD3/VR150—Retailers will recognize

this well known voltage regulator.

- EF-50—A 9 pin completely shielded R.F. Amplifier somewhat similar to Type 7W7. Heater rating 6.3 volts at 300 ma.
 - 1626—A transmitting triode, requiring 12.6 volts, 250 ma. heater supply. Four watts output at 250 volts plate (max.).
 - 1629—Same characteristics as Type 6E5 except for octal base and heater rating of 12.6 volts, 150 ma.
 - 38142(VT-52)—Similar to Type 45 except for its filament rating of 7.0 volts, 1.18 amperes.
 - 5BP1—Well known 5" cathode ray tube with usual green trace. Makes a good scope with 1500 to 2000 v. anode supply.
 - 5BP4—Same as 5BP1 except for the screen which gives a white trace.
 - VT-25A—This is the same as the regular Type 10 but has a low loss base. This item should be interesting to amateurs.
- All tubes are available under the familiar L-265, or on rated orders, through Sylvania distributors.

SYLVANIA ELECTRIC

Emporium, Pa.

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

Symbol

OF A HAPPIER
TOMORROW...



Radio has deepened our appreciation of the American way of life. Out of the crucible of war, it has forged a new and better understanding of the vital forces that shape our future. It brings promise of a happier tomorrow.

For many years, FADA has symbolized the best in radio engineering and development. And — as quickly as Government restrictions are modified, Fada's great manufacturing capacity will be concentrated on producing the finest radios for the civilian market.

There are some Fada dealer franchises still available. If you are not familiar with Fada's far-sighted profit-building merchandising plans, we suggest that you communicate with your jobber — or write to us directly.

PLACE YOUR FAITH IN THE

FADA Radio

OF THE FUTURE

Famous Since Broadcasting Began!



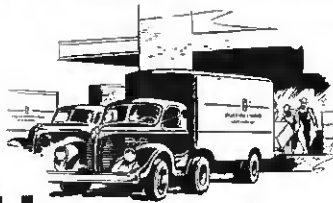
FADA RADIO AND ELECTRIC COMPANY, INC., LONG ISLAND CITY, N. Y.



HERE IN THE
GREAT CHICAGO AREA

Compact, easily accessible to salesmen and factory shipments, the strategic \$4,496,734,000 Chicago market is ideally located at the heart of America. 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.

you can build
VOLUME quickly . . .



With its tremendous pent-up demand for autos, washing machines, refrigerators and "big unit" products generally, the Chicago market offers enough business to take the entire output of some manufacturers. Get set today for your full share of the first post-war selling.

and get set for a
BUYER'S MARKET . . .



Build solidly for a continuing, profitable operation. Do it through a specific sales program based on the findings of an auto and household appliance investigation among consumers and dealers . . . a Chicago Tribune survey now ready for your study and use.

through
ONE POWERFUL MEDIUM



Do all this at one low cost through a single advertising medium—the Chicago Tribune. One out of every 3 families in 756 cities and towns of 1,000 or more population in this market reads the Tribune on weekdays—on Sundays, practically every other family. And only the Tribune gives you a choice of monochrome, color, comicolor, newsprint color, or black and white—at one of the lowest milline rates in the country.

To get the pertinent facts of the Tribune SALES PROGRAM, address
 C. S. Benham, Manager, National Advertising, Chicago Tribune, Tribune
 Tower, Chicago 11, Ill.

CHICAGO TRIBUNE
 THE WORLD'S GREATEST NEWSPAPER

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

GET IN TOUCH WITH

I. H. VASSAR, Jr.
ADKINS & COMPANY, INC.



"Battery-operated radios are an important factor in our territory. We have seen Garod's contribution to this market and we are satisfied that our dealers will have everything they will need to do a swell job."

EXCLUSIVE DISTRIBUTOR

GAROD  RADIO

TERRITORY: SOUTH CENTRAL VIRGINIA

ADKINS & COMPANY, INC.

315-324 TWELFTH ST. • LYNCHBURG, VA.

ARTHUR J. CAPLAN
PARAMOUNT DISTRIBUTORS, INC.



"If you want our advice, we suggest that you make up your mind to carry quality from the start—it will pay off in future years. A quality product like Garod will not only move better, and give you less trouble, but it will also help move other items in your store. In our judgment, the Garod line is your best all-around bet."

EXCLUSIVE DISTRIBUTOR

GAROD  RADIO

TERRITORY: WESTERN HALF OF MASSACHUSETTS
WEST OF WORCESTER COUNTY.

PARAMOUNT DISTRIBUTORS, INC.

42 HAMPDEN STREET • SPRINGFIELD 3, MASS.

AM — FM — TELEVISION — JUST NAME IT — GAROD WILL HAVE IT

YOUR GAROD DISTRIBUTOR

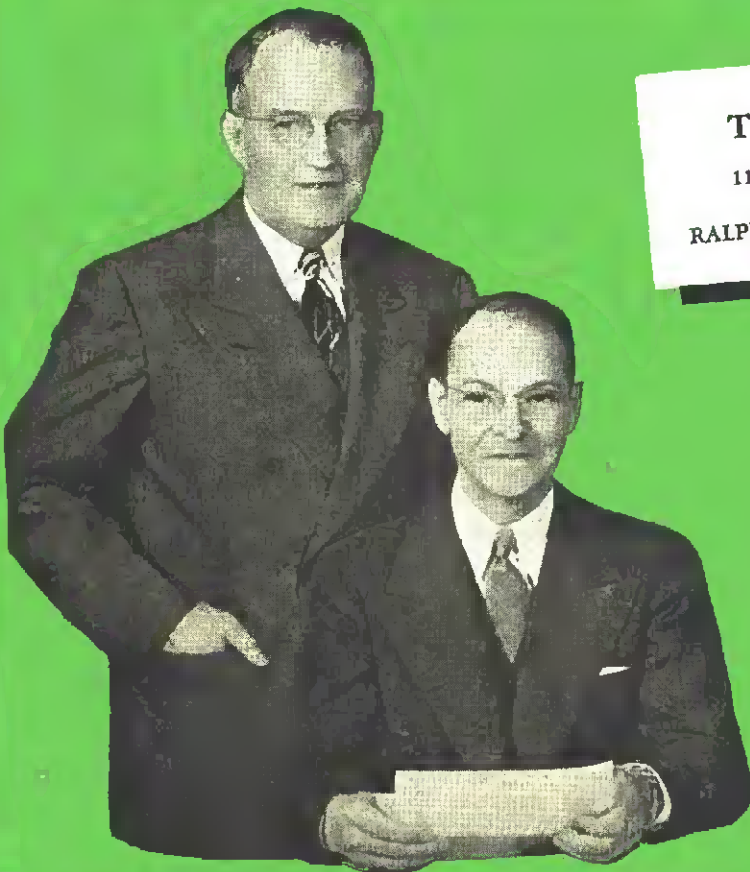
HERB E. ZOBRIST COMPANY
2125 WESTLAKE AVE. • SEATTLE 1, WASH.
HERB E. ZOBRIST
A. E. HOYT

"The way many of our dealers plan to sell Garod post-war radios is to take their customers into the radio department, give them a comfortable chair, and just let them listen to the programs they want to hear. The clear tone, the crackle-free reception of Garod postwar radios will be just about the most convincing sales-clinchers we know of."

EXCLUSIVE DISTRIBUTOR

GAROD  **RADIO**

TERRITORY: STATE OF WASHINGTON EXCEPT FOR THE COUNTIES OF WAHKIAKUM, COWLITZ, CLARK, SKAMANIA and KLICKITAT.



THE FURBAY-SOMMER CO.
115 SCHROYER AVE. CANTON 2, OHIO
RALPH E. FURBAY
HOMER D. SOMMER

"Nobody will be an orphan when he carries the Garod line of radios. We and Garod offer a square-shooting deal to little fellows as well as the big boys. Based on your needs, we're going to do our best to satisfy you, and to back you up with every resource at our command. In other words, we aim to please, to help you sell, to help you grow."

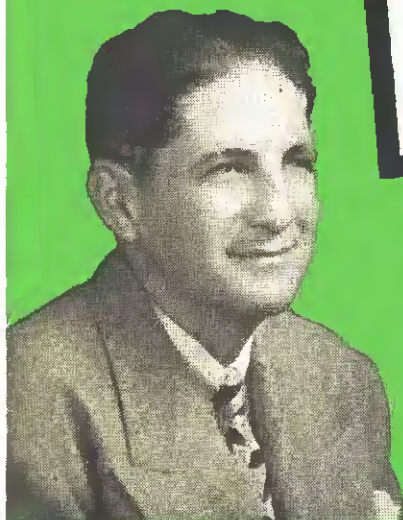
EXCLUSIVE DISTRIBUTOR

GAROD  **RADIO**

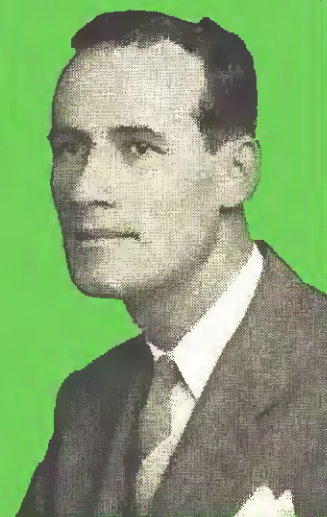
TERRITORY: EAST CENTRAL OHIO

A GAROD DEPARTMENT WILL LEND ADDED PRESTIGE TO ANY STORE

YOU CAN DEPEND ON GAROD AND YOUR GAROD DISTRIBUTOR



INCANDESCENT SUPPLY CO.
825 EAST THIRD STREET LOS ANGELES, CAL.
IRVING HARRIS MAXWELL ROSEN



"This is the pledge we and Garod make to Garod dealers: Custom-crafted radios of outstanding excellence—extensive range of models, sizes and prices—eye-appealing cabinets in woods and plastics—top-grade components and materials—precision construction for long, trouble-free performance."

EXCLUSIVE DISTRIBUTOR

GAROD  **RADIO**

TERRITORY: SOUTHERN CALIFORNIA

C. C. BROWN COMPANY

26 NINTH STREET SAN FRANCISCO 3, CAL.
C. C. BROWN E. E. TRUXTON

SAN FRANCISCO BRANCH

26 NINTH STREET
SAN FRANCISCO, CAL.

"We like the way the Garod fellows talk. They don't use five-dollar words and make things sound like a mystery story. They're business men, they know that what we want and what you want are radios that will sell in volume and at a good profit. We're ready to talk Garod radios to you any time you're ready."

SACRAMENTO BRANCH

1714 TENTH STREET
SACRAMENTO, CAL.

EXCLUSIVE DISTRIBUTOR

GAROD  **RADIO**

TERRITORY: NORTHERN CALIFORNIA

GAROD EXCELS IN QUALITY — IN AM — FM — TELEVISION

YOUR GAROD DISTRIBUTOR

H. R. SILVEY
SOUTHWEST WHOLESALE RADIO
& APPLIANCE COMPANY



"Speaking of the 'works', Garod radios will have plenty of reserve power to handle those sudden volume peaks that add so much brilliance to music and also make voices so interesting. People who especially like symphonies and such will really appreciate this outstanding advantage of Garod radios. These sets will sell like hotcakes."

EXCLUSIVE DISTRIBUTOR

GAROD  RADIO

TERRITORY: STATE OF ARIZONA

SOUTHWEST WHOLESALE RADIO
& APPLIANCE COMPANY

122 SOUTH THIRD STREET • PHOENIX, ARIZ.

WILLIAM H. MANOFF
LIFETIME SOUND EQUIPMENT CO.



"Garod knows the retail field as few manufacturers know it. Lots of their boys have been in the 'game' for a good many years, and they know your problems pretty well. All Garod planning, therefore, from set design and pricing to advertising and promotion is 'keyed' to help you do a more productive selling job."

EXCLUSIVE DISTRIBUTOR

GAROD  RADIO

TERRITORY: TOLEDO AREA

LIFETIME SOUND EQUIPMENT CO.

1101-1103 ADAMS STREET • TOLEDO 1, OHIO

GET ON THE GAROD PROFIT BANDWAGON . . . SIGN UP FOR GAROD RADIOS

THE EXTRA MEASURE



... AND WHAT IT MEANS TO MEN WHO WILL SELL
GAROD RADIOS

The Garod *extra measure* is symbolic of a new and broader conception of radio design, engineering and performance. It means custom-character radios produced by modern, scientific manufacturing methods. It means an exciting new adventure in tonal reproduction. It means eye-catching cabinets of unusual beauty, in every price bracket. It means trouble-free satisfaction over a longer period of time. In short, it means the kind of radios you like to sell—the *kind of radios that will stay sold*.

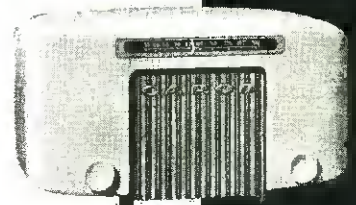
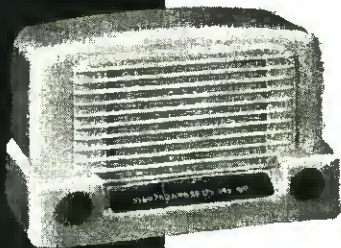
The Garod *extra measure* also means bold ideas in merchandising and promotion. It means an awareness of your needs and problems. It means dramatic themes in national and retail advertising. It means new techniques in display and selling aids. It means a conscientious effort to cooperate with you all along the line. This, then, is the Garod *extra measure*. Your distributor will gladly give you the details of a most interesting proposition.

GAROD

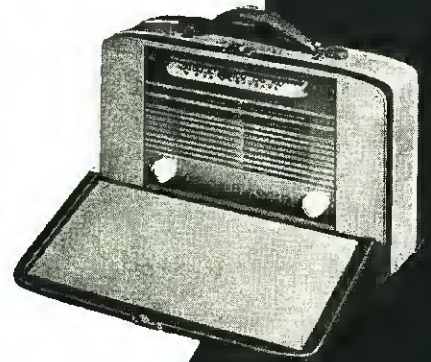
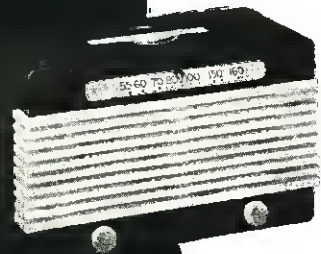


RADIO

GAROD IS READY!



The Garod Radios shown here are actual samples from our postwar line . . . completely engineered and tested. These are only a few of the many models—portables, radio-phonograph combinations, table sets, farm sets, AM, FM, etc., and Television, when available—that Garod is ready to produce without delay. Starting with a strong set-up in table models, the Garod line will cover all other fields competitively up to \$350.00. And every model in every price group will be a sure-fire seller.





THEY WANT GAROD RADIOS

- Men and women who are established in the entertainment world are splendid judges of tonal reproduction. *They want Garod Radios.*
- Men and women who sell and service radios cannot be fooled when selecting a set for their personal use. *They want Garod Radios.*
- Men and women who are critical shoppers know and appreciate inherent value as well as outer beauty. *They want Garod Radios.*

And GAROD will help you reach them ALL

With national advertisements featuring BIG NAMES of stage, screen and radio.

With expensively prepared, full-color window and counter display cards.

With unusual cartoon ads that carry a sales punch with every chuckle.

And with 14 other selling aids—folders, advertising mats, displays, brochures, etc.

PLUS—the Extra Measure of Manufacturer-Distributor service . . . a service that will mean much to you in the years immediately following the war's end.

AND NOW—
SHAKE HANDS WITH THE MEN WHO
WILL DISTRIBUTE GAROD RADIOS . . .



The following pages are devoted to America's "blue ribbon" distributors. Men of long experience, high reputation and keen judgment, each one is prepared to help you lay the foundation for future sales of Garod Radios. Welcome the Garod Distributor—a good friend and a reliable guide, he will stand four-square behind you, now and in the prosperous years ahead.

SHAKE HANDS WITH

BERNARD SAMUELS
ALLIED ELECTRIC SUPPLY CO.



"You can take it straight from us that there will be no 'lemons' in the radios put out by Garod. There won't be any sets that will require a genius to sell them. We've seen the postwar models, and they certainly are the sweetest designs ever to sit in the parlor, porch or bedroom. We like 'em, you'll like 'em, and so will your customers."

EXCLUSIVE DISTRIBUTOR
GAROD  **RADIO**

TERRITORY: WESTERN PENNSYLVANIA,
WEST VIRGINIA PANHANDLE.

ALLIED ELECTRIC SUPPLY CO.

928 PENN AVENUE • PITTSBURGH 22, PA.

SHELBY TUCKER
SHELBY TUCKER COMPANY



"Garod is no 'war baby' . . . their name has been part of the radio industry ever since its infancy. Their reputation is based on the value, quality, eye-appeal and trouble-free performance of their radios. Only a limited circle made their acquaintance before the war, but you just watch their smoke as soon as they get going."

EXCLUSIVE DISTRIBUTOR
GAROD  **RADIO**

TERRITORY: WESTERN THIRD OF TENNESSEE—
NORTHERN HALF OF MISSISSIPPI—8 WESTERNMOST
COUNTIES OF KENTUCKY—4 SOUTHEASTERN COUN-
TIES OF MISSOURI and 10 EASTERNMOST COUNTIES
OF ARKANSAS.

SHELBY TUCKER COMPANY

1002 JACKSON AVENUE • MEMPHIS 4, TENN.

THE GAROD "EXTRA MEASURE" MEANS EXTRA BUSINESS FOR YOU

YOUR GAROD DISTRIBUTOR

G. LOU RIFKIN
ASSOCIATED DISTRIBUTING CORP.



"Let's put it on the line, gentlemen. All of us are in business to make money, and that's one of the reasons why we ourselves are all-out for Garod radios. We've got every reason to believe that there will be a huge demand for Garod sets and that, in any man's language, means good healthy volume and comfortable profit."

EXCLUSIVE DISTRIBUTOR

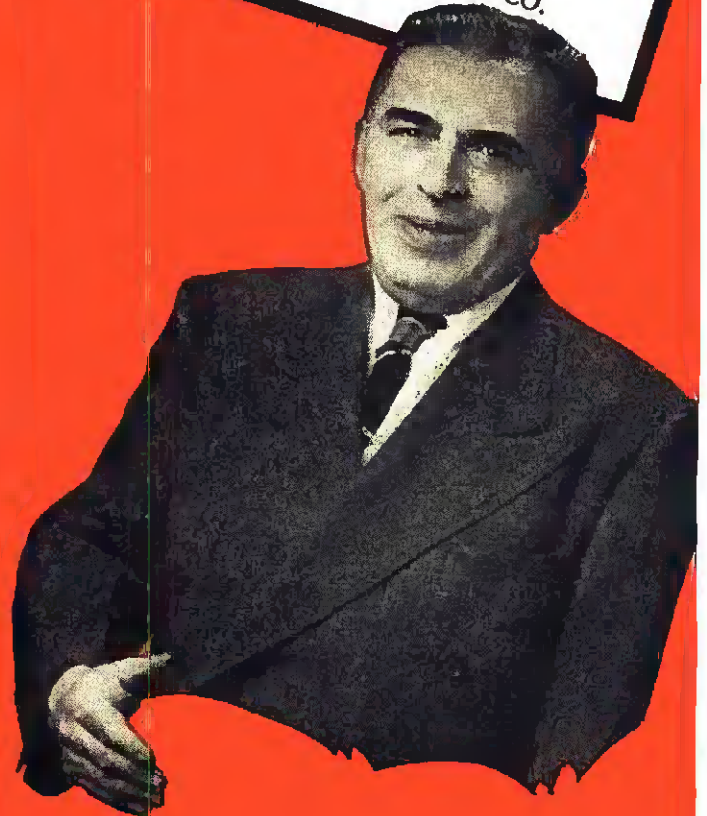
GAROD  **RADIO**

TERRITORY: MARYLAND AND DISTRICT OF COLUMBIA.

ASSOCIATED DISTRIBUTING CORPORATION

CHARLES & LOMBARD STREETS • BALTIMORE, MD

MAURICE E. GOLDEN
GOLDEN APPLIANCE CO.



"As an 'extra measure' of dealer cooperation Garod is planning to have a corps of Traveling Representatives out in the field at all times. The objective of these men will be to help you do a better selling job, and they will also come prepared with many ideas to help stimulate trade throughout your entire store."

EXCLUSIVE DISTRIBUTOR

GAROD  **RADIO**

TERRITORY: CLEVELAND TERRITORY plus NORTH CENTRAL OHIO.

GOLDEN APPLIANCE CO.

1761-67 E. 18th ST • CLEVELAND 14, OHIO

GAROD FOR BETTER PERFORMANCE OVER A LONGER PERIOD OF TIME

THE MAN WHO KNOWS

M A X K A T Z
K STORES COMPANY



"The Garod bunch has always been way up among the leaders when it comes to new developments. Take television, for instance. Do you know that Garod introduced the first practical, low-priced television kit? That happened in September, 1938. From the looks of things Garod will again come through when peacetime television is ready."

EXCLUSIVE DISTRIBUTOR
GAROD  **RADIO**

TERRITORY: EASTERN HALF OF MASSACHUSETTS
EAST OF and INCLUDING WORCESTER COUNTY.

K STORES COMPANY
1310 BOYLSTON STREET • BOSTON, MASS.

FRANCIS E. STERN
STERN & COMPANY



"The good taste in cabinet design of Garod radios has always impressed me. This taste, I find, applies not only in the higher brackets but throughout the entire line. Since every man who sells radios knows that outer appearance is highly important, the great appeal of Garod cabinet design will prove a powerful sales factor."

EXCLUSIVE DISTRIBUTOR
GAROD  **RADIO**

TERRITORY: FAIRFIELD, NEW HAVEN and
MIDDLESEX COUNTIES IN CONNECTICUT.

STERN & COMPANY
210 CHAPEL STREET • HARTFORD 1, CONN.

A GAROD DEPARTMENT IS ALL YOU NEED FOR GOOD, STEADY VOLUME

IS YOUR GAROD DISTRIBUTOR

HOWARD W. HEAGLE
GIL SCHAEFER DISTRIBUTOR



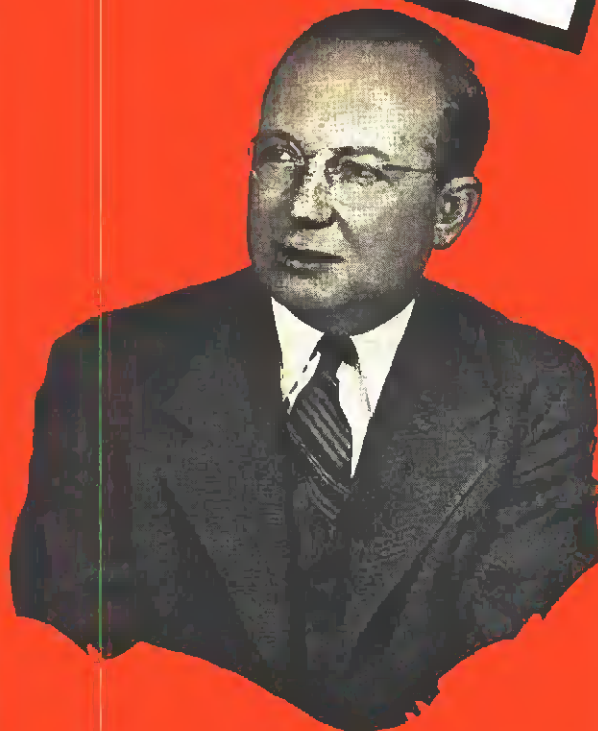
"Garod is the kind of radio you can recommend to your best friend, and that, in my opinion, is just about the highest compliment you can pay to any radio receiver. You won't have to be modest when talking Garod to a prospective customer because their radios have just what it takes to give greater satisfaction over a long, long time."

EXCLUSIVE DISTRIBUTOR
GAROD  **RADIO**

TERRITORY: WESTERN HALF OF MICHIGAN

GIL SCHAEFER DISTRIBUTOR
101 WESTON ST., S.E. • GRAND RAPIDS 2, MICH.

VICTOR E. TEDE
TEDE & ETCHINGHAM



"Pre-tested performance is something you can talk about when you handle the Garod line. And just what does pre-tested performance mean? It means that every radio leaving the Garod plant will be carefully checked and inspected by exclusive Garod laboratory methods to make sure that from inside-out everything is perfect."

EXCLUSIVE DISTRIBUTOR
GAROD  **RADIO**

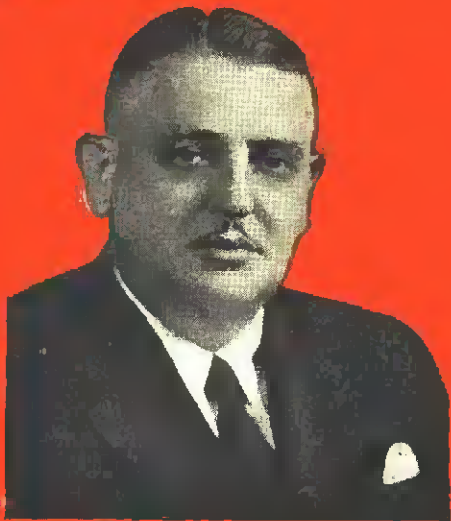
TERRITORY: IDAHO, UTAH, NORTHERN HALF OF WYOMING.

TEDE & ETCHINGHAM
234 WEST BONNEVILLE • POCATELLO, IDAHO

GAROD RADIOS FOR THE EXTRA MEASURE OF LISTENING PLEASURE

HEAR THE FACTS FROM

HARRY N. POPKY
AIRFLOW PRODUCTS CO.



"The set-up looks 'tops' to me. I am talking about the Garod advertising campaign which will feature stars of stage, screen and radio. There's something substantial about the program, it inspires confidence in Garod, and will help sell customers long before they reach your doors. This idea, by the way, is only one of many that Garod has up its sleeve."

EXCLUSIVE DISTRIBUTOR
GAROD  **RADIO**

TERRITORY: NORTHEASTERN PENNSYLVANIA

AIRFLOW PRODUCTS CO.
85 EAST UNION ST. • WILKES-BARRE, PA.

WM. GEORGE STELTZ
TEL-RA APPLIANCE COMPANY



"FM will be a big drawing card, and Garod has prepared for the tremendous demand for such sets. The added richness and depth of tone of Garod FM will have wide and immediate appeal. We have faith that Garod will build the FM set all of us can be proud to sell, the kind of set that gives the customer an 'extra' measure for his money."

EXCLUSIVE DISTRIBUTOR
GAROD  **RADIO**

TERRITORY: PHILADELPHIA — NEW JERSEY SOUTH
OF and including TRENTON plus DELAWARE.

TEL-RA APPLIANCE COMPANY
16-18 NORTH FIFTH ST. • PHILADELPHIA 6, PA.

GAROD—THE RADIO YOU CAN RECOMMEND TO YOUR BEST FRIENDS

YOUR GAROD DISTRIBUTOR

CARL CRANDALL
MORLEY BROTHERS



"This is how I figure it. Any company that puts as much into a radio receiver as Garod does is also the company that's going to play fair with the distributor, the dealer, and Mr. and Mrs. John Q. Public. And that's why I'm selling Garod. Those fellows are going to give us every possible 'break' from a quality item to a profitable line."

EXCLUSIVE DISTRIBUTOR

GAROD  RADIO

TERRITORY: GREATER DETROIT AREA PLUS 3
EASTERNMOST COUNTIES ON UPPER PENINSULA.

MORLEY BROTHERS
5943 SECOND BOULEVARD • DETROIT, MICH.

LEONARD ASHBACH
LEONARD ASHBACH CO.



"Here, fellows, is a real profit protection in a franchise. Garod offers you that against chiselers, cut-rate specialists and back-room operators. There will be no hidden 'deals,' and there'll be no favoritism. Every merchant, small and large, will get the same fair treatment for which Garod has a swell reputation."

EXCLUSIVE DISTRIBUTOR

GAROD  RADIO

TERRITORY: NORTHERN HALF OF ILLINOIS

LEONARD ASHBACH CO.
152-54 W. HURON STREET • CHICAGO 10, ILL.

IN EVERY PRICE BRACKET, GAROD RADIOS WILL BE COMPETITIVE

TAKE A TIP FROM

RAY T. RINGLER
MAGA DISTRIBUTORS, LTD.



After you've sold as many radios as I have, you begin to know something about fine construction. That's where I hand it to Garod. They have the one line in a million when it comes to construction. And that means oversize components, heavy speakers, good wiring. It means extra care in assembly operations. It means radios you can sell with pride."

EXCLUSIVE DISTRIBUTOR

GAROD  RADIO

TERRITORY: STATE OF GEORGIA

MAGA DISTRIBUTORS, LTD.

614-18 NEW ST., P. O. BOX 1173 • MACON, GA.

E. L. CHAMBERS
CHAMBERS RADIO SUPPLY CO.



"Garod radios will be built to last, to take a lot of 'playing' without breaking down. Except for an occasional replacement of tubes, your customers will find Garod sets to be trouble-free. This means less headaches for you, and more enjoyment for them. Why not investigate the interesting proposition that we have to offer you?"

EXCLUSIVE DISTRIBUTOR

GAROD  RADIO

TERRITORY: CINCINNATI plus S.E. CORNER OF INDIANA, NORTHEASTERN KENTUCKY.

CHAMBERS RADIO SUPPLY CO.

1104 BROADWAY • CINCINNATI 10, OHIO

DECIDE TO CARRY QUALITY FROM THE START—CARRY GAROD RADIOS

YOUR GAROD DISTRIBUTOR

C. E. WYMAN
TEL-RA APPLIANCE COMPANY



"Based on the kind of work the company is now doing, it can be stated that no set on the market will be ahead of Garod in electronic improvements and advancements. Greater selectivity and sensitivity, natural tonal qualities, superior all-around performance will be incorporated in all models and all prices. Garod radios will speak for themselves."

EXCLUSIVE DISTRIBUTOR

GAROD  RADIO

TERRITORY: RHODE ISLAND plus BRISTOL, BARNSTABLE, DUKES and NANTUCKET COUNTIES IN MASSACHUSETTS.

TEL-RA APPLIANCE COMPANY

122-130 W. EXCHANGE ST. • PROVIDENCE, R. I.

MYRON L. ALPERT
NATIONAL RADIO DISTRIBUTORS, INC.



"We'd like our dealers to know that all Garod cabinets are originals, designed by top industrial designers. There will be plastics in solid colors and two-tone combinations. There will be woods, in all popular finishes. There will be modern and period styles to suit all tastes and all home settings."

EXCLUSIVE DISTRIBUTOR

GAROD  RADIO

TERRITORY: FLORIDA EXCEPT 10 NORTHWESTERN COUNTIES.

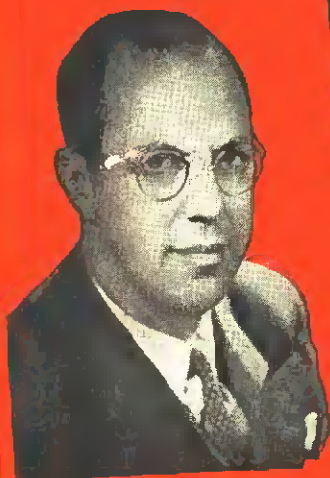
NATIONAL RADIO DISTRIBUTORS

INCORPORATED

CONGRESS BUILDING • MIAMI, FLORIDA

GAROD WILL BACK YOU WITH ADVERTISING, DISPLAYS, SELLING HELPS

MARK THE WORDS OF



GILBERT BROTHERS, INC.

826 S.W. SECOND AVE. • PORTLAND 4, ORE.


JAY J. GOODMAN

J. R. GROSSMAN

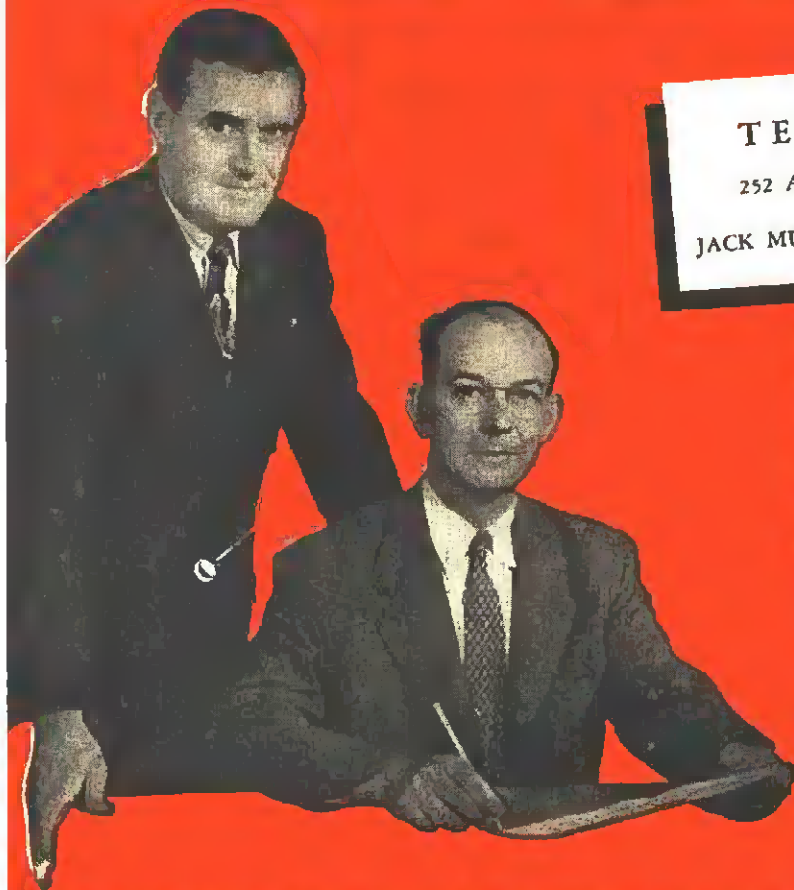


"Show us the man who's interested in full value for his money, and we'll show you a potential Garod customer. We say, without fear of argument, Garod radios in appearance, in performance, in length of life are worth every penny of their price. And the result? A self-selling radio line that will click throughout our community."

EXCLUSIVE DISTRIBUTOR

GAROD  **RADIO**

TERRITORY: OREGON plus COUNTIES COWLITZ, CLARK, WAHAKIACUM, SKAMANIA and KLICKITAT in WASHINGTON.



TEL-RA APPLIANCE CO.

252 ASYLUM STREET • HARTFORD, CONN.

JACK MURPHY

C. E. WYMAN

"We believe in talking straight from the shoulder, and that's what we're doing now. All signs indicate that Garod radios will sell fast, and won't come back. Every radio merchant knows what this means, and that's why we're going to handle these fine sets. The product will be right, and the price will be right. 'Nuf said'."

EXCLUSIVE DISTRIBUTOR

GAROD  **RADIO**

TERRITORY: LITCHFIELD, HARTFORD, TOLLAND, WINDHAM and NEW LONDON COUNTIES IN CONNECTICUT.

GET SET FOR THE GREEN LIGHT—PLACE YOUR ORDERS FOR GAROD NOW

YOUR GAROD DISTRIBUTOR

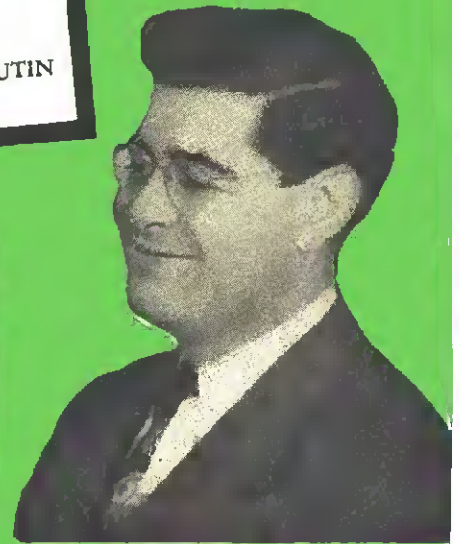


THE JAKE HAYUTIN & SONS CO.

1426 LARIMER STREET • DENVER 2, COLO.

JAKE HAYUTIN

MARVIN HAYUTIN

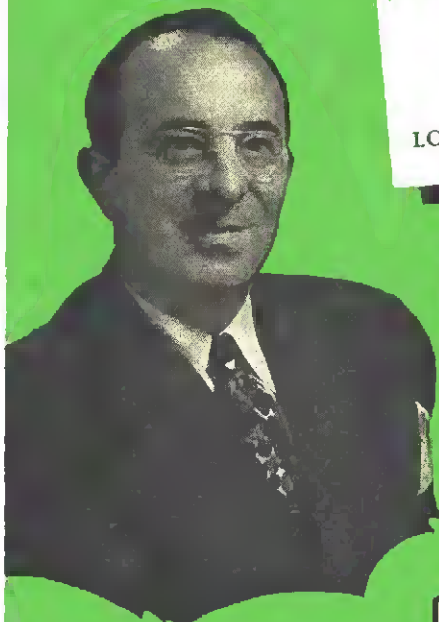


"Everybody knows that tone quality is one of the most important features of any radio. Most companies boast about the tone of their expensive sets, but Garod, even in the smallest portables, will feature an exceptionally wide tonal range. Their engineers have achieved extreme fidelity in every price range, and your ear will tell you so."

EXCLUSIVE DISTRIBUTOR

GAROD  **RADIO**

TERRITORY: COLORADO, SOUTHERN THIRD OF WYOMING and NORTHERN THIRD OF NEW MEXICO.



NATIONAL SALES COMPANY

365 NORTH STREET • ROCHESTER 5, N. Y.

LOUIS SOLOMON

WILLIAM J. LEVINE



"Here's what we like about Garod radios—it's the wide scope of the line. Customers with limited cash as well as those with lots of money in the bank can, therefore, be satisfactorily taken care of. Also, you'll be able to satisfy model preferences, whether they be AM, FM, portable, console, radio-phonograph combination, etc."

EXCLUSIVE DISTRIBUTOR

GAROD  **RADIO**

TERRITORY: WEST CENTRAL NEW YORK

STRAIGHT TALK FROM

RADIO TUBE MERCHANDISING CO.

508 CLIFFORD STREET • FLINT 3, MICH.

T. W. MOWAT

C. E. PHILPOTT

"This is our understanding of the Garod 'extra measure'—price for price, Garod will put a little more than is expected into each set, and it's this little more that will count when customers make comparisons between Garod radios and their competitors. In our territory we're proud to be the exclusive Garod distributors."

EXCLUSIVE DISTRIBUTOR

GAROD  **RADIO**

TERRITORY: EASTERN HALF OF MICHIGAN NORTH OF DETROIT.



W. & K. WHOLESALE DISTRIBUTORS

1308-10 MAIN ST. • FORT WORTH, TEXAS

C. G. ADAIR

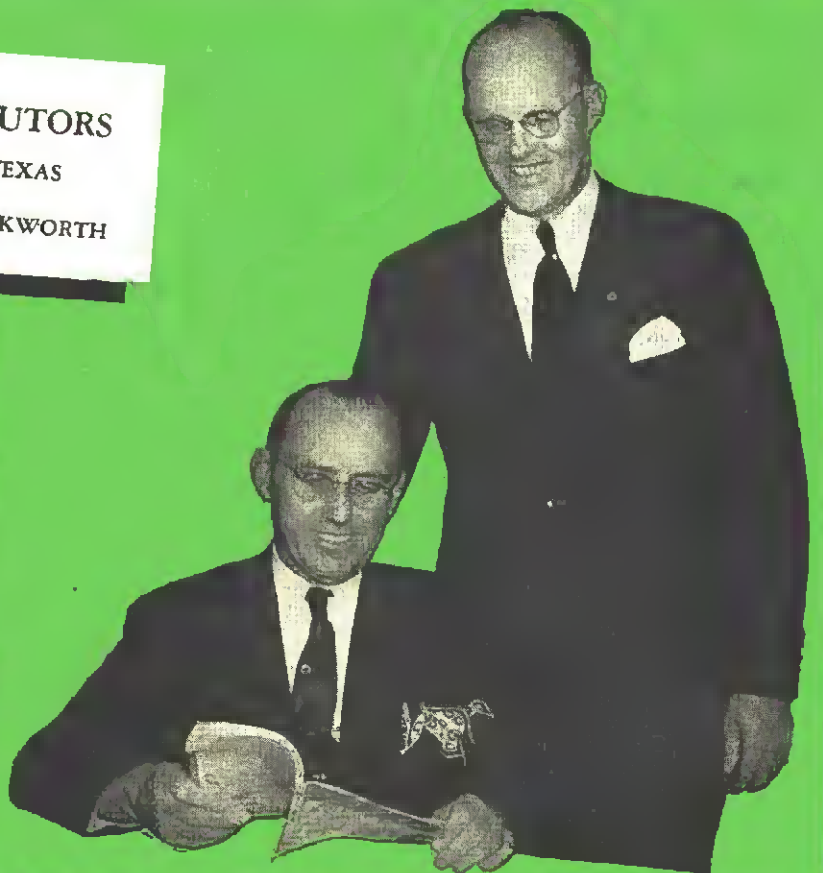
L. E. DUCKWORTH

"A satisfied customer means more to us than anything else, and so we've picked the Garod line of radios because we honestly feel that the products of this company will amply meet our high standards. If you agree that customer satisfaction comes first, then we suggest that you get together with us at your earliest convenience."

EXCLUSIVE DISTRIBUTOR

GAROD  **RADIO**

TERRITORY: NORTHERN PORTION OF TEXAS SOUTH TO and INCLUDING SHELBY COUNTY ON A LINE GOING WEST DIRECTLY ACROSS and INCLUDING McLENNAN COUNTY WEST TO and INCLUDING TOM GREEN COUNTY.



"MOST IMPORTANT"

An Oklahoma merchant who has used
COMMERCIAL CREDIT SERVICE
exclusively for eight years, says:

"We are most appreciative of the manner in which you have handled our transactions during the past eight and a half years. Your credit and collection services have been, and continue to be, far beyond our expectations. We especially appreciate your friendly attitude and your ever willingness to cooperate, not only with us, but with our customers as well . . . the latter being **MOST IMPORTANT** to any dealer.

"We unhesitatingly recommend the Commercial Credit Plan to all dealers."



M. E. O'Bannon

M. E. O'BANNON CO.
TULSA, OKLAHOMA

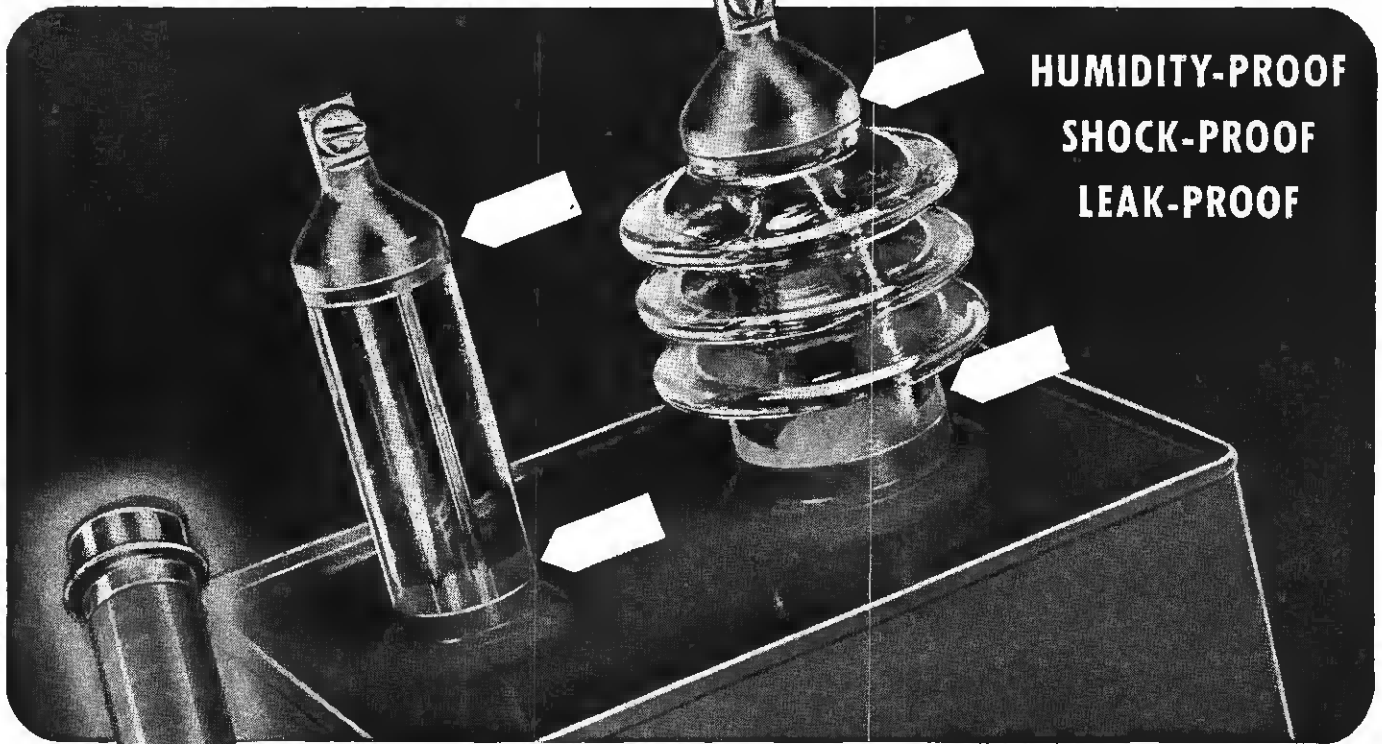
AIR CONDITIONING AND REFRIGERATION

COMMERCIAL CREDIT COMPANY

BALTIMORE 2, MARYLAND

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

WELDING GLASS TO METAL "COULDN'T BE DONE"...



... but here it is!

If you want to have a look at the Capacitors and Resistors of tomorrow, step in and see what has been going on in the Sprague Engineering Laboratories (if wartime restrictions would permit!). Then it will be easy to understand why Sprague has been a FIVE TIME WINNER of the coveted Army-Navy "E" Award!

A typical example is the Sprague Electric Co. glass-to-metal seal. This amazing development answers the old problem of sealing Capacitors and Resistors against leaks and moisture, guarding them

against shock—and doing it without the use of glass bushings or adjacent metal rings with "matched" temperature coefficients of expansion. Actually, there were many "scientific" reasons why glass could not be fused to metal—but Sprague not only proved that it could be done, but done economically and in tremendous quantities.

This sort of accelerated wartime engineering is reflected throughout the entire Sprague line—and that means unsurpassed quality for every unit used on every day radio work!

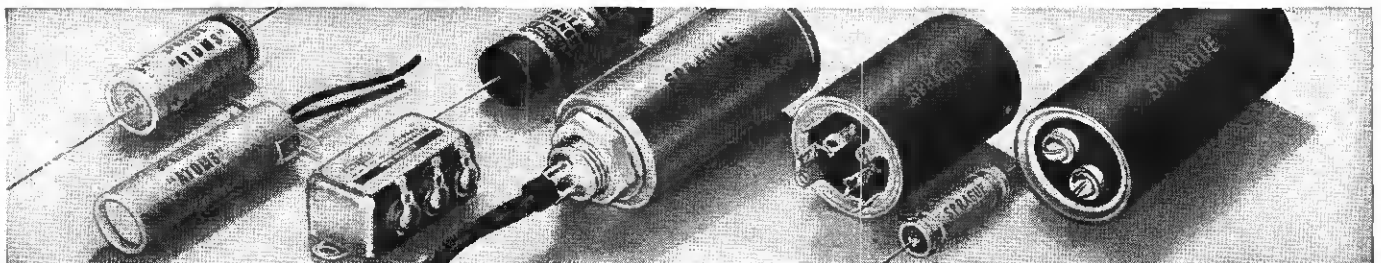
THE TRADING POST CONTINUES!

Sprague's famous free buy, sell, or exchange advertising service "THE SPRAGUE TRADING POST" appears on page 110 of this issue—and will continue to appear as long as wartime shortages create a need for it. Meanwhile, we'll appreciate it if you continue to use Sprague Capacitors and Koolohm Resistors—and to ask for them by name!

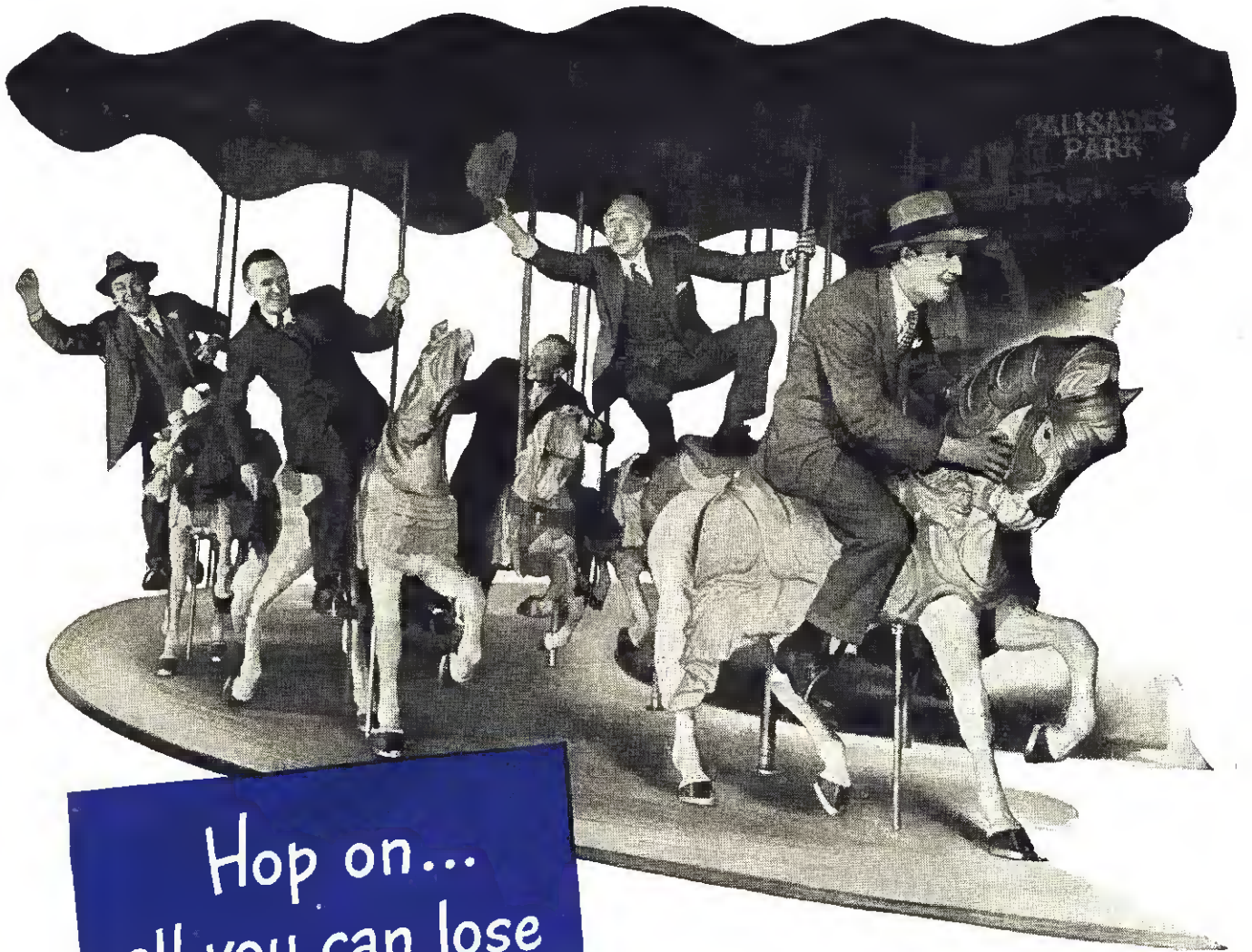
SPRAGUE PRODUCTS COMPANY, North Adams, Mass.

(Jobber Sales Organization for Products of the Sprague Electric Co.)

SPRAGUE



CAPACITORS FOR EVERY SERVICE, AMATEUR AND EXPERIMENTAL NEED



Hop on...
all you can lose
is your shirt!

SURE! It's going to be a swell ride for *anybody* . . . with almost any kind of radio to sell . . . during the merry-go-round months right after the war.

But many will find it all too short a ride, for remember this: Postwar periods always raise many contenders for leadership . . . but only a few go up to the top.

That's why wise heads in the trade are doing their heavy thinking now. Lining up all the facts. Comparing the brands. Making sure the lines they pick are equipped to take the hurdles *normal* competitive selling will strew along the course.

See for yourself whether anywhere you've found the facts so clearly, completely covered as they are in the new Olympic Radio brochure, "A Man Has To Think Twice." Backed by more than 10 years' leadership in the export radio field, Olympic now makes an announcement of unusual significance to you.

Send the coupon below . . . you'll receive your brochure promptly.



MAIL THIS COUPON TODAY!

Olympic Radio & Television Division
Hamilton Radio Corp.
510 Sixth Avenue, New York 11, N. Y., Dept. R-95
Please send me the Olympic Radio brochure, "A Man Has To Think Twice."

Name _____ Title _____

Store Name _____

Street Address _____

City _____ State _____



Faster, Bigger post-war radio profits WILL go to Sentinel dealers because Sentinel's New Radios will be built to MOVE . . . Move men and women to look—then buy . . . Move your profits UP! And Sentinel's all-time record of less than 1% for servicing charges keeps your profits up!

There will be a Sentinel to catch every

fancy—fill every need! AC or DC—FM or AM—table or console—radio-phonograph or portable—battery or electric—their new materials, styles, and colors will attract—their Performance-Perfection will sell! Learn about Sentinel's new angle for quicker, bigger, more lasting dealer profits! Call your Sentinel distributor TODAY.

FOR STUDIO TONE IN YOUR HOME

Sentinel *Radio*

2020 RIDGE AVENUE, EVANSTON, ILLINOIS





IT'S

UNCLE DON

AGAIN!

Another Sonora Children's Album!

Another Profit-Packed Hit!

It's been proved that the merry songs and stories of Radio Station WOR's famous Uncle Don weave a magic spell with children. It's been proved by the great appeal of his broadcasts. It's been proved by the sensational success of his first SONORA recordings—*Uncle Don's Playland*—still America's fastest selling album of songs for children.

Now SONORA presents a NEW Uncle Don album—*Uncle Don's Land O' Song*—a collection of 28 gay favorites. It's sure to be another winner! Don't wait to cash in on this sure-fire hit! Order *Uncle Don's Land O' Song* from your SONORA record distributor today.

SONORA PRODUCTS, INC.
2023 W. Carroll Avenue • Chicago 12, Illinois

Sonora Records
Clear as a Bell

HOME ENTERTAINMENT AT ITS BEST

RADIOS • TELEVISION SETS • RECORDS • PHONOGRAPHS • RECORDERS

RADIO & Television RETAILING • September, 1945

28

SONGS and STORIES
BY
UNCLE DON

Jack Sprat

Taffy

One Two Buckle My Shoe

Diddle Diddle Dumpling

Thirty Days Hath
September

Nephew Of Mine

Little Polly Flinders

Ride a Cock Horse

Mistress Mary
Quite Contrary

When

Peter Peter Pumpkin Eater

Simple Simon

Little Tommy Tucker

Sneezing

Curly Locks

I Sell Sea Shells

I Saw A Ship A Sailing

What Are Little Boys
Made Of

Wee Willie Winkie

There Was An
Old Woman

A Bunch Of Blue Ribbons

Little Robin Redbreast

Peter Piper

Tweedle Dum And
Tweedle Dee

The Frog Went A Courtin'

Three Little Kittens

The Green Grass
Grew All Around

One Grasshopper
Jumped Over The Other
Grasshopper's Back



Majestic Radios are going to roll into thousands of homes on Majestic Records

In 1941, the last year of near-normal production, 9,750,000 radios were sold in the United States, and 117,000,000 records! (Retailing Home Furnishings and Record Retailing figures.)

In other words, records had 12 times as many opportunities as radios to build name-familiarity by carrying their makers' names directly into homes. This ratio may more than double—jump to "25 times as many"—in the immediate post-war period. Because, tremendous as the increase in radio sales may be, record sales are expected to

increase at an even sharper rate.

From now on, as all-out record production gets under way, a steadily larger percentage of all records sold will carry the Majestic name—and they will be notable for reputation of artists.

popularity of tunes, excellence of recording technique. These hundreds of thousands of Majestic Records are going to be "salesmen of goodwill" for Majestic Radios and Majestic Radio-Phonographs!

All this extra selling of the

Majestic name is just one more advantage of the Majestic franchise. If you'd like to learn about *all* the advantages of the Majestic franchise . . . write today. Majestic Radio & Television Corporation, St. Charles, Illinois.

Majestic means business...and lots of it!



DUMONT

Electrolytics



- END SEALED IN WITH DUMONT RESINOID
- DURALASTIC TREATED TUBES
- IDEAL FOR HIGH TEMPERATURE OPERATION
- HIGHLY MOISTURE-PROOF
- LONG LIFE ASSURED

● Sold through Exclusive territory Arrangement only.
Write for our proposition to-day



DUMONT
ELECTRIC CO.
MFR'S OF
CAPACITORS FOR EVERY REQUIREMENT

34 HUBERT STREET
NEW YORK, N. Y.

THE MARION FRANCHISE

A

24-KT. PROPOSITION



*With these advantages
to offer you:*

- a strong line-up of quality instruments covering all radio and electronic applications
- a merchandising and promotional "package" including the new Marion MeterTester which helps you sell, helps customers see what they're getting
- a Special Industrial Application Department to cooperate with customers on new and unusual applications
- trouble-free performance and right price have practical appeal among progressive engineers and purchasing agents
- a hard-hitting, consistent advertising campaign, with full color advertisements in leading electronic journals
- and, of course, a good margin of profit, completely protected throughout the line

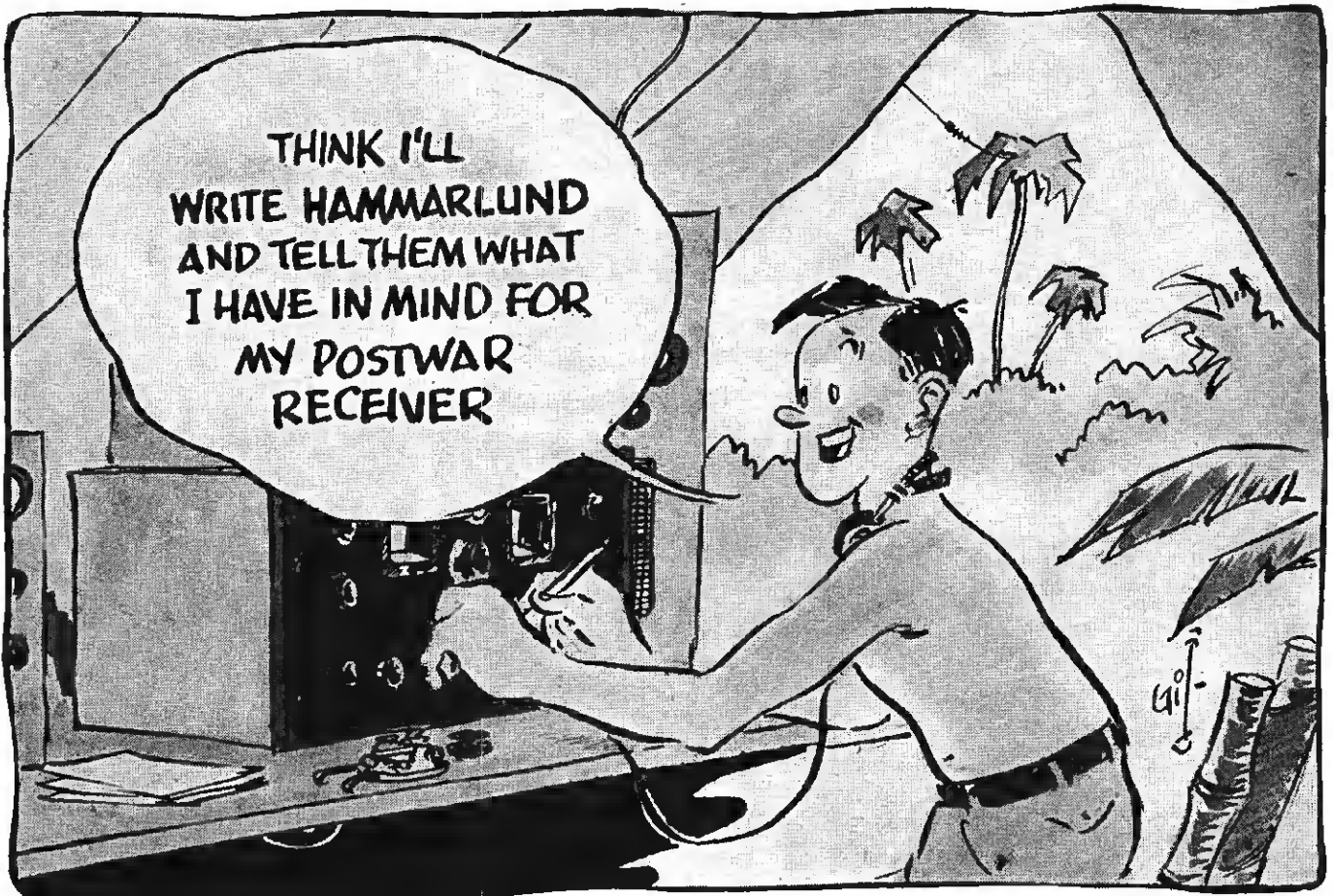
Marion has plenty of "ideas" for your growth as well as for new instruments. For complete details regarding a Marion Franchise, write to our Jobber Sales Division.



MARION ELECTRICAL INSTRUMENT CO.

MANCHESTER NEW HAMPSHIRE

Jobber Sales Division: Electrical Instrument Distributing Co.
458 BROADWAY NEW YORK, N. Y.



WHAT DO YOU WANT?

WRITE NOW!

THE SUPER-PRO and HQ-120-X were, and still are, tops in the Ham field and after the war we'll have a complete line of receivers to meet every requirement. What we want to know is what you'd like . . . in the way of appearance, accessories, special features. Let us know what you have in mind. Suggestions (good or bad) will be welcome and will help us to give you the best . . . just the way you want it.

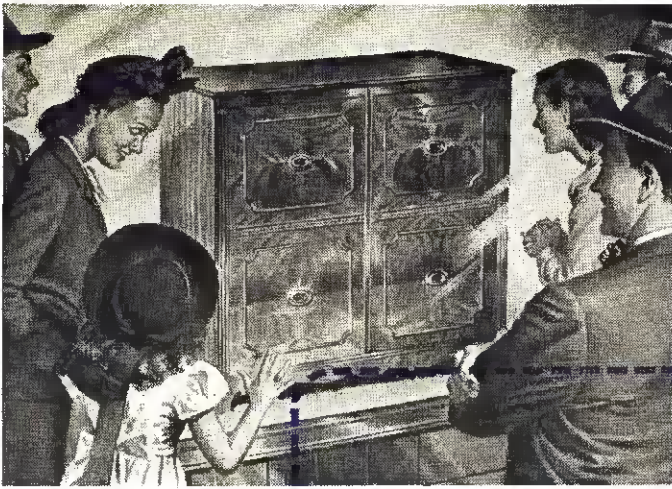


ESTABLISHED 1910

Send your suggestions to "Postwar Development"
DESK 17

HAMMARLUND

THE HAMMARLUND MFG. CO., INC., 460 W. 34TH ST., N. Y. C.
MANUFACTURERS OF PRECISION COMMUNICATIONS EQUIPMENT



Soon you'll be able
to offer a

STROMBERG-CARLSON

for the Main Radio
in any home
proving more than ever
there's nothing
finer than a



Stromberg-Carlson

New Stromberg-Carlson models, and new Stromberg-Carlson prices soon to be announced, will place some type of Stromberg-Carlson within the reach of practically anyone desiring a fine musical instrument for the *main radio* in his home. This main radio may take the form of a simple table model, a handsome console, or a magnificent radio-phonograph combination, for, whatever its type, there's nothing finer than a Stromberg-Carlson.

Take advantage of Stromberg-Carlson's widened market, and the increased demand spurred on by vigorous advertising with some 475,000,000 impressions in

thirteen leading magazines during 1945. Ask your Stromberg-Carlson distributor for details of the very favorable Franchise Agreement now being offered, or write us directly. For Stromberg-Carlson is:

- the important radio unit
- the radio unit carrying real profit opportunity
- the radio unit with easy-selling public acceptance.

Become an Authorized Dealer now. Then make the Stromberg-Carlson the main radio in your show room, and build your postwar business right around the Stromberg-Carlson *main radio* theme.

STROMBERG-CARLSON

ROCHESTER 3, N. Y.

RADIOS... RADIO PHONOGRAPHS... AND TELEVISION

Established in 1922 as ELECTRICAL RETAILING

RADIO & Television RETAILING

Including Radio and Television Today

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

The Great Day is Here— And the Retailers Are Ready

Mr. Radio-Appliance Retailer, the great day is actually here!

On the heels of the announcement that many kinds of electrical home appliances would soon be produced for the civilian market, came the good news that dealers will be selling radio receivers to Christmas shoppers—then the great news that the war was over.

Immediate resumption of manufacturing will accomplish a number of things simultaneously.

Will Help All Along the Line

It will aid the manufacturer who has received cut-backs. It will keep the manufacturers' employes in jobs. It will help eliminate too rapid a drop in employment.

It will put wholesalers in the selling business again. It will permit them to add to their sales forces. It will increase the number of personnel in all departments—bookkeepers, shippers, clerks.

The consumers are elated. They may not know much about L-265 or other governmental symbols and numbers—but they know that they are going to be able to get the things they've been without so long. Widespread publicity through newspapers and over the radio has kept them posted. They are well aware of all new developments concerning goods availability.

And so on down the line. Down the line to the last great link. To the independent radio-

appliance dealer . . . the man who chooses the radio or appliance line for his customers.

And the independent radio-appliance retailer is ready.

He is all set to place before the ultimate consumer the finished product which has come all the way through its long journey from the producer of raw material—to the manufacturer—to the jobber—and finally to him—the retailer.

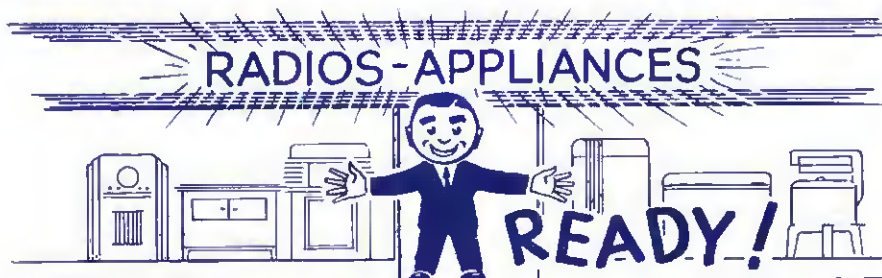
The retailer in this field is elated. He *knows* he's going to do a whale of a lot of business. Selling in an aggressive manner will be a welcome relief from the years of piecing things together—substituting this for that—doling out scarce merchandise—patching up broken-down equipment, and all the other headaches he'd fallen heir to.

More Business, Greater Profits Expected

Yes, the great day is here.

The progressive radio-appliance merchant greets the day with new plans—improved techniques—brighter stores and aims for more profits.

RADIO & Television RETAILING joins its readers in welcoming the return of radios and appliances to the retail market, and pledges to do its utmost in keeping on top of trends—presenting new and better ideas to its readers for the sole purpose of helping them to do *more* business and to make *more* money.



RADIO, Electrical Appliances,

RADIO RECEIVERS—Prediction—A few sets in dealers' hands about Oct. 15th—WPB's Karns estimates 3,500,000 sets might be produced before Christmas—OPA pricing will probably be kept on radios until supply becomes plentiful—Most prices will be slightly higher but some newcomers have announced very low list prices—Thus far no drastic discount-to-dealer rates have been reported—Radio cabinets and circuits will be NEWER in design than most of the appliances coming out.

ELECTRICAL APPLIANCES—Refrigerators being rolled out in quantities, but still being allocated. Even after armed forces' needs are filled, allocating may be continued to meet essential civilian requirements. Production figures: 125,000, 3rd quarter; 700,000, 4th quarter. All restrictions off washers and other appliances, but some materials, such as sheet metal and gray iron castings, hard to get—Lid off all appliances using resistance materials, and easing up of resistance wire supplies, may mean fair supply before Christmas.

GENERAL OUTLOOK—Radios and appliances into dealers' stores very soon—next month—Most appliances pre-war designs with some improvements—PRICES—"mixed," higher and lower—Discounts, same as before but with move on to lower them later.

STYLING IS UP ON NEW SETS. Increasing numbers of receiver manufacturers are showing and demonstrating postwar lines. "Gingerbread" and ultra-ultra modernistic cabinet designs are "out," with attractive streamlining and period designs definitely "in." Simplified circuits are being stressed.



BLACK MARKET PEDDLERS ARE BLUE over the recent relaxation orders. They are said to be trying to unload tubes and components. One dealer was offered some "radio sets"—assembled midgits at about \$36, his cost, by an unknown "salesman." The exit of black marketeers from the radio-appliance field will be mourned by no one.

KARNS HEADS WPB RADIO DIVISION. Rated by the industry as one of the ablest officials who has served with the WPB Radio and Radar division, Melvin E. Karns has taken over the directorship, succeeding Louis J. Chatten who has returned to private industry, after serving ably for two years. Chatten has been appointed vice-president and general commercial manager of North American Phillips Co., Inc.

NO 2-BAND FM SETS!—FCC Chairman Paul A. Porter has notified R. C. Cosgrove, RMA president, that manufacturers may not make receivers covering both old and new FM channels. Porter says FM broadcasting on old frequencies may be discontinued if makers ignore FCC's request. Manufacturers want both bands if new FM transmission (on 92 to 106 mc) is delayed.

DROP IN SERVICE BUSINESS?—Many retailers believe radio and appliance repairs will fall off shortly due to publicity to the effect that new equipment will be available soon. Dealers look for the sharpest drop in major repair jobs.

"BIG FIVE" MAY APPROVE BELOW-25-MC—New radio-channel allocations announced by FCC are now final only for frequencies above 25 mc. From that point down, the allocations have so far simply the status of FCC "proposals." Final ratification of this lower section, it was first thought, would have to await the international radio conference to be held in Rio de Janeiro after V-J Day. But because aviation frequencies are being held up, causing present international difficulties, it is now believed likely the foreign secretaries of the Big Five of the United Nations at their next meeting in London may act without delay to adopt these radio allocations, making the assignments official as early as March, 1946.

BUSINESS BAROMETER—National income will decline about 10% from its present all-time peak during the last half of 1945, say Commerce Dept. experts. This means many radio-appliance dealers will see a slight decline both in service revenue and sales volume of "war" lines. But consumer durable goods will doubtless become available soon enough to offset this decline.

FARMER AND CONSUMER CO-OPS are planning to enter the radio and appliance field. Originally these co-operatives were grocery stores. Although they do less than one per cent of the retail business in the U. S., these tax-free associations are growing fast and are of considerable importance in some sections, such as the North Central States.

MOTOROLA NEW AUTO RADIO will embody the following improvements and refinements: clearer and more vibrant tone, unusual power output in all models; no microphonics, smaller sets; no tools required for setting push-buttons; greatly improved noise-to-signal ratio and complete interchangeability of all parts.

FEW VETS WANT OWN BUSINESS—In an analysis of the first 1,000 loans made by its personal credit department to ex-servicemen, the National City Bank of New York points out that few want to start a business of their own. Purposes of the thousand loans are as follows: Medical and dental, 45%; furniture and household, 21.2%; clothing 9.2%; insurance and taxes, 8.5%; business, 6.3%; education, 2%; misc. 7.8%.

Records, and Television, **TODAY**

NO EXTENDED "HONEYMOON PERIOD" in the immediate post-reconversion days during which consumers will break down the radio-appliance dealer's door is foreseen by A. M. Sweeney, manager of major appliance sales for GE. There is a vast potential market, he declared, but it will have to be *sold*. Some firms' present experiences with available appliances have convinced him that the pent-up demand for goods will not overwhelm retailers for very long without intensive selling effort.



"SANTA CLAUS IS COMING TO TOWN!"—

With radios and appliances promised in time for Christmas shopping, retailers have reason to look forward to a merry and prosperous holiday season. Recipe for rejoicing: Throw in one tremendous amount of pent-up demand with the always-large Christmas shopping rush. Next divide potential sales among stores in your territory and multiply your hopes for greater profits.

A. ATWATER KENT STAYING OUT—Rumors have been floating around that A. Atwater Kent, now living in Westwood, a suburb of Los Angeles, might re-enter the radio-set business. So we had our Hollywood agent contact Mr. Kent who sends assurances that he has no plans for coming back into radio, nor will any other concern introduce sets under the Atwater Kent name.

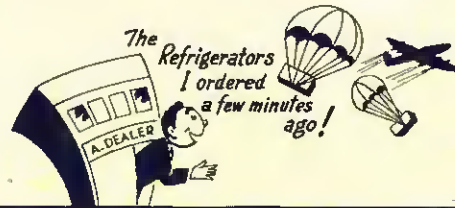
WASHERS WILL REACH DEALERS *sooner than had been expected. This is because manufacturers are producing washers and parts and are storing them in every available warehouse and vacant store. Labor supply is easing and the remaining obstacles are a few critical parts needed for final assembly and transportation.*

HOTPOINT SAMPLES KITCHEN REMODELING COSTS in a \$5,000 home: Electric refrigerator and range at \$140 each; cabinet sink \$70; 3 base cabinets and 3 wall cabinets at \$20 each, for a total of \$470. (Prices at 1942 retail list.) Equipment suggested is not at lowest cost, but standard quality, nationally known merchandise. Laundry equipment totalling \$400, includes conventional washer at \$80, table-top ironer at \$100, electric tumbler dryer at \$140, 2 base and 2 wall cabinets at \$20 each.

CURRENT POPULATION SHIFTS will change the postwar value of many retail store locations. Recent civilian migration off the farm into industrial areas has been greater than at any other time in the history of the country.

VOICE-WRITTEN RECORDS—"Take or give no orders that are not in writing" has been the rule of industry for years, for a verbal order leaves no record. Now the long-playing recorder, either film or wire, is voiding this requirement in many industrial services since it eliminates the tedious writing of messages just for the record. Another industrial market for radio dealers and servicers!

GENERAL MILLS APPLIANCES READIED—Company announces that two models of automatic electric hand irons, two automatic electric coffee makers and several sizes of non-electric pressure saucepans will be the first items to reach distributors.



APPLIANCE DELIVERY FUTURAMA!—9¼ tons of Universal gas ranges were recently flown in a Consolidated Vultee cargo plane from the Chicago plant of Cribben & Sexton Co., the makers, to California. Time—less than eleven hours for the 2,000-mile trip.

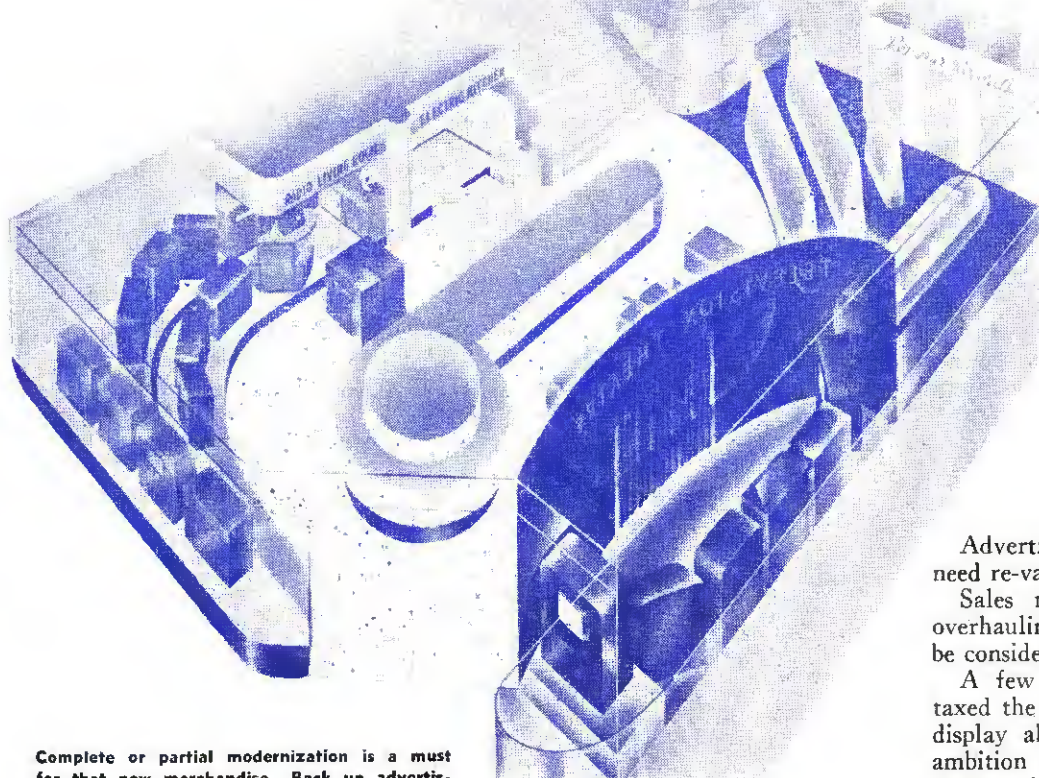
HUNDRED MILLION \$ ANNUALLY or more, is what Westinghouse hopes to be doing in appliances now that the war is over. The manufacturing firm is increasing its plants to provide for a 50 per cent increase in the production of electric home appliances.

NEW TOASTER IN FIELD—Announcement of a new automatic toaster and other civilian products to be made as soon as possible, comes from Camfield Mfg. Co., Grand Haven, Mich. Capt. Edward L. Taylor, formerly with Toastmaster division, McGraw Electric and Schick, Inc., is sales and advertising manager.

\$1 SURPLUS PHONES ZOOM TO \$29.50—It has been disclosed that disposal officials sold 4,000 out-of-date World War I field battery telephones to a second-hand dealer at a dollar each. The dealer then sold the phones to a prominent department store chain at a cost of \$3 each. After slight rehabilitation, the department chain sold the 4,000 sets to the public at \$29.50.

FOR LATEST ELECTRICAL APPLIANCES, SEE PAGES 62-63

Get for



Complete or partial modernization is a must for that new merchandise. Back up advertising, salesmanship with snappy displays.

• The merchandise famine is commencing to crack. Numbers of certain small appliances are being received in retail stores—early delivery of certain *critically* needed radios and appliances is near at hand.

And right now's the time for dealers to act fast. Strike while the merchandise is *hot*—hot in the minds of the consuming public.

Need for Sound Thinking

Now that numbers of small electrical appliances are reaching radio-appliance dealer stores throughout the country, new and greater emphasis needs to be placed upon these three fundamental business operations:

1. Display.
2. Advertising.
3. Salesmanship.

Allocation of the first *scarce* items—radios and certain appliances—will be a challenge to the dealer's ingenuity—a test of his ability to be tactful and fair in the face of an unprecedented demand on the part of the consumer*

But the dealer also has another business phase to face. He must get ready *now* to merchandise the goods

*See pages 28, 29, August, 1945, issue this magazine.

he will shortly begin to receive in fair quantities.

His operation, in the near future, will become a two-sided affair.

On the one hand, he will have to

Get Ready NOW!

Make your show-windows sing!

Put new life in advertising copy.

Plan how to allocate merchandise.

"Needle" your sales set-up.

Operate on competitive basis.

Face facts on "trade-ins."

Play up plentiful merchandise.

Be ready before the rush starts.

Prepare to sell the "shopping" customer.

Do a better sales job than you ever did before.

dole out certain items with prudent thought, and on the other, he will aggressively merchandise the goods which he and his competitors will offer in quantity.

Window displays and in-store exhibits will take on new importance.

Advertising plans and budgets will need re-vamping.

Sales methods will need drastic overhauling. "Trade-in" angles must be considered.

A few years ago a show-window taxed the merchant's imagination and display ability to the utmost in his ambition to make it "pull." Then, during the war, he had nothing to show in it. Now, however, he has the greatest opportunity of his lifetime to make the customers flock to his store.

Window-dressing, using those eagerly-sought-after items—advertising with a punch and a definite appeal—all these merchandising fundamentals are on the way back. Manufacturing of the new items will take up the slack caused by cutbacks—prevent unemployment and bring the selling business back to the main streets in our towns and cities.

Profit at Point of Sale

Having brought customers into his store through bright window displays and up-to-the-minute ad copy, the dealer and his staff face the last lap in *merchandising*—meeting the customer face-to-face. At this crucial stage everything depends upon what is said, what isn't said—what's done and what's not done.

Salesmanship is coming into its own again—dealerships are getting back into their selling strides—and even if today's salesman is called upon to sell nothing more than a cone heating element to a customer, he'll want to practice salesmanship.

The new day is here and genuine salesmen who get not only money but genuine satisfaction out of selling, will welcome it.

Fairly plentiful supplies of certain

Ready NOW NEW Merchandise

**Pep Up Show Windows, Advertising, Selling —
Don't Get Caught With Your Sales Plans Down**

electric appliances will nudge many a dealer into full realization of what it means to have a "magnetic" show window display. Once again, the enterprising merchant will feel like taking a *new* interest in the show windows—display space which may have plagued him sorely during the period of the two-front war.

Some dealers plan to exhibit the first few *radios, refrigerators and washers* in their windows along with other items which may be fairly plentiful. Some dealers expect to describe via show-cards their methods for distributing the first scarce items.

Step-Up Advertising

Whatever plan the dealer whose show windows have been in temporary "retirement" pursues, he's going to get a tremendous kick out of installing "selling displays" again—dolling up the "mirrors" of his store to reflect his establishment's "personality" to the man and woman in the street.

Advertising, too, will take on new meaning. Those "good-will" ads—inserted in newspapers and other media—just listing the dealer's name because he didn't have anything to sell—will soon be things of the past.



ADVERTISING

Now the dealer will present real, snappy messages . . . sales invitations . . . intriguing copy. Maybe, right now, he'll have to glamourize nothing larger or more expensive than an electric hot-plate, but there's a theme in mind. Perhaps he'll advertise:

NEW RADIOS?

REFRIGERATORS?

WASHERS?

VERY SOON, WE'LL HAVE THEM. WATCH OUR ADS—WATCH OUR SHOW WINDOWS FOR INFORMATION

IN THE MEANTIME, WE HAVE ELECTRIC HOT-PLATES. AT LONG LAST, THEY'RE HERE AGAIN. SINGLE AND DOUBLE MODELS, SOME WITH TWO-HEAT SWITCHES

Or he may want to capitalize upon his slim supply of those *critically needed* hand irons, pointing out that he gets a few—a very few at a time. He may want to encourage his customers and prospective customers to call at his store for the purpose of ordering irons and other appliances.

Trade-In Problem

But with the return of merchandise, retailers will again have to face some of the old familiar problems. At least two phases will be trade-ins and competition.

That numbers of trade-ins will be offered by certain customers seems to be a foregone conclusion.

Many persons will have made mental increases of the values of merchandise. These "increases" will be, in many cases, based upon amounts they have spent on maintenance of their radios and appliances.

When your customers request trade-in allowances, they will bring home to you the competitive angle—the realization that your competitor may be willing to make allowances on old equipment.

Retailers currently interviewed are



SALESMANSHIP

deeply concerned with the problem of trade-ins.

Some say they are going to refuse to accept any—that is during the first rush for merchandise. Such dealers will go all out on salesmanship and stressing of the quality of their products, etc.

Still others declare that they will accept trade-ins—attempt to make good deals, and will recondition old equipment and offer it for resale.

Customers May Be Cagy

The competitive angle—even in the "early days" may prove to be more critical than one would imagine possible at this time.

Having been deprived of critically needed things for so long, many consumers are *now* planning to "shop around"—carefully and diligently. In light of this apparent trend, dealers are gearing up their salesforces and strengthening their selling lines. "Now's the time," the alert merchandiser is telling himself, "for me to gird for the battle of business" . . . to operate upon a *competitive* basis and to plan what to do with trading in of merchandise which will be *older* and more *broken-down* than ever before.

This is a crucial period for the retailer. Never before in the history of merchandising in this country has the consuming public been so *conscious* of the need for new radios and other new things for the home.

Dealers are going *back* to the fundamentals of merchandising, but they're going back with forward-thinking ideas for the great future market looming ahead.

IN-STORE SALES CUT

Bay State Dealer Avoids Home Demonstrations. Bypasses Delivery Expense and Damage. Small Salesforce Saves Money

● How to do a large and profitable postwar business in radios and appliances without costly home demonstration—?

And with a *small* salesforce—?

Intriguing and thought-provoking questions, but Howard H. Amidon, enterprising Worcester, Massachusetts, dealer, has answers—answers based on:

1. His *past* performance.
2. His plan for the immediate *future*.

His plans for the future—and they're readied right now, include—

1. Enlarging and stepping up the pace of his present advertising campaign.
2. The stocking of a complete line of famous brand radios, refrigerators, washers, ironers, food freezers, and traffic appliances.
3. Showroom modernization, and the installation of two outstanding "demonstration" rooms.

According to Mr. Amidon, whose store is located at 10 Norwich Street, the answer to the first question in the opening paragraph of this article is simple—fundamentally simple, and it is based upon a priceless asset which a great many radio-appliance dealers *now* possess.

First, Gain Good-Will

This priceless asset is *customer-confidence* in the merchant. Once you have this, Amidon asserts, you can operate the way he did—and the way he will in tomorrow's market. No home demonstrations! That's the hard and fast rule.

With a top-flight line of merchandise, this Bay State dealer conducted all his demonstrations in the store. He is preparing for better in-store demonstrations for the great new market now almost here.

Under his plans, Amidon gets the order first. Then, if the customer is not entirely satisfied, this dealer makes an exchange—not a refund. He'll give the buyer another make

or another model. He assures the customer that a full line of famous makes obviates the necessity for *further* shopping on the part of the purchaser.

Yes, it's as simple as all that. Gain the faith of the buyer and he'll trust the dealer's word and his judgment in choosing lines to sell.

How to Prune Sales Expense

In-store demonstrations and *sales-closings* do three things:

1. They save money in transportation of merchandise.
2. They curtail damage to sets and appliances.
3. They permit the dealer to work with a smaller salesforce.

Getting around to the *past performance*—upon which Amidon bases his future plans—let's look at the record:

1. Shortly before the war, Amidon, with one other salesman, sold over \$71,000 worth of radios, in one year. For more than 20 years he has been an outstanding Stromberg-Carlson dealer in

the central New England area.

2. His yearly volume in ranges hit around the 100 mark.
 3. The Amidon organization sold about 150 refrigerators a year.
- and many washers, ironers, and traffic appliances.

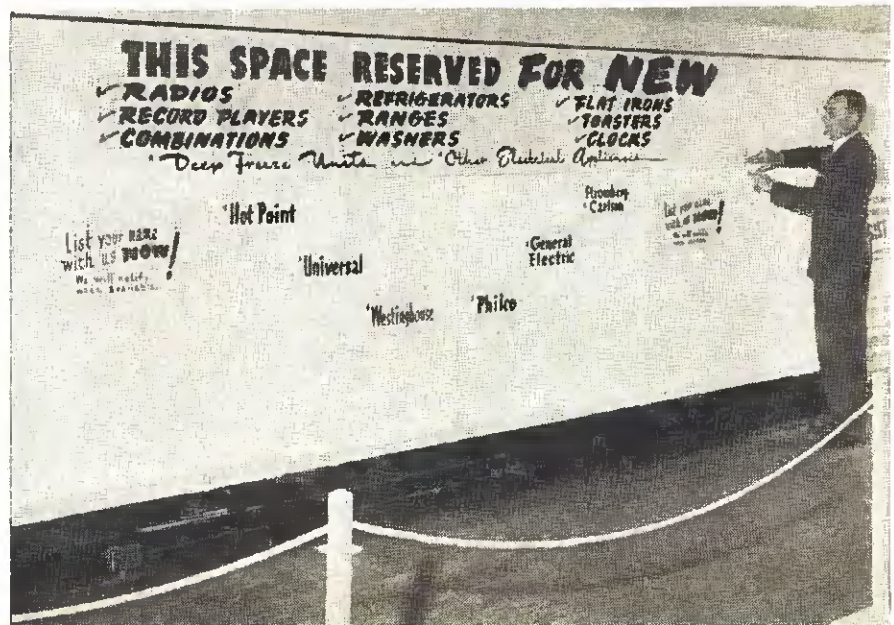
Now, the Amidon organization is ready to step actively into the sales picture again—as a matter of fact, their plans are already under way. The radio lines to be sold include Stromberg-Carlson, General Electric, Musaphonic, Philco, Westinghouse, etc. A full line of major and traffic appliances will be sold as well—all leading brands.

Amidon not only hopes—but confidently expects—to boost his postwar sales figures away over those of even his best year before the war.

Food freezers will occupy a prominent place in the sales agenda of this establishment. Accustomed to selling customers "up" to deluxe radio receivers, Amidon believes most of the freezers he'll sell will be large capacity models—selling for higher prices.

Worcester is "FM-Conscious." But

Dealer Amidon signed up a lot of future business through this unique display.



COSTS

Dealer Amidon, a "combination technician-salesman" was *FM-Conscious* before the consumers were. He was ready with plans to sell sets *before* FM was available in this progressive central New England territory.

Better Demonstrating Set-Up

His reputation as a merchandiser of FM is statewide. He's 100 percent "sold" on it himself and is certain to be in there pitching when the FM's are again available in this territory, now receiving programs from three stations.

The sale of electric ranges in this vicinity has been greatly aided by the local utility company, and Amidon specializes in sales of ranges—electric only.

Amidon's showroom will be completely redecorated and modernized, and his service department, which now occupies all of the basement, will be moved to the rear, and two rooms will be built near the foot of the stairs leading from the showroom.

One of these rooms will be a complete model kitchen and the other a simulated living room, which will be used for the demonstration of deluxe radios—and television—when the new video sets are available.

PA Work Important

The service department presently consists of five men, and is busy day and night. The Amidon organization also specializes in the sales, rentals, and maintenance of PA, and this phase of the business will continue to play an important part in postwar days.

Like so many of the old established radio and appliance dealers throughout the country, Mr. Amidon is a pioneer in the radio business. In 1920, he was honorably discharged from the Navy with a rating of radioman, 1st class. Subsequently he had several years' experience as classified advertising manager of a Boston newspaper.

He left the newspaper business to go back into radio, first devoting his efforts to the technical end, and afterward became very active in merchan-



Bigger and better store demonstration facilities are being installed at Amidon's, Worcester, Mass.

dising sets. Later, he took in a line of appliances.

Mr. Amidon has a large personal following built up during his many

years. He believes many another independent dealer can do the same, and passes on this information for their benefit.

The Amidon prospect list, which has been compiled and revamped during the past two years, is ready for immediate use, and mailings will go out shortly. Amidon uses newspaper advertising now, and has used space to advertise his service business all during the war-time period.

He also has in effect a priority plan which he believes will not only please his customers but will facilitate the allocation of the first radios and appliances he receives.

About Priority Lists

Dealer Amidon believes that a priority list, if fairly administered by the merchant, offers no complications nor will it result in antagonizing any of the customers.

Note in one of the accompanying photographs how Amidon *makes capital* of the bare wall space in his showroom.

Yes, the independent retailer these days, who, like this Massachusetts dealer, is a radio technician and a *merchandiser*—who keeps on top of trends and deals fairly with the consumer—is going places.

—And with radios and appliances on the way, the going should be good.

DO THESE THINGS, SAYS MERCHANT AMIDON:

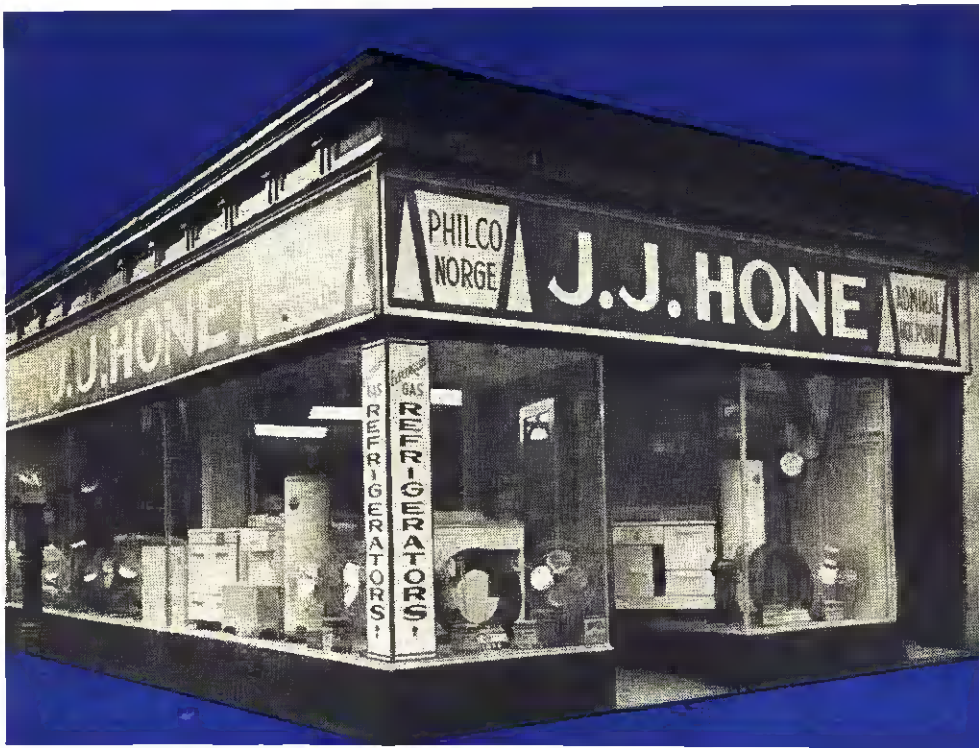
Gain the confidence of your customers and you'll make more in-store sales.

Cut down on home demonstrations.

Provide better in-store demonstrating facilities.

If you must demonstrate in the home, get order signed first and agree to exchange the radio or appliance if it is unsatisfactory.

years in business, and he attributes his ability to eliminate practically all home demonstrations to the confidence and good-will he has attained through aggressive and ethical business prac-



Profits

Arresting window display of well-advertised appliances at Hone's. Store's excellent corner location in the midst of a busy traffic area, is effective in increasing sales.

Philadelphia Retailer Tells How to Compete with Chains. Utilizes Brand Names to Best Advantage

• The importance and "pulling power" of well-known brand names is an established fact with James J. Hone, proprietor of the store bearing his name at 4363 Frankford Ave., Philadelphia, Pa. Realizing that radios, refrigerators, washers, etc., are already half-sold when the customer is fully acquainted with the make, this dealer capitalizes on brands which have become household words.

Situated on a busy thoroughfare with a large amount of pedestrian traffic, the store's excellent corner location proves doubly effective. Hone not only places his merchandise on display, but he also informs passers-by that he sells radios and appliances which are among the leaders in the field. Large signs on the store-front bearing such names as Philco, Norge, Admiral, Hotpoint, General Electric, Farnsworth, Electrolux, Zenith, Premier, etc., convey a silent message to prospective purchasers about the nature of the goods sold at this establishment.

Competes with Chains

When this store was opened for business it was done with the full realization of competition offered by "chain" stores in this area. The presence of "chains" in his trading district is no deterrent, as far as Hone is concerned. On the contrary, the element of keen competition has served

to broaden and stimulate the activities of this astute retailer.

Working on the theory that if "chains," many of whom are essentially merchandisers of automotive equipment, can sell appliances, he as an appliance dealer can successfully sell automobile goods. With this foremost in mind, Hone has taken in lines of new tires and tubes, car batteries, and other accessories of importance to the motorist. These items are to supplement the principal lines of radios and appliances.

Progressive Merchandising

This merchant's decision to take on side lines of auto equipment was the result of cool deliberation, and was motivated by three factors: (1) Additional profits can be earned from these goods; (2) Lines of this type will build store traffic for the major lines of appliances; (3) People who buy tires own cars, and therefore can afford to purchase quality radios and appliances.

A service department is maintained by the store only for goods which it has sold. Repair work is not available for items which were not purchased at this establishment.

At the present time, the store is merchandising a limited supply of appliances. These include gas water heaters, oil heaters, electric heaters, kitchen cabinets and sinks, and vari-

ous small appliances. To sell the present stock of available goods and to build a customer list for future use, the firm inserts frequent advertisements in the local newspapers.

In the competitive selling days which lie ahead, efficient business operation will resume its pre-war importance. This does not mean that buying and selling alone will bring consistent profits when merchandise again can be obtained. Intelligent merchandising is a broad term, and includes many phases of operation. This will become increasingly important to the radio and appliance retailer.

For Dealer Hone, this means ethical business practice, aggressive salesmanship, honest customer relations, and rendering a personal touch with each sale. He believes that retailing along these lines will not only increase his profits, and create much good will, but will also provide the tools which will give him the "edge" over the "chains," and other large buying syndicates.

Store Operation

In view of the fact that this store does not depend on servicing of appliances for its volume, and that only a limited quantity of merchandise is available, readers of this article may wonder how Hone maintains a level of profit. The answer is that this

in Electric Appliances

dealer is primarily a merchandiser and concentrates his energies on buying and selling.

To keep his income at a reasonably high figure, the owner of this establishment purchases and resells radios, appliances, and furniture. "This type of operation requires a great deal of time and work, but I've found it to be very profitable," he declared. In addition, conducting his business in this fashion has enabled him to avoid taking in lines of knick-knacks, novelties, and other similar items.

SELLING METHODS AT HONE'S

- 1 Makes use of products which are "household words"
- 2 Sells auto goods to combat chains
- 3 Stresses efficient merchandising and store operation
- 4 Renders service on appliances
- 5 Believes in fair customer dealing
- 6 Values salesmen as an important asset, and pays them accordingly

No newcomer to the radio-appliance field, Hone has been in this industry for 20 years, 8 of which were spent in business for himself. Prior to the war, he had three radio-appliance stores in operation in this area. When most goods vanished from the market, one establishment was closed, but the others kept functioning. In anticipation of doing a large postwar business, the third store was reopened and preparation made for an increased volume of sales.

The importance and techniques of outside and door-to-door selling are familiar to Retailer Hone. He has had long experience in merchandising appliances in this manner, much of which was spent selling Premier vacuum cleaners. With the prospect of innumerable new homes to be built with the return of peace, this branch of appliance operation may become even more important than it has been in the past.

Before Pearl Harbor, the store obtained a high percentage of its appliance volume through house-to-house canvassing. Extensive use of outside salesmen was made by the firm, and crews made up of 25 men were kept busy calling on housewives in the store's trading area. This dealer's past association with door-to-door selling will prove very useful when he renews this method of merchandising in the future.

According to Hone, the most im-

portant cog in the radio-appliance retailing machine is the salesman. "The performance of the salesman inside or outside the dealer's establishment is all-important. After all, he is the one who will either attract customers to the store, or repel them. The man who does the selling represents the merchant, and should be of the highest calibre," he asserted.

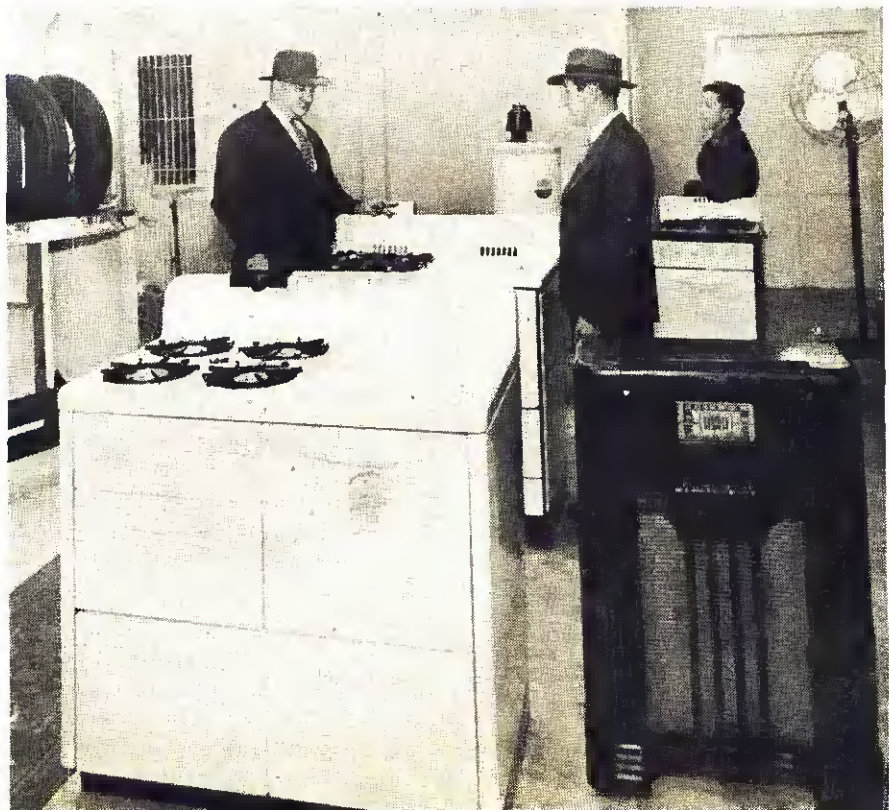
Salesmen Are Vital

This dealer's experience as a salesman and sales manager has taught him to think in the same terms as these men. "First of all," he declared, "I will see to it that the men who are in my employ are well paid. This is of primary consideration, as it means that the salesman's morale will be high, his clothes will be of better quality, and he will make a better impression upon the store's customers."

Although he has been at this loca-

(Continued on page 84)

J. J. Hone, left, has taken in a line of auto equipment to supplement present radio-appliance lines.





Facing Tremendous Consumer Demand for Equipment, Manufacturers Plan as They Produce—Many Will Make Automatics

• The washing machine—ranking right up in front with the scarcest of items in the electrical appliance field—presents but *one* problem to the retailer now that the war is over.

That one problem is not how to sell the first washers. Nor is it where to sell them, how to advertise them or what to do about trade-ins or anything else but—

HOW MANY?

That's all the independent retailers want to know. **HOW MANY?**

The way the situation appears at the present time, the retailer is beyond the stage of asking **WHEN?** He knows that he stands a very good chance of getting some machines very soon.

And he's certain that he'll sell every one he can get for a long time to come.

The manufacturers and distributors are aware of the great sales demand for washing machines, and they see them all selling—standard models, conventional de-luxes and automatics.

Experienced merchandisers know that most customers will be ready and willing to accept any type—regardless of how their choices run—provided, of course, that they have confidence in the dealer and that they know the product.

Healthy Sales Conditions

Right now, no one has the answer to "how many?" It is a foregone conclusion that there will not be enough for some time to come, but manufacturers see some good coming out of the shortage which faces the tremendous demand.

The "good" will be that the "not-enough-to-go-around" angle will quiet any clamor on the part of the consumer for "dream models" or even for *postwar* models.

The consuming public will be glad

to accept pre-war models. This is fortunate for the manufacturer, the jobber and the dealer. It will mean that the delivery of washers will be speeded because re-tooling and re-designing processes will be more or less eliminated.

What's doing right now on the washer manufacturing front?

Plenty!

With most of them until very recently performing a "double-barreled" operation—serving the war effort and civilian demand for parts, the country's great laundry equipment makers are going to do their utmost to serve the home front adequately.

Not only are the manufacturers concerned with the present consumer-hungry market, but they are looking toward the future peacetime with ideas for better and better equipment.

The editors of this publication have been quizzing laundry equipment makers. Among other things, we asked them about any plans they might have for the future production

Are On the WAY!

of automatic washers or apartment-size washing machines having mechanical means of water extraction.

Since many manufacturers' plans are being held in abeyance because of present-day conditions, some were unable to speak for publication, but *all* interviewed expressed awareness to the civilian demand situation. All will be ready to produce and improve merchandise as rapidly as they are permitted to do so.

Automatic by Blackstone

In addition to producing an automatic washer, Blackstone Corp., Jamestown, N. Y., announces improvements in conventional washers and ironers for the immediate postwar market. "We are planning a campaign to make laundry equipment standard in the new postwar home," says P. S. Moynihan, vice-president. Details of the Blackstone "combination laundry" consists of an automatic washer, automatic clothes dryer and built-in ironers. Details of the equipment may be released some time this month, according to Mr. Moynihan.

Stating that at the present time his firm does not contemplate the manufacture of either an automatic or an apartment-sized washer, T. B. Conlon, president of Chicago's Conlon Corporation, reflects versatility of the country's industry leaders when he says: "However, this does not mean that we will not build one, but if we do, it will be some time after we are regularly established in our conventional type washer and ironer line.

Need for Midget Washer

"I, for one," continued Mr. Conlon, "feel that there is a definite spot for the apartment-sized washer, with comparatively few manufacturers in that field."

Nineteen-Hundred Corp., St. Joseph, Mich., has plans set up to manufacture automatics and apartment-size washers. The plant is now in the stages of converting from war work.

Jim Pease, vice-president in charge of advertising of the Hurley Machine Division, makers of Thor laundry equipment, announces that his firm will market an automatic washer.

"We have no plans at present for producing an apartment-size washer," declares Mr. Pease.

Automatic Washer Co., of Newton, Iowa, does not contemplate making either an automatic or a small size washer. W. Neal Gallagher, president and general manager, asserts that his firm will be ready to act in line with any future trends. "We expect to concentrate our immediate postwar efforts on our conventional wringer type and spin-dry models, and our future policy will, of course, be governed by the demand of the market.

"If it appears that either the cycle type or portable type of washer represents a large percentage of the total units manufactured, we naturally will change our plans accordingly," Mr. Gallagher says.

Comments by Experts

"At the present time we do not have ready for distribution an automatic washer, nor do we manufacture an apartment-size washer," says Maytag's general sales manager, V. R. Martin. Maytag expects "within a relatively short time" to have available its new or improved washing machine and ironer models.

Norge Division, Borg-Warner Corporation, will build an automatic cycle washer. R. H. Pizor is Norge's manager of laundry equipment sales.

P. J. Daniels, director of sales for Barlow & Seelig, makers of Speed Queen washers and ironers, has some interesting comment to make on various type washers. "We recognize the development in the cycle washer," says Mr. Daniels, "and feel eventually it will become a very dominant part of the domestic washing machine industry.

"To become popular, however, it must do sufficient washing of very soiled clothes and to do this, it must be popularly priced for the average purse. Very likely, this will come in time.

"We have considered the possibility of an apartment-sized washer and reached the conclusion if such a washer is to be developed with suitable mechanical water extracting equipment, one will have to disregard

cost, as it might be considered in comparison of size.

"In other words, it will likely cost as much to produce a small apartment-size washer considering tools, dies, parts, etc., as it would a large-size model in the cheaper brackets.

Metropolitan Markets

"It is quite evident that both of these units would have a definite acceptance in the larger metropolitan markets. Considering the greater competition of commercial laundries in these markets, however, one must be cautious and carefully study all phases of these items before spending too lavishly in developing and tooling."

After a lapse of more than three years the Meadows division of the Electric Household Utilities Corp., Bloomington, Ill., commenced producing finished machines before V-J Day.

The washers started rolling off the Meadows assembly line under a WPB program which authorized the company to produce 9,295 machines during the third quarter of this year. Each year, before the war, the company produced 50,000 machines.

New Features on Way

Walter F. Oberst, general manager of the Meadows plant, states that the chief difficulty is in obtaining materials, but states his company will not use any substitutes of inferior quality. Meadows plans to incorporate many new features in its postwar models.

Apex Electric Mfg. Co., Cleveland, O., is readying its line of "re-conversion" model washers and ironers. A cabinet type ironer will have a two-speed floating roll and finger tip control and a washer model will employ the Apex "spiral dasher" agitator.

F. L. Jacobs Co., Detroit, Mich., is another company making a strong bid for business in the automatic washer field. The firm is currently setting up many jobbers to distribute its "Launderall" machine.

Crosley will expand its line of washers, which will be made for it

(Continued on page 162)

Veterans for Hire!

How Dealers Can Solve Their Employment Problems, Do a Patriotic Service, Build Good-Will

• Do you need help? Do you want radio or appliance technicians, salesmen, store managers, etc.?

If you want 'em, you can get 'em—through the Veterans Administration!

If there is a job in your store for a vet, the government will send you a man who is qualified. Men sent to the dealer's store will not be completely "green." Before going to the retailer's establishment, vets will have received training at government approved schools. The government will also pay part of the veteran's salary while he is being further trained in the dealer's store.

Under the Vocational Rehabilitation Program of the GI Bill of Rights, retailers can contract for the services of an honorably discharged, partially disabled veteran. The ex-GI's disability will not interfere with the work he can do.

What Steps to Take

Here is how a dealer can give a job to a veteran:

First, the dealer should contact the regional office of the Veterans Administration in his territory. There are branches of this agency in many cities in the country. On reaching this organization by mail, phone or personal call, the dealer will be referred to its

rehabilitation unit. This department will then send a training officer to look at the dealer's store and make arrangements with the proprietor.

The VA will send a prospective employe to the retailer on the basis that the veteran is to be trained as he works. Men who work for a retailer, either on the repair bench or on the sales floor, will earn-as-they-learn. One of the objects of this program is to provide the veteran with practical experience on-the-job.

The dealer will be required to supervise the veteran's work. Also, to help him to learn quickly and to do an expert job.

When the VA's training officer approves a store, the dealer signs a con-

HOW VA PLAN WORKS

Dealer contacts nearest Veterans Administration Regional office by mail, phone, or personal visit.

VA training officer inspects store, signs contract with dealer for veteran's services, wages to be paid, duration of training.

During this "training period," dealer pays veteran wages agreed upon. Government also pays veteran supplementary monthly amount (\$92 if unmarried; \$103.50 or more, if married).

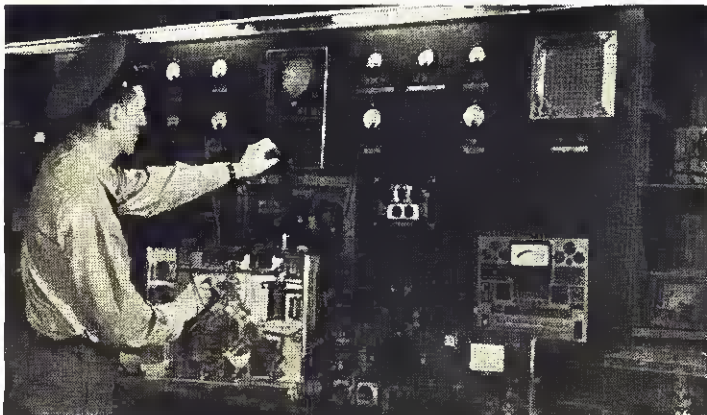
At end of above training period (usually 6 to 18 months), it is hoped dealer will continue to employ veteran at adequate increased wage, sufficient to offset termination of government payment.

tract for the veteran's services. The retailer will be asked to state the job for which the veteran will be trained. This may be radio or television learner-technician, refrigeration serviceman, salesman, etc.

Training Periods Vary

Agreement must be made between the Veterans Administration and the retailer on the length of time the ex-soldier or ex-sailor will be trained in the store. This may be as long as four years, depending on the veteran's ability, background in military service, etc. However, the average length of time a man is trained in a radio-appliance store is between 6 and 18 months.

Left, radio training in the armed forces will prove valuable in dealer's store. Right, technicians getting repair experience on Guadalcanal.





These men are being discharged from the armed forces. Dealers can put them to work by contacting the Veterans Administration now.

The rate which the veteran will be paid at the commencement of the "work-train" program in the retailer's store must be stipulated. Also in the contract is the schedule of pay increases, as the training proceeds.

Wages paid to the employe by the establishment's owner, and the subsequent pay raises, depend upon the employer. There is no stated, definite salary which a vet may be paid. The amount given to the employe depends on each individual dealer's situation.

Wages Up to Retailer

Factors taken into consideration concerning wages, when the dealer signs the contract, are the financial status of the store, the sums which have been paid in the past for the type of work involved, the veteran's ability and experience, existing economic conditions, etc.

Thus, the retailer may contract to train the vet for a period of six months, for example. During the first three months, the dealer may pay \$32 a week. (It may be more, or it may be less.) At the start of the fourth month, the veteran may earn \$35 each week; and at the completion of the sixth month, the retailer may pay \$37 a week. (Meanwhile the veteran is being paid a supplementary salary by the VA; see next column.)

At the end of the training period

agreed upon, the contract and ties between the Veterans Administration and the dealer end. Then it is hoped that the owner will continue to employ the veteran. Also to pay him a salary in keeping with his ability.

Wages paid the vet by the employer are supplemented by the Veterans Administration. This agency will pay the trainee at the start of the training period, \$92 a month, if he is unmarried; \$103.50 each month (or more) if he is married. These sums are reduced as the vet's salary increases during his employment.

During the training period, the dealer will be expected to furnish the Veterans Administration with a monthly report of the employe's earnings and attendance. This statement must be given to the training officer of the VA who will call at the dealer's store periodically.

Contract Is Flexible

Despite the contract, the retailer is not compelled to retain the worker if the veteran's work or conduct does not live up to expectations. At the conclusion of a 15-day notice given to the VA, the employer may terminate the contract, if the vet's work is unsatisfactory. During the life of the contract, the veteran is subject to the rules of conduct, and regulations, which the retailer may see fit to apply.

However, in order to furnish the merchant with competent employes, veterans are "screened" and tested for aptitude before being permitted to work in any field. Then they are sent to approved schools for fundamental training. This pre-selection and schooling provides the veteran with a proper background, and enables him to do better initial work when he starts in the radio-appliance dealer's store.

Where to Write for Information

There are regional offices in each state. In addition, there are hundreds of branch offices and contact units throughout the country. Inquiries should be addressed as follows:

Manager,
Veterans Administration
(Address)

Following is a list of the regional offices. In many cases street addresses are not required. It will be noted that some states have more than one regional office and where this occurs all are listed:

Alabama—Montgomery 10; Arizona—Tucson; Arkansas—Federal Bldg., Little Rock; California—Los Angeles 25 and San Francisco 21; Colorado—Denver 2; Connecticut—Newington 11; Delaware—Under

(Continued on page 84)



Musical theme supplies keynote and gets attention. Window displays are changed weekly.

DISPLAY

Disc Sales Climb. Customers Like Smart Surroundings, Self - Service. Juvenile Records Popular.

• From a record department at the opening of the war, consisting of a few feet of shelving accommodating both albums and individual records, to one of the most complete record salons in the country, is the experience of Byerly Brothers' Music Co., Peoria, Ill.

Before the war, the firm's main lines were radio combinations, pianos, and band instruments.

The increased demand for records made expansion of the Byerly record department necessary and the space in the front sales room was doubled.

Included in the increasing demand were records for children. Taking advantage of this trend, Mrs. Hope Gamble, manager of the record department, suggested a special display booth for children's records.

This was built and has proved to

be a big drawing card. It is enclosed with glass and has an open door, making everything inside visible to sales people from outside. Albums especially for small children are displayed here on low shelves and fixtures. Mrs. Gamble makes the selections for these displays, which consist of albums of Mother Goose, Dumbo, Grimm's Fairy Tales, Pinocchio and other tales dear to childish hearts.

Store Expanded

Small chairs are provided for the children, along with toys for the little tots. The sales of children's records have trebled since this innovation was started.

The sales of adult records continued to increase rapidly. As a result, Byerly's had planned on a large postwar expansion of the record de-

partment, and making it one of the main features of the store. The unprecedented demand for records, however, made it necessary for immediate expansion and a new salon was the result. It was formally opened to the public in November, 1944, and has attracted throngs of music lovers.

The room utilized for the salon was formerly a piano sales room. It is 18 x 30 feet and adjoins the front sales room at the rear to which access is provided by a wide open entrance. Its location places it adjacent to the original record department.

The decorative treatment of the salon is strictly modern. A very pleasing effect has been achieved by painting the walls in panels with two tones of pastel green. Several of the beautiful Capehart pictures representing themes of the albums displayed

adorn the walls. A ledge near the ceiling at one end of the room is decorated with Columbia and Victor window display posters.

The floor covering is a pile carpet of a pleasing neutral color. Fluorescent lighting fixtures are used.

As the displays are the most important feature of a salon, and these depend for effectiveness upon the type of display fixtures used, the latter form a conspicuous feature.

Made Own Fixtures

To secure the most modern ideas, Mrs. Gamble visited stores in Chicago and other cities. Byerly's staff had some ideas of its own. Various plans were compared and features of each selected and combined in the form of fixtures chosen.

With priorities on many materials and cabinet shops being too busy, Byerly's decided to make its own fixtures. They were particularly fortunate in having as their piano tuner, Ben Sellers, who had formerly been an instructor in manual training at Bradley Polytechnic Institute, Peoria. With a complete set of wood-working tools, he constructed eleven fixtures



Shown is the comfortable interior of a special listening booth for children.

in the Byerly basement, all similar in form.

The frames of the fixtures were made by ripping 2 x 4's into 2 x 2's. One-fourth inch plywood was used for the remainder.

Each fixture is 6 feet long and 28 inches deep. It is made in two sec-

The top section is 38 inches high and 1½ inches deep at the top. From here it slopes in front to 11 inches deep at the bottom where it sets on the bottom section. Narrow wooden strips are used to make three display tiers on the sloping front. These, together with the ledge at the bottom,

MAKES RECORDS PAY!



Cabinet makers were busy, so the store's piano tuner made these attractive fixtures himself. To get ideas on modern display, other stores in Chicago area were visited.

tions. The bottom section is 28 inches deep and 32 inches high. The front part of the top of this section forms a ledge for the display of albums. All below this top is an open space. Sliding doors in front make this space available for storage of surplus stock or anything else desired.

afford display space for 20 twelve-inch or 24 ten-inch albums.

Three tones of green paint are used to decorate the fixtures. The latter thus harmonize with the wall decorations and with the varied colors of the albums displayed on them.

The type of fixture used makes it possible to combine them in various positions. They may be placed end to end in a continuous line or may be placed back to back. At present they are placed end to end along the walls of the salon, with breaks being made for doors, etc.

Separate Disc Sections

The various types of music represented determine the arrangement of the displays. The main headings of the Victor catalog were selected for the groupings as far as possible, due attention being paid to what merchandise is in stock, the latter determined largely by the numbers demanded by customers.

A neat sign is attached to each fixture or group of fixtures designating
(Continued on page 160)



AMERICAN

Teen-Agers enjoy real American barndancing on New York City's Central Park Mall. "Country" dances and sings grow more and more popular with the young set.

Profits Whirl for Retailers in Record Trend to Folk-say. Nation's Barndancing, Jitterbugging Teen-Agers Call for MORE!

• Long before books, magazines or newspapers were published, or radio was invented, man used song to tell his story. Down through the ages man has sung about his life—his loves, his sorrows, his happiness, his work, his deeds at war.

Today, despite man's many inven-

tions, he still sings at war or at work, and the recording industry is bringing to all of us a great and constantly growing collection of American Folk Music.

And the radio-music dealer's biggest market for these discs is found among America's Teen-Agers, the splendid straight-thinking young American public, the men and women homeowners of tomorrow!

Victor's showpiece albums 20-1652 and 20-1653 feature Charlie Spivak's interpretation of selections from Gershwin's immortal folk opera "Porgy and Bess".

Victor's Popular Album P-140,

Victor's Texas Jim Robertson and Elton Britt (of "There's a Star Spangled Banner Waving Somewhere" fame). Their latest: No. 330528, "Last Page of Mein Kampf" backed by "You'll Never Be Blue in a Blue Uniform," and No. 330529, "Darling What More Can I Do," flip-over "Don't Weep, Don't Mourn, Don't Worry."

"Stephen Foster Favorites" is another indication of popular demand.

"Carousel" selections by Thomas L. Thomas and Nan Merriman debuting on Victor records in "What's the Use of Wond'rin" and "You'll Never Walk Alone" are also samples of the American folk scene.

In line with the subject of "Carousel," Decca's really splendid album of the same name gives the show's entire picture in full. Seven distinct promotional pieces in full color are offered in connection with the display of this album: Mounted album cover; Poster; Cut-out window display; Counter rocker cut-outs; Cover blow-up for cross-the-street visibility; Newspaper mats; and Post-card mats for printing individual dealer mailing pieces.

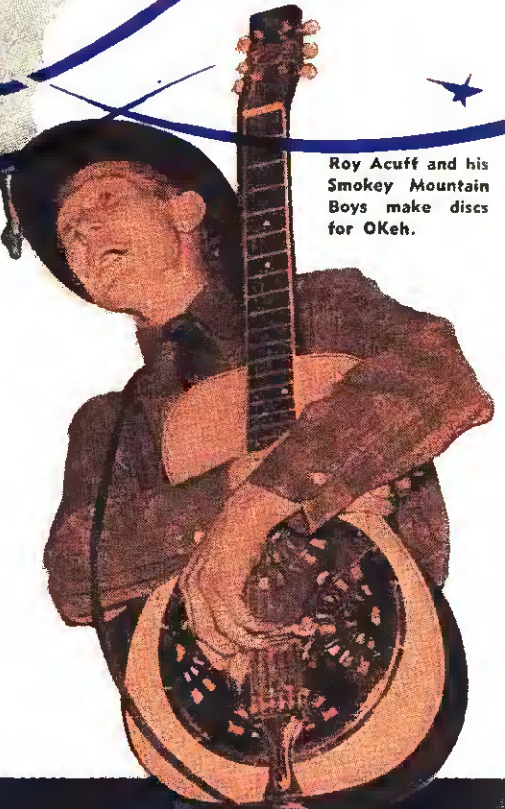
Decca's 23428 single also features 2 hit tunes from the show: "June Is Bustin' Out All Over" and "This

Burl Ives, The Wayfaring Stranger, Asch recording artist, written up in "Life," has made album No. 345, which includes among others "The Old Sow Took the Measles!"

Below, Woody Guthrie who has also made an album under his own name for Asch, No. 347.



Folk Music



Roy Acuff and his Smokey Mountain Boys make discs for Okeh.

Was a Real Nice Clam Bake," sung by Hildegard with Guy Lombardo.

Also in the vein of real folksay is Decca's Denver Darling singing "Send His Purple Heart to His Sweetheart" and "Look God I Have Never Spoken," No. 6111. Not to be overlooked is a recorded production by Norman Corwin "The Lonesome Train" a musical legend, DA-375.

Columbia is right in line with more of the Americana in song, headlining western and southern color. Its new artist, the Rambling Rogue, makes his first for Columbia on Okeh 6747, "You're Only In My Arms," and "Tender Hearted Sue." Other country folk tunes recently seen on dealers

counters are Okeh 6743, "Darlin' What More Can I Do," Gene Autry; Okeh 6744, "Headin' Down the Wrong Highway," Ted Daffan's Texans; Okeh 6745, Roy Acuff and his Smokey Mountain Boys "Wait for the Light to Shine." Another new artist introduced on Okeh is Spade Cooley, called the King of Western Swing, No. 6746, "I've Taken All I'm Gonna Take from You."

No newcomer to the field of folksay is Asch Records, long a champion of
(Continued on page 155)

Below, scene from the New York musical "Carousel," folk story in music of a New England fishing village, and recorded in Decca's album of the same name.

Columbia's new traveling singer of ballads, The Rambling Rogue. He has recorded Okeh 6467, "You're Only in My Arms" and "Tender Hearted Sue."



Left, Asch's Josh White, famous for his album of sweet singing (Asch No. 348). White is also heard, along with Woody Guthrie on radio station WNYC (New York) Thursday's 5:45 to 6:00 PM "Americana."

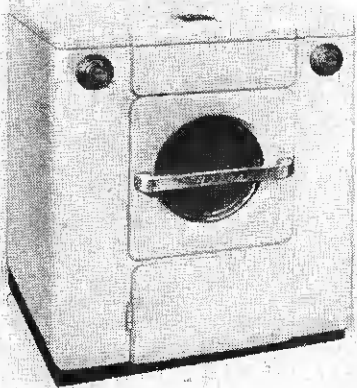


ELECTRICAL APPLIANCES

Presenting Manufacturers' Newest

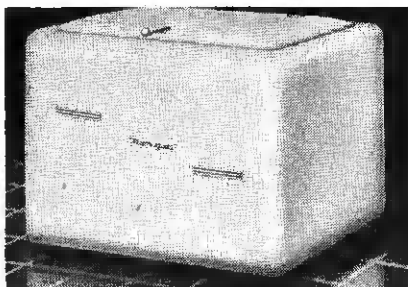
Norge AUTOMATIC WASHER

Company officials state firm will manufacture the automatic cycle washer shown. Norge Division, Borg-Warner Corp., Detroit 26, Mich.—RTR



Norge HOME and FARM FREEZER

To be offered initially in four sizes, three for the city or suburban home, primarily; the fourth for the farm. Capacities to be 6,



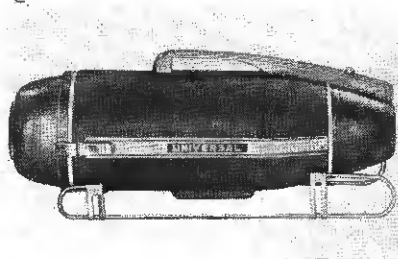
11, 18½ and 26 cu. ft. Chest-type, lift lid construction. Modernly-styled with white exteriors to blend with other appliances. Borg-Warner Corp., Detroit 26, Mich.—RTR

Blackstone AUTOMATIC WASHER

Automatically washes, blues, rinses, and "damp-dries" laundry in as little as 20 minutes. Can be readily installed without floor bolts or special foundations. Vibration effectively smothered at sources. Unit generally connected to water supply and drain in same manner as ordinary kitchen sink, but flexible rubber hose satisfactory for temporary installations. Easy opening on top facilitates simple loading and unloading. Self-locking during the spinning operation, the top-hatch cannot be opened until the drying cycle is complete and machine has stopped. Blackstone Corp., Jamestown, N. Y.—RTR

Universal TANK TYPE CLEANER

Features exclusive "tattle tale light" which flashes when dirt bag needs emptying. Air-tight connection where hose slides into opening makes air-tight seal between cleaner and hose by turning the knurled collar, 13 attachments include: 8½' hose, thread picking, self-cleaning nozzle, bare floor brush, floor



polisher, radiator tool, utility brush, can of deodorant, moth proofing unit, germ trap filter, sprayer, 2 straight wands and a drapery nozzle. The tank type cleaner will dust, clean spray, demoth, shampoo, polish, deodorize, and purify the air while cleaning elsewhere. Blue polymeroid finish on black oxide runners. Weighs 14½ lbs., 24" long, 9½" high and 7½" wide. Tank type cleaner has resilient mounting, ball bearing motor which works on ac or dc current. A radio interference eliminator assures uninterrupted reception of regular broadcasts. 20 ft. rubber covered cord which will not kink, one piece drawn steel motor cap of blue polymeroid and twill dust bag with special finish for added filter efficiency. Manufacturer plans to allocate limited quantities to the trade in the fourth quarter of 1945. Landers, Frary & Clark, New Britain, Conn.—RTR

Frigidaire ELECTRIC RANGE

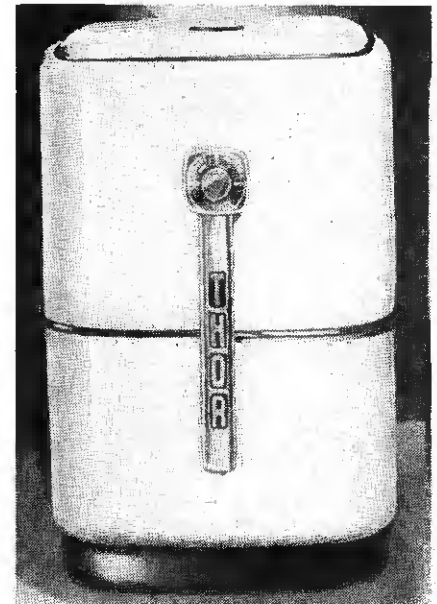
Model B-60. Cabinet is one-piece all porcelain; cooking top, stainless porcelain. Two



6-inch and one 8-inch Radiant tube units, each with 5 cooking speeds from "simmer" to "high," and a 7-quart "Thermizer" well-cooker with thrifto-matic control, which automatically switches from high to low heat. All porcelain oven, 16" x 17" x 19". Oven automatically lighted when door opens, and there are 2 non-tipping, sliding shelves adjustable to 9 positions. Equipped with special roasting rack, 3" glass-wool insulation on all six sides helps assure a cooler kitchen and economical operation. Top is lighted by a fluorescent lamp, and there are two outlets on the panel for other electrical appliances—one providing for automatic control through the "cook-master." Other models will be available. Frigidaire Division, General Motors Corp., Dayton, O.—RTR

Thor CLOTHES-DISH WASHER

Limited production under way on combination clothes and dish-washer, to be sold at popular prices. Less than \$200 will cover retail cost of complete product, which can be sold as either a clothes or dish-washing machine with the alternate dish-washing or clothes-washing attachments. The washer is a product utilizing a common base and mechanism, but has separate work tubs. Washing of clothes and dishes is done in two completely separated and readily interchangeable sets of tubs and accessories that operate inside the



cabinet. The change is made by lifting out one tub and setting the other in place.

The washer is a compact, agitator-spinner type, 24" square, 36" high, weighing less than 200 lbs. Dishwasher parts are of stainless steel and aluminum. Drain water is pumped out of the base of the machine, either uphill into the sink, or into permanent plumbing drains. Hurley Machine Div., Electric Household Utilities Corp., Chicago, Ill.—RTR

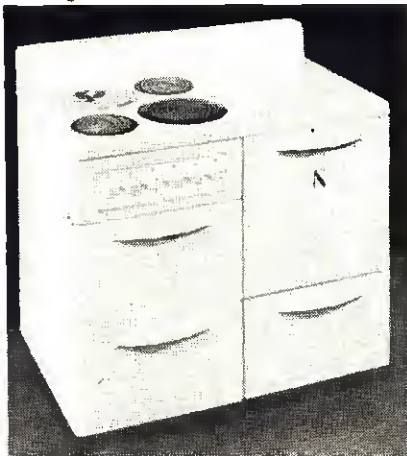
CES Section of

**RADIO & Television
RETAILING**

Devices for the Home

Gibson ELECTRIC RANGE

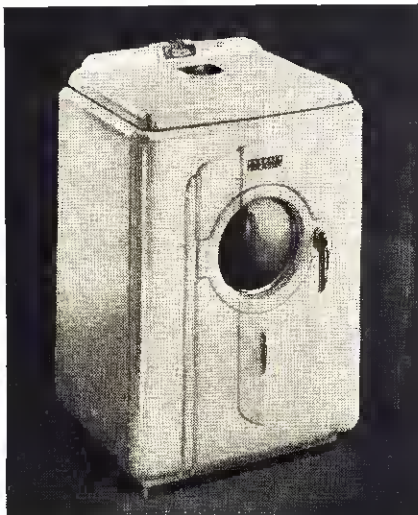
Kookall automatic electric range, Model No. ER-394-RV. Overall dimensions: height 40½", width 39¾", depth 25½". Cooking platform height 36", width 39¾", depth 22". Oven height 16", width 16", depth 20". Three storage drawers. Porcelain broiler pan and rack.



Oven selector switch for baking, pre-heating, broiling. Automatic pilot light. Concealed oven vent. Automatic oven timer, including clock, lamp and salt and pepper shakers can be secured when restrictions are lifted. Gibson Refrigerator Co., Greenville, Mich.—RTR

Bendix HOME LAUNDRY

Postwar automatic washer incorporating 14 new improvements over pre-war model. Bendix



Home Appliances, Inc., 3300 West Sample St., South Bend, Ind.—RTR

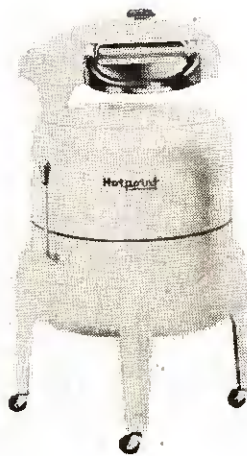
Hotpoint PORTABLE IRONER

Portability and ease of operation are outstanding features of this 22" portable ironer. Edison General Electric Appliance Co., Inc., 5600 West Taylor St., Chicago 44, Ill.—RTR



Hotpoint WASHER

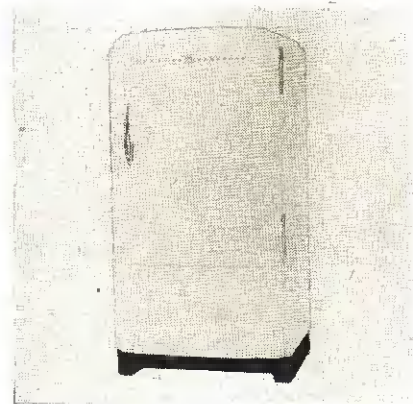
Conventional type washer to be available immediately after production is resumed; probably will reach dealers during early part of 1946. Edison General Electric Appliance Co., Inc., 5600 West Taylor St., Chicago 44, Ill.—RTR



GE REFRIGERATOR

LB7 model, medium priced, suitable for the average family of four or five persons. 12.6 square feet of shelf area, refrigerator makes eight pounds, or 80 cubes of ice. Powered by a hermetically sealed refrigerating mechanism.

Mounted near the side of the cabinet is a stainless-steel super-freezer equipped with an indicator that notifies the user when to defrost. There are three welded steel shelves and a glass chiller tray fitted directly under the super-freezer. Cabinet exterior is finished in white liquid plastic; the interior in white



porcelain. Two other refrigerator models will follow: They are a 6-cubic foot version of the fore-runner and a 7-cubic foot deluxe model. All three models are the same as those made before the war. Models now on assembly line. General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.—RTR

GE VACUUM CLEANER

Streamlined de luxe floor model with two-speed motor that is used slow for incidental daily cleaning and fast for thorough weekly cleaning. Semi-automatic foot-operated nozzle adjustment eliminates stooping, and facilitates easy adjustment of cleaner for varying rug



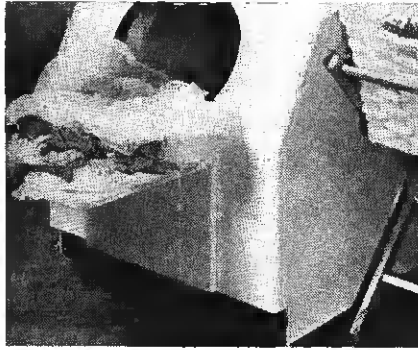
thicknesses. The handle lock is foot-operated and the handle is hollow to hold a dust cloth. Tufted brush is rubber mounted to reduce vibration. Finished in polished aluminum. General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.—RTR

(Continued on page 64)

(Continued from page 63)

Westinghouse CLOTHES DRYER

Automatic clothes dryer to be manufactured and distributed when production line facilities and materials are available. Identical in size and shape to the Westinghouse automatic washing machine, the Laundromat, the dryer will perform its complete cycle in approximately the same length of time as does the Laundromat, thus permitting washing a second



load of clothes while the first is being dried. Clothes are placed in large, perforated metal basket, which is then rotated at slow speed while a fan circulates heated air that carries away the moisture. Dryer can be stopped manually so that articles that would ordinarily have to be sprinkled may be removed when damp for ironing. Many flat pieces such as towels, etc., gain a fluffiness in drying that does away with necessity for ironing. Westinghouse Electric Corp., Mansfield, O.—RTR

Westinghouse HOME FREEZER

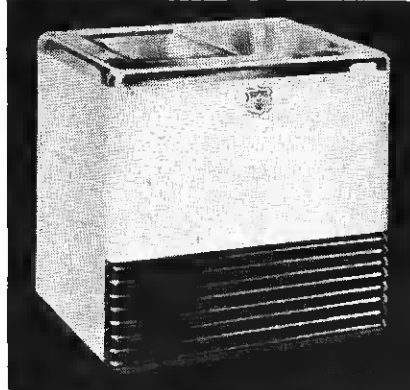
New upright home freezer which Westinghouse will manufacture shortly after civilian production of durable goods is resumed, is the companion piece to the household electric refrigerator in size and finish, with front-opening door and sectional inner doors for reach-in convenience. Shown is the transfer of a steak, with thermocouple attached to measure temperature within the meat, from the freezing section to a storage compartment of an experimental model home freezer. Thermocouples, miniature and highly sensitive thermometers, give complete history of temperatures within the foods at all times. Will be produced in three models, starting with a six



cubic foot size, to meet both urban and farm requirements. Two functions of freezing and storing will be done separately in all models. Westinghouse Electric Corp., Mansfield, O.—RTR

Weber FROSTED FOOD CABINET

Roll-A-Door household frosted food cabinet of approximately 4½ cubic feet storage capacity, has as its outstanding feature a sliding door development. Only a touch is required to glide the doors to one side, leaving ample

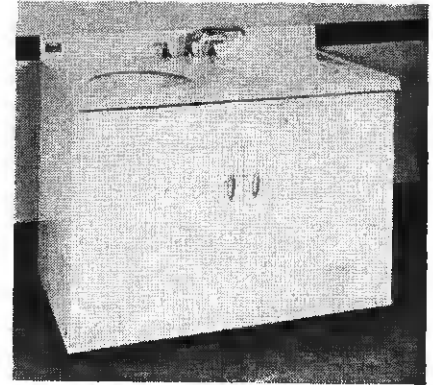


space for the selection of food packages. Sliding doors can also be used as a work table top. Panels will be of heavy gauge welded Galvneal and finished in white, Hi-baked Dulux. The top will be one-piece, heavy gauge, satin finish stainless steel with rounded edges and corners. A patented de-

vice prevents moisture from freezing along the track and impeding operation of sliding doors. A larger cabinet of the same design will provide storage capacity of 7 feet. Weber Showcase & Fixture Co., Inc., 5700 Avalon Blvd., Los Angeles, Cal.—RTR.

Modern Maid DISHWASHER

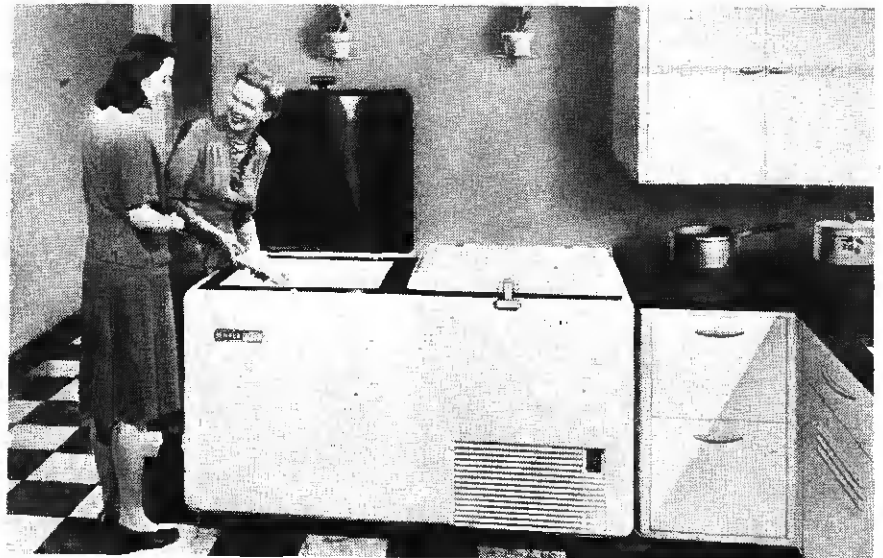
Home dishwasher for washing pots, pans, vegetables and table linen as well as dishes. "Vacuum-action" forces water at the rate of 140 gallons per minute over dishes, keeping them completely submerged. No more water is used than for regular hand-dishwashing, but it is forced up between an inner and



outer tub by a motor driven propeller, where it hits a splash ring and is drawn down over the dishes in torrents. During actual washing process, racks and dishes remain stationary. Models priced from \$187.50 up. Modern Maid Co., 122 S. Michigan Ave., Chicago, Ill.—RTR

Ben-Hur FARM and HOME FREEZERS

Two food freezer models are now ready for distribution, consisting of a 6 cu. ft. capacity unit and a 12 cu. ft. unit, both designed with two temperature zones. The 6 cu. ft. model, with a 2 cu. ft. freezing compartment, and a frozen storage compartment of 4 cu. ft. capacity, is designed for the needs of the average family. The unit will easily store 300 lbs. of food at a time. The larger, 12 cu. ft. capacity model has a freezing compartment of 2 cu. ft.,



while the frozen storage compartment has a capacity of 10 cu. ft., holding up to 600 lbs. of frozen foods. Cabinets are sturdily constructed of rust-proofed steel welded construction; streamlined in design, and finished in gleaming white, high-baked enamel. Ben-Hur has in process of design a three-temperature model that will also offer a convenient compartment for normal daily refrigeration. Ben-Hur Mfg. Co., 634 E. Keefe Ave., Milwaukee, Wis.—RTR

The greatest single selling force in America



IS READY TO WORK FOR YOU

Betty Crocker, as the personalized representative of the General Mills Home Service Staff, receives a million letters a year from home-makers . . . distributes more than a BILLION copies of her recipes to them . . . is backed by an 8½ million dollar annual advertising budget. She's the best known home service authority in the world . . . was named most helpful by women who gave her *more votes than any other ten candidates combined*. She is the most potent single selling force in America . . . a force that will not only actively support General Mills Home Appliances, but can broaden the entire appliance and housewares market and create constantly expanding profit opportunities for you.

Betty Crocker

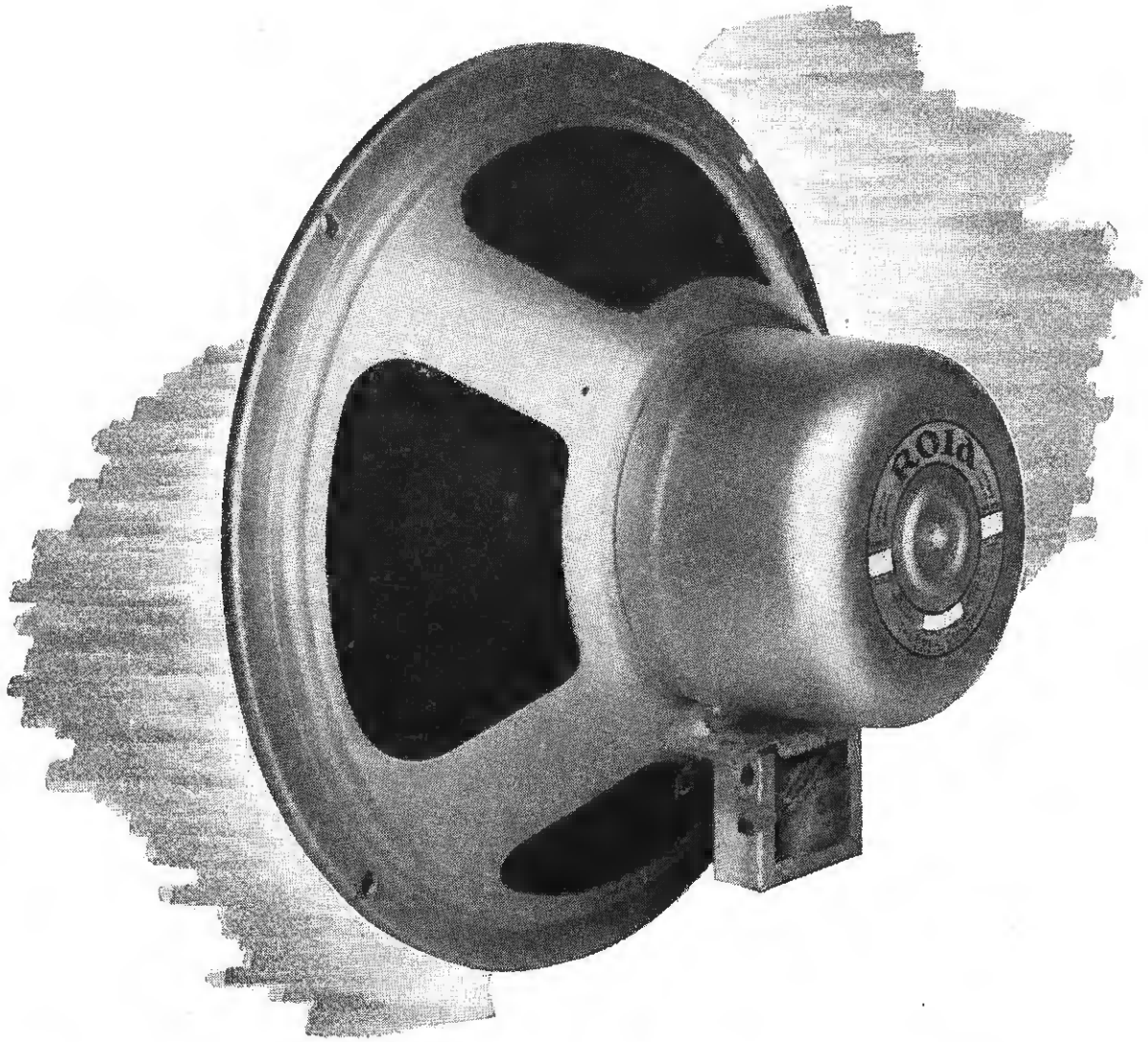
Betty Crocker is a reg. trade mark of General Mills, Inc.

COUNT ON GREAT THINGS FROM GENERAL MILLS

General Mills won't make ordinary appliances. Each one is distinguished by exclusive, patented features that offer new usefulness and unmatched value to consumers. They'll be produced by a company with ample resources in money and experience to do a standout manufacturing-and-merchandising job . . . and to support dealers with alert advertising and selling strategy geared to profits!



General Mills
makes news



It May Look the Same... *But...*

New Rola speakers may look similar to prewar models. But in performance, fidelity and craftsmanship there will be no comparison! Rola research, intensified by war needs, has paced the swiftly advancing stride of electronic development.

Improvements, exclusive with Rola, will be incorporated in the broadened line of speakers. And the developments and processes that have resulted from exacting wartime tasks will

further guarantee the quality and dependability which, for a quarter of a century, have made Rola a leader.

Rola's greatly expanded production facilities still are absorbed in supplying communication needs of our military forces—but it is possible, now, to provide experimental models and demonstrate to interested manufacturers Rola's improved engineering and performance.

The Rola Company, Inc., 2530 Superior Ave., Cleveland 14, O.



MAKERS OF THE FINEST IN SOUND REPRODUCING AND ELECTRONIC EQUIPMENT

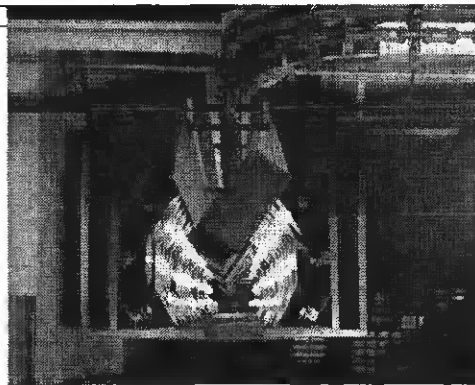
ROLA SPEAKERS NOW AVAILABLE FOR RATED ORDERS

A few weeks ago Rola resumed the manufacture of Speakers in moderate quantities and for rated orders. Inquiries are invited from manufacturers who need quality speakers for priority contracts.

ROLA



Radio Receiver Production line and stock conveyor system.



Infra-red drying oven.

Sparton Will Deliver!

5 Modern Plants Assure Quality Radios in Volume

Sparton's exclusive dealer *will* have radios—plenty of them! That's a promise.

Back of that promise are five completely modern plants, each equipped with up-to-the-minute precision machinery (much of it specially built by Sparton engineers) designed with overhead carriers for high speed assembly. These Sparton plants provide unexcelled production facilities for the manufacture of quality radios.

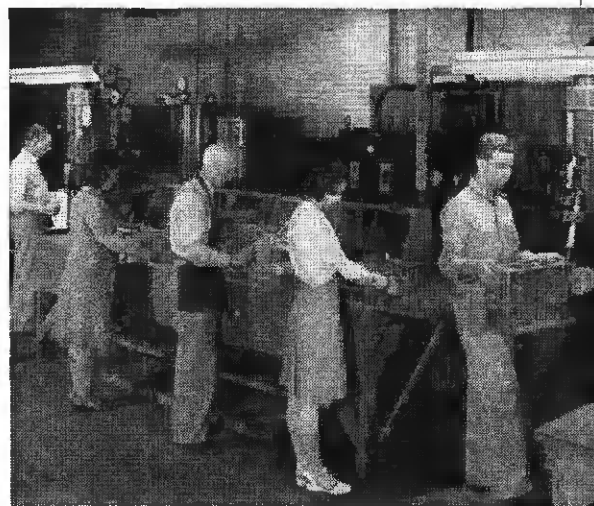
Thus, Sparton dealers will not miss the golden era of radio retailing sure to be with us soon, now that civilian production has started.

For complete particulars on the exclusive *SCMP franchise for your territory, write today to—

*Ed. Bonia—Sales Manager
Sparks-Withington Company
Jackson, Michigan*



Flash testing and calibrating department.



Aluminum chassis spot welding department.

THE SPARKS-WITHINGTON CO., JACKSON, MICH.

SPARTON

RADIO'S RICHEST VOICE SINCE 1926



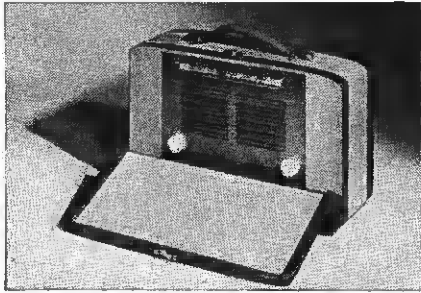
Army-Navy "E" awarded five Sparton plants simultaneously for production excellence.

*SPARTON COOPERATIVE
MERCHANDISING PLAN

New Radio Merchandise

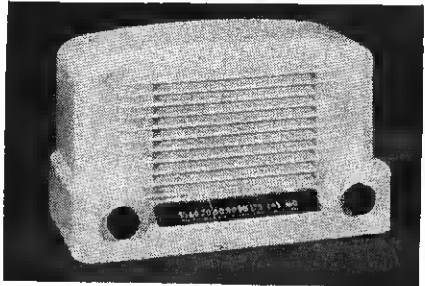
Garod RADIOS

Model 6E1, de luxe portable, 3-way radio. Superhet with 3 gang condenser tuning and RF stage. Lucite dial scale, built-in loop, plus



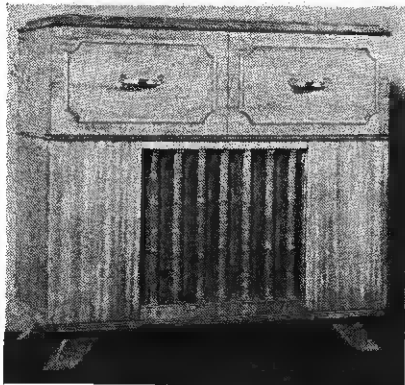
newly designed lift up loop for easy tuning in "tough areas." Finished in two-toned leatherette with genuine leather handle and lock. Front plate etched bronze.

Model 6B1, modern designed cabinet with ribbed grille. Newly designed circuit. Ac, dc,



3 gang tuning with RF stage. Large concealed loop. Available in either walnut or ivory plastic.

Model 8APX7, radio phonograph set. Straight ac superhet; 3 bands; large cathedral speaker; 3 gang condenser tuning with RF stage concealed behind door on right. Domestic and foreign as well as one additional spread band for the 25 and 31 meter band. Phonograph



takes twelve 10" or ten 12" records in one loading. Two record storage compartments concealed behind 2 lower doors on right and left. Designed in Neo Classic manner, in bleached mahogany. Also available in walnut and mahogany. Garod Electronics Corp., 70 Washington St., Brooklyn 1, N. Y.—RTR

Sonora RADIO-PHONOGRAPH

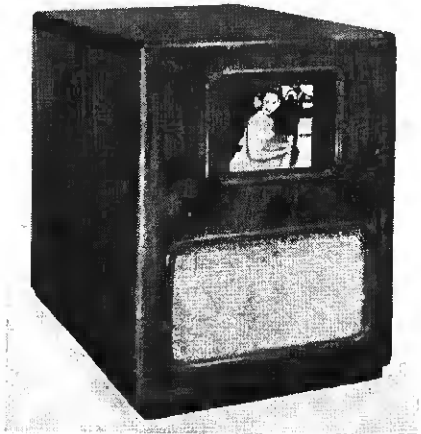
Newly devised speaker and improved circuit design permits wider reproduction of range of musical tones. Automatic high speed record changer which allows an hour of uninterrupted listening; new type push-button tuning. Set is



expected to be available early in October. Sonora Radio & Television Corp., 77 West Washington Blvd., Chicago, Ill.—RTR

Viewtone TELEVISION SET

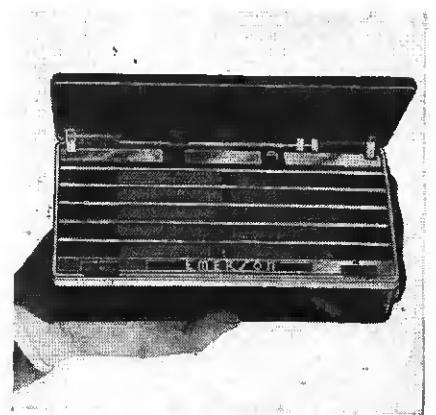
Table model in walnut cabinet. Uses a 7" viewing tube which affords sharp, clear cut images and comfortable viewing with a mini-



mum of eye strain. To retail for about \$100. Marketing of new receiver will begin as soon as the government gives the go-ahead signal to manufacturer. More details regarding this proposed set elsewhere in the editorial columns of this issue. Viewtone Co., 203 E. 18th St., New York, N. Y.—RTR

Emerson POCKET MODEL

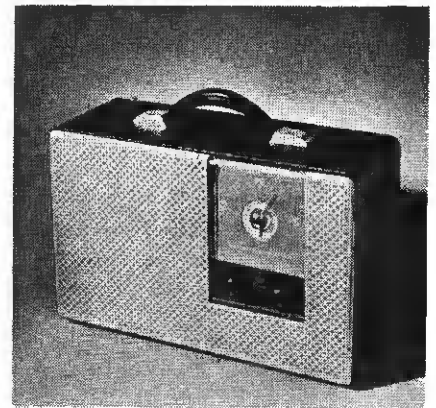
Postwar model 508, highly powered, with no outside wires or antenna. Lightweight, in an unbreakable tenite case. Fits into pocket. \$25



is approximate list price. Emerson Radio & Phonograph Corp., New York, N. Y.—RTR

Emerson PORTABLE MODEL

Postwar model 505, with "3-way" operation; ac-dc and battery. Lightweight, durable and



weather resisting. Approximately \$35 list price. Emerson Radio & Phonograph Corp., New York, N. Y.—RTR

Metropolitan VOLT-OHM-MILLIAMMETER

Model PB-100 measures dc voltages to 2500 v, ac voltages to 1000 v, resistance to 1 meg, output voltages to 1000 v, dc current to 2.5 amps, decibels to +55 db. Unit features push button operation. Metropolitan Electronic & Instrument Co., 277 B'way, N. Y. 7, N. Y.—RTR

Superior ELECTRONIC MULTIMETER

Combines v-t voltmeter and volt-ohm milliammeter. Also measures capacity, inductance, reactance, and decibels. Superior Instruments Co., Dept. U, 227 Fulton St., New York 7, N. Y.—RTR

For more new merchandise, see p. 126.



SINCE

1895



Transformer Specialists . . .

Thordarson's tradition of quality provides the underlying reason for its past half-century of progressive leadership in the specialized manufacture of dependable transformers, components and other electronic devices. This same tradition, upheld through every phase of *Thordarson* design, engineering and manufacturing is

your guarantee of the finest transformers for requirements of Tomorrow . . . and years to come. With confidence . . . gained by this ability to produce quality merchandise and coupled with novel sales policies . . . *Thordarson* looks forward to supplying the expanding demands of the radio and electronic industries.

500 WEST HURON ST., CHICAGO, ILL.



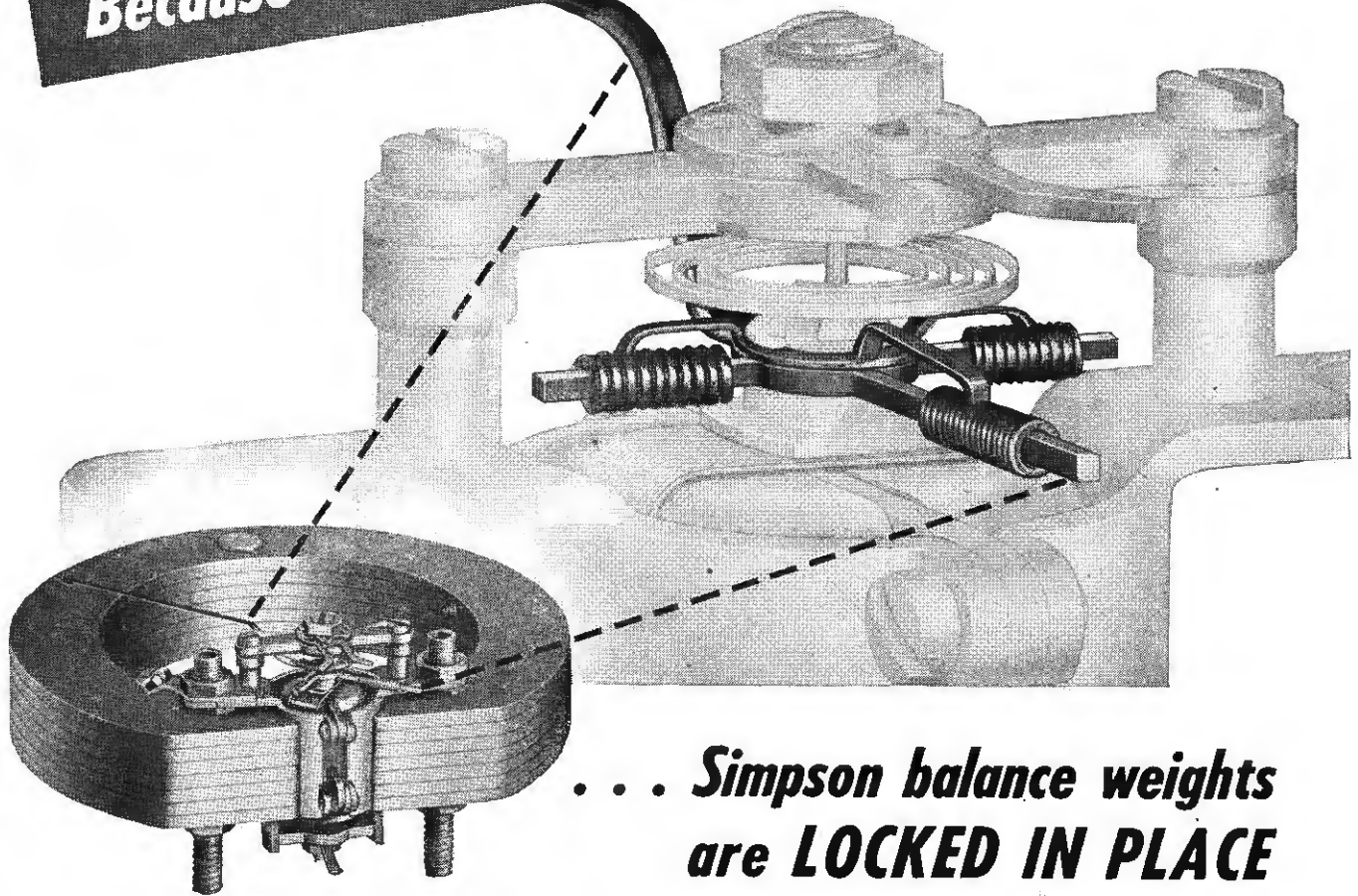
ORIGINATORS OF TRUE-FIDELITY AMPLIFIERS

THORDARSON

ELECTRIC MANUFACTURING DIVISION

MAGUIRE INDUSTRIES, INCORPORATED

Because Accuracy Hangs in the Balance



**... Simpson balance weights
are LOCKED IN PLACE**

PERHAPS it's the smaller details, like these balance weights, that best illustrate the value of Simpson's 35 years of experience.

Though only tiny coils of wire, these balance weights have an important function—to offset the weight of the pointer so the moving assembly will swing in perfect balance. If the instrument is to stay accurate, they must stay in place.

So Simpson has devised a method of locking these balance weights in position. This construction not only defeats vibration and shock, it per-

mits even greater initial accuracy and makes possible faster, more efficient production.

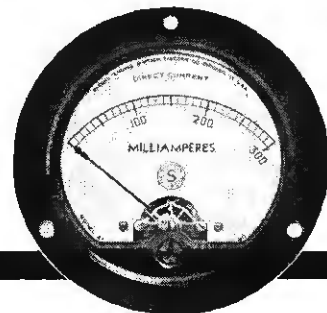
Such refinements come from a greater knowledge of the problems of instrument manufacture, and a greater fund of practical experience which can be applied to their solution. This is the simple reason Simpson Instruments are writing such an outstanding service record in posts of vital responsibility. This, too, is your guarantee of the ablest translation of today's advances in tomorrow's instruments.

SIMPSON ELECTRIC COMPANY
5200-5218 Kinzie St., Chicago 44, Illinois

Simpson

INSTRUMENTS THAT STAY ACCURATE

Buy War Bonds and Stamps for Victory



IT'S STREAMLINED!

**THE NEW LINE OF
FARNSWORTH
PHONOGRAPH-RADIOS**

THE FARNSWORTH line of radios and phonograph-radios is a new note in the radio industry—a "Streamlined Line."

- **IT'S STREAMLINED!** Created with the sole idea of giving greater volume and more substantial profits.
- **IT'S STREAMLINED!** Half the usual number of models and each designed and built for top value.
- **IT'S STREAMLINED!** Reflecting 17 years of experience in building quality record-changers and circuits.

● **IT'S STREAMLINED!** Authentic period cabinets—"idea" cabinets with the modern touch, styled by designers who know what the public wants, crafted by furniture experts.

* * *

With the Farnsworth "Streamlined Line" go full benefits of the Farnsworth Selected Dealer Franchise. Year after year, the two together will bring more and more prestige to your store, more and more profit for you.

The Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

**FARNSWORTH TELEVISION
RADIO
PHONOGRAPH-RADIO**

Farnsworth Television & Radio Corporation, Ft. Wayne 1, Indiana. Farnsworth Radio and Television Receivers and Transmitters; Aircraft Radio Equipment; Farnsworth Television Tubes; Mobile Communications and Control Systems for Rail and Highway; the Farnsworth Phonograph-Radio; the Capehart, the Capehart-Panamuse.

News of Nation's Dealers

RADIO

APPLIANCES

RECORDS

MERCHANDISING

SERVICE

FM

MEDFORD, Ore.—The Purucker Piano House, 111 No. Central Ave., reopened recently after having been closed for a two-year period, due to wartime shortages. The new store is spacious, and is designed to conform to the new self-service ideas in merchandising. The building is 50 x 100 feet, and is divided in the center to separate the formal piano department from the smaller musical goods department. Sheet music, records, accordions, and band instruments are carried in the latter.

Two insulated, air-conditioned, sound proof record listening booths have been provided for the convenience of the public in making their record selections. These booths have been so designed that the doors must be closed before the turn tables and air-conditioning systems will operate. The four front display windows have a total of 75 lineal feet of glass, giving a visibility of the interior from all angles for window shoppers.

Mr. and Mrs. Purucker intend to continue their policy, as always, by providing expert and complete service for fulfilling their customer's musical needs.

INDIANAPOLIS, Ind.—Installation and the servicing of public address systems is a lucrative field for Neil Ellwanger, proprietor of the Ellwanger Electric Co., 2538 W. 16th St. Previously, this dealer had rented PA facilities for gatherings or special functions, but he has discontinued this practice. Soon, however, he intends to merchandise these units.

Another important phase of this store's business is the selling and servicing of

intercommunication systems. This work, in addition to his other activities, aids this retailer in keeping his sales volume at a relatively high level.

Prior to the war, radios, including RCA and Motorola, refrigerators, washing machines, ironers and a full line of small appliances were sold at the store. At present, this dealer intends to merchandise records also, and to expand his service department.

Ellwanger takes an active part in matters affecting radio-appliance merchants in his area. He is treasurer of the Radio and Electronic Assn. of Indianapolis, which is an organization composed of dealer-technicians in this city.

FORT SMITH, Ark.—Bob Bass, out of the radio service business for the past few years because of ill health, has opened his own establishment at 1027 N. 37th St.

DAVENPORT, Iowa—In pre-war days, the L. K. Wild Appliance Co., 318 Brady St., sold a line of good used furniture to supplement its sales of radios and appliances. With the advent of the war, and the curtailment of receiver and appliance manufacture, the firm expanded its lines of furniture. Mrs. W. C. Roeser, co-manager with her husband of the establishment, asserted that the store sells only the best in used furniture, and that poor-quality merchandise is not sold.

The company has done so well merchandising furniture, that this line will continue to be sold—in addition to radios and appliances—now that the war is over.

CHICAGO, Ill.—The Aetna Radio Service Shop, 2846 Milwaukee Ave., owned and operated by Fred and Ralph Gold, specializes in "the sale of service." The two owners believe in showing the customers what they sell, and therefore keep their service bench right up front for all to see. They find that customers are more impressed with the intricacies and details of repair work when they see it being done, and as a result appreciate a job that is done well. The Gold brothers have on file a record of over 15,000 customers for whom they have done jobs.

YONKERS, N. Y.—"Who's afraid of the big, bad chain?" queries Chester A. Wagner, of the Electric Servant Co., 14 Main St. Major appliances and radios are still a specialty business and will continue to lend themselves to aggressive sales and service by the independent merchant, he feels.

Ever since the day he lost the sale of a \$35 used washer to a competitor who sold the woman one for about \$200, Mr. Wagner has been careful to ask his prospective customers questions. He is now preparing for postwar business by asking all his customers, "What do you want to buy next?"

The independent dealers should maintain a service department to create a sound foundation for future radio-appliance business, Mr. Wagner thinks. He will not consider an appliance or radio to be sold properly unless he installs it, services it to make sure it is working properly, and trains the customer in using it.

PHILADELPHIA, Pa.—By featuring "Music for All Moods," David and Reba Krantz, proprietors of the Krantz Record & Radio Shop, 2109 S. 7th St., have built up a successful business in catering to all sorts of music lovers. By maintaining large and varied stocks, the owners can satisfy most demands. Every inch of space for storing, and of available display area is utilized, without giving the impression of being over-crowded. Customers find the neat and compact arrangement of records to their liking. (See photo at left.)

The Krantz' merchandising rules for success are simple: (1) Aggressive merchandising; (2) Active promotion and store advertising; (3) Cooperate with the other neighborhood dealers and technicians to keep business practices high.

An added source of revenue the Krantzies find is out-of-store recording service. Dealers who are interested in this phase can make arrangements with hospitals, schools, hotels, etc., and may find this

(Continued on page 76)



Neat and efficient is the planned store arrangement at Krantz'. (See story at right.)

NOW-IN FULL SWING UNPARALLELED "Head Start" CAMPAIGN

A BILLION
ADVERTISING
"ORDER NOW" MESSAGES
(More than 3,000 Individual Insertions)

Regular Series of Mammoth
Ads in 300 Leading News-
papers in 160 Cities!

Big Distributor Ads in every territory.
Thousands of cooperative ads.

Unprecedented schedule of full-page ads
in leading National magazines.

Greatly expanded Billboard campaign.
Unparalleled Point-of-Sale Promotion.

All this up to October 31—more follows!

Tie in with this tremen-
dous campaign. Display
the dramatic window and
store exhibits. Join the
thousands of Franchised
Emerson Radio dealers
who are booking orders
for new models now.

The New Post-War

Emerson Radio

and Television



Only a few Dealer Franchises open. Call Your Distributor now.

EMERSON RADIO AND PHONOGRAPH CORP., NEW YORK 11, N. Y.



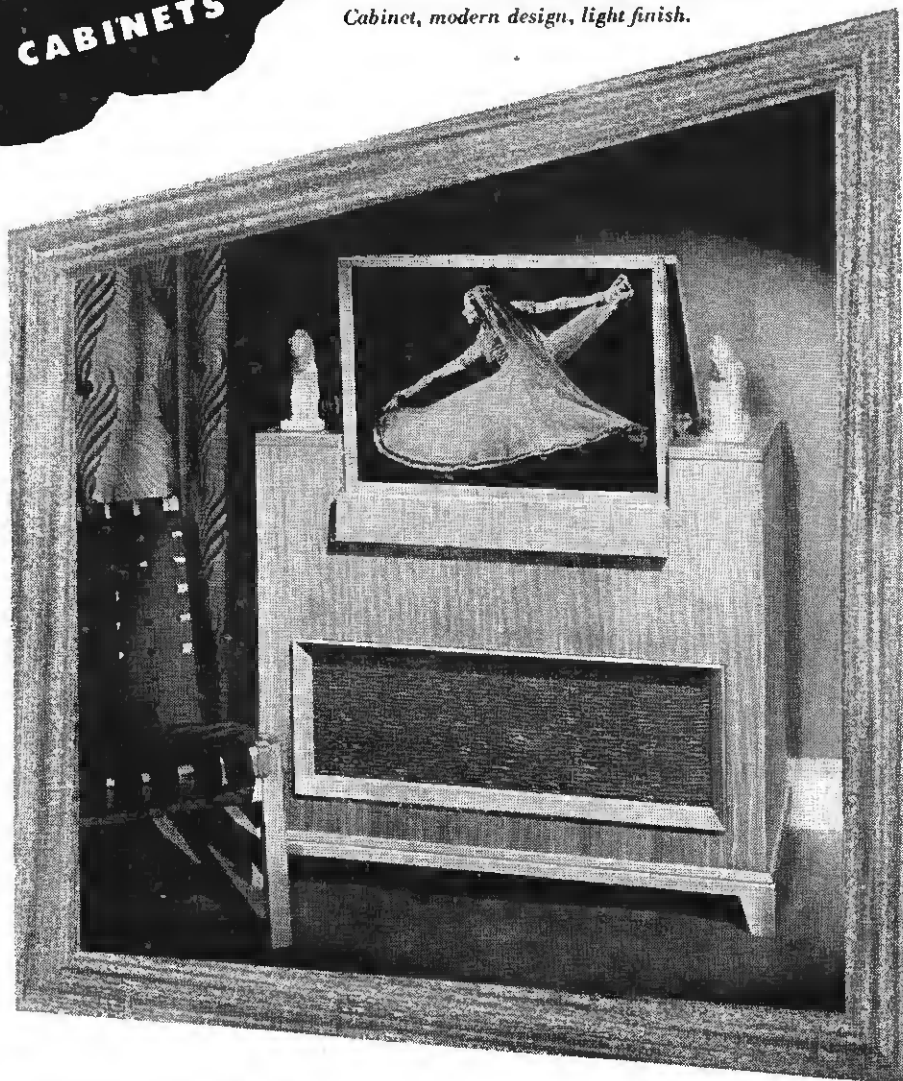
WORLD'S LARGEST MAKER OF SMALL RADIO

**TOMORROW'S LEADING RADIO
AND TELEVISION CABINETS**

*General Electric large screen television receiver.
Screen size: 16 in. x 22 in.
Cabinet, modern design, light finish.*

*will feature
genuine*

MAHOGANY



● Sooner or later, every manufacturer who plans to market a radio-television receiver comes face to face with the challenging fact that, next to the technical problems of production, the big question is how to make the salesman's job easier.

Significantly, those leading manufacturers who have given this question the most study are agreed on at least one answer: the specification of Mahogany for cabinets.

They are agreed on this not only because Mahogany is the most available of fine cabinet woods, but also because careful nation-wide analyses of consumer buying habits and preferences have convinced them that no wood is so acceptable as Mahogany. No wood needs so little selling! No wood needs so little explaining! And to salesmen seeking a feature which can serve as a readily identifiable index to quality and value, this acceptance turns mahogany into a truly welcome ally.

Write for your copy of the informative Mahogany Booklet.

MAHOGANY

SUITE 2011 • 75 EAST WACKER DRIVE

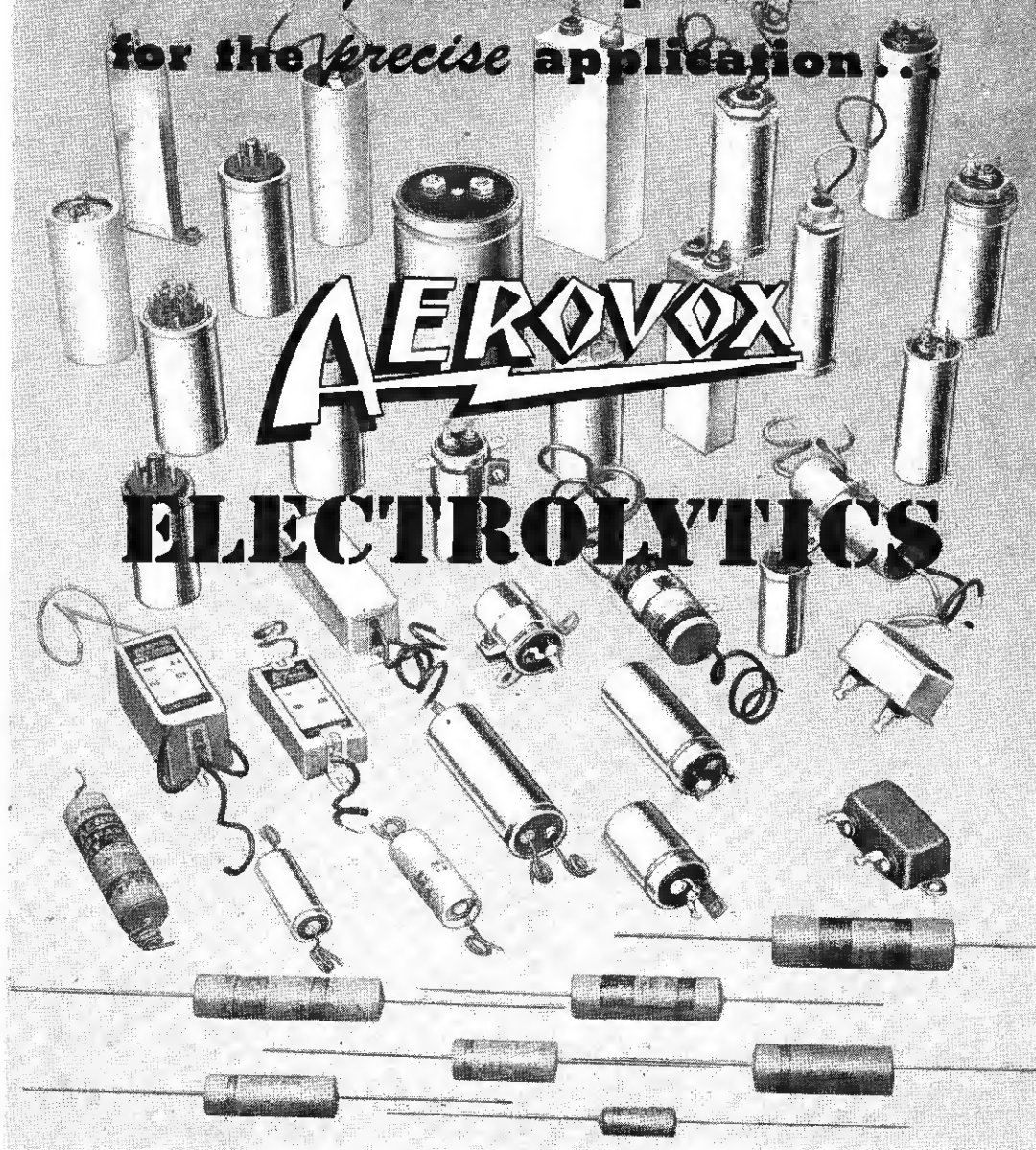


ASSOCIATION, INC.

CHICAGO 1, ILLINOIS

"After all . . . there's nothing like MAHOGANY"

The *precise* capacitor
for the *precise* application...



AEROVOX ELECTROLYTICS

● The electrolytic capacitor has its own special field of application in electronic, radio and electrical equipment. This type provides the equipment designer with an *unusually lightweight* unit of high capacitance in a compact container. Also, it effects considerable savings. **BUT...**

Electrolytic capacitors must be properly applied for long life and stable

characteristics. There are essential differences between electrolytics and other types that restrict their use, such as over-voltage, allowable ripple current, capacitance, tolerance, temperature. **WHICH MEANS...**

The proper type and rating must be used for the given application, along with meeting mechanical considerations, if the basic advantages of electro-

lytics are to be gained. **THAT IS WHY...**

Aerovox, pioneer of the dry electrolytic, continues to offer the outstanding selection of electrolytic capacitors. There is the **PRECISE** capacitor for the **PRECISE** application, which guarantees satisfactory service and long life. Don't improvise!

● Write for literature...



Capacitors

INDIVIDUALLY TESTED

AEROVOX 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: AEROVOX CANADA LTD., HAMILTON, ONT.

News of Dealers Across the USA

(Continued from page 72)

work extremely profitable. Children's discs, foreign language recordings, and record accessories are also carried in the Krantz store.

NEW ORLEANS, La. — Ralph A. Douvillier, of the Superior Electronic Co., 227 South Rocheblave St., inserted informal ads, written in a friendly manner, in a local newspaper for days preceding the opening of his new shop. Opening day, he took in enough repair jobs to last him, and his helpers, for a three-week period.

Text of a typical ad was:

"I fix public address and inter-communication systems. I also fix microphones and paging systems such as used in hotels and in hospitals for calling Dr. Kildare. Ask for radio and other electrical appliances: I'm equipped to supply new tubes and other missing parts. Call on me, won't you?"

PROVIDENCE, R. I. — A perfect example of the importance of giving service is the Marshall Electric Company, 24 North Main Street. Existing only on service before the war, this dealer pre-war made money on his service department and intends to do so again.

Marshall Electric Company uses no outside sales force or advertising. It exists only on the good-will of honest electrical wiring installations and repair jobs. Eighty per cent of this business is residential and only 20 per cent commercial.

This old-line electrical dealer, in business since 1911, will maintain a staff of six radio and appliance technicians as soon as business warrants it.



NEW BEDFORD, Mass. — Standard Electrical Co., 734 Pleasant St., sells and services complete line of radios and appliances; specializes in PA work. Shown are Albert L. Pedroza, (front) and Geo. Cadorette, sales and service manager who has been with the company nearly 25 years.

HOUSTON, Texas — The Lil' Pal Radio Shop, operated by J. G. Bradburn, Sr., now has an East Asiatic branch, located on Guam, operated by Chief Petty Officer J. G. Bradburn, Jr. When the Seabees moved into Guam they wanted news and music in their recreation and mess halls. Request letters sent to Houston brought the needed parts and materials for a PA system. Now when a GI on the island wants his personal radio fixed he brings it to Chief Petty Officer Bradburn's Lil' Pal Radio Shop. The service fees are beer, cake or candy.

BRIDGEPORT, Conn. — In pre-war days, Dell's, Inc., 1238 Stratford Ave., specialized in a complete line of washers, refrigerators, ranges, vacuum cleaners, and other appliances in addition to radios. The store is owned by Michael Del Vecchio and his sons, Michael, Jr., and Frank. Records were added when other merchandise became scarce, and subsequent disc sales helped the Del Vecchio's through many lean days. Dell's maintained a television viewing room in the early days of video, and the owners intend to continue their television activities as soon as possible. They have in mind a plan for demonstrating sets directly in the prospect's home without too much expense. Feasible in certain areas, a flexible, portable antenna can be mounted on a truck, necessitating only the bringing of the set to a customer's house to be viewed.

WATERTOWN, N. Y. — Sheldon Powell, of the Watertown Radio Co., is another of the many discharged veterans to open a radio service store of his own. He prefers to locate his service bench in the rear of the store, so he can have privacy when working. Powell keeps in close touch with youngsters who are radio-minded, and has built a profitable trade in providing them with spare parts for experimental purposes.

WINCHESTER, Va. — Charles Baker, proprietor of the Baker & Anderson Electrical Co., 27 N. Braddock St., has plans for future modernization of his store completed, and is just awaiting the time when building materials and merchandise will be available. Three rules for a sound future in the radio and appliance business, according to Mr. Baker, are: (1) Redesign store interior, and streamline displays. (2) Stress your lines, and prepare them now for the future. (3) Enlarge the service department to facilitate proper handling of new items.

GRAND RAPIDS, Mich. — To supplement postwar sales in radios, combinations, and other musical equipment, the Knapp Musical store has installed a modern record department, complete with auditioning booths for use when recording in the store. Leon Knapp, owner, is looking forward to seeing his store's sales materially increase in the coming years.

PRESCOTT, Ariz. — After some experience operating radio stores in Arizona and Utah, W. E. Ford, owner of The Radio Shop, 122 N. Cortez, decided to open an establishment in Prescott. Locating his store in the center of the business area, Ford works at his bench, directly in front of the window, where all pedestrians can see him. "When selling gets started again," Ford says, "I intend taking in a line of radios and small appliances. And as soon as sales warrant it, I'll move into larger quarters."

BRONX, N. Y. — Cliff Eckert, who operates the E & R Radio & Television store at 1969 Jerome Ave., is getting ready for the return of merchandising by doing extensive alteration work in his store interior. In addition to securing steady customers through the rendering of expert service on radios and appliances, and completing work when promised, Eckert obtains many new ones through the consistent use of moving window displays.

GARDEN CITY, Kan. — An excellent service for building good-will is Don La Gesse's practice of cleaning and polishing each radio cabinet that he repairs. Don's Service store's reputation has spread throughout Garden City, as a result of these simple efforts to please his customers. By patching a hole, tightening a loose grill, or merely cleaning a set free of charge, Don's builds up an inestimable amount of good-will that will prove valuable in the days ahead.

HAGERSTOWN, Md. — Improved self-service is the keynote of the redecorating and enlarging activities going on in Glenn Zimmerman's three stores in Cumberland, Md., Uniontown, Pa., and Hagerstown, Md. The Uniontown, Pa., store features a unique feminine-appeal set-up. Managed by Mrs. Martha Jordan, this branch stresses an attractive and homelike atmosphere, so that women shoppers can visualize the merchandise in their own homes.

CEDAR RAPIDS, Iowa — The Checker Electric Supply Co. has added a line of electric brooders and other similar supplies which have met with profitable customer response. Farmers in this section have raised a quantity of food during war-time, and need brooders, farm freezers and other items. Checker Electric plans to continue expansion along these lines.

BELVIDERE, Ill. — George Allason, of the Allason Home Appliance store, 614 S. State St., has his postwar set-up complete, and is prepared for the increased selling days ahead. He intends carrying a full line of electrical appliances, in addition to handling stokers and bottled gas. One regular repair man and two part-time men worked for him during war-time, but plans call for added personnel in the busy days ahead.

Dear Sir:

You recently asked "How's it going?" Here's how :

true The Man's Magazine, is a great, growing success. ("Over the transom" subscriptions are coming in at the rate of 1,500 a month, but 95% of the copies of *true*, are bought at the newsstands by fellows who plank down their 25c a copy.)

true's Advertising volume has increased 249 pages since last year — comparing 1944 totals with 1945 space actually sold and conservatively estimated. This is a 155% space increase this last year.

true's Circulation in 1943 was slightly over 250,000. In 1944, nearly 475,000 readers bought *true* at their newsstands. In 1945, sales already are more than 600,000 an issue. We estimate that by December, they'll jump to 800,000. Our January, 1946, rate card guarantees you 500,000 A.B.C. The bonus is gravy.

true's Advertising revenue in 1944 was about \$85,000. In 1945, it will be more than \$400,000. This is a 370% dollar increase this last year.

true's Advertisers will total more than 130 in 1945—last year, only 30 advertisers used the book.

true will grow and keep on growing, because men like the dramatized truth they get in *The Man's Magazine*. They get top-flight writers doing stuff that interests them. They get the best illustrators in the business. They get man-sized excitement. They get what men always go for.

true puts you in a man's world. Do men buy your product? *true* will sell it for you.

THE MAN'S MAGAZINE
true





MAGAZINE AND
RADIO ADVERTISING

Here's your profit leader for tomorrow!

A big PRE-SOLD market awaits G-E receiving tubes

MONEY WILL BE MADE by radio dealers and service men who sell G-E electronic tubes, once these are available in volume. The market is ready and waiting. Every month 19 leading magazines with a total circulation of 30,000,000 tell readers about G-E tubes. Every week listeners in 7,000,000 radio homes hear a similar message over CBS.

The people who read and hear about G-E electronic tubes are favorably in-

fluenced by the fact that for years, they have known and used G-E lamps—have been familiar with the many G-E household appliances.

Here is your big chance, as a radio dealer or service man, to cash in on the popularity that goes with the biggest name in electronics. Here is your straight, sure road to volume sales of a product known to everybody—one that will be consistently profitable to handle: G-E electronic tubes.

Don't delay the steps to secure your share of this *pre-sold* tube market that's just ahead. Write for the name of your nearest G-E tube distributor. Address *Electronics Department, General Electric, Schenectady 5, N. Y.*

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-D3-8880

Here's an auxiliary **ELECTRIC HEATER** You Can Bank On!



**For Positive Safety
and Proved Profits**



SPECIFICATIONS: 19 $\frac{1}{2}$ in. wide, 18 $\frac{1}{4}$ in. in height and 9 $\frac{1}{4}$ in. in depth . . . weight 19 pounds . . . wattage 1200 at standard household voltage (110-120) either AC or DC . . . Trilmont carries the Underwriters' Seal of Approval. Colors—Ivory or Brown.

MODEL "A"

Only \$33 includes

- DETACHABLE CORD SET
- FEDERAL EXCISE TAX

At and West of the Mississippi, 95c extra

Not just another heater, but an entirely new principle of heating with household current. Non-glowing (black heat) coils which should never need replacement are incorporated in a dual-walled cabinet of exceptional design. These activate seven vertical air streams which result in a natural circulation of air throughout the room. No fan, no noise, no danger regardless of heater's position. Cannot burn children or fabrics in contact with the cabinet. . . . The Trilmont is ideal for additional warmth in chilly rooms throughout the year. Available now! Be the first in your community to display and sell this revolutionary electric space heater.

Write or wire today for nearest Distributor

TRILMONT PRODUCTS COMPANY

WALNUT STREET AT 24th

PHILADELPHIA 3, PA.

Food Freezer Interest GROWS

Refrigeration Makers Announce Ambitious Programs — See Demand Increasing As Food Shortage Appears to Be in for Long Time

NUMBER TWO FEATURE: Last month's issue of this publication carried an article on food freezers, with comment by many prominent manufacturing executives. More up-to-the minute news and interviews in this, the concluding article.

• America's food shortage promises to last well into the period when food freezers and refrigerators having frozen food compartments will be coming off the production lines in considerable quantities.

During the food shortage, and even for some time after it has ceased to exist, home-makers will be more "food-conscious" than ever before. In view of these facts, experts see such perfect "timing" bound to result in more sales.

While the food shortage factor is of utmost importance to sales of freezers, there are other elements which will contribute materially to a healthy demand for units. First, of the 21

million or so mechanical refrigerators now in use, 63.4 per cent are over 5 years old.

While the recent WPB survey showed that but a total of 2 per cent of all the refrigerators were "out of order," it had no means of determining how many of the refrigerators were operating in a manner totally or partially *unsatisfactory* to the owners.

A second factor which will reflect itself in additional sales is that of *size*. Three separate surveys showed that more than 68 per cent of present refrigerator owners want more frozen food storage.

Philco's Plans

Among the manufacturers planning active participation in the freezer field is the Philco Corporation. President John Ballantyne sees the market for freezers growing correspondingly with the increasing demand for frozen foods. Philco will produce a full line of freezer chests to meet the various needs of the public, Mr. Ballantyne

indicated. The line will be suited to the use of single-family homes, apartment houses and on farms.

"We believe that this freezer chest business should add substantially to the company's postwar volume and prove a valuable adjunct to the Philco refrigerator division which was rapidly growing in size and importance prior to the outbreak of the war," Mr. Ballantyne declares.

Sees Wide-Open Market

Refrigeration experts at General Electric believe the freezer market is "far from restricted to farms and rural areas." They say that the breakdown of present owners of freezing cabinets shows the following classifications:

Executives, 36 per cent.
Professionals, 23 per cent.
Small business men, 21 per cent.
Farmers, 11 per cent.
Miscellaneous, 9 per cent.

General Electric plans to merchandise its "Freezerator" as a companion piece to its refrigerator. The company also discloses that a freezer was to have been introduced to the public in the spring of 1942.

GE has readied a line of two-temperature refrigerators in addition to its chests. The refrigerators will devote about 20 per cent space to frozen storage.

Kelvinator to Make Freezers

Nash-Kelvinator Corporation will manufacture home freezers but is not ready to reveal any information as to prices, sizes or sales plan.

All in all, about one hundred and fifty firms will make home freezers according to one manufacturing executive. This executive, who would not authorize the publication of his name, asserts that his firm will bend all its effort toward first catching up with the demand for standard refrigeration.

(Continued on page 34)

KNOW HOW THEY WORK!

To do a real selling job, the salesman should familiarize himself with "end-product" of freezers—food.

Salesmen who can glamorize the product will account for the bulk of sales.

The smart merchant and his salesforce will want to know all about food freezers and refrigerator freezing compartments.

Some manufacturers have booklets on food freezing techniques ready.

Now is the time to learn.

Follow

through

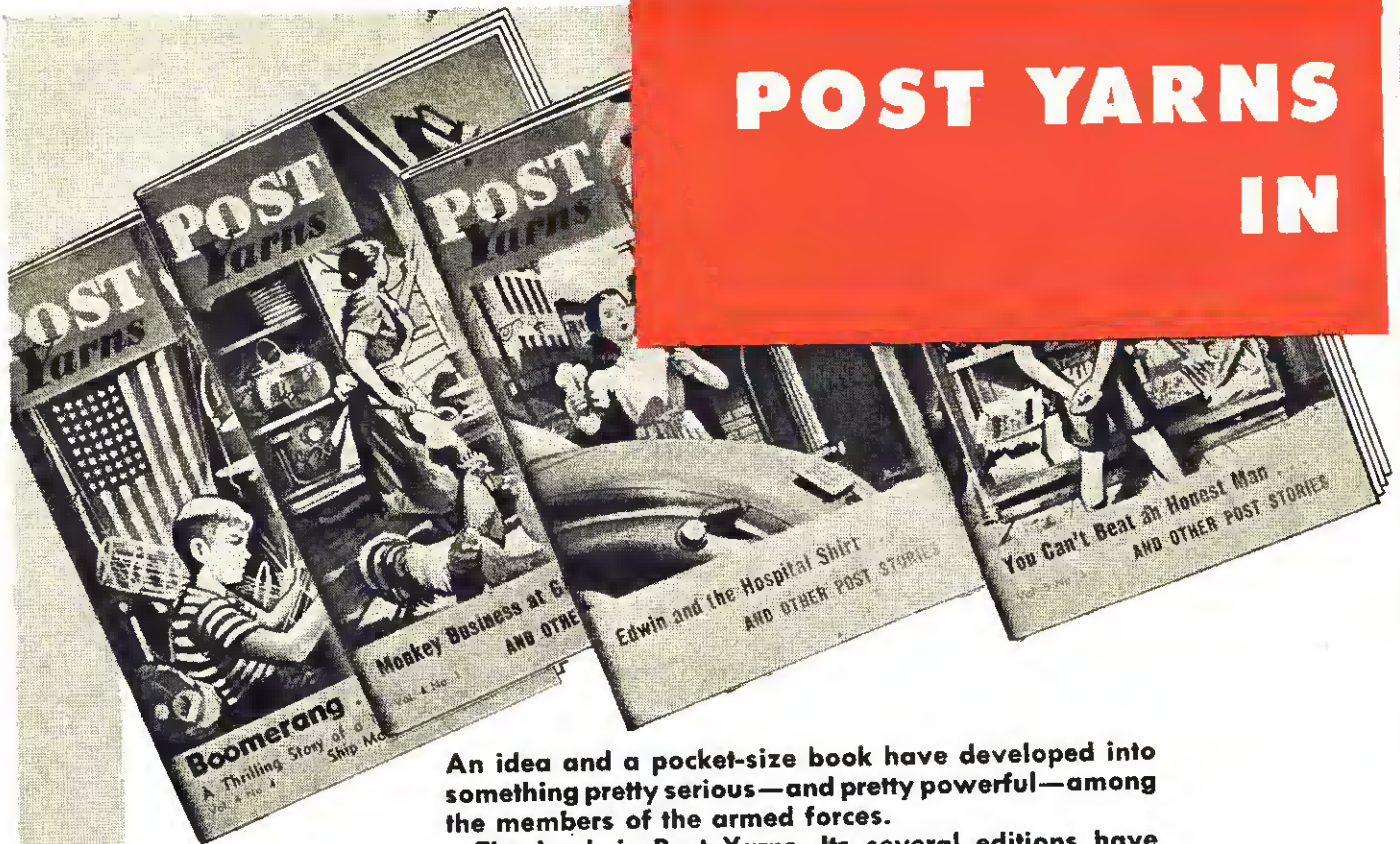


A new, unusual
program of advertising
and promotional assistance
will help Stewart-Warner dealers
follow through to greater
sales and
profits!

A large red rectangular graphic containing the text 'STEWART-WARNER Radios' in a mix of bold sans-serif and cursive fonts. Below the text is 'CHICAGO 14, ILLINOIS' and a logo with 'STEWART' and 'WARNER' on either side of a central 'SW' monogram.

**STEWART-
WARNER**
Radios
CHICAGO 14, ILLINOIS

POST YARNS IN



An idea and a pocket-size book have developed into something pretty serious—and pretty powerful—among the members of the armed forces.

The book is Post Yarns. Its several editions have gone free to some six million in the service. No one knows how many more millions have read them.

BUSINESS TOOK A HAND

The first two million Post Yarns were mailed by American industry to their employees in the Armed Forces. Never has a Post venture met with more enthusiastic response.

Six months later, in answer to the tremendous demand created by the first mailing, these same firms mailed out an additional two million.

THE NATION'S RETAILERS TOOK A HAND

In honor of Father's Day, the nation's leading department and men's wear stores joined The Saturday Evening Post in a patriotic service to the armed forces. Through their cooperation, Post Yarns were mailed free to millions of

servicemen and women throughout the world. Close to two million copies were mailed in what many of the stores themselves applaud as the greatest promotion in their history.

THE OVERSEAS MAILBAG BRINGS THE ANSWER

And it comes from every fighting front—through thousands of letters straight from the hearts of the men who will be the builders of tomorrow's America. The accompanying letter from a sergeant in New Guinea is typical.

Post Yarns have become something more than good reading. They are ambassadors of good will and friendship to this nation's men of tomorrow—the founders of tomorrow's families—the very leaders of postwar America.

THE SATURDAY EVENING
POST

BUILD FUTURE FRIENDS JUNGLES OF NEW GUINEA

Dutch New Guinea
1 - April - 45
Easter Sunday

The Saturday Evening Post
Dear Sirs:

Your letter, 23-Jan '45 in regard to "Post Yarns", reached me here in Dutch New Guinea, today.

Will let you in on a story behind the jungle scenes of this island. When I first wrote about "Post Yarns", we in Tent #1, were having quite a verbal controversy concerning the outlook and regard of "big business" toward the G.D. on all theatres. My contention was that large firms were built from little businesses that still remembered that individuals were "people" and from these same "people" came a greater business!

Well today, I had my chance to do some very tall gloating! Your letter vindicated my belief, and now I have the so-called "Scoffers" on a "planned withdrawal" as the War reporters all term a retreat.

Incidentally, you will have, if our Post War plans go through, one hundred and fifty seven readers of the "Post" that will remember when the "Post" came through when they needed it. As an aside to these fellows, I have also hinted that there was plenty of K.P. for those that were not "Post" readers.

Again my thanks and regards for your kindness

Sincerely
1st. SGT. W. C. W.

Food Freezers

(Continued from page 80)

erators, but will, nevertheless, keep a watchful eye on future demands for freezers, particularly as far as sizes and prices go. When the freezer market "shapes" itself, the firm will be ready to participate.

Gilfillan Bros., Los Angeles, are not ready to release information on their products, but they have announced that they plan to market through authorized distributors and franchised dealers.

Westinghouse is committed to the manufacture of upright freezers, which it will make in three sizes. The two functions of freezing and storing foods will be done separately in all models.

Upright Freezers

"This upright design," says T. J. Newcomb, sales manager of the Westinghouse electric appliance division, "in contrast to the horizontal models now commonly in use in food stores, will make the new home freezer the companion piece to the household electric refrigerator in size and finish and will provide the same reach-in convenience of the refrigerator."

General manager Edward R. Godfrey has announced that Frigidaire will produce a full line of home freezers as soon as materials and machinery become available.

In addition to its line of smaller models, the Harder Refrigerator Corp., Cobleskill, N. Y., which was recently purchased by the Tyler Fixture Corp., Niles, Mich., announces that it will make a personal locker plant for the home. In reality, the firm states, this plant will be a small walk-in cooler with about 190 cu.ft. capacity.

Customer Interest Great

Top-notch sales officials in the appliance field believe that every appliance retailer in the country will be exposed to customer questions and customer-interest in frozen foods.

Sales executives in manufacturing and distributing circles urge retailers to familiarize themselves with food freezing and storing techniques. They point out that while the dealers will be familiar with the mechanical operation of the equipment, knowledge of food processing will be necessary to keep sales at a high level.

Many manufacturers have issued interesting booklets and folders on selling, operating and maintaining

freezers, and also on food processing.

Deepfreeze division, Motor Products Corp., No. Chicago, has available a profusely illustrated booklet on how to freeze and store meats, game, fish, fruits and vegetables. Care and maintenance of equipment is also described. The booklet sells for 10 cents.

Know "End Product"

All in all, selling of freezers and refrigerators with freezer sections will call for knowledge of the "end-product" just as selling of radios, standard refrigerators, washers, ironers, vacuum cleaners, etc., calls for knowledge of *what these products do* for the owner.

The radio salesman who is able to glamourize the tone, clarity, and selectivity of the set and is familiar with current radio programs, is two jumps ahead of the salesman who stresses only the construction features.

The washer salesman who knows various techniques of *washing* clothes; the electric range salesman who knows cooking—the cleaner salesman who understands house-cleaning practices, all have customer-convincing sales weapons.

It's going to be the same thing in selling freezers.

The more the salesman knows about the processing and storing of foods, the more sales he will get—and the less service the firm will have to render during the guaranty period.

Appliances

(Continued from page 53)

tion only a short time, Hone has his store modernization plans already prepared. As soon as the second floor of the building in which the firm is located is available—probably in the fall of this year—it will be converted into modern radio-appliance demonstration rooms. In this department, merchandise will be displayed in an environment which will best accent the features of the goods shown.

The rear wall of the store will be removed, and the depth of the establishment will be extended 40 feet. When alterations are completed, the firm's floor space will total 155 square feet. "Retailers," Hone said, "including myself, will need more floor area in the future than was necessary in the past. Many new appliances, such as home freezers, air conditioners, etc., will be merchandised by more dealers than ever before, in the days to come."

Veterans

(Continued from page 57)

Philadelphia, Pa.; District of Columbia—300 Indiana Ave., N.W., Washington 25; Florida—Bay Pines (near St. Petersburg); Georgia—5998 Peachtree Rd., N.E., Atlanta; Idaho—Boise; Illinois—Hines (near Maywood); Indiana—Indianapolis 44; Iowa—Des Moines 10; Kansas—Wichita 2; Kentucky—Lexington; Louisiana—333 St. Charles St., New Orleans 12; Maine—Togus (near Augusta); Maryland—1315 St. Paul St., Baltimore 2; Massachusetts—Post Office Bldg., Boston 9; Michigan—Dearborn; Minnesota—Minneapolis 6; Mississippi—Federal Bldg., Jackson 107; Missouri—1009 Wyandotte St., Kansas City 6, 707 Market St., St. Louis 1; Montana—Ft. Harrison (near Helena); Nebraska—Lincoln 1; Nevada—Reno; New Hampshire—Federal Bldg., Manchester; New Jersey—Lyons (near Summit, Union Co.); New Mexico—Albuquerque; New York—Batavia; 215 W. 24th St., New York 11; North Carolina—Fayetteville; North Dakota—Fargo; Ohio—Brecksville and Dayton; Oklahoma—Muskogee; Oregon—Portland 7; Pennsylvania—New Custom House, Philadelphia 6; 1001 Liberty Ave., Pittsburgh 22; 18 S. Franklin St., Wilkes-Barre; Rhode Island—100 Fountain St., Providence 3; South Carolina—Columbia; South Dakota—Sioux Falls; Tennessee—Murfreesboro; Texas—Waco; Utah—Salt Lake City 3; Vermont—White River Junction; Virginia—Roanoke 17; Washington—Federal Office Bldg., Seattle 4; West Virginia—Huntington 1; Wisconsin—Wood (near Milwaukee); Wyoming—Cheyenne.

Purposes of VA

The objectives of the VA in furnishing the retailer with help are threefold: (1) To see that the veteran gets proper training; (2) To make certain that the employe earns a fair salary; (3) To provide the vet with a reasonable assurance of employment, at the end of his in-store training with the dealer.

Many veterans are already at work in radio and appliance stores. Retailers throughout the country report that veterans in their employ are doing excellent work.

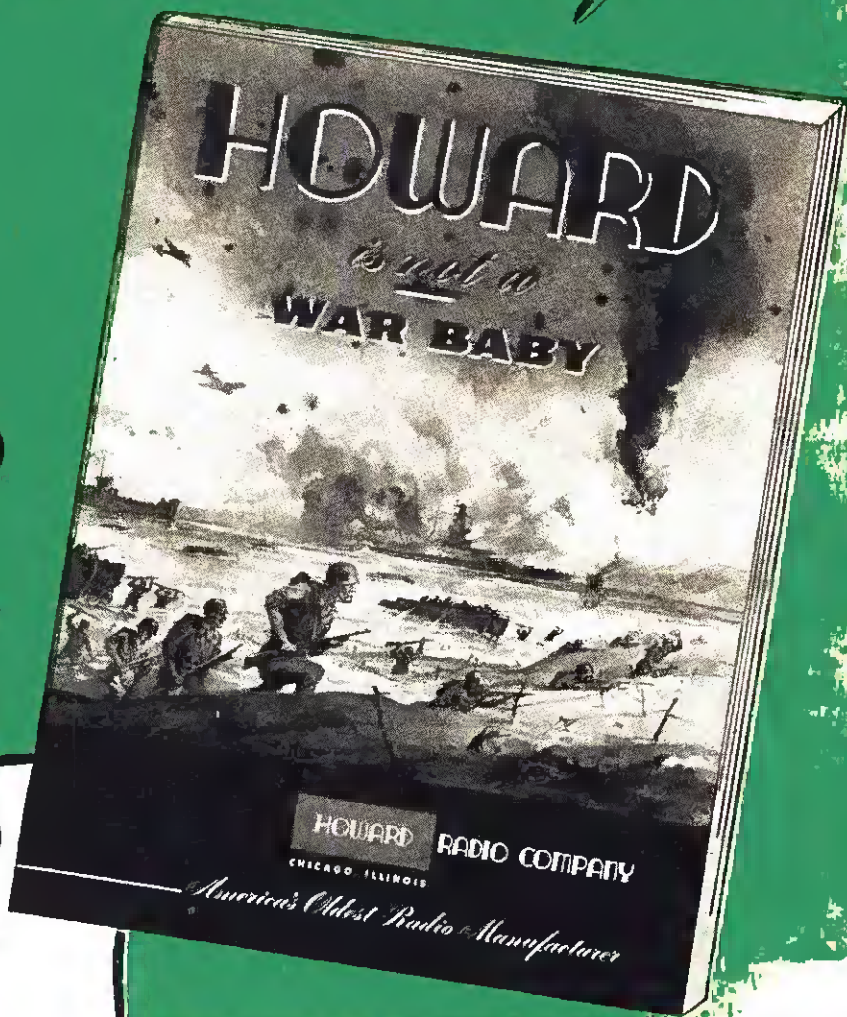
Here is an opportunity for the merchant to solve his labor problems, create much good-will, and perform a patriotic service to the country.

**FIND OUT HOW YOU
CAN PROFIT WITH**

HOWARD

America's Oldest Radio Manufacturer

**SEND
TODAY
FOR THIS
NEW
HOWARD
RADIO
BROCHURE**



HOWARD

Acousticolor Tone

is Advertised to
Millions Every Month!



*Howard Radios are Sold Exclusively Through
Independent Distributors to Independent Dealers*

HOWARD RADIO COMPANY

1738 BELMONT AVENUE CHICAGO, 13, ILL.

GENTLEMEN: Without obligation please send me your
new radio brochure—"Howard is Not a War Baby."

NAME _____

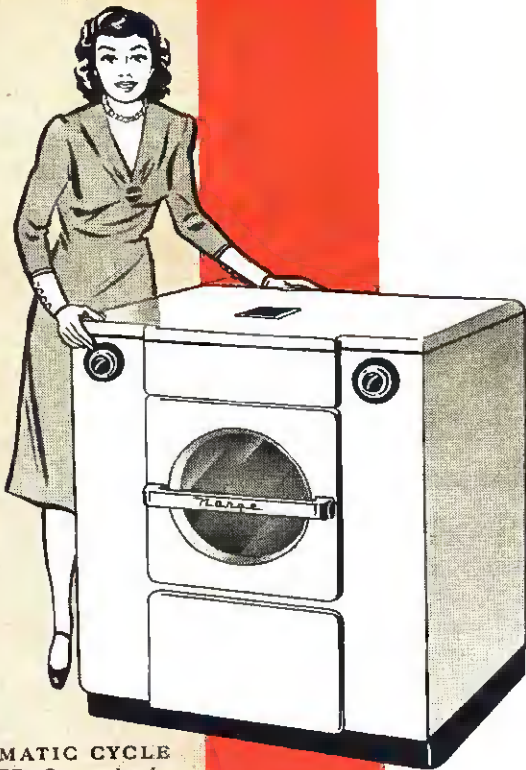
FIRM _____

STREET _____

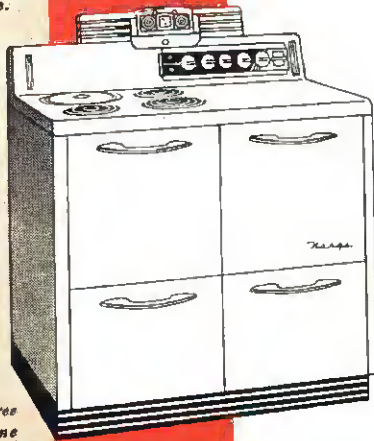
CITY AND STATE _____

ANNOUNCING

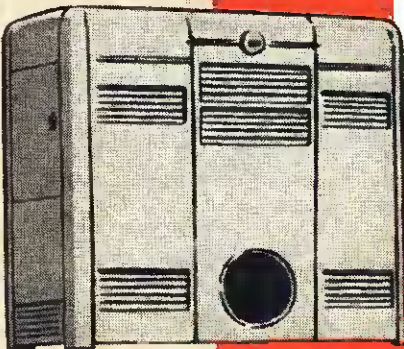
The finest and most complete line in **NORGE** history



AUTOMATIC CYCLE WASHER. Construction details and specifications are closely guarded secrets but we believe it will revolutionize the automatic cycle washer business.



ELECTRIC RANGE. Three six-speed surface units, one utility cooker and two oven heating elements supply just the right kind of heat for all types of cooking.



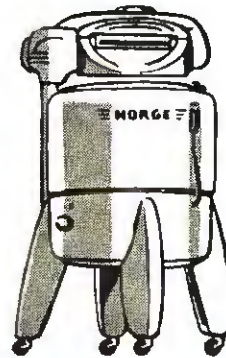
HOME HEATER. High efficiency and fuel economy in the heating of homes, offices, clubs, garages and similar type buildings are assured with a Norge oil-burning home heater.

Built to be
**THE GREATEST VALUE
IN THE APPLIANCE
FIELD**

NORGE DIVISION • BORG-WARNER

NORGE

A BORG-WARNER INDUSTRY...



RO-TA-TOR WASHER. Clothes last longer when washed in a Norge with the featherweight, smooth-as-glass plastic, Ro-ta-tor because there's no "wash wear."

NORGE:

MORE PROSPECTS! MORE PROFITS!

Norge dealers will be selling not *one* major appliance—not *two* or *three* or even *five* major appliances, but *nine* of them—including a brand new automatic cycle washer, a new line of freezers for home and farm and some newly-developed water coolers; each with outstanding features the public is waiting for.

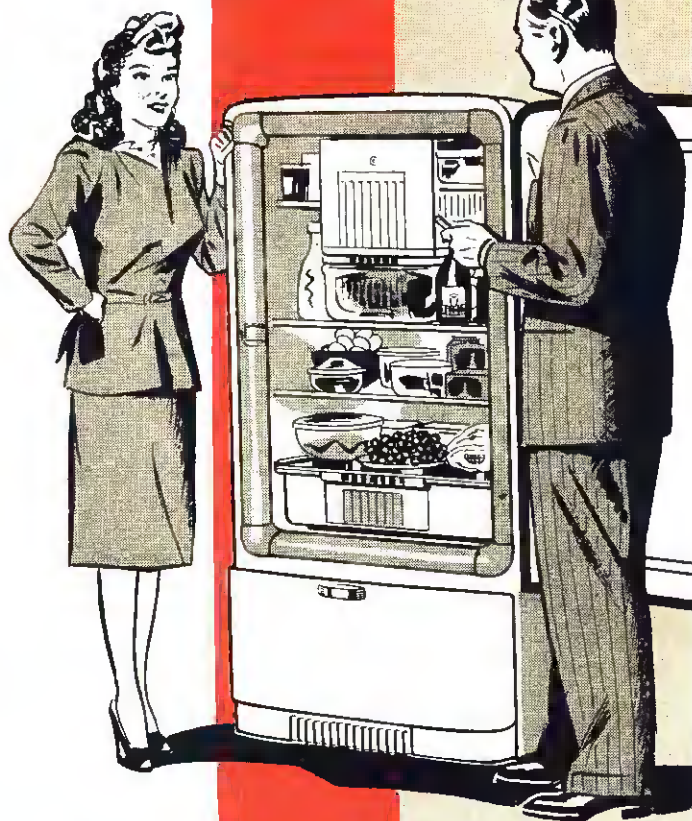
Every dealer knows that the successful sale of one Norge appliance paves the way for the sale of others that are Norge-styled, Norge-engineered and Norge-built. Many are the families, pleased with their original purchases of Rollator refrigerators, who have returned to the dealers and reinvested in Norge gas ranges, electric ranges, washers and room heaters.

With the ever-popular line of Norge "regulars" strengthened now and in the future by the addition of new and highly-salable items, the Norge dealer does not need a crystal ball to see that his future is filled with *more prospects . . . more profits*.

CORPORATION • DETROIT 26, MICH.

HOUSEHOLD APPLIANCES

"SEE NORGE BEFORE YOU BUY"

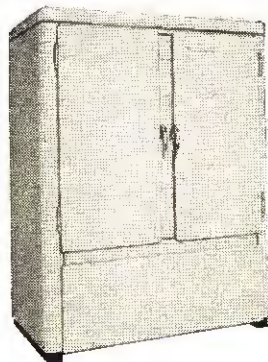


ROLLATOR REFRIGERATOR. The time-defying Rollator cold-making mechanism assures maximum operating efficiency, maximum customer-satisfaction.

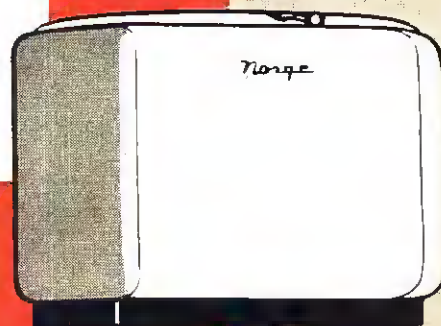
GAS RANGE. In design and finish, the Norge gas range adds lustre to any kitchen; in materials and construction it adds extra years of satisfying service.



WATER COOLER. Adequate coverage in the water cooler field is provided with 5 and 10-gallon pressure-type models. Norge is well known in this field.



COMMERCIAL REFRIGERATION. Plug-in, reach-in models of 20 and 35 cubic feet will be available first. Milk coolers and beverage coolers will ultimately be added.



HOME (AND FARM) FREEZERS. Here's another new line of products to be available in four models, that will greatly enlarge the Norge dealer's prospect and profit range.

Depend on
ARVIN
to Help You Sell

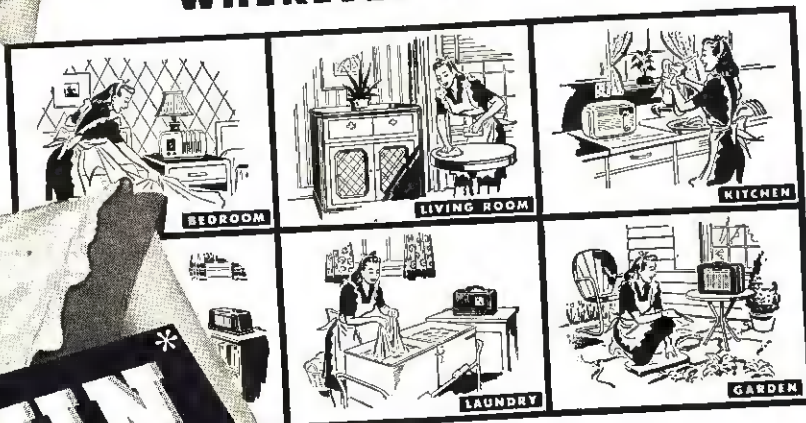
You can depend on Arvin for effective radio sales help—from consumer advertising to store display. Arvin national advertising is stimulating family desires now—to help you sell later, when radio deliveries can be made. Reproduced below is a typical Arvin consumer page—one of a series of pages appearing in current issues of leading magazines.



RINGS ON HER FINGERS...BELLS ON HER TOES

She Shall Have Music

WHEREVER SHE GOES



ARVIN
Top Flight
RADIOS
ALL THROUGH THE HOUSE

* THIS NAME IS
GETTING BIGGER
ALL THE TIME

Coming: As peacetime production begins, there'll be a wide range of useful Arvin products for your home... Arvin Top Flight Radios... Arvin Metal-Chrome Dinette Sets... Arvin Outdoor Metal Furniture... Arvin Portable Electric Heaters... Arvin Automatic Electric Irons and Other Appliances... Arvin Roll-a-Round Laundry Tubs... Arvin All-Metal Ironing Boards... Arvin Car Heaters.

Upstairs Downstairs

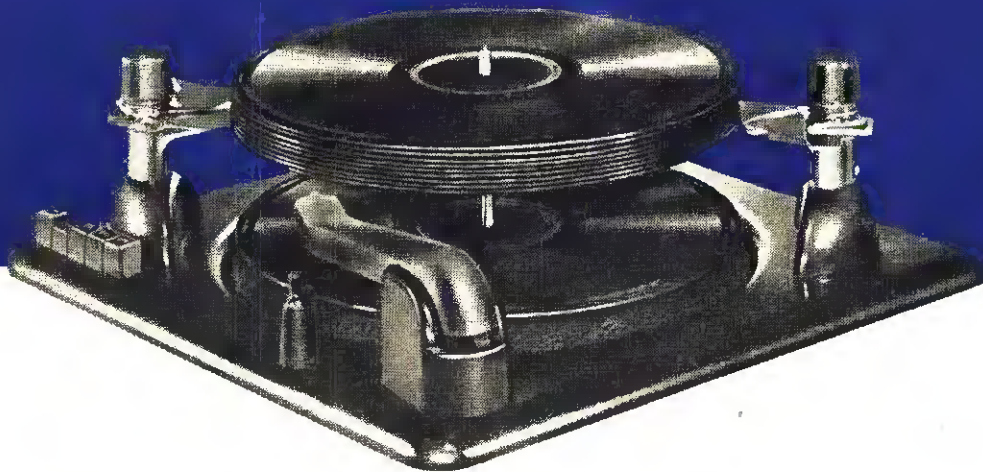
... all through the house

MOTHER works all day, all over the house... upstairs, downstairs... and outdoors, too. And wherever she goes she can have music, news, a ball game, whatever she pleases... if there are Arvins all through the house. Mother deserves this pleasure, as she goes about her daily household tasks. And on Saturdays and Sundays, or any evening, when Dad and Nancy and Jimmie are at home with her... each wanting a different radio program, everybody can be happy. There'll be an Arvin for each and every one.

The new line of Arvin Top Flight Radios will include a wide choice of large and small models. There'll be radio-phonograph combinations with automatic record changers and FM, floor and table models, portables and farm battery sets. With them you can radio-equip your home completely and economically. And there'll be other Arvin Products, too, to add to the comfort and pleasure of your home.

ARVIN FAMILY PRODUCTS are engineered and built by NOBLITT-SPARKS INDUSTRIES, INC., Columbus, Indiana
25 years' experience in manufacturing Eleven plants in five Indiana cities

ORDERS CAN NOW BE PLACED FOR MODEL 26 WEBSTER RECORD CHANGER



THESE *Quality features*

WIN APPROVAL... GAIN GOOD WILL



Because of its reputation for fine reproduction and its exceptional mechanical performance—Webster Model No. 26 Record Changer has won widespread appreciation. You will be glad to know, then, that orders can now be accepted with probability of reasonably prompt shipment. The following features will assure your trade an exceptional degree of satisfaction in music and enjoyment.

- ✓ Thirty-five minutes of musical pleasure at one sitting—a greatly appreciated convenience.
- ✓ Capacity to handle a large stack of standard phonograph records. Ten 12" —or twelve 10" records can be loaded at one time.
- ✓ Light needle pressure—means longer record life, more enjoyment, greater record economy.
- ✓ Easy on records is the velvet soft, heavy pile turntable covering.
- ✓ Dependable, trouble free operation—Webster Model 26 will last for years.
- ✓ No noise distraction—Model 26 operates quietly.

WHIP THE NIP
BUY EXTRA
WAR BONDS TODAY

ASK YOUR
DISTRIBUTOR
ABOUT IT!

WEBSTER



CHICAGO

3825 W. ARMITAGE AVENUE

CHICAGO 47, ILLINOIS

31 YEARS OF CONTINUOUS SUCCESSFUL MANUFACTURING

Costs, Budgets, Sales

Actual Dealer Figures Will Help You Make Your Own Postwar Estimates

• The charts on this page were furnished by William A. Ritt, St. Peter, Minn., appliance dealer and secretary-manager, Minnesota Electrical Council, Minneapolis. Mr. Ritt was the chief speaker at a meeting of the radio and appliance group of the Electric Assn. of Chicago. The group now has 211 dealers on its roster.

ACTUAL FIGURES OF AN ELECTRIC APPLIANCE & SERVICE OPERATION

Averages for 12 Year Period—1929-1940

Business Volume	Annual Average 12 Years	% of Gross Bus. Volume	% of Net Mdse. Volume	Range: Min. to Maximum
Gross Annual Volume	\$40,183	(40,183)	(35,058)	24 —55,000
Income from Labor	5,025	12.2		3.5— 9,000
Net. Mdse. Sales	35,058		20	—47,000
Cost of Labor	4,844		3	— 9,000
Gross Gain on Labor	181	.5	.5	
Cost of Merchandise	24,435			
Gross Margin (30.3%)	10,623			
Overhead Expense				
Bookkeeping & Sales	\$ 1,876	% 4.6	% 5.4	(hundreds) 7—28
Management (Owner's)	2,031	5.	5.8	11—25
Rent & Heat	930	2.3	2.7	6—10
Light, Power, Telephone	293	.7	.8	2— 4
Taxes on Mdse. & Equip.	248	.6	.7	2— 4
Auto & Truck Expense	483	1.2	1.4	3—10
Freight, Express & Drayage	521	1.3	1.5	3— 7
Insurance	378	.9	1.1	3— 5
Advertising	960	2.3	2.7	3—13
Office Supplies-Postage	313	.8	.9	1— 5
Repairs on Bus. Equip.	90	.2	.3	0— 3
Interest on Borrowed Capital	511	1.3	1.5	1—10
Bad Debts	200	.5	.6	1— 4
Depreciation on Equipment	284	.7	.8	1— 3
Assn. Dues—Licenses	180	.4	.5	0— 3
Payroll Taxes (4 yrs. Avg.)	261	.6	.7	2— 3
		(23.4)	(27.4)	
Totals	9,559	23.6	27.6	
Less Net Gain on Labor	181	.5	.5	
Net Totals	\$9,378	23.1	27.1	

Capital Structure, etc.

Owners Average Investment for Period—\$20,000.00
Borrowed Capital (Carrying Contracts)—12,000.00

Distribution of Investment \$32,000.00

Merchandise, Average Inventory—\$14,000.00
Fixtures & Equipment, (Orig. Cost)—4,500.00
Accounts & Contracts—12,000.00
Avg. Surplus & Balances—1,500.00

Average Number of Employees—SIX \$32,000.00

Average Investment per Employee—\$5,333

Average Annual Net Profit on Sales—3.2%
(Range 15% loss to 9% gain)

POSTWAR SALES QUOTA & OPERATING BUDGET

Average for First 3 Postwar Years

Business Volume, etc.	One Dealer's Estimate		Your Own Estimate	
	Quota	% of net Mdse. Sales	Quota	% of net Mdse. Sales
Gross Annual Volume	\$75,000			
Labor Service Income	12,000			
Net Sales of Mdse.	63,000			
Est. Average Margin on Sales	21,000	33.3		
Labor Service Cost	10,800			
Labor Service Margin	1,200	2.		
Total Gross Margin		35.3		
Overhead—Cost of Doing Business				
Sales Expense & Office Salaries	\$5,670	9.		
Management (Owner's Salary)	3,150	5.		
Rent & Heat	1,890	3.		
Light, Power & Telephone	500	.8		
Taxes	380	.6		
Auto & Truck Expense	1,260	2.		
Freight, Express, Drayage	945	1.5		
Insurance	630	1.		
Advertising	1,575	2.5		
Office Supplies	500	.8		
Repairs	190	.3		
Interest	315	.5		
Bad Debts	315	.5		
Depreciation	500	.8		
Assn. Dues, Licenses	315	.5		
Payroll Taxes	690	1.1		
Total	18,825	29.9		
Gross Margin (21,000 plus 1,200)	22,200	35.3		
Net Margin	3,375	5.4		
Plus Interest & Discount Earnings	950	1.5		
Net Business Earnings	4,325	6.9		

Capital Investment

Merchandise Inventory 20,000
Fixtures, Trucks—Equipment 6,000
Accounts & Notes Receivable 15,000
Working Capital 4,000
Total \$45,000

Employees:

2 Salesmen
1 Bookkeeper
1 Manager
5 Service Mechanics
1 Delivery & Porter

10 Investment per employee—\$4,500

MORE TUBES RELEASED SOON!

Get Your Share of RCA Tubes—*Order Now*



As the war ends, RCA is immediately ready to make larger and larger quantities of tubes for civilian requirements.

Since it will take some time to satisfy all new set requirements, your customers will have to depend on you to keep their old sets working.

Be sure to make the most of this opportunity by assuring yourself of a supply of RCA tubes. They have been, and will continue to be, *best sellers*—because they carry the *best-known name in tubes*.

Your RCA distributor will see that you get your share of any increased quantities of RCA tubes if he knows your requirements well in advance. You stand to gain a lot if you order your next 60 days' supply of RCA tubes from him *today*.

And remember, it's good business to do business with RCA. It pays to have the RCA name selling for you.

BUY WAR BONDS

Listen to
"The RCA Victor Show,
Sundays, 4:30 P. M.
EWT, NBC Network



62-6636-96

In Metal, Miniature, or Glass,

THE FOUNTAINHEAD OF MODERN

TUBE DEVELOPMENT IS RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • HARRISON, NEW JERSEY

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



An advertisement for RCA Victor radios, featuring a photograph of two dogs and a vintage radio set.



There's something in heredity . . .

You expect a great deal from the latest of a long line of champions—and you are right! Heredity counts, whether you are buying pedigree fox terriers or purchase radio sets.

Particularly when it comes to a radio photograph, you realize that the background and experience of its makers may be the single most important fact you should consider.

When also, for example, in the field of wonderful music will you find a heritage whose heritage equal to that of Victor's Victor in the field of color

equipment will you find a heritage whose background of achievement equal to that of RCA? Look, finally, in other radio photographs—what that those which bear the trade-mark VICTROLA® will you find combined the double background, double experience inheritance of RCA Victor?

Your new RCA Victor sets will include many great improvements—the result of experience gained in building 300 different types of war equipment, some of it manufactured by any



one before. . . FM and television, of course. Radio and the famous Victor's (made only by RCA Victor) will range from excellent low-priced table models to fine automatic models. See your RCA Victor dealer before you buy.

RCA VICTOR
RADIO CORPORATION OF AMERICA

TOMORROW'S RCA Victor radios, "Victrolas"® and television receivers will reflect the heritage of radio's finest musical and engineering background. Yes, there's something in heredity, and advertisements like this in big-circulation magazines are impressing the mark of the finest—RCA Victor. Wherever this mark appears inside your store—or outside your store—it builds your prestige and profit.

Dorsey with the RCA VICTOR Show

ANOTHER POWERFUL UNIT IN RCA VICTOR'S "BIG THREE" ADVERTISING CAMPAIGN BUILDING SALES FOR YOU TOMORROW



EVERY Sunday, coast-to-coast over NBC, Tommy Dorsey and a great parade of stars spearhead RCA Victor's triple-powered national advertising program... building a huge reservoir of customers for dealers all over America.

Now in its second big year, the "RCA Show" ties in with two additional national campaigns running simultaneously... full-page advertisements featuring radios and

"Victrolas"* in a list of national magazines reaching millions... and a special campaign in Time, setting the stage for RCA Victor leadership in television.

Think of the selling power of these campaigns. Think of RCA Victor's recognized engineering leadership. Think what these factors can mean to you in profits when radios, "Victrolas"* and television receivers become available.

THE SAME people who today guide America's progressive thought in politics, education, business and religion will be tomorrow's most responsive market for television. Because readers of Time magazine are a great cross-section of this group, RCA Victor is using a special series of double-spread advertisements in this important publication to fortify its television leadership and insure your profit in this great new field.

A PROGRESS REPORT BY RCA

TELEVISION RECEIVERS

... Models for every need

RCA PERFECT SOUND TELEVISION

RCA LARGE SCREEN TELEVISION

RCA TABLE MODEL RECEIVERS

RCA Victor Television Receivers will be available in a range of sizes and prices to suit all family requirements. First models expected one year after civilian manufacture is authorized.

When the first models are introduced, RCA Victor will not only represent the most advanced in design, but will also have the most complete line of accessories available. RCA Victor's high standards will have set the standard for the industry.

High quality of picture and sound will be available from the first models.

How important is picture size? Studies in RCA's own laboratory have shown that the average person's field of vision is only about 30 degrees. This means that a television set with a screen 18 inches wide will show a picture that is only about 18 inches wide. A screen 36 inches wide will show a picture that is 36 inches wide. This is the difference between a small screen and a large screen.

Picture size is important because it affects the quality of the picture. A large screen will show a picture that is more detailed and more lifelike. A small screen will show a picture that is less detailed and less lifelike.

Picture size is also important because it affects the price of the television set. A large screen set will cost more than a small screen set. This is because a large screen set requires more expensive materials and more complex engineering.

Picture size is also important because it affects the way you use the television set. A large screen set is more comfortable to watch than a small screen set. A large screen set is also more convenient to use because it can be seen from a greater distance.

Picture size is also important because it affects the way you feel about the television set. A large screen set is more impressive than a small screen set. A large screen set is also more attractive than a small screen set.

Picture size is also important because it affects the way you think about the television set. A large screen set is more exciting than a small screen set. A large screen set is also more interesting than a small screen set.

Picture size is also important because it affects the way you live with the television set. A large screen set is more fun to watch than a small screen set. A large screen set is also more enjoyable than a small screen set.

Picture size is also important because it affects the way you spend your money. A large screen set is a better investment than a small screen set. A large screen set is also a better value than a small screen set.

Picture size is also important because it affects the way you feel about your money. A large screen set is a better use of your money than a small screen set. A large screen set is also a better way to spend your money than a small screen set.

Picture size is also important because it affects the way you think about your money. A large screen set is a better way to spend your money than a small screen set. A large screen set is also a better way to invest your money than a small screen set.

Picture size is also important because it affects the way you live with your money. A large screen set is a better way to live with your money than a small screen set. A large screen set is also a better way to enjoy your money than a small screen set.

Picture size is also important because it affects the way you feel about your life. A large screen set is a better way to live than a small screen set. A large screen set is also a better way to enjoy your life than a small screen set.

Picture size is also important because it affects the way you think about your life. A large screen set is a better way to think about your life than a small screen set. A large screen set is also a better way to spend your life than a small screen set.

Picture size is also important because it affects the way you live with your life. A large screen set is a better way to live with your life than a small screen set. A large screen set is also a better way to enjoy your life than a small screen set.

Picture size is also important because it affects the way you feel about your world. A large screen set is a better way to feel about your world than a small screen set. A large screen set is also a better way to spend your world than a small screen set.

Picture size is also important because it affects the way you think about your world. A large screen set is a better way to think about your world than a small screen set. A large screen set is also a better way to live with your world than a small screen set.

Picture size is also important because it affects the way you live with your world. A large screen set is a better way to live with your world than a small screen set. A large screen set is also a better way to enjoy your world than a small screen set.

Picture size is also important because it affects the way you feel about your future. A large screen set is a better way to feel about your future than a small screen set. A large screen set is also a better way to spend your future than a small screen set.

Picture size is also important because it affects the way you think about your future. A large screen set is a better way to think about your future than a small screen set. A large screen set is also a better way to live with your future than a small screen set.

Picture size is also important because it affects the way you live with your future. A large screen set is a better way to live with your future than a small screen set. A large screen set is also a better way to enjoy your future than a small screen set.

Picture size is also important because it affects the way you feel about your past. A large screen set is a better way to feel about your past than a small screen set. A large screen set is also a better way to spend your past than a small screen set.

Picture size is also important because it affects the way you think about your past. A large screen set is a better way to think about your past than a small screen set. A large screen set is also a better way to live with your past than a small screen set.

Picture size is also important because it affects the way you live with your past. A large screen set is a better way to live with your past than a small screen set. A large screen set is also a better way to enjoy your past than a small screen set.

Picture size is also important because it affects the way you feel about your present. A large screen set is a better way to feel about your present than a small screen set. A large screen set is also a better way to spend your present than a small screen set.

Picture size is also important because it affects the way you think about your present. A large screen set is a better way to think about your present than a small screen set. A large screen set is also a better way to live with your present than a small screen set.

Picture size is also important because it affects the way you live with your present. A large screen set is a better way to live with your present than a small screen set. A large screen set is also a better way to enjoy your present than a small screen set.

RCA VICTOR

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

IN CANADA: RCA Victor Company Limited, Montreal

*"Victrola"—T. M. Reg. U. S. Pat. Off.



Post-war radio "handie-talkies" and "walkie-talkies" will enable you to take your radiophone anywhere you go!

"I'm telling Helen about this—right now!"

You're a hundred miles from "nowhere" and you just landed the finest trout in the world! You've simply got to tell your wife (and the boys) back home.

So you turn on your "handie-talkie," signal the nearest "receiving station," get put through long distance and r-r-r-ing!—she's on the other end!

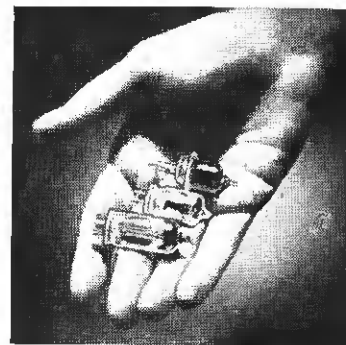
Fantastic? Not at all! For after the war such instruments can be made—about the size of a camera—weighing as little as three pounds—with a range of many miles!

Similar equipment is going to the Allied Armed Forces right now—made possible by

miniature electron tubes developed in RCA Laboratories. These miniature tubes are the size of peanuts and acorns! Actually, with these tubes there can be radios the size of a cigarette case or a lady's compact—with "big radio" reception!

Similar research goes into all RCA products. And when you buy an RCA Victor radio, television set or Victrola, you get one of the finest instruments of its kind that science has achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20. *Listen to the RCA Show, Sundays, 4:30 P. M., E. W. T. over the NBC Network.*



RCA miniature tubes—another example of RCA pioneering in radio and electronics. The "handie-talkie" and smaller radios were made possible through the development of these tubes. Moreover, much valuable space can be saved through their use in larger sets.



RADIO CORPORATION of AMERICA

Lewis Tomasso, Montclair Music Shop, Chicago, declares, "Small appliances should be sold by anybody who has major appliances."

I. M. Jacobson, Jay's, Inc., Peoria, Illinois, explains, "We sell a lot of small appliances as wedding presents."

Norman P. Barron, Bass Furniture Co., Chicago, states, "It is vital to have at least three lines of small appliances."

John Di Valeria, Television Radio Company, Chicago, predicts, "Minor appliances, with greater turnover, will be an important factor from a profit standpoint."



BIG Small Appliances

Mid-Western Dealers Stress Importance of Traffic Appliances and Describe Best Merchandising Methods

• There is nothing "small" about small appliances except the name. They can be an important source of profit for the radio-appliance dealer, and every such store should have them.

Small appliances stimulate store traffic. They help meet the overhead because they sell in any weather or season. And they help to sell major appliances as well.

These conclusions were reached at the second Proctor Electric Company's postwar retailing clinic held recently in Chicago. Successful dealers described how to merchandise these small appliances. Some of the highlights of this meeting are summarized here.

Buying Small Appliances

The average dealer should have at least three lines of small appliances. Women won't buy in a store that has only one line. Instead, they will walk to the store where they have a choice and buy the same product there.

In buying small appliances the radio-appliance dealer should regularly stock and sell only nationally-advertised merchandise. Constant sale of cheap off-brands will do more harm

than good. They do not give customer satisfaction. They cause extra service. A dealer can get better repeat business and more leads for major appliances and radios by handling *good* small appliances.

Avoid "Buckshot" Display

The best location for a small appliance department is in a section of the store that has the best store traffic. This department should also be the closest possible to the wrapping desk and cashier's desk. It should not be placed in a corner.

Each small appliance should have its own massed display. Dealers who use a "buckshot" method of putting one toaster here and another there scatter their display ammunition. When customers look at each display they think that is the entire stock of that item.

In spite of this fact, it is important to tie up closely the display of small appliances with major appliances, since many combination sales may result. This can be done in two ways. First, in the major appliance department put an iron or a toaster with a sign reading, "A very large stock is in the traffic appliance department."

Second, if the store is large enough to warrant a demonstration laundry, put hand irons to work with washers; if a demonstration kitchen, toasters with stoves.

Fixtures for the display of small appliances must be adapted to the store. Island display tables, electrically wired do the best sales job in some stores. Customers can reach and feel the appliances readily. Use of these tables permits a dealer to shift his displays around and thus obtain variety.

Advertising and Promoting

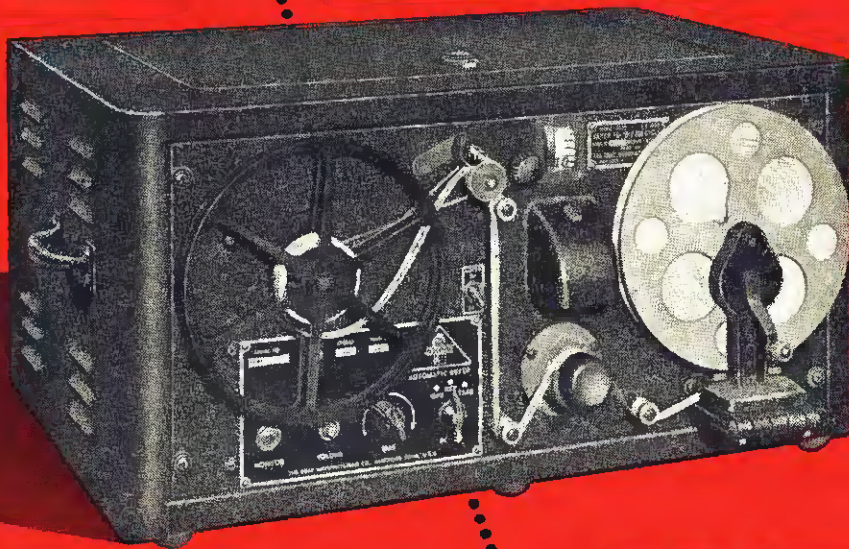
Modern wall cases are best suited to the display of small appliances in other stores. A dealer using a wall case should provide a shelf on which he can place an appliance so that the customer can examine it, pick it up and handle it.

Newspaper advertising is one of the most effective ways to promote the sale of traffic appliances. A good method is to use small mats for these items as parts of advertisements for radios and major appliances.

Direct mail is an excellent medium for advertising small appliances, and

(Continued on page 161)

JUST ONE



JUST ONE of numerous government radio and electronic items now available through the Hallicrafters Co., Chicago, agent for Reconstruction Finance Corporation.

This is a Keyer TG-10-F, an automatic unit for providing code practice signals from inked tape recordings. Excellent for group instruction, sufficient power to operate up to 300 pairs of head phones. Can be adapted as amplifier of 10 to 15 watts output for use with crystal mike or phono pick up. Completely checked and reconditioned by Hallicrafters engineers. Send coupon for further details and lists of other available items.

THESE VALUABLE ITEMS *Available Now*

Or Very Soon. Write, wire or phone for further information

• head phones • test equipment • component parts • marine transmitters and receivers • code practice equipment • sound detecting equipment • vehicular operation police and command sets • radio beacons and airborne landing equipment

hallicrafters RADIO

THE HALLICRAFTERS CO., AGENT OF RFC UNDER CONTRACT SIA-3-24
WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF
SHORT WAVE RADIO COMMUNICATIONS EQUIPMENT

COPYRIGHT 1948 THE HALLICRAFTERS CO.

CLIP THIS COUPON NOW

RFC DEPARTMENT 103, HALLICRAFTERS
5025 West 65th Street • Chicago 38, Illinois

- Send further details and price on Keyer TG-10-F
 Send listings of other available items

Especially interested in.....

NAME.....

ADDRESS.....

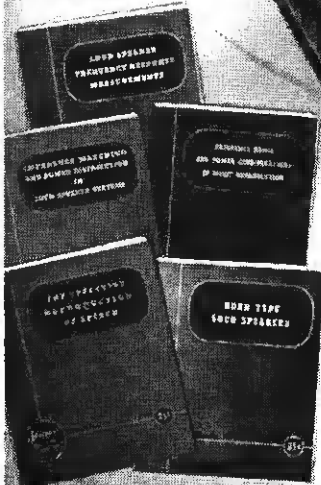
CITY..... ZONE.....

STATE.....

**SPECIALISTS IN DESIGN
AND MANUFACTURE OF
FINE ACOUSTIC EQUIPMENT**

**NEW Jensen
PRODUCTS—
WATCH FOR COMING
ANNOUNCEMENT**

FREE to the Armed
Forces, Colleges,
Technical Schools,
Libraries.



5 MONOGRAPHS AVAILABLE

1. Loud Speaker Frequency-Response Measurements.
2. Impedance Matching and Power Distribution.
3. Frequency Range in Music Reproduction.
4. Effective Reproduction of Speech.
5. Horn Type Loud Speakers.

25c Each

PRODUCT NO. 1
PRODUCT NO. 2
PRODUCT NO. 3
PRODUCT NO. 4
PRODUCT NO. 5

THROUGHOUT the war JENSEN remained true to a more than fifteen-year-old tradition of specialization in the design and manufacture of fine acoustic equipment. Very shortly now this persistent adherence to specialization will again bring forth new and improved JENSEN Loud Speakers and related products. Their quality and performance ability, in the JENSEN tradition, will suggest their use by all who want the best. Watch for further announcements.



Jensen
SPEAKERS WITH

ALNICO 5

JENSEN RADIO MANUFACTURING COMPANY • 6625 SOUTH LARAMIE AVENUE, CHICAGO 38, ILLINOIS
IN CANADA—COPPER WIRE PRODUCTS, LTD., 137 RONCESVALLES AVENUE, TORONTO



You travel in the
BEST COMPANY

WHEN YOU BUILD WITH

Bendix
Radio



BUILD BEST WITH BENDIX FOR

America's best Retailers Enthusiastically Sign...



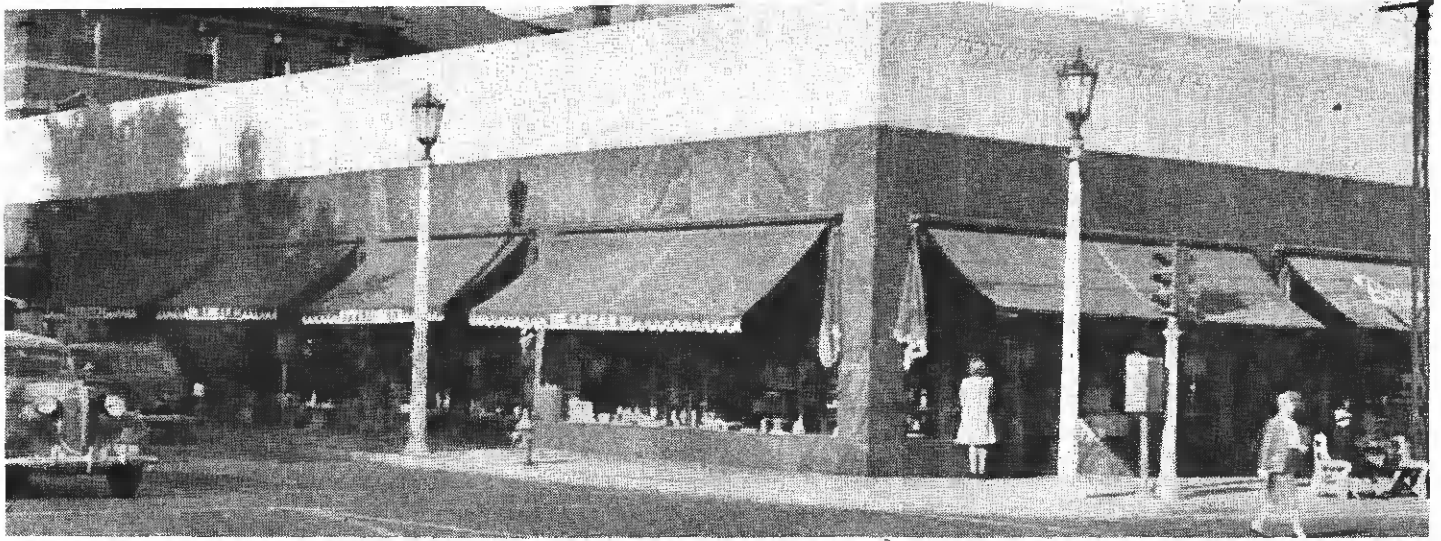
*"The franchise
with a future"*

If you want to know "who's who" in radio retail merchandising you need only look at the list of Bendix Radio dealers. There you'll find the fine old names that have made home radio history . . . the fast-action merchandising organizations that have made home radio big business . . . the sound substantial companies that judge on facts not fancies. Who are these organizations? Why are they building with Bendix? Get the answers to both of these basic questions before you take any franchise. Write direct to Bendix Radio Division, Baltimore 4, Maryland, for all the reasons why America's top-flight dealers call Bendix Radio "The Franchise With a Future."

Listen to "MEN OF VISION" every week over CBS



PRESTIGE · PROFITS · PERMANENCE!



Attractive window displays of the Lucas Co., Chicago, Ill., prove especially appealing to women shoppers who throng this busy thoroughfare. Martha Jenning Lucas, left, is the proprietress.



Personality Plus Merchandising

All-Feminine Sales Organization Hits New Heights in Radio-Appliance Sales Aimed at "the Women"

• Who says there is no place for women in the radio-appliance merchandising field? An outstanding illustration of proof to the contrary is Martha Jenning Lucas, proprietress of the Lucas Co., 5400 W. Chicago Ave., Chicago, Ill.

In preparation for taking an active part in the postwar market, the firm, under the competent guidance of its owner, is training its sights on high volume sales. An important step in this direction was the creation of an individual "theatre" for the specific purpose of displaying the new AM, FM, and television receivers in the best possible atmosphere.

In order to minimize store-traffic noise, and other distractions, this display room has been sound-proofed. To insure privacy for the showing of television broadcasts, the "theatre" is equipped with blinds. Customer comfort will be the keynote during these "intimate" demonstrations.

Homelike Tele Theatre

"We insist on showing our goods in a warm, sales-stimulating environment," declared Miss Lucas. "Every-

thing we sell is dramatized. Through live demonstration we make a radio or other home appliance exciting to the client. We believe in the value of showmanship, and on this policy we base our successful operation."

The store's mainstay at present consists of available lines of furniture, table lamps, and various home furnishings. The firm caters to a high type clientele, and its patrons are among the prominent people in the city.

Only high quality merchandise is for sale at the store. There is no room here for inferior or shabby goods. For example, lamps sell for as much as \$175 each, with the "cheaper" lamps retailing at \$90.

Advantageous Location

Operating to the store's advantage is its excellent corner location in a busy part of the city. Street car lines stop near the establishment's entrance, and pedestrian traffic is high. Window displays of home furnishings are arranged to catch the eye of the passerby, and invite him into the store.

Located in an attractive one-story building, the establishment's large

windows enable it to accomplish an eye - appealing window - dressing job.

According to associates of Miss Lucas, the secret of the firm's growing sales volume is the dynamic personality and energy of the owner. Her efforts to win customers have borne fruit, as is evidenced by the store's fine reputation and business.

Female Personnel

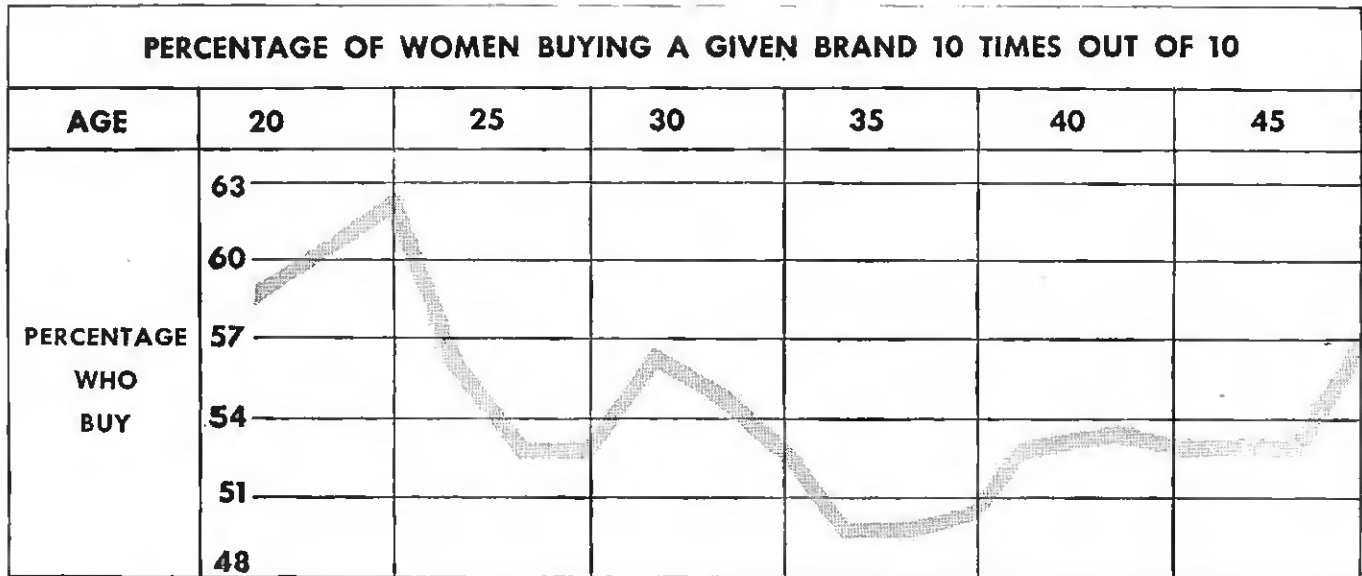
All employes of the store are women, a policy which the firm has found to be beneficial to sales.

Another sales outlet is operated by the organization at 736 Lake St., Oak Park, Ill., a well-to-do suburb of Chicago. Both stores are spacious, and occupy an area which is equal in size to five "normal size" stores. The same sales policy is in effect in the suburban establishment as in Chicago.

The city branch is under the direction of Ida Sierb, and the suburban branch operates under the watchful eye of Julia Bolen.

There will be big profits to reap in future merchandising, and these women do not intend to be outdone by men in their trading areas.

What Canned Soup proves about Women



WOMEN BETWEEN 20 AND 30 ARE MOST SUSCEPTIBLE TO BRAND NAMES

At 22 years old, 61% of thousands of women who were interviewed in a Fawcett survey said they bought the same brand of canned soup every time they bought any canned soup.

Nearly 60% of the 21-year-old women consistently bought the same brand of coffee.

This Fawcett survey among women from 16 to 50 studied women's purchases of: gelatines, toilet soaps, dentifrices, flake soaps, face powders, sanitary napkins, shampoos, deodorants, lipsticks, cold or all-purpose face creams — all of them "convenience items."

Here is what matters to you: Women are at the peak of their *brand susceptibility* in the early twenties. That's when brand names make the big first impression on them. That's when women are most loyal to brand names.

That's when you should advertise *your* brands to these young women. Reach them in these first-impressionable years. Establish pref-

erences for *your* brands, so that these women will keep up — even after they're 30, without *any* dip in that chart — the brand loyalties you've founded.

Remember:

WOMEN OF 20 TO 30 have more buying years ahead;

WOMEN OF 20 TO 30 are experimenting with new brands, and picking *their* favorites;

WOMEN OF 20 TO 30 have used certain brands in their family homes, and are more likely to carry this more recent home influence over into their own adult buying;

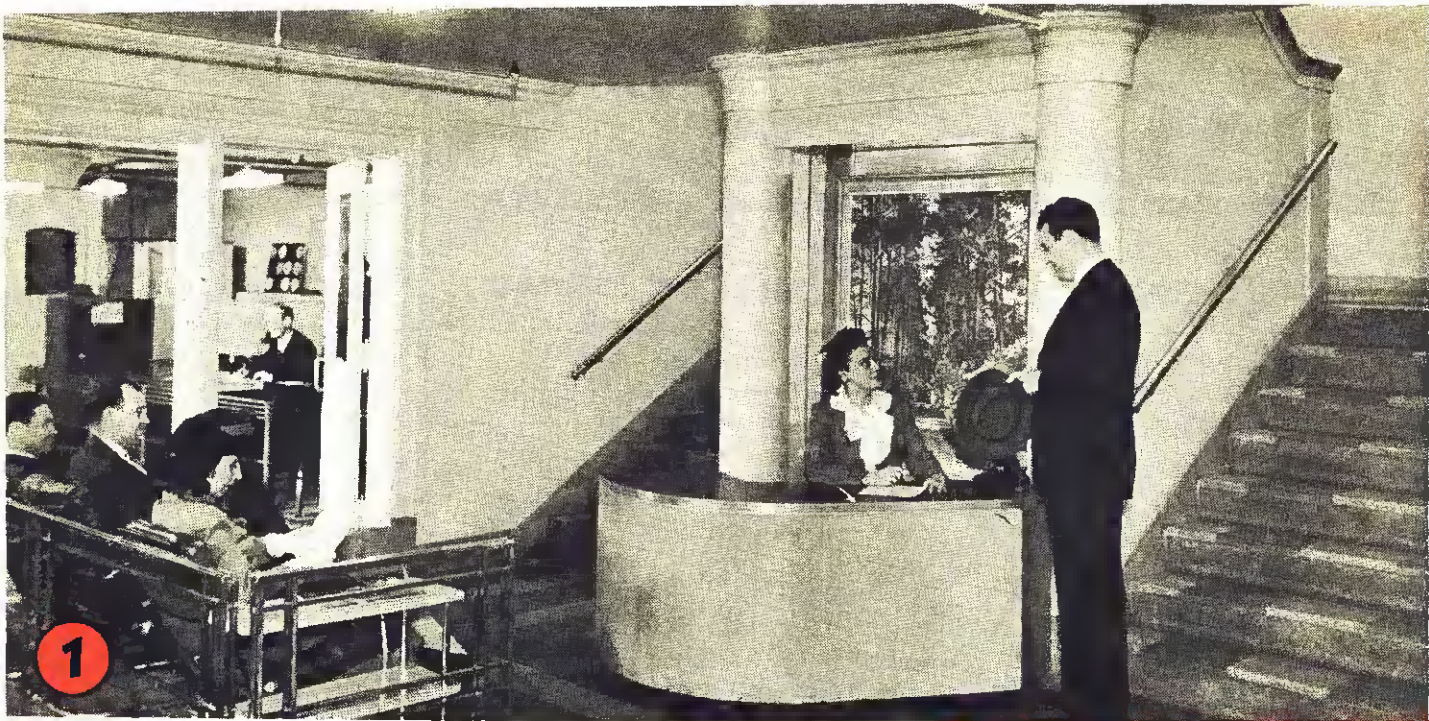
WOMEN OF 20 TO 30 have already been using certain brands for years — a large percentage (as the interviews showed) for ten solid years and more. Brand loyalty can be built and maintained surprisingly early.

You can reach more women of 20 to 30 — married, homemakers, mothers — *with your advertising dollar* in the Fawcett Women's Group than in any other major magazine in existence. More than 3,000,000 women every month go to their newsstands and pick out these magazines that entertain and help them.

Reach women of 20 to 30 in the
FAWCETT WOMEN'S GROUP



TRUE CONFESSIONS
MOTION PICTURE
MOVIE STORY



Jobber

- 1 Crosley Distributors, New Orleans. Woodward, Wight & Co., Ltd., have readied showroom and offices for postwar sales.
- 2 New building of Coast Radio Supply Co., San Francisco, contains 10,000 sq. ft. of modern offices, display rooms, and warehouse.
- 3 W. C. Johnson, manager field activities Admiral Corp., and Sidney H. Rogovin, Admiral's eastern sales manager, with Benj. E. DeGroot (center), president and general manager of R. U. Lynch, Inc., R. I. distributors of Admiral products.



4

Notes

- 4 Charlie Bolton, right, manager specialties division, Gibson Co., Indianapolis, confers with Joe Shoub of parts division, on Norge promotion program.
- 5 H. W. Sommerwerck, vice-president and general manager of Cowan-Boze Co., Stewart-Warner radio distributors in Atlanta, Ga.
- 6 Harry A. Epstein, vice-president of Apollo Service, Inc., Newark, N. J., supervises work on hermetically sealed refrigerator units, an Apollo service to its dealers.



5



6

**IT WON'T
BE LONG NOW!**

Phonola

**ACOUSTIC AND ELECTRONIC
PHONOGRAPHS**



• Now that restrictions on acoustic phonographs are beginning to lift, it won't be long before we can give you and your customers the Phonolas you've been waiting for. Many materials are still unavailable, but the moment we can get them, we'll be coming your way—because we've kept our facilities intact making special Phonolas and communications devices for the Armed Forces.

• You can expect a big demand for Phonolas . . . for playrooms, small apartments, classrooms . . . as extra record players in large homes. And you'll fill this demand with pride when you offer the improved postwar Phonola—the result of 29 years of building fine phonographs.

WATERS CONLEY COMPANY
ROCHESTER, MINNESOTA

Eastern and Export Sales Office
17 E. 42nd Street, New York City, VA. 6-2079

Midwestern and Western Sales Office
224 S. Michigan Ave., Chicago, HAR. 1880



you mean I may soon get more tubes?



Nothing would please both of us more than for Hytron to be able to reply with certainty: "You bet, soon you will be getting all the tubes you want." . . . BUT!!! (No doubt you sensed that "but" coming.) The Jap war still must be finished. Hytron's production schedule for the Navy alone is tremendous.

Even so, the outlook is not so black as it has been. Already Hytron is shipping promptly rated jobber orders for most of the popular BANTAM GT receiving tubes it is making. Transmitting and special purpose tubes are being rushed out from stock. Whenever relaxed military demands permit, Hytron will continue *and increase* its allocations of receiving tubes to its authorized distributors.

WPB thinking favors shipment of replacement tubes before those for new radios; a given amount of replacement tubes makes operative four or five times as many sets. Stepped-up replacement tube shipments should result, if the war goes well.

So, cheer up, things *are* getting better all the time. Although we cannot be definite about types or quantities, chances are good that you may soon be getting more tubes and more types than you have been.

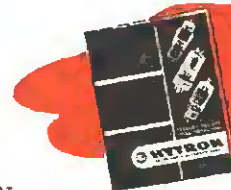


OLDEST MANUFACTURER SPECIALIZING IN RADIO RECEIVING TUBES

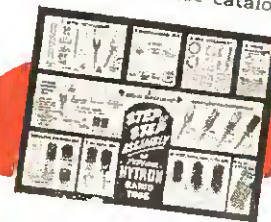
HYTRON
RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASSACHUSETTS
PLANTS: SALEM, NEWBURYPORT, BEVERLY & LAWRENCE

**HYTRON HYLIGHTS
YOU WILL WANT THESE**



New Hytron transmitting and special purpose tube catalog.

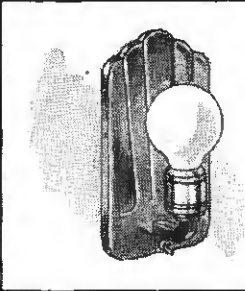


New 21 by 17 inch sheet showing step by step assembly of a typical Hytron radio tube.

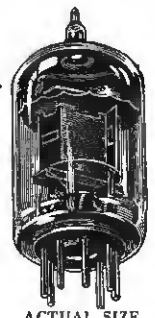
Both the catalog and the assembly sheet may be obtained free of charge by writing today to Dept. 13, Hytron Radio & Electronics Corp., Salem, Mass.



BUY ANOTHER WAR BOND



more efficient
...in miniature



To clean and generally maintain the bulky, smelly oil lamp was a daily chore. In contrast, the compact incandescent lamp that gives many times the light, requires no maintenance except a rare and easily installed replacement. Its operation is safe and simple.

Just as the incandescent lamp opened up new avenues for more efficient lighting, so the miniature electronic tube presents new possibilities in the science of electronics. More compact sets — greater durability because of small rugged parts and better performance when used in high frequency circuits, are advantages of using Tung-Sol Miniature Tubes.

So many and important are the advantages of miniatures that post-war equipment will unquestionably include many of them. Tung-Sol Jobbers and Dealers will be in position to furnish 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



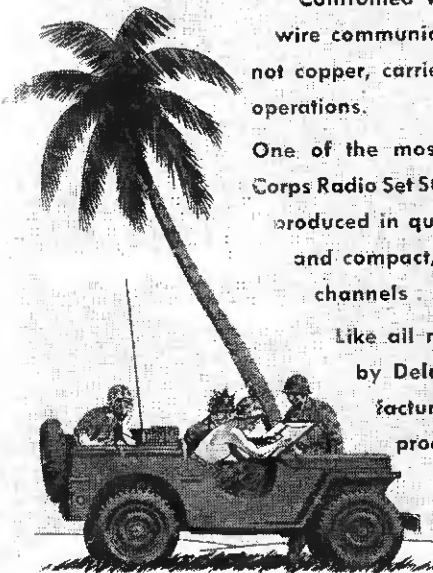


Prime weapon in the "radio war"

Confronted with dense jungles, mountainous terrain and a general lack of established wire communications, the Army was forced to fight a "radio war" against Japan. Ether, not copper, carried the vital messages that coordinated, directed and determined ground operations.

One of the most important communications weapons was the newly developed Signal Corps Radio Set SCR-619, engineered in close cooperation with the U. S. Army Signal Corps and produced in quantity by Delco Radio. Frequency-modulated (FM), waterproof, lightweight and compact, the new set "sends" and "receives" on any one of 120 crystal-controller channels — can be carried on foot or mounted in a vehicle.

Like all military radio and electronic equipment that was developed and produced by Delco Radio—the SCR-619 was an achievement in engineering vision, manufacturing precision. This same effective combination is in store for all Delco Radio products. Delco Radio Division, General Motors Corporation, Kokomo, Indiana.



Buy More Bonds and Keep Them

Delco Radio
DIVISION OF
GENERAL MOTORS

Servicing Messed-Up Sets

Recognizing "Tampered" Circuits. Tube Misplacements. Incorrect Tube Element Connections

• A great increase in the number of "messed-up," or incompetently serviced sets, is reported by radio servicemen in many parts of the country. Spurred on by the technician shortage, janitors, electricians, school boys and set owners are trying their hand at repairing radios—with sorry consequences for the radios. Not infrequently, the sets are so badly botched up that the dealer into whose hands they finally fall refuses to service them.

Degree of Tampering

One of the greatest service difficulties often present on these jobs lies in the determination of just how much tampering has occurred. A mechanic who finds indications of tampering in some circuits may incorrectly assume that other circuits have been disturbed, too. In one instance, a none too expert radioman who saw a filter choke wired from the plate of a 25Z5 rectifier to ground, assumed that it belonged in the B plus supply. If a model number had been present on the set, making it possible to refer to the schematic, or if the mechanic had possessed a greater knowledge of theory, he would not have contributed, as he did, to the further messing-up of the radio.

TESTING TUBE PLACEMENT ON "MESSED-UP" SETS

Check for:

Logical tube grouping.

Correctness of tube insertion in socket.

Grid-lead connections. Do the leads come from the proper stage?

Correct voltages on tube elements.

Tube function in tube manual. Is the tube being used in accordance with this function?

A good procedure to follow in cases where tampering is suspected, is to examine the solder connections. The hall-mark of incompetent servicing is most usually a sloppy job of soldering. If the soldering is neat and professional looking, the chances are that no messing has occurred.

Even where sloppy soldering is present, however, caution should be observed in deciding whether a circuit has been incorrectly serviced. An

unfamiliar, odd-seeming circuit (see Fig. 1) in a set that shows signs of tampering, should be carefully analyzed. If any doubt is present as to whether the original design has been altered, the circuit should be left alone, and other sections tested for the trouble.

Suspicious Hook-Up

To illustrate, a case may be cited where a radioman found a plate of a 6P5 tube hooked to its cathode, with no voltage to B— from either element. The radioman raised an eyebrow at this hook-up, but left it alone, and went on to correct other, more obvious tampering. Later, when the repair was complete, he discovered that there was nothing wrong with the 6P5 hook-up, the control grid being apparently used as a diode plate.

Set owners, after bringing in tubes separately for testing, often insert them into the wrong sockets. On ac-dc midgets, this trouble is usually readily apparent (see Fig. 2). On large sets, however, the difficulty may not be as obvious. When a condition of this sort is suspected, voltage tests at the socket constitute the best procedure.

Voltage Indications

Absence of filament voltage on any tubes may indicate that they are in the wrong sockets. To take a simple case: no filament voltages were present on a 12SA7 and 12SQ7 of a large complicated receiver. Examination showed that the filament supply leads went to contacts 2 and 7 of the 12SQ7, and to 7 and 8 of the 12SA7—a certain indication that the tubes had been reversed, because filament prongs are 2 and 7 for the 12SA7, 7 and 8 for the 12SQ7.

Absence of plate or screen voltages on prongs where they should be present, or the presence of high positive voltages where they do not belong, may indicate tube misplacement. When voltages are not noticeably disturbed by the interchange of tubes, however, detection of the trouble may not be too easy (see Fig. 3).

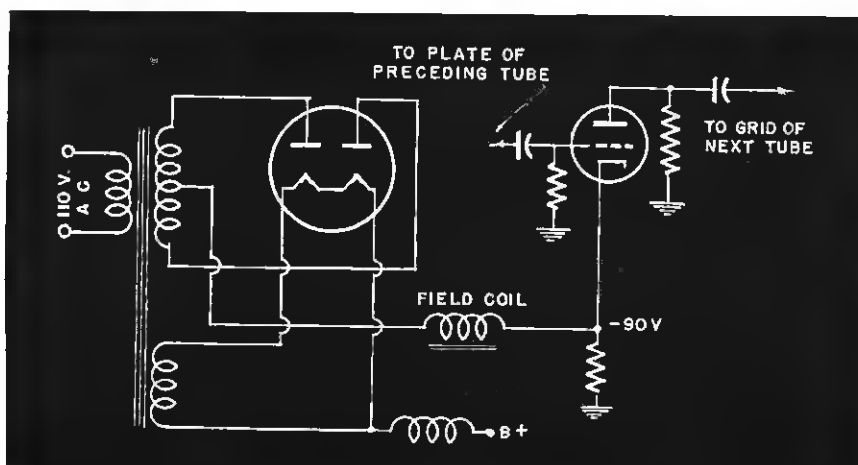


FIG. 1.—An inexperienced radioman might deduce that the absence of plate voltage in this circuit was due to tampering. The expert would, however, recognize that a 90 v. potential difference exists between cathode and plate, producing a current flow.

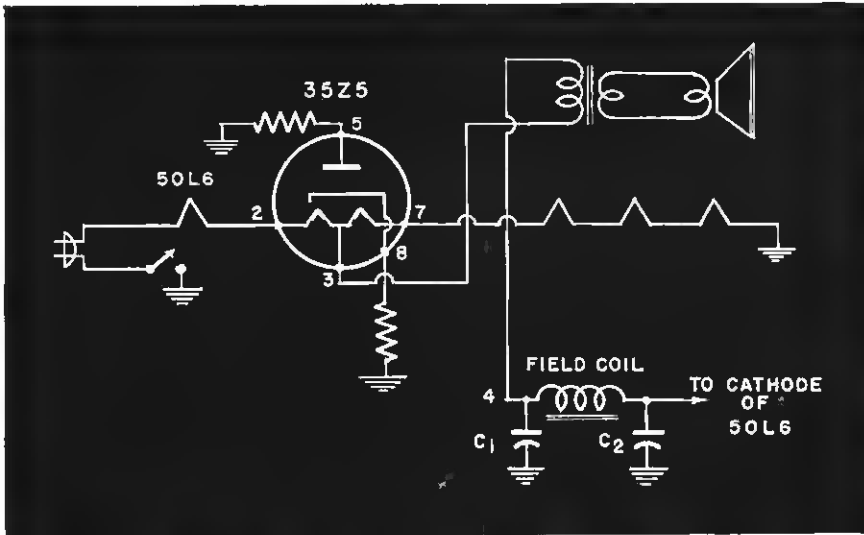


FIG. 2.—Instantaneous appearance of hum when an ac-dc midget is switched on is a symptom typical of a reversal of the 35Z5 and 50L6 tubes. Diagram above shows circuit that results. 60 cycle ac supply current travels through output transformer to ground through C1. The portion that travels through field coil to ground through C2 causes the hum.

Here are some actual instances of tube misplacement, with clues that helped in diagnoses:

78 used for 6C6. The radioman's knowledge that a 78 is never used as a detector was the only clue in this case.

12K7 and 12A8 interchanged. Clues: Grid lead of 12K7 was somewhat longer than necessary, and had some slack in it. Grid leads are normally as short as possible, to prevent hum pick-up. A second, even more obvious clue, was the fact that the grid lead to the 12A8 emerged from an i-f shield can. No grid lead to an r-f tube should come from an i-f circuit, of course.

7C6, 7A8 interchanged. Clue: Capacitor that normally couples the control grid of the power tube to the detector plate, was making connection to a 7A8 tube element. Obviously the 7A8—a converter tube—has no business to transact with an audio coupling capacitor, whereas the 7C6, a detector tube, should not make connections with the set oscillator, as it did while misplaced.

Ballast tube incorrectly placed in socket. An artificial hole had been produced by pressure, into which the key of the tube could fit. Tubes did not light at first on this ac-dc combination, but when they were replaced after testing, they did. An intermittent condition was assumed, which delayed the mechanic quite a bit in discovering the original trouble.

The difficulty in cases like these lies in knowing what to look for.

Only an exceptionally keen, very alert eye could have detected a trouble of this sort quickly, especially since the tubes were removed for testing while

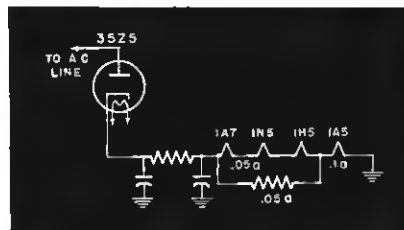


FIG. 3.—One radioman had a difficult time detecting incorrect substitution of 1A5 for 1Q5. Eventually he realized that a .05 drain tube does not belong in .1 amp circuit.

the set was in its cabinet, with very little light present there.

78 and 75 interchanged. The clue was that contacts 4 and 5 were tied together in the socket occupied by the 75. Since 4 is the diode plate, and 5 is cathode, in the 75, it was apparent that the 75 did not belong there. It was similarly obvious that the 78 did belong in that socket, since 4 and 5 are suppressor grid and cathode, respectively, in this tube.

Incorrect placement of tuning eye tube in socket. No reception was present on this large ac-dc receiver. Noise response was received when the outside aerial lead was placed on the 6Q7 plate, with no response, however, from grid or diode.

The presence of a 100 v positive dc voltage from diode plate of the 6H6 to B—led radioman into exten-

sive, but inconclusive tests of the B+ and control grid circuits. Touching several tubes and finding them cold led him to test filament voltages. None were present on the r-f tubes and the 6Q7, which eventually led to the discovery of the trouble: forcing of the tuning eye tube into the wrong socket holes. A moral might be drawn from this case—never take filament voltages for granted, even when the trouble seems far removed from the filament circuit.

Another caution—in deciding whether or not a wrong tube is being used, never overlook the possibility that the socket has been rewired to accommodate a tube other than the original one.

Tube Manual Errors

Sometimes errors in tube manuals complicate life for the radioman. On one 3-way portable brought in for service, reception was perfect, but 1.4 v tube filaments lit up too brightly. The set owner was something of a mechanic himself, and was shrewd enough to realize that his tubes would be short-lived if the voltage on the filaments remained excessive.

Questioning brought out that the set owner had recently changed the connections on the 117L7 socket, so that a 117P7 could be used instead. The mechanic checked the substitution with his tube manual—which, unfortunately, happened to be the same one used by the set owner—and could find no errors.

No defective tubes, parts, or incor-

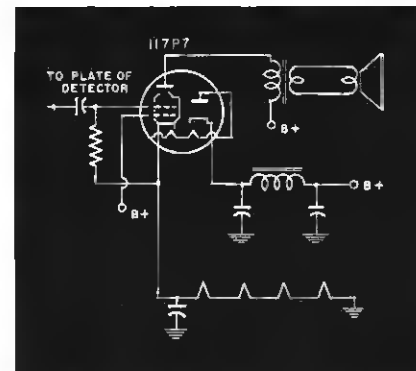


FIG. 4.—Reversal of screen and control grid connections brings a highly positive grid close to cathode, increases screen and cathode currents greatly, and thus increases filament voltages of tubes fed by cathode.

rectly wired circuits appeared to be present. Cathode to B— voltage on the 117P7 was too high, but why? The mechanic decided to try a procedure he very rarely used—a check-

(Continued on page 120)

SPRAGUE TRADING POST

A FREE Buy-Exchange-Sell Service for Radio Men



Five times cited
for distinguished
wartime service.

... NOW in Peace

You can count on Sprague—just as the
nation counted on Sprague in war!

WANTED—Old style battery receiver, table type. Dean Schotanus, 974 W. Kensington road, Los Angeles 26, Calif.

SELL OR TRADE—4-6L6, 3-6F8, 4-69117, 4-6SL7, 3-39/44, 4-37, 2-6C8, 2-84/6Z4, 2-6N7. Want 6 or 12v d-c input, 110v a-c output converter. John Berttunen, Menahga, Minn.

FOR SALE—SX-28-A Hallicrafters receiver. \$235 cash. Robert C. Beard, Box 1115, Lancaster, Pa.

FOR SALE—Tubes at 40% off O.P.A. ceiling. Crose Radio Service, 901 Touhy St., Park Ridge, Ill.

WANTED—Tube checker 8" or 10" p.m. speaker with transformer, microphone, and 1C5GT tube. Will sell small 4 tube 1.4v battery receiver and 0-7 Astatic pickup. A. Skitsko, Waskatenau, Alberta, Canada.

FOR SALE—Supreme tube tester #26 with tube adaptors. Cash or trade for V-O-M. H. Nightingale, 5099 Broadway, New York 34, N. Y.

WANTED—Rider's 4, 11, 13 and 14 and all kinds of test equipment. Capitol Radio Service, 107 Va. Ave., Cumberland, Md.

FOR SALE—Readrite Big Boy VOM #860 with 7" red dot Triplett meter. \$22.50; Majestic camera type portable #130A with tubes and batteries, \$22.50. Gerold Smakofsky, 527 Bedford Ave., Brooklyn, N. Y.

WANTED—Tube tester, give specifications. John Iannelli, 86 Webster Ave., Harrison, N. Y.

FOR SALE—0-5 mil. d-c 2" square case meters. Weston or equivalent. \$3.15 ea. postpaid. Morensco, 1290 Coolidge Ave., Cincinnati 30, O.

WILL TRADE—G-E portable, Emerson portable. St. Regis, table radios, etc. Want N.R.I. course and late tube and condenser checkers. Fenimore C. Hoke, 98 Mohawk St., Ft. Plain, N. Y.

WANTED—Signal tracer, 0-20, or 0-40 microamp. meter and late test oscillator. M. P. Hemphill, 1422 W. 107th St., Los Angeles 44, Calif.

FOR SALE—New tubes at 40 or 50% off ceiling. Send for Hst. Victor Dudley, 516 Seventh St., Franklin, Pa.

WANTED—Home recorder with or without amplifier or microphone and 78 rpm phono motor with turntable. Will sell Turner CX crystal microphone with 7' cable. Charles Idol, 233 W. Hunter St., Madison, N. C.

WILL TRADE—Remington DeLuxe #5 portable for good ac-dc multimeter. F. E. Smythe, Trailer Radio Service, 230 E. Artesia, Bellflower, Calif.

FOR SALE—Stewart Warner 6v storage battery operated all wave set, with 6 new tubes. \$40 or trade for good capacity bridge or condenser checker and tubes. Edward Howell, Route 2, Dillon, S. C.

WANTED—Radio tubes new or used, 1A3, 1A7, and 30. Will sell or trade 80, 27, 48, 42, 41, 26, 6D6, 235, 719, 77, 75, 58 and 2A7. Carroll Grayson, Waskom, Texas.

FOR SALE—4-815 tubes \$4.50 ea.; 12 U.T.C. LS-90 chokes \$5.10 ea.; 6 Stancor A-3845 modulation transformers \$2.45 ea. Want Rider 12 and 14; 35 and 50v tubes. John B. Pepper, P. O. Box 142, Savannah, Ga.

WANTED—Atwater Kent, single dial 6-tube battery set #30. Bakelite end plates on condensers. Albert H. Wall, Box 207, Coldwater, Kans.

WILL TRADE—Scarce tubes, 12SA7, 35L8, 1N5, etc. (new). Want HRO Jr. N.C. 45, Sky Champion or any good receiver and sig. gen. J. M. Fraser, Box 95, Binscarth, Man. Canada.

FOR SALE—100 mf high-voltage variable transmitting condenser; 10v filament transformer Type 203A xmitting tube and socket; 0-200 milliammeter, R. F. meter, and misc. parts. Charles J. Holstein, 246 E. 148th St., Bronx, N. Y.

FOR SALE—High fidelity P.A. system complete with heavy duty parts. Mitchell Wilkinson, Junction City, Ark.

WANTED—Two-speed 16" vertical or lateral recording machine and broadcast transcriptions. Charles Mayer, 33 Parker Ave., Passaic, N. J.

FOR SALE OR TRADE—Portable d-c voltmeter and ohmmeter. \$15 cash or what have you? L. J. Cagle, 500 S. Hamilton St., Hope, Ark.

WANTED—Midget portable, battery and ac-dc operation. Eugene Zimmer, 44 Lincoln Ave., Mt. Ephraim, N. J.

FOR SALE—New R.C.P. 312 tube tester with 7" meter; electronic multimeter; Rider's manuals I to XI; 800 assorted new resistors; 350 condensers; 60 tubes; etc. Mrs. Carmella Marghella, 223 S. Winebiddle St., Pittsburgh, Pa.

FOR SALE OR TRADE—Astatic B-10 crystal pickup; Turner #211 hi-imp. microphone; 2 Peerless, 3 RCA magnetic ac-dc speakers. Want short wave receiver; dual motor or oscillograph. Radio Exchange, 1711 Pearl St., Boulder, Colo.

WANTED—Good tube tester for all tubes; also all wave signal generator. Chester Wagran, 104 Beck St., Buffalo 12, N. Y.

FOR SALE—Weston portable voltmeter #155-0-150v \$25. Want G-E #50 magnetic wire recorder. H. Mathews, Silverton, Colo.

SELL OR TRADE—Amplifier from 10 to 55. Want code machine, oscilloscope and communication. B. F. Peyton, 3306 Arch St., Little Rock, Ark.

WANTED—Record player of good make. Will trade Emerson radio and other eqpt. J. S. Sutton, Jr., Swainsboro, Ga.

WILL TRADE—6SA7, 6SC7, 6V6, 25Z6, 6AC7, 6SK7, 6J5 and some used 2v tubes. Want 12B8, 70L7, 70A7, 117L7 or 25A7. B. B. Medlin, Rt. 1, Box 7B, Norfolk, Va.

URGENTLY NEEDED—#12 enamel covered wire for F-M tuner and V-O-M; Joseph G. Schofani, 5019 W. Belmont Ave., Chicago 41, Ill.

FOR SALE—Weston tube checker #777. J. Simrin, 1555 Odell St., Bronx 62, N. Y.

WANTED—Hallicrafters sky champion. Will trade 3 1/4 x 5 1/2 compact Grafex, lens and holders. Electric Service Shop, M. W. Brackenkridge, 213 Harrison Ave., Harrison, Ohio.

FOR SALE—Five 12SA7GT, 5-80, 5-128K7GT and 5-128Q7GT tubes \$20. Standard Radio Service, Box 543, Hamilton, Ohio.

WILL TRADE—New 12B8, 35Z5 and small 3-prong meter rectifier. Want 117Z6 tubes and Jewell 199 meter. Ray Donik, 301 S. Fulton Ave., Baltimore 23, Md.

FOR SALE—Rider's 1 to 5 with index; governor type phono motor with turntable, new crystal pickup, etc. V. H. Parkhurst, Pittsford, Vt.

WANTED—3" or 5" oscillograph; V-O-M; oscillator or sig. gen., tube tester; capacity analyzer and 15 to 30-watt amplifier with mike and speaker. A. G. Dannuli, P.O. Box 896, Hampton, Va.

FOR SALE—Adapters for hard to get tubes. Send your list. Andrea Radio, 107 Franklin Ave., Rochelle Park, N. J.

FOR SALE OR TRADE—Echophone EC-1 receiver, all new tubes. Want 35mm camera and case; Hallicrafter S-22-R receiver. LAC Stillin P.L. R-266982, #4, N.W.S.R.—R.C.A.F., Watson Lake, Yukon Terr.

WANTED—Plan for simple 1- or 2-tube bicycle radio that will work on small bicycle generator. Cash or will trade off junk parts. Jim Berry, Box 86, Summerville, Ga.

FOR SALE—Philon sig. gen. #070. Want VTVM and good condenser tester. Wilcox Radio Service, Water Valley, Miss.

SELL OR TRADE—DeForest, Kellogg, QRS Red Tops, Cardon, Sonotron, etc., tubes; and new French phone with base. What have you? Roby's Swapmart, 820 E. 61st St., Chicago 37, Ill.

FOR SALE—Capehart radio-phonograph with turn-over changer. C. E. Richardson, Clark Music Co., 416 S. Salina St., Syracuse, N. Y.

YOUR OWN AD RUN FREE!

For three wartime years, the Sprague Trading Post helped radio men sell, trade or buy needed materials. Now, with the advent of Peace, this free advertising service will continue as long as the need exists.

We'll gladly run your ad free in the first available issue of one of the 5 magazines in which the

Trading post appears. All we ask is that it be written clearly and concisely, that it be confined to radio materials, and that it fit in with the spirit of this service.

As always we know we can count on you to use Sprague Condensers and Koolohm Resistors—AND TO ASK FOR THEM BY NAME!

HARRY KALKER, Sales Manager

Dept. RRT-95, SPRAGUE PRODUCTS CO., North Adams, Mass.

(Jobbing Distributing Organization for Products of the Sprague Electric Company)



SPRAGUE CONDENSERS KOOLOHM RESISTORS

TM REGISTERED U. S. PATENT OFFICE

Obviously, Sprague cannot assume any responsibility, or guarantee goods, services, etc., which might be exchanged through the above advertisements

G.E. GAVE UNCLE SAM } Superior
 G.E. WILL GIVE YOU } Quality

Look! GENERAL ELECTRIC HAS
 BUILT MORE WAR-TIME
 RADIO AND RADAR THAN ANY
 OTHER HOME RADIO MANUFACTURER!

Here's why! AT G.E. —
 CONSTANT RESEARCH; EXPERT DESIGN;
 ENGINEERING; SKILLED WORKMEN;
 MODERN PRODUCTION FACILITIES;
 FINEST MATERIALS AND COMPONENTS
 ... ALL OF THESE ADD UP TO
 SUPERIOR QUALITY!

**Here's what this means
 to YOU!**

ANOTHER
 OF THE 8 BIG REASONS*
 WHY POST-WAR AMERICA
 WILL BUY THE COMING
Electronic
 RADIO LINE

**G.E. is first in
 Radio and
 Television
 FIRSTS!**

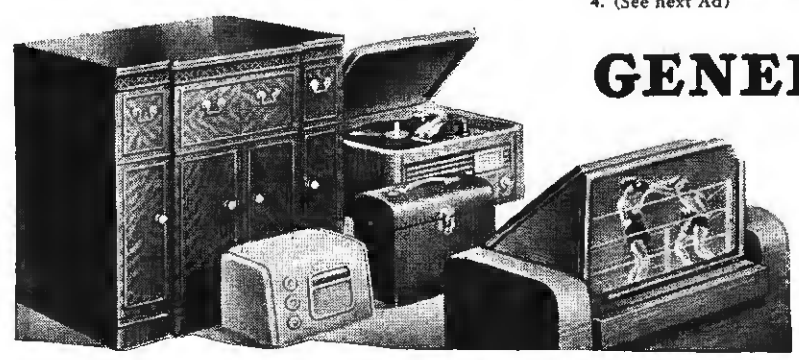
● The same men who have been singled out by Uncle Sam to build more of his wartime radio and radar than any other home radio manufacturer will design, engineer and produce the coming line of G-E radios. Naturally, many of the new ideas and improvements combined in radio throughout the war will be found in the coming G-E line.

For you, this means *satisfactory turnover,*

customer confidence, repeat business . . . profits! For your customers, it means *quality radios, designed for eye, ear . . . and pocketbook appeal!*

The General Electric line will be complete in all respects and will assure superlative reception on all bands. For additional information, consult your nearest G-E Radio Distributor or write *Electronics Department, General Electric Company, Bridgeport, Conn.*

- *1. G-E Alnico 5 Speakers
- 2. G-E Radio-Phonographs
- 3. G-E Superior Quality
- 4. (See next Ad)
- 5. (See coming Ad)
- 6. (See coming Ad)
- 7. (See coming Ad)
- 8. (See coming Ad)



GENERAL ELECTRIC

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

Service Notes

• Tube shortages are still paramount with available tubes jumping from one type to another from month to month.

Technician M. G. Goldberg of St. Paul, Minn., has tested the following additional circuit changeovers in his

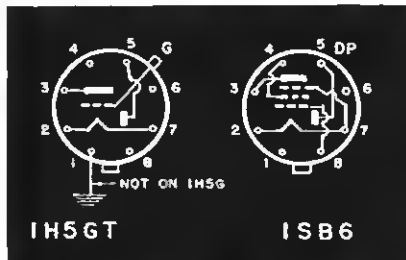


FIG. 1.—Substituting 1H5 for 1SB6.

radio business. They are presented here as helpful data for RADIO & Television RETAILING readers.

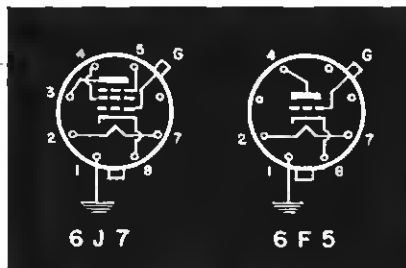


FIG. 2.—Replacing 6F5 with 6J7.

A substitute 1H5 for the 1SB6 used in some Emerson AC/DC battery portable models is shown in Fig. 1. The latter tube never has been carried in stock in any quantities and

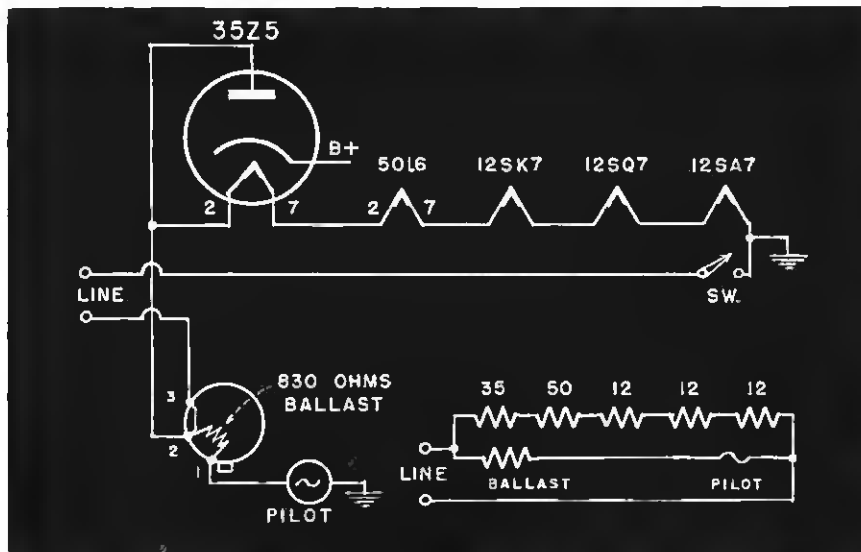


FIG. 4.—Basic filament circuit on RCA Victor Models 46X11, 46X12, 46X13, and 46X24.

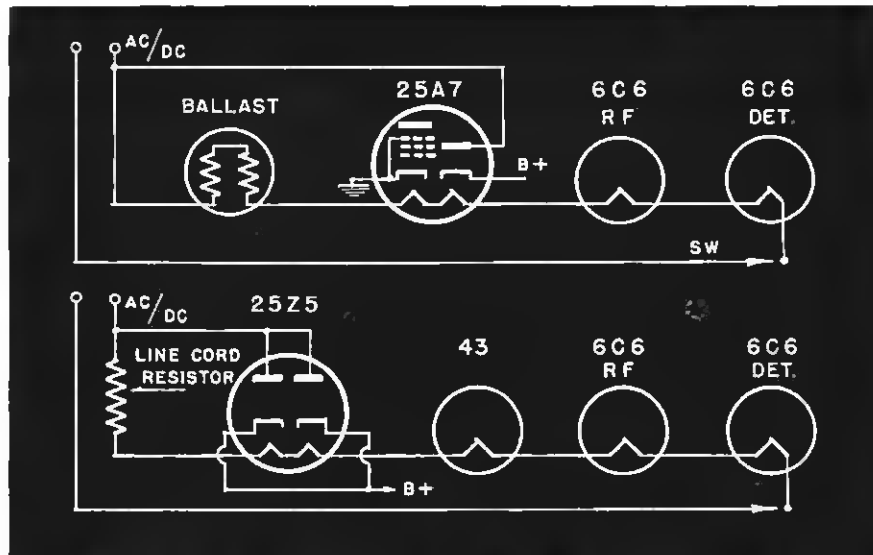


FIG. 3.—25A7 may be replaced by 43 and 25Z5, using resistance cord to replace ballast tube.

is difficult to get. The substitution is very easy, requiring only that a shielded lead be run from the No. 8 pin on the socket (input grid) to the cap grid of the tube, furnishing only the cap clip. The beauty of this changeover, beside the fact that very little volume is lost, is that by cutting off this lead, or taping it up, the 1SB6 may be replaced here whenever available. The screen voltage to the 1SB6 is fed to the No. 4 pin on the socket, so that it is automatically switched out of the circuit when the 1H5 is inserted, as the latter has no No. 4 connection.

Here is another simple changeover for a very hard-to-get tube—the 6F5. For this the 6J7 may be used, preferably the metal type, if obtainable. If not, use a shield of the form fitting type. The only changes necessary are:

- (1) Tie No. 3 and No. 4 together, removing any leads using No. 3 as a tie point, and taping up.
- (2) Tie No. 5 to No. 8, and the job is done.

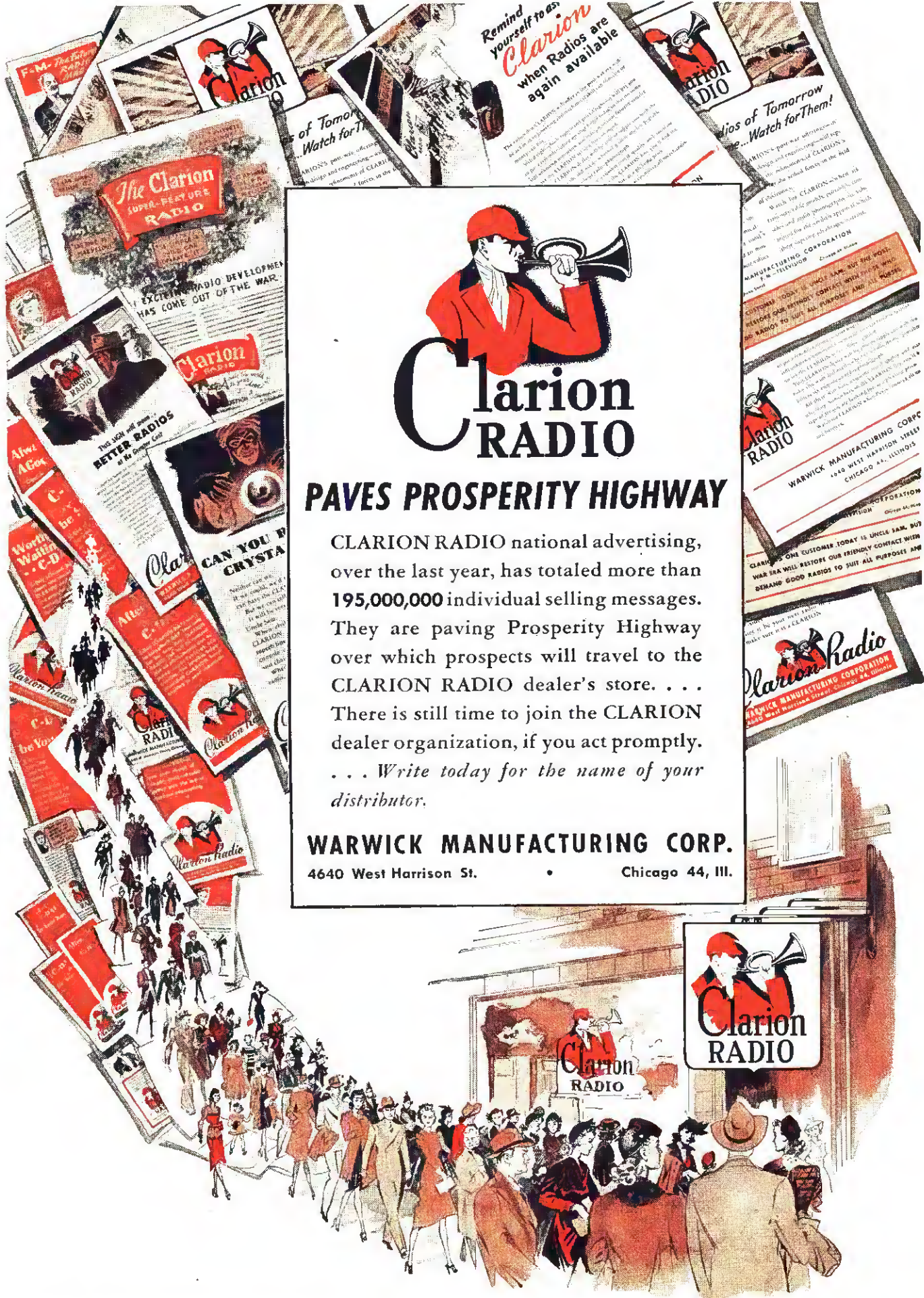
The base connections are illustrated in Fig. 2.

Substituting for 25A7

Every service man will recognize the model from the description of this Crosley 3-tube receiver, with slanting front and four push buttons, plus an 80 volt dropping ballast tube (approx.) This receiver uses two 6C6s and a 25A7, the latter being impossible to obtain. If a 32L7 is available, this may be substituted with no other change whatever. If not, a neat job is possible by using resistor cord in place of the ballast tube, and substituting one each of the 43 and 25Z5 tubes, or a 43 and 25Z6, or 25L6 and 25Z6 or a 25A6 and 25Z5 or 'Z6 tubes. A dozen or more combinations of .3 amp. rectifiers and power tubes is possible. Any line cord resistance from 190 to 220 ohms is usable. Replace either one or both of the octal sockets as needed, using two six prong sockets if the 43 and 25Z5 are substituted. Fig. 3 shows the before and after schematic, simplified. Follow the base diagrams as shown in tube manuals, and be careful to place small parts out of the way of the push rods which project past the button assembly when depressed.

The filament changeover for the following four models of RCA Victor: 46X11, 46X12, 46X13, and

(Continued on page 120)



Remind yourself to ask
Clarion
when Radios are
again available



**Clarion
RADIO**

PAVES PROSPERITY HIGHWAY

CLARION RADIO national advertising, over the last year, has totaled more than **195,000,000** individual selling messages. They are paving Prosperity Highway over which prospects will travel to the CLARION RADIO dealer's store. . . . There is still time to join the CLARION dealer organization, if you act promptly. . . . *Write today for the name of your distributor.*

WARWICK MANUFACTURING CORP.
4640 West Harrison St. • Chicago 44, Ill.





Leadership

TODAY as yesterday, Magnavox continues to adhere to the same high quality and proved policy that have won for its dealers ever increasing customer good-will and satisfaction.

★ ★ Recognized since 1911 as the oldest name in radio, Magnavox further added to its traditional

pioneering by introducing fine furniture styling in radio-phonograph cabinets.

★ ★ *The combination of a superb musical instrument and authentic furniture designs won instant acceptance from a discerning public. Sales of Magnavox dealers more than doubled each succeeding year until wartime restrictions curtailed civilian production.*

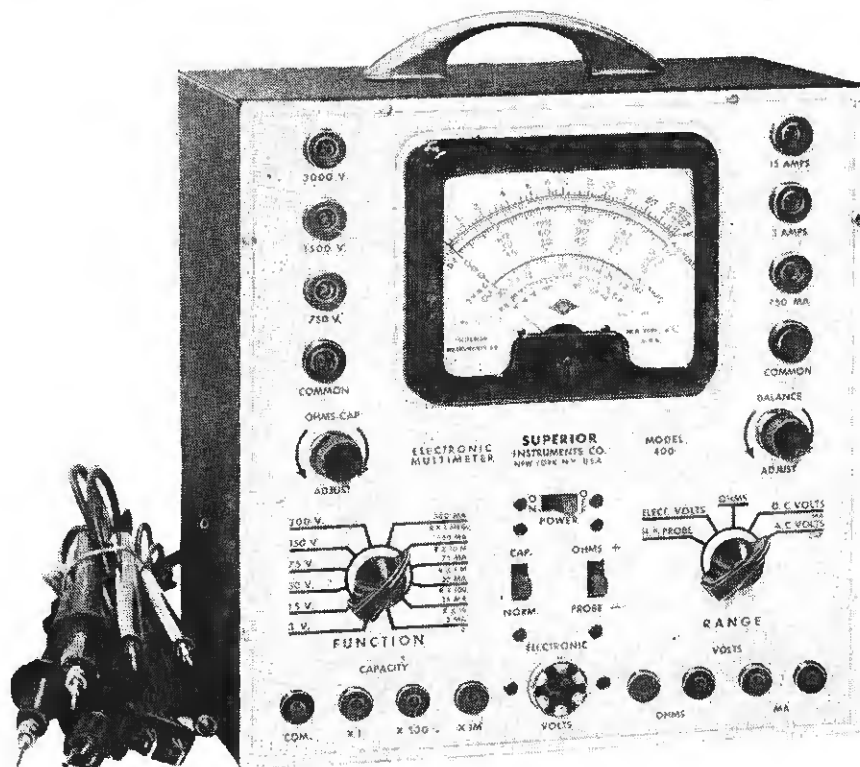
★ ★ Surveys show that these features, already firmly established by Magnavox, will be more important to post-war buyers than ever. It is no wonder that the name Magnavox has become synonymous with leadership in the radio industry. The Magnavox Company, Department RT-9, Fort Wayne 4, Indiana.

Magnavox *The oldest name in radio*
RADIO PHONOGRAPH

Announcing—

The New Model 400

ELECTRONIC MULTI-METER



A COMBINATION
ELECTRONIC
VOLTMETER
AND
VOLT-OHM
MILLIAMMETER
PLUS
CAPACITY
INDUCTANCE
REACTANCE
AND
DECIBEL
MEASUREMENTS

Specifications

D.C. ELECTRONIC VOLTS

(At 11 Megohms input resistance)
0 to 3/15/30/75/150/300/750/1500/3000 Volts

D.C. VOLTS:

(At 1,000 Ohms Per Volt)
0 to 3/15/30/75/150/300/750/1500/3000 Volts

A.C. VOLTS:

(At 1,000 Ohms Per Volt)
0 to 3/15/30/75/150/300/750/1500/3000 Volts

D.C. CURRENT:

0 to 3/15/30/75/150/300/750 Ma.
0 to 3/15 Amperes

RESISTANCE:

0 to 1,000/10,000/100,000 Ohms
0 to 1/10/1,000 Megohms

CAPACITY: (In Mfd.)

.0005—.2 .05—20 .5—200

REACTANCE:

10 to 5M (Ohms) 100—50M (Ohms)
.01—5 (Megohms)

INDUCTANCE (In Henries)

.035—.14 .35—140 35—14,000

DECIBELS:

—10 to +18 +10 to +38 +30 to +58

The Model 400 comes housed in a rugged crackle-finish steel cabinet complete with batteries, two sets of test leads, one set of V.T.V.M. probes and instructions. Size 5 1/2" x 9 1/2" x 10". Net.

\$52⁵⁰

SUPERIOR INSTRUMENTS COMPANY
DEPT. R.T., 227 FULTON STREET, NEW YORK 7, NEW YORK

Announcing Batteries by RCA

- **RADIO-ENGINEERED
FOR EXTRA LISTENING HOURS**
- **PREFERRED-TYPE LINE
FOR BETTER PROFITS....**

**RADIO-ENGINEERED
BATTERIES**



RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, NEW JERSEY

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

WHY! —

● RCA batteries offer you something *new*...batteries engineered specifically for *radio* under the trademark of RCA—one of the leading radio manufacturers... the best-known name in radio!

A *Preferred-Type* line, similar to the famous RCA *Preferred-Type* tube program, will simplify your battery stocks... will bring you faster turnover for a smaller investment... will require less stocking space... will ensure fresher batteries at the time of sale.

The top quality and peak performance that you and your customers expect from any RCA product will give them longer listening... and in the long run you will do more business with satisfied customers.

RCA Radio-Engineered Batteries for All Types of Sets... and a Complete Line of RCA Dry Batteries



WHEN! —

RCA Radio-Engineered batteries will come to you as soon as civilian radio batteries are released in quantity... and as soon as possible after you order them.

That day may be just around the corner. *Now* is the time to get ready.

Listen to "THE RCA VICTOR SHOW,"
Sundays, 4:30 P.M., EWT, NBC Network

WHAT TO DO ABOUT IT

Mail this coupon to your tube distributor *today*. It's your reservation for a personal preview of RCA's battery plans for you. He will send you a complete explanation, telling just what to do to get set for big profits from RCA batteries.

WHERE! —

You'll be able to order RCA *Radio-Engineered* batteries, as well as tubes, from your tube distributor. RCA batteries will be sold *only* through authorized tube distributors.

MAIL THIS RESERVATION TODAY!

62-6736-103

DEAR MR. TUBE DISTRIBUTOR:

I'm interested in increasing my battery profits, and I should like information concerning the new line of RCA *Radio-Engineered* batteries. Please mail me all details of the RCA battery plan as soon as possible.

Name.....

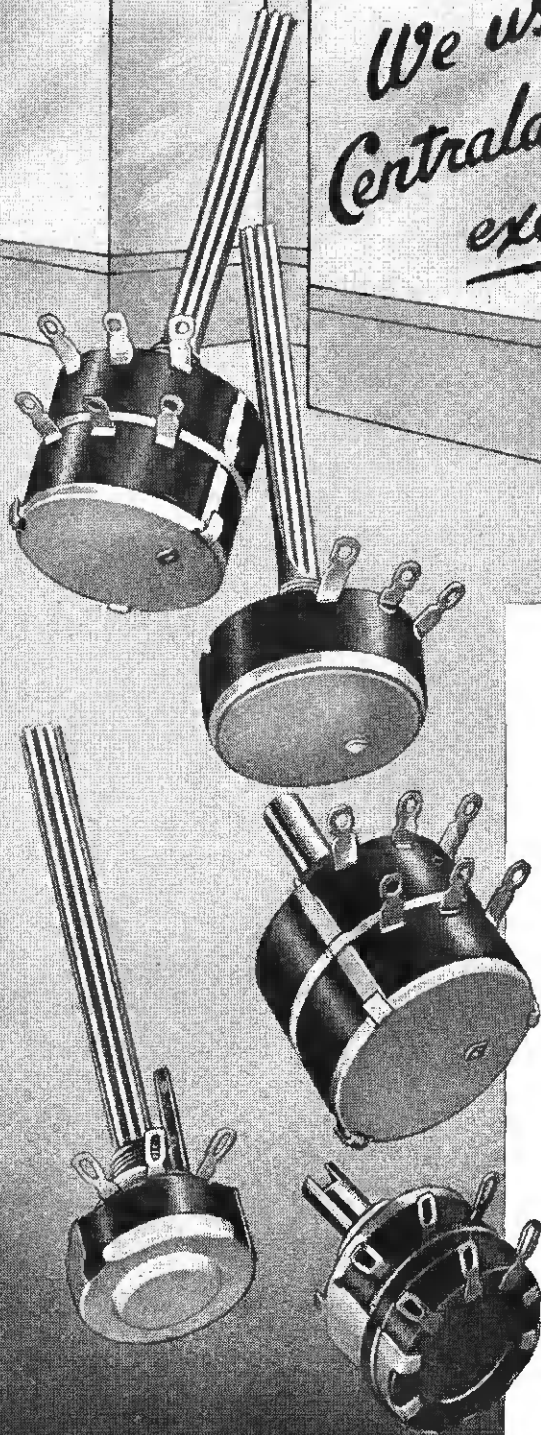
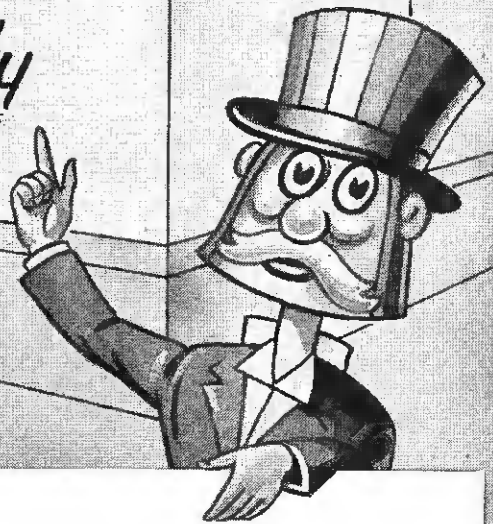
Company.....

Address.....

.....

John Doe
RADIOS REPAIRED

*We use
Centralab Radiohms
exclusively*



OLD Man Centralab knows what he is talking about . . . for today it is as true as it was twenty years ago . . . that Centralab Radiohms represent **QUALITY** in Volume Controls. Today the service man cannot afford to take chances so he must be doubly sure. That is why, if he is wise, he will always specify **CENTRALAB** for all his replacement jobs.

The familiar blue and white carton is his guarantee of goodness.

See your nearest Centralab jobber.



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.



This
Maestro's Tune
will last on

*"The Wire
that Remembers"*

**LEAR
RADIO**



LEAR, Incorporated
HOME RADIO SALES.
230 E. Ohio St.
Chicago 11, Illinois
RADIO DIVISION
Grand Rapids 2, Michigan

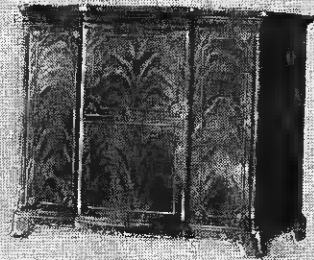
Give it all you've got, Sonny. It's a swell tune you're playing — the finest in the world to Mommy and Dad.

And now they can hear it again tomorrow — again and again — years from now — just as clear and fine as they hear it today.

This can all be done because Lear has developed "the wire that remembers." It's a simple, easy, quick way of recording sound — a way that makes it yours for keeps. Yet, if you wish, everything can be erased simply by recording something else over it.

It's all done with a long, hair-size wire that glides swiftly across the poles of a magnet. Silently it picks up every note, tone and inflection. It holds them magnetically — ready to be played over and over whenever you wish. The recording can be a few words — or hours long.

It's something you will have in the new Lear Radio along with all the finest developments of FM, television, easy-tuning world-wide short wave, and phonograph-combination automatic record-changing. It will be ready as soon as Lear production for war ends. Be sure to see it.



Designed and Made
in Grand Rapids

National magazines for August will carry this advertisement for Lear Home Radios. It is the opening gun of a whole new campaign planned to support Lear dealers. Families all over America will see it and read about Lear Radios and Learecording.

Another thing! Beginning Sunday, September 16th, Lear will be on the air with a network radio show starring Orson Welles.

Over the American Broadcasting System — 1:15 P.M. to 1:30 P.M. E.W.T. Be sure to listen — tell all your friends to listen.

All this is part of Lear's planned aggressive merchandising and promotion. If you want to share in the results of these campaigns — if you want to be able to offer Lear Radios — write for information on the Lear Franchise.

(Continued from page 112)

46X24 is for 50L6 to 25L6 substitution.

Fig. 4 shows the "before" circuit and Fig. 5 the "after" arrangement. In these models, the ballast resistor of 830 ohms is in series with the pilot only, but has a jumper between #2 and #3 to close the line circuit to the tube heaters, so it is necessary to keep the ballast in the circuit for this purpose. This makes it appear at first glance at the receiver as a normal heater ballast type. The jumper is not used in the changeover. A 25A6, 25B6 or 25L6 is used in the new circuit arrangement although a #43 will work just as well, if the socket is changed and the bias resistor raised to approximately 350 ohms, which is a good average value for the 25A6 and 25B6. The bias need not be changed if the 25L6 is used. Notice how simply the circuit works out with the ballast furnishing the extra current for the new tube. The only new part needed is a 125 to 150-ohm resistor, 5 to 10 watts. If, by chance, it is necessary to replace either the 12SK7 or 12SA7 at the same time, and neither of the latter types are available, a 6SK7 or 6SA7 may be used instead, as the case may be, by removing the leads to #2 and #7 and connecting a 75 to 100 ohm resistor to these leads and insulating from the chassis. Then cut the #2 and #7 on the socket in at point "X" in Fig. 5. In this way, the proper voltages will be maintained all around, and the 6-volt type will receive .3 amp. instead of .15 amp. as in the original 12-volt position.

The 12SN7 and the 6SL7 can be used to replace the 25Z6 rectifier,

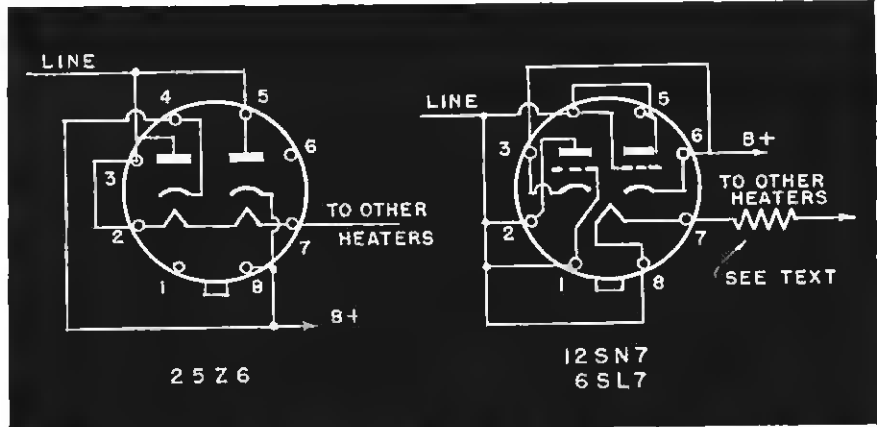


FIG. 6—Substituting 12SN7 or 6SL7 for 25Z6. Filament drain on all 3 tubes is .3 amps.

which is very scarce now. As far as length of service is concerned, no trouble has yet developed, and not a single one of these changeovers has given trouble to date. Both of these require .3 amp. the same as the 25Z6 type, and the changeover is quite simple as shown in Fig. 6.

- (1) First cut loose any ground from the #1 lug on the socket.
- (2) Remove and tape up any leads using #6 for tie point.
- (3) Tie #3 and #6 together and use as cathode.
- (4) Move any leads from #4 and #8 to #6.
- (5) Move #2 heater to #8.
- (6) Tie #1, 2, 4 and 5 together.
- (7) Add 40-50 ohms if 12SN7 is used, or 60 to 70 ohms, for 6SL7.

The above changeover (for the 25Z6) is not recommended where the two halves of the tube are used for separate supplies, or for voltage doubling. Volume decrease produced by this substitution is about 30%.

Servicing Messed Sets

(Continued from page 109)

up on the plate, screen, and cathode currents.

Milliammeter insertion indicated that cathode current was abnormally high; plate current somewhat higher than normal; and screen current much higher than normal.

This led the radioman to suspect that screen and control grid connections were incorrect (see Fig. 4), a hypothesis verified by the decrease of tube brightness to normal when these connections were reversed.

The manual had listed these connections incorrectly—a case emphasizing the point that radio servicemen can take nothing for granted.

Value of Memory

Memory is often a valuable tool in servicing messed-up sets. A case may be cited where a 6SH7 had been incorrectly substituted for a 6SG7. Decreased volume resulted.

After working on the set for some time, it occurred to the radioman that he had never seen a 6SH7 used as an rf amplifier. He did remember, however, having seen a 6SG7 in rf sections of similar sets.

On substituting the latter, volume was restored to normal. Missing set model number, and omission of 6SH7 listing in tube manual, made memory the only possible tool here.

Our discussion in this article has been confined chiefly to recognizing service mistakes involving tubes. In the October issue of RADIO & Television RETAILING, tampering involving other components will be considered in detail, and service procedures discussed.

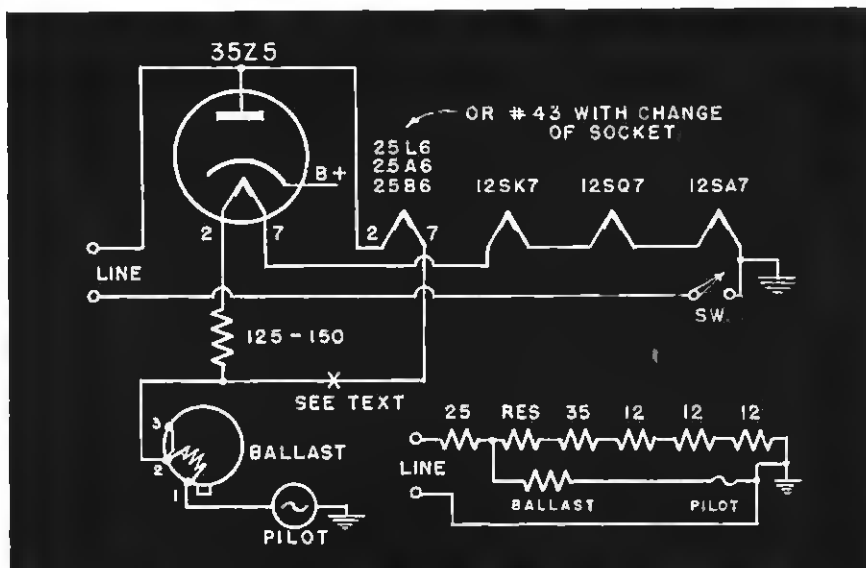


FIG. 5.—Changing circuit shown in Fig. 4 so that a 25L6 type tube may be substituted for 50L6.

IRC PRESENTS



the "Book of the Year"
FOR SERVICEMEN

Get your free copy from your
IRC Distributor or write direct

UP TO THE MINUTE DATA ON IRC RESISTORS

Every well-posted Serviceman will want his own personal copy of this new IRC Service Catalog. Profusely illustrated with useful charts, diagrams, tables and product pictures, it contains the kind of material a busy man likes to have right at his fingertips.

Among the interesting features in this catalog you'll find the complete story on the new smaller size BTS ($\frac{1}{2}$ watt) and BTA (1 watt) resistors, as well as useful data on the entire BT and BW resistor lines. Now in RMA Preferred Number Ranges as standard Dis-

tributors' stock, these quality resistors are quoted at new low prices.

Also included are pertinent facts on IRC's "Century Line" of volume controls . . . 100 controls that will solve over 90% of your problems in this category. But these are only the highlights of this helpful new catalog. You'll want to see and read it all.

Make sure that you get your copy by stopping in at your nearest IRC Distributor or, if more convenient, drop a card to Dept. 21-1

International Resistance Co.

401 NORTH BROAD STREET, PHILADELPHIA 8, PA.



IRC MAKES MORE TYPES OF RESISTANCE UNITS, IN MORE SHAPES FOR MORE APPLICATIONS THAN ANY OTHER MANUFACTURER IN THE WORLD



Westinghouse are getting local

POP SAYS THAT THE NEW WESTINGHOUSE RADIO IS GONNA BE WONDERFUL!

A RECORD CHANGER THAT WILL KEEP ON WORKING... EVEN FOR ME!

Your Westinghouse radio retailer displays this Gold Seal Emblem... When the new Westinghouse radios are ready you will see them at his store

Westinghouse
RADIO TELEVISION

Radio's

Westinghouse advertising appears in Life, Post, Collier's, and Time—30,000,000 readers.

The Gold Seal Emblem which identifies franchised Westinghouse Radio Retailers appears in Westinghouse Radio Magazine Advertising.

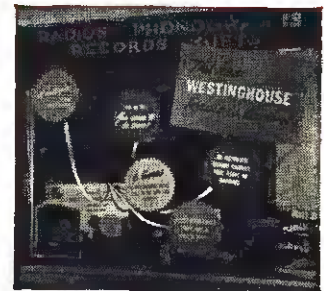
TO BE THERE!
TONE SO TRUE YOU SEEM TO BE THERE!

ROOM TO STORE A STACK OF RECORDS ALMOST AS TALL AS I AM!

Radio Retailers promotion...NOW!

The Westinghouse Radio Franchise is backed by an organized promotion plan. Now, for example, the plan is designed to establish a strong Westing-

house Radio Identity for franchised retailers. Coming campaigns will step up the pace until the day when Westinghouse can open up with their outstanding product story.



Here's the first Promotion Package! Every month franchised Westinghouse Radio Retailers get a new display.

1st A seven piece Gold Seal window display featuring your appointment



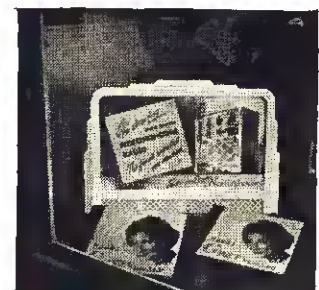
2nd A three-dimension Gold Seal medallion 24" in diameter



3rd Another seven piece window display package



4th A Gold Seal decalomania personalized with your name



5th A miniature billboard made of durable wood construction...new posters 12 times a year

first name is

All of this display material is ready now!
Every piece tells your customers they'll be able to buy a Westinghouse Radio at your store.

Westinghouse

RADIO TELEVISION



**"You've got to needle
your customers, Joe-
that's the way to sell 'em!"**

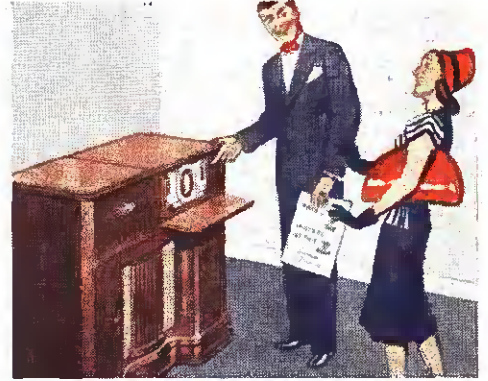
**—AND WHEN I SAY, 'NEEDLE 'EM,'
I DON'T MEAN HIGH PRESSURE"**



When I get a prospect for a Crosley, all I do is play the Demonstration Record and let the Floating Jewel* and the Master Tone-Control do the talking. It's the "silence" that gets 'em interested.



I show them the striking difference between the Floating Jewel* and old-fashioned, rough-riding needles. "This is the system," I tell them, "that says 'Goodbye needle noise.' No more needles to buy, change or hear."



Then I show them how the Master Tone-Control works with 64 different tone combinations... the Rainbow of Sound... then I let them select the tone combination they like best... and they listen to recorded music as it should be heard. Yes, I sell 'em... but that's not all.

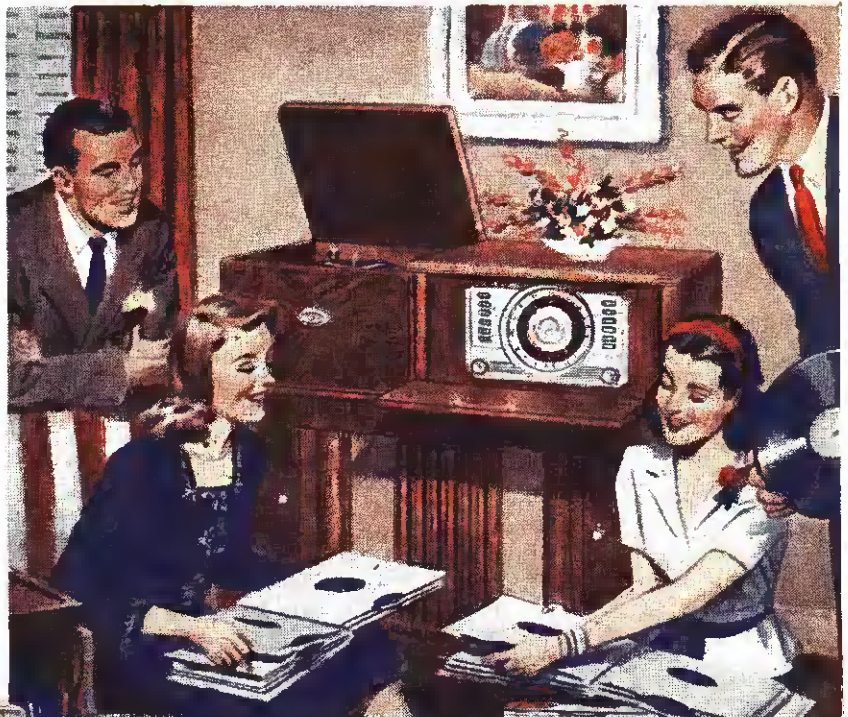
HEARING is Believing!

AS SOON AS WE can stock you with new Crosley Radio-phonographs and Radios, you'll discover how easy it is to sell your customers by following the simple steps shown here. The new Crosley line will actually talk for itself... sell itself. You can expect every modern improvement and development in radio and electronic engineering plus the amazing Floating Jewel* Tone System and Master Tone-Control. These are features typical of the complete Crosley line of home appliances... features that can be seen, heard, or felt and demonstrated. That means easier selling and better profit for you.



Old-fashioned sharp needles — "Sra-a-tcht Hi-i-aaa! Chatter!"

Crosley Floating Jewel* plays the untouched sides of the groove.



not by a long shot. Because my Crosley customers are my best boosters. They are so proud of their new instrument, they can't wait to demonstrate it to their friends... and when their friends hear the Crosley, I get a lot of new prospects. So "needle 'em," fella, and you'll do all right.

CROSLEY

THE CROSLEY CORPORATION, CINCINNATI 25, OHIO



**RADIOS • RADIO-PHONOGRAPHS • FM • TELEVISION • SHORT WAVE • ELECTRONICS • RADAR • REFRIGERATORS • HOME FREEZERS
LAUNDRY EQUIPMENT • RANGES • KITCHEN SINKS & CABINETS • HOME OF WLW, "THE NATION'S STATION"**



I say
"SHUT THE DOOR"
 and she slugs me!

I see this G.I. and his bride looking inside the ordinary refrigerator we use for comparing with the Crosley Shelvador*. I approach to do my sure-fire selling act.



1. After greetings I open up with, "Notice, Madam, how these two refrigerators, each with all modern improvements, look exactly alike when I shut the door!" At this she gives me a stunned look and a left-hand slap in the jaw! The G.I. roars with laughter.

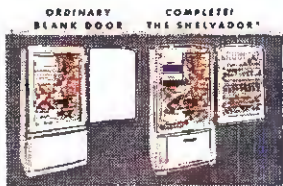
2. "Excuse it, Mister," he says. My wife is French. You said 'Shut the door' which sounds like 'je t'adore'—and that's French for 'I love you'. Hold it a minute while I put her wise." So he gives her some G.I. French and I rub my jaw.

3. Then she becomes very apologetic! So I open up the ordinary refrigerator door—point to its blank inside. Then I flash the Shelvador*. Her eyes open wide. I say "Shelvador*" and let the two open refrigerator doors do the talking. That Shelvador* says "Twice as much food to the front" in any language. That sale was a cinch — even better . . .

SEEING is Believing

NOTHING so quickly sells the Crosley Refrigerator with the patented, exclusive Shelvador* as the Shelvador* itself. What is more convincing

than the simple demonstration that Crosley refrigerators offer every modern improvement in home refrigeration *plus* twice as much front row storage space.



TWICE AS MUCH FOOD TO THE FRONT WITHIN EASY REACH

Remember, too — every Crosley household product gives your customers exclusive features they can see, feel or hear—features that sell for you because you can demonstrate them!

CROSLEY

THE CROSLEY CORPORATION, CINCINNATI 25, OHIO



4. . . the little French bride's mother-in-law drops in later. She says Marie sold her on the Shelvador* just by opening the door. Two sales from one demonstration.

Well, that's the way with Crosley—always some exclusive, patented feature that anybody can see, or feel, or hear! — features that you can demonstrate in any language including the French. *Reg. U.S. Pat. Off.



Radios ; Radio-Phonographs ; FM ; Television ; Short Wave ; Electronics ; Radar ; Refrigerators ; Home Freezers ; Laundry Equipment ; Ranges ; Kitchen Sinks and Cabinets ; Home of WLW, "The Nation's Station"

New Products Offered

ECA TYPATUNE

Musical instrument which looks and acts like a handsome standard keyboard portable typewriter, but plays like a musical instrument. It has 32 notes comprising 2½ chromatic octaves. Same size as a portable typewriter, the Typatune weighs less than



five pounds. Requires no tuning or servicing, and has no parts which can get out of order. Music book included with purchase of each instrument which enables persons without previous musical knowledge to play. Has advantage of providing a new and convenient method for teaching touch typing. Popularly priced for the toy and gift trade; plans call for release in time for Christmas business. Housed in natural wood, red or green lacquer cabinets. Electronic Corp. of America, 45 West 18th St., New York 11, N. Y.—RTR

Westinghouse FLUORESCENT LAMP

New 40-watt fluorescent lamp, tailored especially for dependable operation of instant-start lamps, will be available soon. Special metal tab within a medium bipin base is a new feature. Tab is riveted to the two base pins, connecting them within the lamp itself and preventing possible damage to the lamp cathodes in the event improper or defective lampholders are used. The lamps, therefore, can be used only with instant-start ballasts, and cannot be used on regular starter type equipment. Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.—RTR

JFD BATTERY ADAPTERS

A complete line of battery adapter harnesses covering all available battery pack types is now being produced by JFD. These include harnesses which permit the substitution of individual "A" and "B" batteries, for unavailable "AB" battery packs. All types of battery plugs are also being manufactured. JFD Mfg. Co., 4111 Ft. Hamilton Pkway, Brooklyn 19, N. Y.—RTR

Junior SNAP SWITCH

9/16 in. diameter and 31/32 in. long overall. Complete in itself but can be furnished with special over-travel adapters and mounting sockets. Pressure of 4 lbs. is required to operate switch. Unit can be furnished normally-open, normally-closed, two-circuits or single-pole double-throw. Nut and lockwasher are supplied with switch, which is rated at 15 amps, 110 v. ac. Robert Hetherington & Son, Inc., Sharon Hill, Pa.—RTR

Ideal FLASHLIGHT STORAGE BATTERY

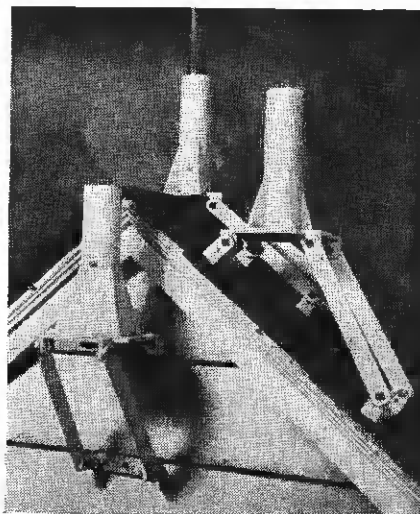
Rechargeable. Can outlast 400 dry cells. Capable of being brought back to service after months of disuse. Battery chargers, consisting of small transformers with rectifier plates, are available. Ideal Commutator Dresser Co., 1286 Park Ave., Sycamore, Ill.—RTR

Triplett METERS

Hermetically sealed ac and dc voltmeters and milliammeters, designed for panel flush mounting, in 1½, 2½ and 3½ in. sizes. Windows are tempered glass, cushioned by a gasket molded of elastometric Vinylite, to be more resistant to shock and temperature changes. Zero shift on units does not exceed ±2%. Accuracy is 2% of full scale. Mechanisms are D'Arsonval dc type and repulsion moving iron ac type. The 1½ in. unit is available in dc only. Triplett Electrical Instrument Co., Bluffton, Ohio—RTR

Shur ANTENNA MOUNT

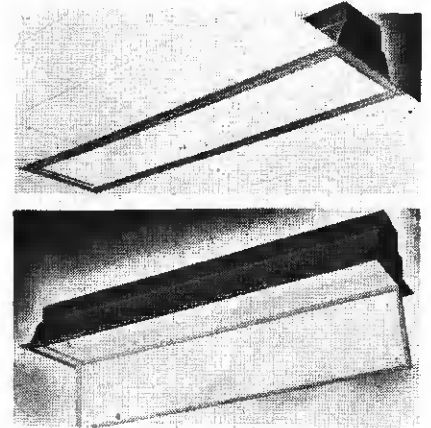
For FM and television antennae. Unit will fit any roof top, and is suited for all types



of surfaces. It will sustain the weight of any fixed standard FM or television antenna array. Shur-Antenna-Mount, Inc., 272 Sea Cliff Ave., Sea Cliff, N. Y.—RTR

Wiley FLUORESCENT FIXTURES

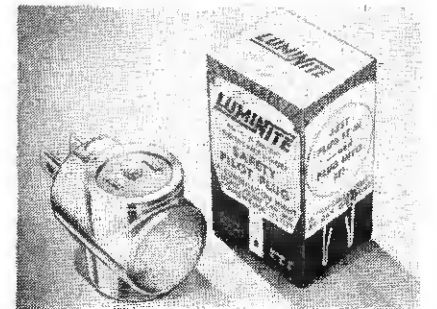
"Recessed Troffer" fits into a ceiling opening of 12" x 48". It is made for both individual installation or continuous runs in open, louvered or ribbed glass models for 2, 3 or 4, 40-watt lamps with instant start or starter ballasts. Equipped with Wiley E-Z



servicer so that glass shield or louver may be easily removed or opened. Top of reflector also easily removable. Welded steel construction; 85 per cent reflection in polymerized white, infra-red baked at 300°. R. & W. Wiley, Inc., 129 Dearborn St., Buffalo 7, N. Y.—RTR

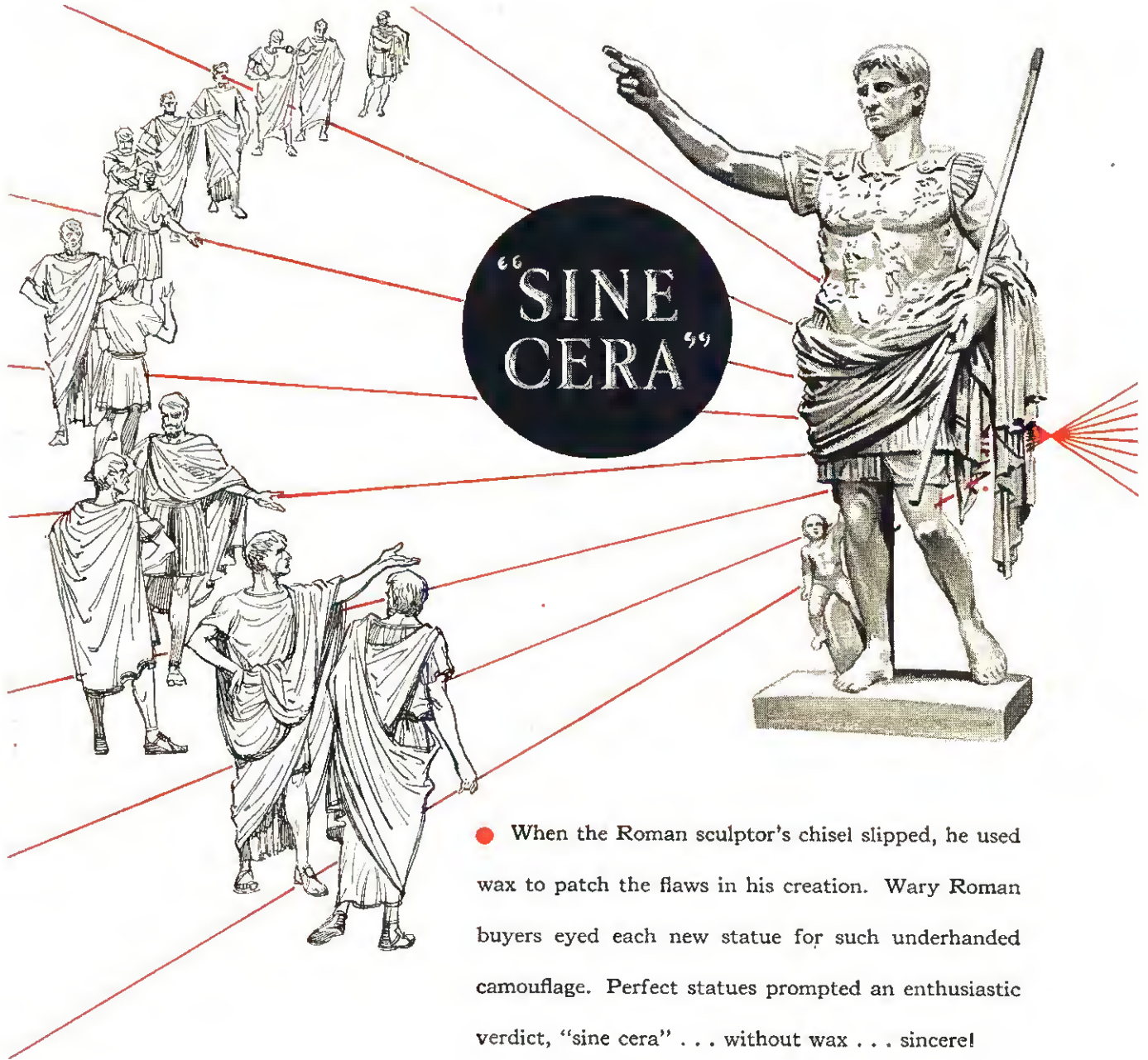
LumiNite SAFETY PLUG

Combination cord cap, convenience outlet and nite-light. A tiny bulb inside the housing of the new plug emits a soft glow through the front portion of the unit, providing a pilot light for conveniently locating wall receptacles, regardless of location, without hazard of electrical shock. In addition, it



affords a night safety light for preventing fumbling in darkened rooms, by establishing orientation points around the walls. Unit will operate at a cost of less than two cents per year for current. Low heat factor results in extremely long service life for the bulb. Plug provides 2 extra electric outlets, and can also be easily used as a cap. Associated Projects Co., 80 E. Long St., Columbus 15, Ohio—RTR

(Continued on page 130)



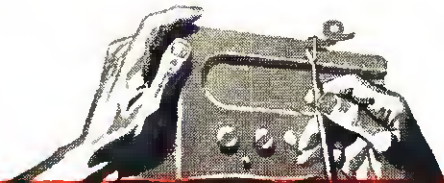
“SINE
CERA”

● When the Roman sculptor's chisel slipped, he used wax to patch the flaws in his creation. Wary Roman buyers eyed each new statue for such underhanded camouflage. Perfect statues prompted an enthusiastic verdict, "sine cera" . . . without wax . . . sincere!

Sincerity produces perfection in the Detrola radio receivers, automatic record changers and other electronic instruments expressly created for the world's foremost merchants and their customers.

DIVISION OF INTERNATIONAL DETROLA CORPORATION  DETROIT 9, MICHIGAN

Detrola Radio



Amazing . . . New and FOOL-PROOF!



Fool Proof

BECAUSE:

- *1. Single Button Control
- 2. Automatic Shut-Off after last Record is Played (*Tone arm returns to rest*)
- *3. Most Natural Manual Play (*No special setting needed*)
- 4. Automatic Shut-Off after Manual Play (*Tone arm returns to rest*)
- *5. Absolutely no Chipping of Records (*Record selector principle prevents all chipping*)
- *6. Negligible Wear of Record Center Hole (*Practically no wear for entire life of record*)
- *7. Record Selection independent of Record Warp or Edge Condition
- *8. Plays Excessively Worn or Chipped Records
- *9. Tone Arm Can be Handled without Injury to Mechanism
- *10. No Complicated Operating Instructions Necessary
- *11. No Jamming with any Standard Commercial Records

*Applies also to Model 205

G. I.'s new Record Changers once again establish a new high on two scores—1. *Technical appeal*—2. *Beauty of appearance*.

Behind these post-war G. I. Changers is a proven record of service-free performance. We're proud of that — and to insure its continuance these new models have, for more than a year, been subjected to rigorous testing in eight different industry laboratories. New features have been added that never before were feasible at comparable cost. Even its new eye appeal was evolved through the combined inspiration of several internationally famous designers. Final design choices were made by stylist juries.

Simplicity of styling and fool-proof functioning have been our objectives and we are told that the product justifies our efforts.

More than ever you can look to G. I. to lead in record changer design and production and we solicit your suggestions for continuation of our program.

Quality Features

- 1. One RPM Change from Single Record to Full Stack on Turntable
- 2. Ball Bearing Tone Arm Swivel Bearing
- *3. Advanced Simplified Styling (*by internationally famous stylists*)
- *4. Change Mechanism Disconnected during Playing Cycle
- *5. Long Service Life
- 6. Both Ratchet and Position Trip
- *7. Accepts any Standard Crystal Pick-up or Equivalent.
- *8. Operates over Wide Temperature Range
- *9. Permanent Factory Adjustment
- *10. Minimum Dimensions
- *11. Low Rumble
- 12. "WOW" so low that it "shows up" many recordings

*Applies also to Model 205



MODEL 205

GENERAL INSTRUMENT CORPORATION



GI!

RECORD CHANGER



MODEL 204

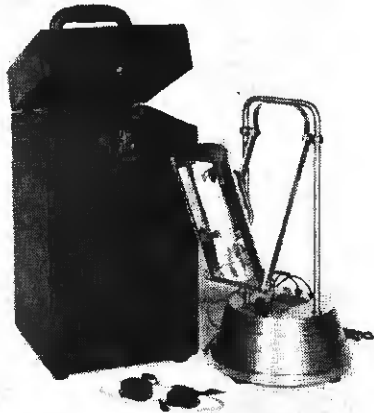
Just One Control!

GENERAL INSTRUMENT CORPORATION • 829 NEWARK AVENUE • ELIZABETH 3, N. J.

(Continued from page 126)

Sun-Kraft LAMP

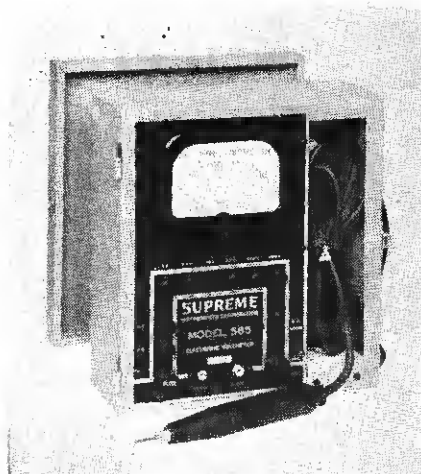
Model A-1. Radiation of 95% ultra-violet rays. Always cold and always constant in intensity. Will create "skin tan" and induce Vitamin D production; also acts as a germicidal agent. Sun-Kraft converts electrical energy into ultraviolet rays. Rays are emitted by a 6" x 5/8" pure quartz tube con-



taining no wires, fused-in electrodes, or filament, and therefore tube will never weaken in ultraviolet ray intensity, blacken or burn out. Guaranteed for five years. Designed to facilitate treating any part of body, it can also be used as a hand applicator. Complete with carrying case, goggles, and automatic electric timer, \$64.50. With telescopic floor stand, \$89.00. Operates on ac-dc, 110 volts. Sun-Kraft, Inc., 215-217 W. Superior St., Chicago 10, Ill.—RTR

Supreme VACUUM TUBE VOLTMETER

Model 565 has a probe designed for measurement of rf voltages which is small enough to hold in the hand as a test lead. This probe contains a high frequency diode of the miniature type and can be used for measurement, with negligible frequency error, over a frequency range of 50 cycles to



100 mc. Shielded leads containing 20 megohm isolating resistors are used for dc voltage measurements. Input impedance is 80 megs

on the 1 v. range, and 40 megohms on the 500 v. range. A balanced bridge type of circuit using nearly 100 per cent degenerative feedback eliminates errors due to line voltage shift and grid current flow in the tube which operates the meter. DC voltage ranges of 0-1, 0-2.5, 0-10, 0-100, and 0-250 are provided by means of push button selection. Supreme Instruments Corp., Greenwood, Miss.—RTR

JFD RESISTANCE CORDS

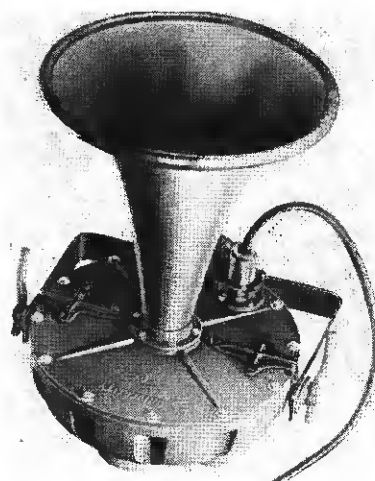
Three types are now available: 560 ohm cord for ac-dc battery type sets; 960 ohm cord designed for pocket type radios using 4523 rectifiers; and a 560 ohm cord tapped at 80 ohms for the plate of the rectifier. JFD Mfg. Co., 4111 Ft. Hamilton P'kway., Brooklyn 19, N. Y.—RTR

JFD LINE CORDS

Four types now available. 2 conductor, 18 gauge, 6 ft. power supply cords, with durable cotton or glossy rayon overall braids, and bakelite or molded unbreakable rubber plugs. JFD Mfg. Co., 4111 Ft. Hamilton P'kway., Brooklyn, N. Y.—RTR

University LOUDSPEAKER

Model B-6 is a high powered directional loudspeaker for long range speech projection through high noise levels. Range is approximately 1 mile over open country and 2 miles over water. Primarily designed for speech reproduction, it has a frequency range of 300 to 5000 cycles per second and handles 150 watts of audio power. Six driver units power the speaker. These are connected in series with a high impedance reactor shunted across each coil. Failure of a coil due to an open connection results in automatic lowering



of the shunt reactor impedance and continued functioning of the remaining driver units. Diameter of unit is approximately 18 in., overall length 24 in. Weight 60 lbs. A collapsible tripod type of stand is available for mounting. University Laboratories, 225 Varick St., New York 14, N. Y.—RTR

Televiso V-T VOLTMETER

Series 200A has a range of 7 cps to 500 mc. Lowest readable voltage is .05 v. on a maximum scale range of .5 v. 5 voltage ranges are spread full scale on a 4 1/2 in.



meter dial. Accuracy of readings is 2 per cent at full scale, 5 per cent or better at middle scale. Televiso Products, Inc., 7466 Irving Park Road, Chicago 34, Ill.—RTR

Circline FLUORESCENT LAMP

Approximately 12 in. long, 1 1/4 in. in diameter. 32 watts. Has 4 pin base, 2 pins being used for each end of bulb to provide for cathode preheat. Rated life is 2,500 hours, at 3 hours per start. Will be available in near future. Lamp Division, Westinghouse Electric & Mfg. Co., Bloomfield, N. J.—RTR

Faraday CORNICES

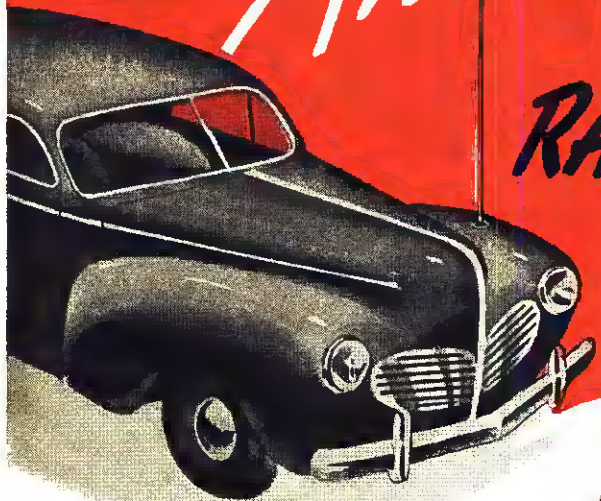
Decorative cornices to fit any window up to 42 in. wide. Suitable for kitchens. Instructions on back of cornice, for measuring, cutting, and hanging on window. Faraday Electric Corp., Adrian, Mich.—RTR

Langevin TYPE 7A MODIFICATION GROUP

Permits 101 Series Amplifiers to be mounted on standard 19" telephone relay racks. Mounting accessory consists of mat panel with escutcheon and all necessary hardware for rack mounting. Shipping weight eight pounds. The Langevin Co., Inc., 37 W. 65th Street, N.Y.C.—RTR

Announcing...

NEWLY DESIGNED RADIART AERIALS



WITH FEATURES AND
ADVANTAGES THAT MAKE
THEM THE

Sensation of 1945!

This new RADIART Line is complete — 3 and 4 Section Models — to fit all cars — all angles — cowl, fender and under hood types — with waterproofed leads of new design featuring lowest capacity — high efficiency construction — with combination pin and bayonet fittings.

All models are made with only highest quality Admiralty brass tubing and stainless steel top section — thereby providing the maximum in

elastic load limit consistent with the utmost in strength and rigidity.

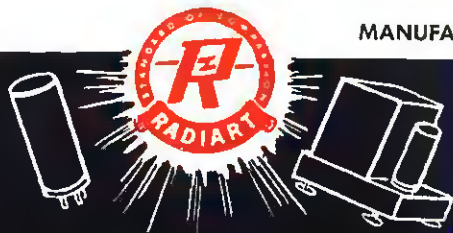
Newly designed method of mounting provides simplest form of one man installation — Mounting is completely waterproofed and impossible to short to the body.

And including those well known RADIART Features of the "Static" muffler magic ring and the permanent all-metal anti-rattler.

★ Check these RADIART advantages and features against all other aerial specifications and you will understand why RADIART AERIALS HAVE ALWAYS BEEN THE STANDARD OF COMPARISON.

Ask your distributor about deliveries of these new models.

MANUFACTURED BY THE MAKERS OF RADIART EXACT DUPLICATE VIBRATORS



Radiart Corporation

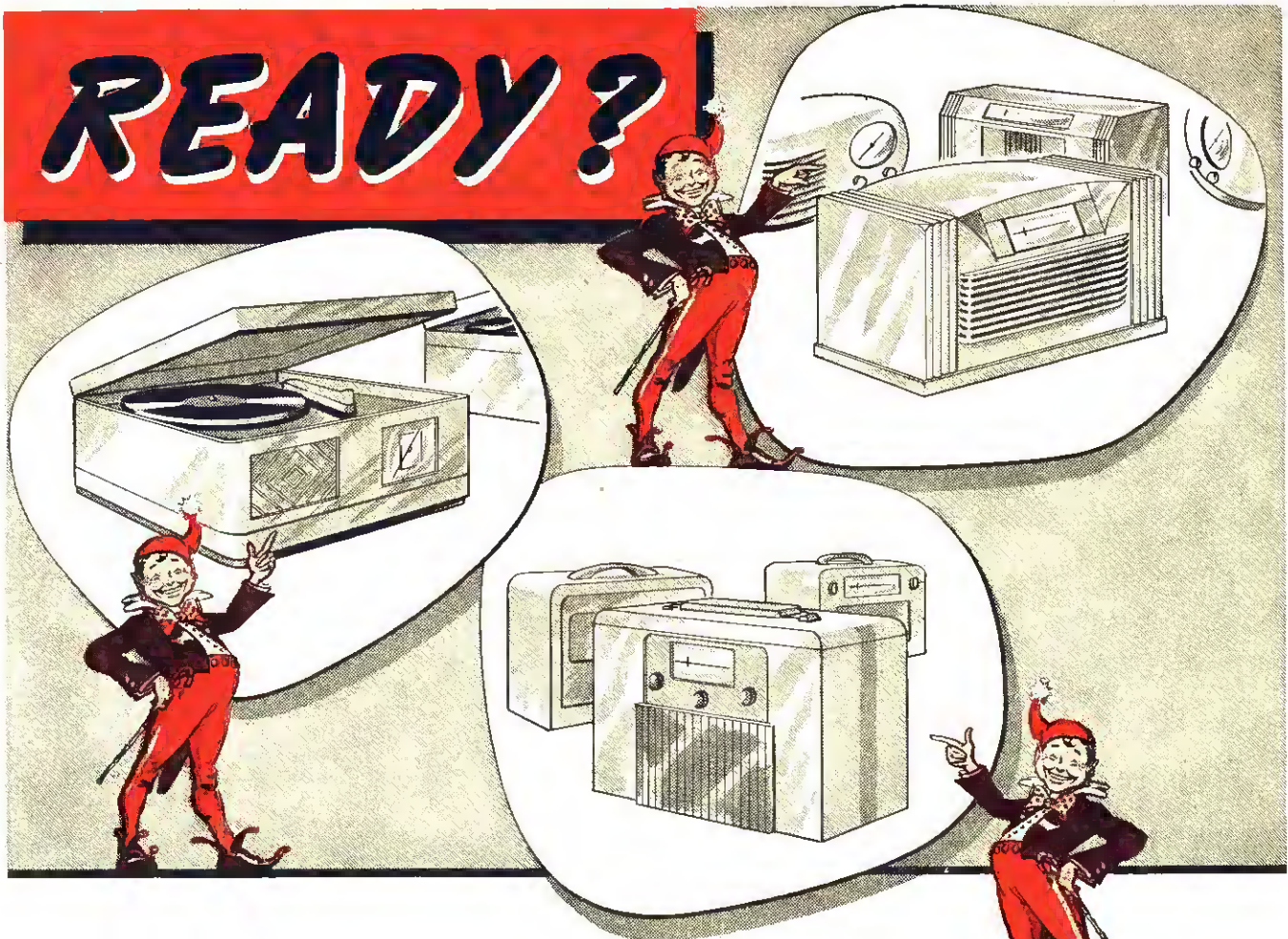
3571 W. 62nd STREET

Export Division
25 Warren St., New York 7, N.Y.

• CLEVELAND 2, OHIO

Canadian Office
455 Craig St. W., Montreal, Canada

READY?!



Automatic's BIG SALES BUILDERS

Are you ready for the rush? Automatic's new, improved models are designed to tempt the great pent-up buying power of the mass market. They meet express consumer demand. Every family wants at least one set. Many want two or three.

However, despite expanded manufacturing and research facilities, increased skills and new, war-tested methods and materials, Automatic will not be able to turn out more than enough to supply its own bona fide distributors. For this reason, it will pay recognized distributors to sign a priority with us now.

If your territory is still open, we will then grant an exclusive franchise. Write or wire us for details.



Automatic

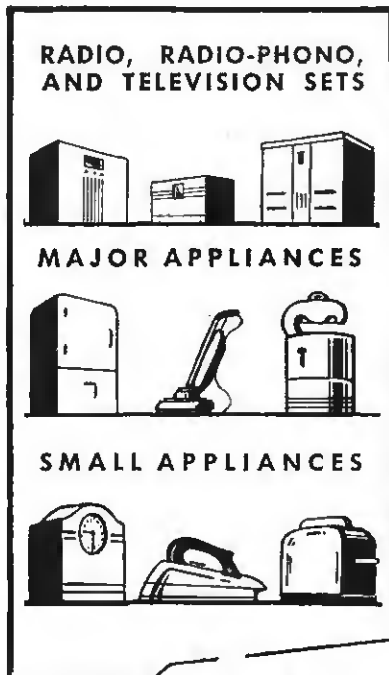
RADIO MANUFACTURING CO., Inc.
122 Brookline Avenue, Boston, Mass.





"IS THERE ANY PLACE AROUND HERE THAT SELLS RADIO SETS?"

You'll be sure of sales-helps that WORK when Graybar works with you



via
Graybar

When competition becomes keen again, Graybar's Merchandising Department will help dealers put plenty of push behind Graybar-distributed radios and appliances. The men of this department are outstandingly qualified to work with you and train your personnel for maximum selling efficiency.

You can be sure, too, that Graybar-distributed radios and appliances will be easy to sell. For Graybar selects only those lines which (1) are products of responsible manufacturers, (2) have features of universal buy-appeal, (3) are backed by effective consumer advertising. *Graybar Electric Company — in over 80 principal cities. Executive offices: Graybar Building, New York 17, N. Y.*

4574

DISTRIBUTION IS MERCHANDISE

and Men



This is Roy Cunningham, Graybar's District Merchandising Manager at Pittsburgh, one of the experienced group of men the country over who are giving Graybar dealers up-to-the-minute assistance on merchandising problems.

Ten years service with Graybar in the Tri-State Area has given Roy a wide acquaintanceship with Appliance Dealers, Utilities and Department Stores.

Previous experience as a radio salesman and retail music store manager gives him an intimate and sympathetic grasp of dealer needs.

Merchandising Department

TELEVISION TODAY

Video Audience Sees News As it Happens

Two television stations took part in broadcasting recent exciting events to its television audiences.

In New York, after an Army bomber lost in a fog crashed into the Empire State Building at 9:56 A.M., the NBC station, WNBT, went on the air at 2:00 P.M., and by 3:30 P.M. was televising a series of pictures of the accident. Shown were the great hole in the tower, damage to inside floors, parts of plane in street, and other scenes of the crash.

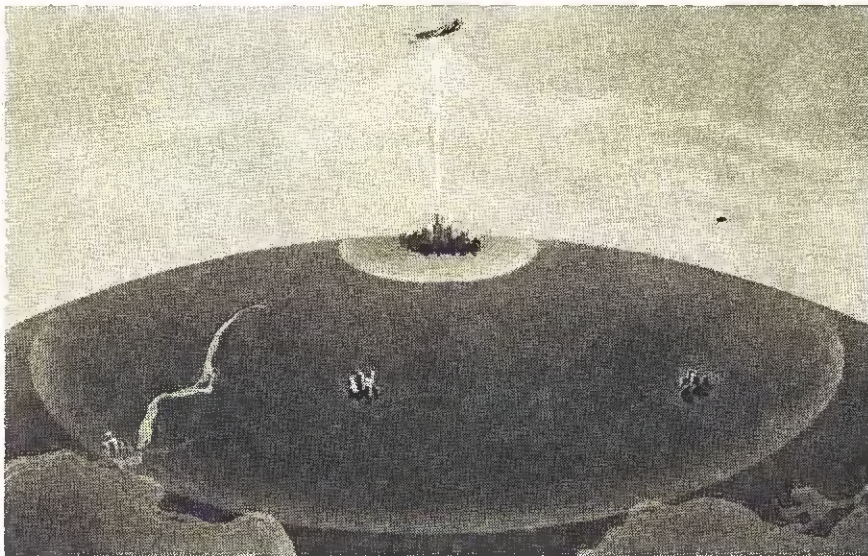
In Chicago, alert personnel at television station WBKB scored a "scoop" when a fire broke out in a building across from the video studio. The station went on the air immediately, a camera was focused on the action, and for three-quarters of an hour WBKB brought viewers the unscheduled news event. The telecast was well received with many comments made by set owners.

GE Will Build Large, New Video Transmitter

General Electric will build a 40-kw television transmitter—one of the world's largest—as soon as conditions permit—for the Don Lee Television and Don Lee Broadcasting Systems. This has been announced by James D. McLean, manager of GE transmitter sales.

The west coast network has filed with the FCC for permission to install the transmitter 5,800 feet above sea-level on Mt. Wilson outside Hollywood, Cal.

"Stratovision"—How Planes Will Broadcast Tele and FM



A project planned by the Westinghouse Electric Corporation, and Glenn L. Martin Co., calls for the use of stratosphere planes, six miles up, to provide television and FM broadcasts, from studios on ground below. The 30,000 foot height of transmitting antennas would simplify home set installations since hills, buildings, etc., would not cut off direct pick-up to the extent now encountered. Low power transmitters and higher frequencies can be utilized in this airplane rebroadcast system. The effective coverage radius of such a broadcast system would be 200 miles. The country would be divided into 14 national transmission areas.

Television in Colleges

Syracuse University has reserved an "intra-tel" system—wired television—from the General Electric Co. for post-war delivery, it has been announced by Chancellor William Pierson Tolley. Dr. Tolley said that the television equipment will be used to conduct various classroom teaching experiments, as well as teaching television programming and other techniques to students.

Launching by the New York City Board of Education and the television department of NBC of an experiment in the adaptation of television to classroom education was announced by John E. Wade, superintendent of schools, and John F. Royal, NBC vice-president in charge of television.

During the experiment, school officials and television experts will broadcast a weekly program over WNBT with a view to determining the type of television program most suitable for educational purposes.

Ready for Huge Demand

Majestic Radio & Television Corp., St. Charles, Ill., has issued a well-prepared booklet which reviews the firm's activities for the year. As stated in this report by E. A. Tracey, Majestic's president, the company is preparing for the tremendous consumer demand for Radio, FM and television receivers.

Advice to Architects and Builders on Television

Television will have to be considered as a distinct factor in future building plans, according to J. Wilson Shur, president of Shur-Antenna-Mount, Inc., 272 Sea Cliff Ave., Sea Cliff, N. Y.

"Architects will have to think of wall space for such a piece of furniture as a television set, in the same way that they plan for bed space in a bedroom," says Mr. Shur. "Possible chair arrangements within the room intended for television will have to be considered. If the living room is chosen, what is going to be done with the fireplace and the bay window?"

The special antenna requirements that television will impose must also not be forgotten.

"The dwelling of tomorrow will need a prominent antenna, and since height will be an important factor, it will be logical to plan for placement of this antenna high on the roof top.

Future Problems

"Builders," continued Mr. Shur, "will be interested at all times in avoiding unnecessary traffic over roof tops, and the installation of gadgets upon these roof tops by mechanics who may not be overly concerned with the proper weather-proofing of the installation.

"Another possible problem to be dealt with is the indifference a purchaser or owner might have to the overall picture of the development. A careless mounting of the prominent fixed antenna in the front part of a house may easily upset the general pleasing picture of a well-planned development."

To bring up another point:

"Development planners might find it very advantageous, from an esthetic standpoint, to have the 'lead in' or coaxial cable installed within the walls of the house from the roof top.

"Television is inextricably intertwined with the 'House of Tomorrow,'" concluded Mr. Shur. "Architects, developers and builders cannot afford to neglect it in their plans."

A. T. & T. Network

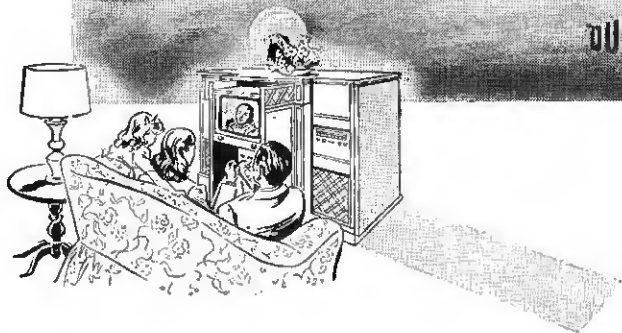
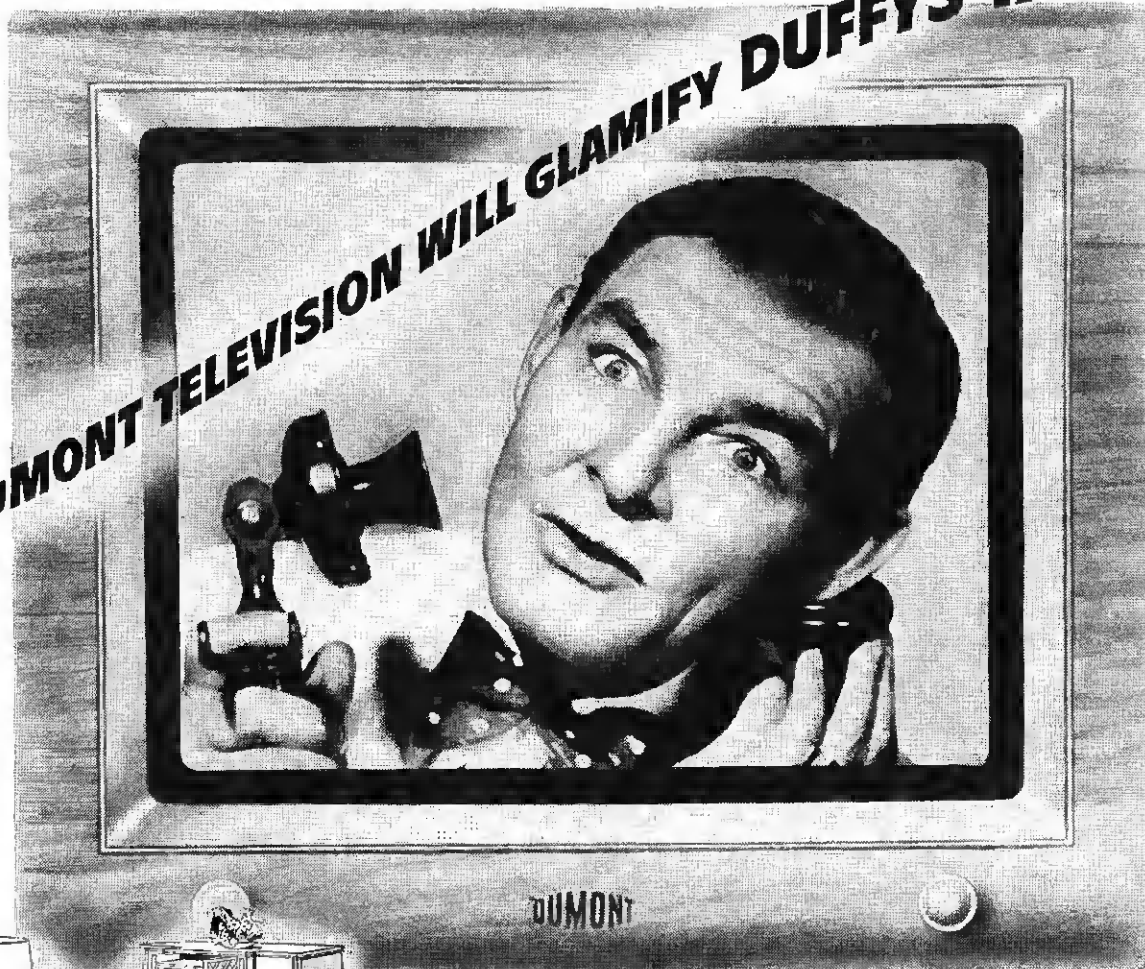
American Telephone and Telegraph Co. announces that it will spend 2-billion dollars on a construction program which will furnish the nation with co-axial cable routes. These lines will supply the basis for a country-wide television network.

Video as a Career

A four-page pamphlet titled "Television as a Career," has been prepared by the transmitter division of General Electric Co. It is available free on request from the publicity section, GE electronics department, Schenectady, N. Y.

ED (Archie) GARDNER says:

"DUMONT TELEVISION WILL GLAMIFY DUFFY'S TAVERN"



Star of the new Paramount Picture, "Duffy's Tavern," and the radio program of the same name, sponsored by the Bristol-Myers Co.

"Perish forbid me casting poils before ersters but leave us face it: I'm so enameled by television I clean forgot to hit Duffy for me salary this week. This new art's nutritious! And, incidentally, here's a pernt to remember: we'll be at our superfluous de luxe on a DuMont Teleset."

As usual, Archie is right. DuMont's 14 years in the forefront of precision electronics and television, together with DuMont's favorable patent position and wartime advancements, assure customer-satisfying DuMONT TELESETS... incredibly clear pictures, exquisite tone, inspired cabinet styling and technical dependability. For profit and prestige, *ride with the leader!*

*Trade-mark Reg.

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

Travel with Trav-Ler

"Presenting the incomparable Hildegarde!" . . .
To the announcer's introduction, Trav-Ler might well
add, "at her charming best!" For every note is
captured with such fidelity by Trav-Ler Radios that
listening is like traveling from home to studio.
Not only electronic advancements, but
modern cabinet design and attractive
prices will also distinguish your postwar Trav-Ler
showing. Future-minded dealers
are invited to write.

TRAV-LER KARENOLA RADIO & TELEVISION CORPORATION

General Offices: 571 W. Jackson Blvd., Chicago 6, Illinois
Factories in Orleans and Bedford, Indiana



Hildegarde,
"Raleigh Room", NBC

TRAV-LER
RADIO
RADIO

KARENOLA
RECORD PLAYERS

ULTRATONE

THE COMPLETE PHONOGRAPH LINE



Ready for production NOW!

- Sold exclusively through independent distributors to enfranchised Ultratone dealers.
- No Radios—just a complete line of phonographs.
- Fully guaranteed merchandise—backed by the RMA Warranty.
- Aggressively advertised and promoted through local, national and point of sale advertising.

"NO RADIOS — PHONOGRAPHS EXCLUSIVELY"

DISTRIBUTORS — DEALERS: WRITE FOR FULL DETAILS TODAY!

Audio **INDUSTRIES**
MANUFACTURERS OF *ULTRATONE* PHONOGRAPHS • MICHIGAN CITY, IND., U. S. A.



POP CONCERT *Extraordinary*

Arthur Fiedler Hears a Familiar Voice in The Meissner's Magic Tone

Yes, this was a sound the noted conductor of the Boston "Pops" Orchestra knew well . . . he had heard it many times as he ascended the podium for his famous Charles Rives Esplanade Concerts. It was the murmur of thousands of voices . . . the conversation of music lovers from all walks of life rising on the wind . . . then suddenly hushed by the rising of the baton . . .

A composer had caught this sound . . . woven it into a descriptive passage of the powerful American symphony Arthur Fiedler heard now, cascading from the luxurious cabinet before him . . . recorded music that overpowered him with its sheer beauty of natural tone . . . for this was the Meissner electronic radio-phonograph.

When the last record of the symphony was ended, Arthur Fiedler spoke: "This new Meissner is an inspiration! I have heard these records often, but never before has an instrument been able to reproduce the full, true tone that brings such a musical picture to life for the listener!"

☆ ☆ ☆

The magic tones of your own postwar Meissner will give you new inspiration from the world's greatest music. You will be able to enjoy a 2-hour concert thanks to the mechanical perfection of the Meissner's Automatic Record Changer that plays *both* sides of any record in sequence. And you will find new listening thrills as you explore the air waves opened to you by the Meissner's AM, FM and Super Shortwave Radio reception.

The single Meissner now in existence

has been loaned to the high school of Mt. Carmel, Ill., Meissner's home community, "for the duration." After V-Day, when the men and women of Meissner can turn again to the building of this new electronic radio-phonograph, the same qualities of tone that have astounded Arthur Fiedler, Helen Traubel, Bruno Walter and many other great artists will be yours.





Your Community will point with pride to its Meissner Dealer

Why? Because the man who will be the Meissner dealer in your community has already established a reputation for quality and service with a clientele that appreciates the finest in any product. He has the facilities, the ability and the financial strength required to add an instrument such as the Meissner electronic radio-phonograph to his present line. He knows that the many people in his community who have responded to advertising like that shown here will naturally look to him for their postwar Meissner.

☆ ☆ ☆

You may be the Meissner dealer in your community. In many areas, Meissner exclusive dealer franchises are still available. The men who obtain these franchises will find new profits and prestige during the postwar period, and an *immediate* group of prospects who have been attracted to the Meissner by an extensive national advertising campaign.

If you meet the requirements outlined above, write to our Chicago office—936-B North Michigan Avenue, Chicago, Ill. today. An executive of our company will contact you at the earliest possible opportunity.

MEISSNER
MANUFACTURING COMPANY • MT. CARMEL, ILL.

Please address your inquiries
to Chicago Office:

936-B NORTH MICHIGAN AVENUE
CHICAGO, ILLINOIS

ECA Reconversion Plans

Electronic Corp. of America will start shipment of civilian radios some time in October, according to Jack Geartner, sales manager for ECA radios.

Gerl Stresses Good-Will

Discussing the postwar radio market, Joseph Gerl, president of Sonora Radio & Television Corp., points out that the evidence of a manufacturer's acumen will not lie in the number of radios he sells within the next few years, but in the amount of good-will he can accumulate in that boom period.

Wilcox-Gay Meetings

Final plans for the Wilcox-Gay distributor showings are now practically completed.

Company personnel who will conduct these distributor meetings will be W. L. Hasemeier, vice-president in charge of sales; D. E. McGaw, assistant sales manager; R. F. Timm, account executive of the Cramer-Krasselt advertising agency; G. E. Murphy, sales promotion manager and in charge of the Recordio disc division, and W. C. Hynes, September 15 has been tentatively set for the first regional meeting.

Jobber Appointments

BENDIX RADIO DIVISION, of the Bendix Aviation Corp., Baltimore, Md., Leonard C. Truesdell, general sales manager for radio and television, announces added distributor appointments: • A. B. Gray Co., Ft. Wayne, Ind. • Van Deren Hardware Co., Lexington, Ky. • American Sales and Distributors, Inc., Columbus, Ohio.

CROSLY CORP., Cincinnati, Ohio, has the Capital Paper Co. as its distributor in Indianapolis and adjacent territory.

CONLON CORP., Chicago, Ill., I. N. Merritt, vice-president and general manager, has announced the firm's distribution set-up for the selling of washers, ironers, and other products. Appointments include: Factory reps— • George H. Williams, Los Angeles, and Arthur C. Maryon, San Francisco • L. A. Robinson, Seattle, Wash. • J. Leo Jolley, for Oklahoma • L. A. Vandersloot, Kansas City, Mo. Distributorships— • Interstate Electric Co., New Orleans, La. • Great Falls Paper Co., Great Falls, Mont. • Southwestern Drug Corp., Dallas, Tex. • Ray Jones-W. S. Nicoll, Colo., Wyoming, N. M. • W. R. Beamish Co., Minneapolis, Minn. • L. C. Lippert Co., Sioux Falls, S. D. • Northwest Electric Supply Co., Fargo, N. D.

ESTATE STOVE CO., Hamilton, Ohio, S. C. Bernhardt, vice-president in charge of sales, announces the appointment of the Crum Distributing Co., Decatur, Ill., as distributor for 20 central Illinois counties.

FRANKLIN-McALLISTER CORP., Chicago, Ill., has appointed RCA Victor Distributing Corp. to handle the McAllister Bagless Vacuum Cleaner in the Chicago, Detroit and Kansas City trading areas.

HOWARD RADIO CO., Chicago, Ill., announces the following distributor appointments: • Appliance Wholesalers, Inc., Detroit, Mich. • Arizona Hardware Co., Phoenix, Ariz. • Bowers Wholesale Corp., Norfolk, Va. • Harris-Patrick Electric Supply Co., Nashville, Tenn. • E. G. Hendrix Co., San Antonio, Tex. • Kent Wholesale Distributor, Grand Rapids, Mich. • Terry-Durin Co., Cedar Rapids, Iowa.

KNAPP-MONARCH, St. Louis, Mo., has appointed Krich-Radisco, Inc., Newark, N. J., as distributor for its electrical appliance line.

HAMILTON RADIO CORP., makers of Olympic radios, appointed the following new distributors: • Allied Distributors, Inc., Wichita, Kan. • El Paso Building Material Co., El Paso, Texas • Cayet-Wellman Co., Cheyenne, Wyo. • Custom Tire Co., Billings, Mont. • Electric Products, Inc., Pittsburgh, Pa. • Jelco Milwaukee Co., Milwaukee, Wis. • Modern Rethreaders, Nashville, Tenn. • Monarch Sales Co., Indianapolis, Ind. • Pacific Coast Heating & Appliance Co., Seattle and Portland, Wash. • Pettit's Storage Warehouse Co., Ft. Wayne, Ind. • Roanoke Hardware Co., Inc., Roanoke, Va. • Memphis Rubber & Supply Co., Memphis, Tenn. • Sioux Tire & Battery Co., Sioux City, S. D. • Southwestern Distributors, Inc., Little Rock, Ark. • Tommy Thompson's Home Appliance Co., Denver, Colo. • United Appliance Co., Ft. Worth, Tex. • Victor Shaw Co., Charlotte, N. C.

STEWART-WARNER CORP., Chicago, Ill., named the following distributors: • Minnesota Electric Supply Co., Willmar, Minn. • William's Wholesale Distributors, Newark, Ohio • Cowan-Boze Co., Inc., Atlanta, Ga. • Minnesota Electric Supply Co., Willmar, Minn.

STROMBERG-CARLSON CO., Rochester, N. Y., appoints the following jobbers: • Central Supply Co., Brownwood, Tex. • Farrar-Brown Co., Portland, Me.

TEMPLETONE RADIO MFG. CO., New London, Conn., Oscar Dane, president, announced the following distributor appointments: • Alfred Distributing Company, Albany, N. Y. • K & F Distributing Company, Cleveland, Ohio • Hi Major division, Minsky Bros. & Co., Pittsburgh, Pa. • Hartford Stove Company, Hartford, Conn. • The A. G. Rhodes Company, Atlanta, Ga. • Harry Lasky & Co., Philadelphia, Pa. • Goyer Supply Co., Greenville, Miss. • Associated Distributing Co. of South Carolina, Columbia, S. C. • Eastern Wholesalers, Inc., Washington, D. C. • Bird's Company, Greenville, Tenn. • Penn Appliance Distributors, Inc., Harrisburg, Pa.

Industry Activities

Meck Survey Shows Radio Stores Leading

A survey recently completed in 17 large cities for the John Meck Industries indicated that 25 per cent of those asked the question: "Where will you buy your next radio?" said they would buy them from radio stores, 5 per cent said that they would buy their postwar radio from department stores, 6 per cent from music and furniture stores and 64 per cent were uncertain.

The survey also indicated that radio sales in the first full postwar year of production will amount to between \$250,000,000 and \$500,000,000.

John Meck, president, in a message, stressed the need for a consistent personal public relations program on the part of dealers, and emphasized the reward of good salesmanship in pointing out that manufacturers predict a national demand for 100,000,000 sets sold in the first five or six postwar years.

GE Names "Pat" Toal



E. P. Toal has been appointed sales manager of standard radio receivers in the receiver division of General Electric Co.'s electronics department, according to an announcement by Paul L. Chamberlain, manager of sales for the division. Mr. Toal will be located at the Bridgeport, Conn., plant.

History of Webster Corp.

"The Story of Webster-Chicago" is the title of a new book recently issued. Printed in colors, it outlines in words and pictures the history of Webster-Chicago Corp. from inception of the business thirty-one years ago, to the expanded facilities now nearing completion.

A copy may be had on request by writing to the firm at 3825 W. Armitage Ave., Chicago 47, Ill.

Crosley Modernization Plans Aid Retailers

To present its store modernization program directly to its dealers, The Crosley Corp. is now conducting a series of regional meetings in principal cities at which Bert Johnston, head of the Crosley sales promotion institute, and S. D. Mahan, director of advertising and public relations, are demonstrating the institute's program.

Flexibility of arrangement and intelligent discrimination in the selection of store display material are keynotes of the Crosley institute's program, according to Mr. Mahan.

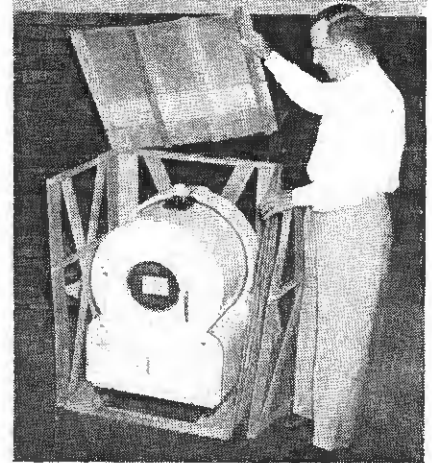
Crosley field sales representatives report that many dealers are planning to modernize their stores in line with a program suggested by the firm's sales specialists.

Billion Dollar Industry

The Emerson Radio and Phonograph Corp., New York City, has launched the most extensive promotion campaign in its history to introduce the forerunner models of its postwar line, according to Ben Abrams, president.

Mr. Abrams commented that there is a waiting market for more than 25-million radio receivers in this country alone and that radio-electronics will emerge from its war experience as a billion-dollar-per-year industry.

Receives Bendix Washer

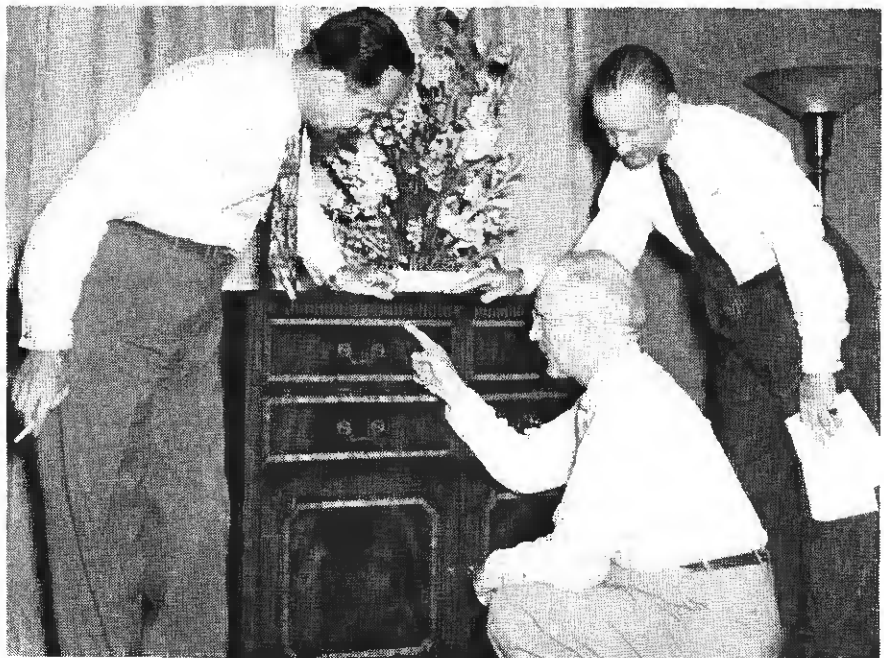


C. W. Hyde, president of the Griffith Distributing Corp., Cincinnati, Ohio, uncrating the first Bendix Home Laundry received by his company since 1942.

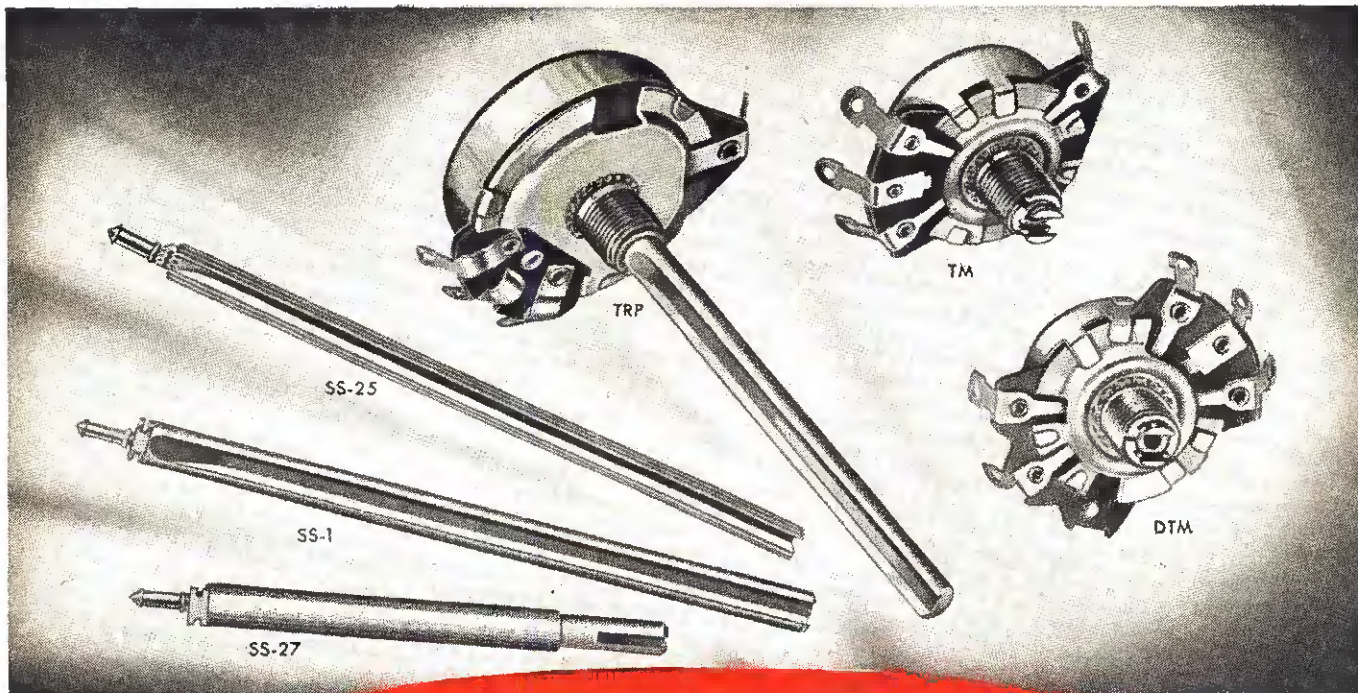
Zenith's New Models

Zenith Radio Corp. plans a completely new line of receivers featuring advanced engineering developments, according to J. J. Nance, vice-president. It is claimed that the firm's reconversion problem is simple, and that it will be among the first manufacturers to hit the market with new radios and phonographs. Mr. Nance stated that the company's sales organization is complete.

Maguire Shows First New Meissner Set



Examining the first new Meissner radio-phonograph made by the Meissner mfg. division, Maguire Industries, Inc. are: I. to r., G. V. Rockey, vice-president in charge of sales; James T. Watson, vice-president in charge of the Mt. Carmel Meissner plant; Russell Maguire, president.



MALLORY REPLACEMENT CONTROLS (TAPPED)

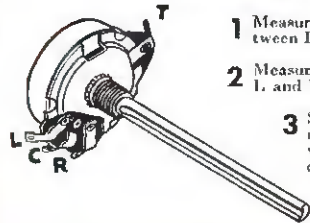
TO retain the original tonal characteristics of a radio, tapped replacement controls must duplicate the electrical operation of the original controls. That's exactly what Mallory tapped replacement controls do—*duplicate*, not approximate or imitate! Mallory provides a tapped control for nearly every

replacement need—yet the total number of types is small. This is due to the use of Mallory Universal control shafts! With these shafts and controls, you suit the part to fit the job.

There are 27 plug-in shafts for use with Mallory TM (Tapped Midget) and DTM (Double Tapped Midget) controls. Thirteen are exact mechanical replicas of shafts now widely in use—the remaining fourteen need only be cut to length. Where required shaft lengths are three inches or less, the Mallory TRP (fixed shaft) control replaces large originals using set screw or spring type knobs.

Convenient? Unquestionably! Economical? You bet! And your Mallory Distributor carries a complete line in stock—always! See him for proper selection of a handy kit.

TO SELECT A MALLORY TAPPED REPLACEMENT CONTROL:



- 1 Measure overall resistance between L and R on old control.
- 2 Measure Tap resistance between L and T on old control.
- 3 Select Mallory Tapped replacement control having values nearest both those of the original.

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

Meck Plans 20 Types

In an article released recently by John Meck, president of the John Meck Industries, Inc., Plymouth, Indiana, it was stated that the company planned to produce twenty different types of sets in plastic and wood cabinets including three types of radio chassis.

According to Mr. Meck, if the present WPB rule allowing production on October 1, remains unchanged, the firm will be able to start immediate production of two thousand sets a day as of that date.

Viewtone Lists Prices of Telesets, Radios, Phonos

In addition to showing a television set which it proposes to sell for \$100 retail (see illustration, page 68 this issue) Viewtone Co., 203 E. 18th St., New York, displayed a line of radios and record players at a meeting held at the Hotel St. Moritz, this city. Models and approximate prices are as follows:

6 tube table model, 5 watts output, \$35; 5 tube ac-dc, plastic and wood cases, with automatic volume control, \$22; electric record player, with 3 tube amplifier, \$15; combination radio-phonograph, with tone control, 5 tube ac-dc circuit, having automatic changer and playing 10" and 12" records, about \$65.

A table model teleset, having a 9" tube, to be sold at \$175, was also shown.

Irving Kane is president of the company.

Veteran Joins Philco



Ted Safford, whose technical training in the Army enabled him to get a job with Philco's television station WPTZ. Safford is the first World War II vet, discharged under the Army's point system, to be employed by the company.

Distributors Meet With Majestic Officials

Nine Majestic radio and record distributors met with executives of Majestic Radio & Television Corp. at St. Charles, Ill., in the first of a continuing series of the firm's distributor panel meetings.

In opening the meeting, E. A. Tracey, president, told the group that the distrib-

utor panel will become a merchandising tool by making it possible for factory executives constantly to check their judgment with distributors.

In addition to Mr. Tracey, other executives participating in the morning and afternoon sessions were Lester Kulp, assistant to Mr. Tracey, Parker H. Erickson, director of sales, and Ben Selvin, director of artists and repertoire for Majestic Records, Inc.

Distributor members of the panel present at the meeting were: L. M. Evans, Elliott and Evans, Inc., Cleveland; J. N. Thompson, Maco Appliance Distributors, Kansas City, Mo.; Edgar L. Fink, LaSalle Electric and Mill Supply Co., Detroit; M. Mitchell Gruhn, Colen-Gruhn Co., Inc., New York; C. L. Carper, Sidles Co., Omaha; J. J. Pocock, J. J. Pocock, Inc., Philadelphia; D. F. McCormack, McCormack & Co., San Francisco; J. W. Scott, Major Appliance Corp., Watertown (Boston) Mass.; and R. E. McGreevy, Chicago-Majestic, Inc., Chicago.

New Dealer Group Meets

The Radio & Electronic Dealers & Servicemen's Assn. a new group covering the New York metropolitan area, held its first meeting on July 25, at Temple Auditorium, 251 Rochester Ave., Brooklyn, N. Y. Among the speakers was Judge Blanchford, who spoke on the need for the licensing of radiomen. The judge also favored the bonding of radio dealers, to protect customers.



Long Scale, Wide Range Volt-Ohm-Milliammeter

DOUBLE SENSITIVITY D.C. VOLT RANGES

0-1.25-5-25-125-500-2500 Volts, at 20,000 ohms per volt for greater accuracy on Television and other high resistance D.C. circuits.

0-2.5-10-50-250-1000-5000 Volts, at 10,000 ohms per volt.

A.C. VOLT RANGES

0-2.5-10-50-250-1000-5000 Volts, at 10,000 ohms per volt.

OHM—MEG OHMS

0-400 ohms (60 ohms center scale)
0-50,000 ohms (300 ohms center scale)

DIRECT READING OUTPUT LEVEL DECIBEL RANGES

-30 to +3, +15, +29, +43, +55, +69 DB

TEMPERATURE COMPENSATED CIRCUIT FOR ALL CURRENT RANGES D.C. MICRO-AMPERES

0-50 Microamperes, at 250 M.V.

D.C. MILLIAMPERES

0-1-10-100-1000 Milliampères, at 250 M.V.

D.C. AMPERES

0-10 Amperes, at 250 M.V.

OUTPUT READINGS

Condenser in series with A.C. Volts for output readings.

ATTRACTIVE COMPACT CASE

Size: 2½" x 5½". A readily portable, completely insulated, black, molded case, with strap handle. A suitable black, leather carrying case (No. 629) also available, with strap handle.

LONG 5" SCALE ARC

For greater reading accuracy on the Triplett RED DOT Lifetime Guaranteed meter.

SIMPLIFIED SWITCHING CIRCUIT

Greater Ease in changing ranges.

Write for descriptive folder giving full technical details.

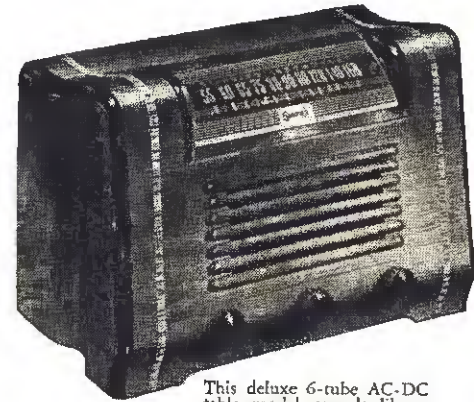
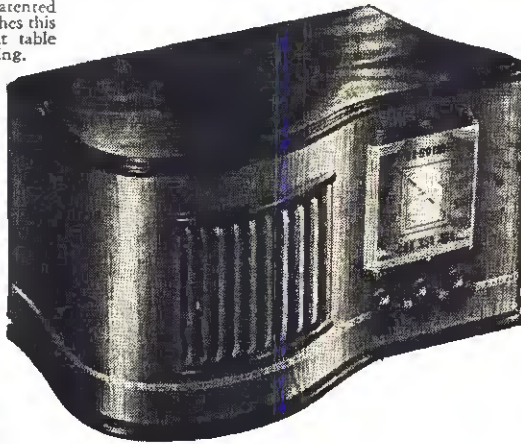
HERE'S THAT NEW
TRIPLETT
625-N

Triplett

ELECTRICAL INSTRUMENT CO. BLUFFTON, OHIO



Big-set reception made possible by newly perfected patented chassis circuit distinguishes this 6-tube AC-DC, walnut table model. Unique dial styling.



This deluxe 6-tube AC-DC table model sounds like a console! And it's a beauty—in walnut or blond prima vera.

3-tube AC-DC table model. Walnut cabinet, inlaid striping. Extra large full-vision "slide rule" dial. Big dynamic speaker. Amazing tone quality—"Clear as a Bell."



Sonora means **BEAUTY**
Sonora means **VALUE**

SONORA MEANS

"Clear as a Bell"
TONE!

Here are 3 of the 37 beautifully-styled SONORA radios that will soon be building business, building customer satisfaction for SONORA merchants. Good to look at? Plenty! But just wait until you hear them! Because every SONORA model—from portable to deluxe console combination—must meet this rigid test at the SONORA engineering laboratories: *It must have the best tone in its price class or it isn't good enough to be*

called a SONORA! That's mighty important, because it's *tone* that makes the sale!

SONORA built-in value is backed up by alert merchandising, aggressive promotion, and powerful national advertising that builds checkable store traffic for SONORA dealers! Yes...SONORA means business...business for you!

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

Get in touch with your Sonora distributor today. Get all the facts about the Sonora franchise... the franchise that means business!



Sonora 
Clear as a Bell

HOME ENTERTAINMENT AT ITS BEST

RADIO • FM • TELEVISION • RECORDS • PHONOGRAPHS • RECORDERS

RADIO & Television RETAILING • September, 1945

143

Twenty Years ago SRDS*
listed twelve magazines

ONLY ONE LEFT today



* Standard Rate & Data Service is the recognized directory of advertising media. The material for this statement is taken from the Radio Classification, Business Paper section of the September 1925 issue.

At that time, hundreds of electrical, phonograph and assorted trade papers tried to capitalize radio's newness by conducting so-called "radio sections."

A few—very few—later changed their names to include the word "radio" but were not previously eligible for listing as radio papers by SRDS.

ELEVEN DEAD!

~~American Radio Journal, 132 W. 43 St., NYC
Phonograph Radio Dealer, 1133 B'way, NYC
Radio Dealer, 1133 Broadway, NYC
Radio Digest Retailer, 510 N. Dearborn, Chicago
Radio Engineering, 52 Vanderbilt Ave., NYC
Radio Merchandising, 245 W. 39 St., NYC
Radio Record, Tribune Annex, Minneapolis
Radio Retailer & Jobber, 132 W. 43 St., NYC
Radio Trade Directory, 10th Ave. & 36 St., NYC
Radio Trade Journal, Bayonne, N. J.
Talking Machine World, 383 Madison Ave., NYC~~

Another reason why

RADIO & Television RETAILING IS FIRST

More ABC paid circulation than all other radio trade papers combined

Caldwell-Clements, Inc. 480 Lexington Ave., New York 17, Plaza 3-1340

CHICAGO 6

CLEVELAND 14

LOS ANGELES 14

SAN FRANCISCO 4

NEW "EVEREADY" "MINI-MAX"

"B" Battery has started Engineers figuring



ACTUAL SIZE

This is "Eveready" "Mini-Max" "B" Battery No. 412. It furnishes 22½ volts, weighs 1⅓ ounces. Dimensions are 2" by 1-1/32" by 5/8". Compare its size with that of a pocket watch.



No. 412

WE BELIEVE IT WILL START YOU FIGURING TOO!

THIS is the latest "Mini-Max" 22½ volt "B" Battery made with National Carbon Company's exclusive construction. It is a challenge to the best inventive brains in the radio and electronics fields.

Why? Because this "Mini-Max" battery packs 22½ volts into the smallest unit ever dreamed of—well under half the size of anything of comparable voltage!

Imagine a battery as light and easy to carry as a pocket watch. Imagine what it means to portable radios and many electronic devices. It means sets that will be carried among the individual's personal effects—sets small enough to go into vest pocket or handbag. It means a whole new world of merchandise—new customers—new opportunities.

And to speed these important developments in your postwar business, National Carbon Com-

pany, Inc. invites the engineers and designers of America to consult its technical advisors... take advantage of its laboratory facilities and experience. From such cooperation can come important new merchandise for the future of the industry.

EVEREADY

TRADE-MARKS

MINI-MAX

RADIO "B" BATTERIES

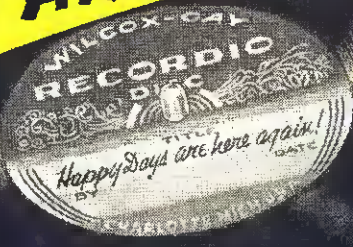
NATIONAL CARBON COMPANY, INC.

Unit of Union Carbide and Carbon Corporation

General Offices: NEW YORK, N. Y.

The words "Eveready" and "Mini-Max" are registered trade-marks of National Carbon Company, Inc.

IT'S TRUE...
RECORDIO DISCS...
Recordioint Cutting and Playback Needles
NOW AVAILABLE!

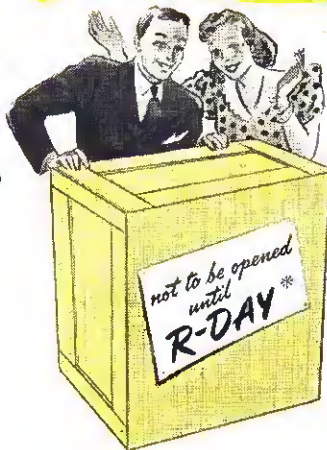


• Never before was the demand so great for the balanced-combination ... RECORDIO discs and RECORDIOPOINT needles ... to bring voices of mothers, wives and sweet-hearts to their fighting men far away ... to provide hours of thrilling pleasure for those at home.

Listen to the true-to-life naturalness of the recording ... compare the faithfulness of reproduction. You'll need no further reason why customers prefer RECORDIO discs and RECORDIOPOINT needles, the balanced-combination created by the same engineers who designed RECORDIO, the first successful home recorder.

Now you can cash in on the strong preference for these RECORDIO products. Order from your local distributor ... today!

Coming...



***R-DAY** ... the bright profit-filled RECORDIO-DAY that's coming when you start selling the greatest RECORDIO of them all.

RECORDIO

They'll say it's a new kind of magic ... when they see and hear the wizardry which will be built into the brilliant new line of RECORDIO instruments that are on the way ... "they" being those customers of yours who have waited so long for their new RECORDIO recorder-radio-phonographs. Now is the time to start planning for R-DAY ... the time when you'll be selling and profiting with the complete line of RECORDIO PRODUCTS. Start planning for R-DAY now ... mail coupon today for franchise information.

RECORDIO

RECORDING INSTRUMENTS FOR HOME, COMMERCIAL AND PROFESSIONAL USE

Manufactured by

WILCOX-GAY CORPORATION
 CHARLOTTE, MICHIGAN

DEALERS: Mail This Today!

WILCOX-GAY CORPORATION
 Charlotte, Michigan

Gentlemen: Tell me more about the coming RECORDIO opportunity that is still open in my territory.

Store name.....

Address.....

City..... Zone... State.....

Selling Radio-Phonographs

Written especially for RADIO & Television RETAILING, by E. H. McCarthy, sales manager, Farnsworth Division, Farnsworth Television & Radio Corp.

"Were it not for my record department, I would have been compelled to close the store over two years ago," a prominent metropolitan radio and appliance dealer remarked a few evenings ago.

He went on to explain that in 1940 he originally stocked records in small quantities and then only as convenience items to aid in the demonstration of phonograph-radio combinations. But, in 1940, he was caught, along with thousands of dealers across the country, in a growing



Salesmanager McCarthy.

wave of record popularity, and, an alert merchandiser, he built his record section into a highly-profitable department, a traffic-builder which has facilitated a widespread sale of allied record products.

Wartime merchandise shortages, while causing great hardship and inconvenience to many radio and appliance retailers, have proved a good, though hard, teacher.

While some retailers failed during the first months of adjustment to wartime conditions, others, more resourceful, have experienced success similar to that of the dealer we pointed out.

They have learned first hand of the remarkable comeback of the record business, and have probed deeply not only its own future, but also its probable merchandising ramifications. They are overwhelmingly convinced that it is to be a permanent business, and are certain that its growth will work to the mutual advantage of phonograph-radio combinations.

Alert dealers have learned, through inquiry of record purchasers, that among the first major purchases on their present-day buying list is a modern combination. There is a significance in that trend which retailers cannot afford to overlook again. They may remember that before 1940, when straight radio console sales were booming, the combination was more or

less casually treated as a stepchild of the business—the phonograph was generally treated as an added attachment which might or might not aid in selling the radio.

Yet, despite this handicap—inadequate and uninformed phonograph demonstrations and a generally apathetic attitude—the sale of automatic combinations grew amazingly.

Intelligent dealers today recognize a general public preference for combination instruments as against straight radio.

Informed retailers agree that profitable sales can accrue from easy, convincing demonstrations that trouble-free mechanisms make possible, and that the enduring consumer satisfaction which arises from "fool-proof" automatic changers has a tremendous good-will sales potential.

From these established premises, dealers can now draw solid conclusions to aid in their sales planning. They have the assurance, first, that automatic combination instruments will represent a profitable and substantial phase of the radio business now on the way. They know that the average unit of sale will be rather higher than in pre-war days, and that a condition of normal competitive merchandising should exist within a year after the return to commercial sales.

Special Sales Techniques

Those dealers who have, meanwhile, organized for such a condition will represent the successful and desirable retail outlets. We observe, already, preparation for the competitive period which lies ahead. We see planning for the proper display and demonstration of phonograph-radios.

We have been shown, in many cases, the preparations for attractive demonstration rooms. Dealers have likewise described to us the meticulous care with which the retail organization will be trained. Where dealers plan such a training program, there is every evidence that the retail floor salesman will very thoroughly understand the functions and operation of the automatic changer.

Such instruments properly presented, demonstrated and sold will not only prove a source of substantial profit, but will insure the frequent return visits for the purchase of records which, as previously indicated, make possible the sale of vast quantities of other unrelated merchandise.

The outlook for the radio dealer is bright indeed. Public interest, stimulated by the great promise of FM, modern phonograph-radios, improved recordings, television and electronic developments during the war just ended, has reached a new peak.

But the dealer must remember that all successful selling is predicated on a thorough knowledge of his product, whether it be records or record changers, and that many a pre-war radio salesman who was a star performer may be an "also-ran" sales performer now if he is not properly trained in the art of demonstrating the "heart" of the phonograph-radio.

Check These Exclusive

**KWIKHEAT
SOLDERING
IRON** Advantages!



- ★ SAVES TIPS
- ★ SAVES TIME
- ★ SAVES EFFORT
- ★ SAVES WEIGHT
- ★ SAVES CURRENT
- ★ SAVES THE IRON

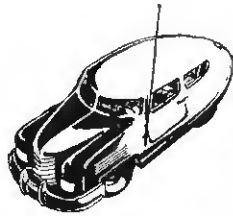
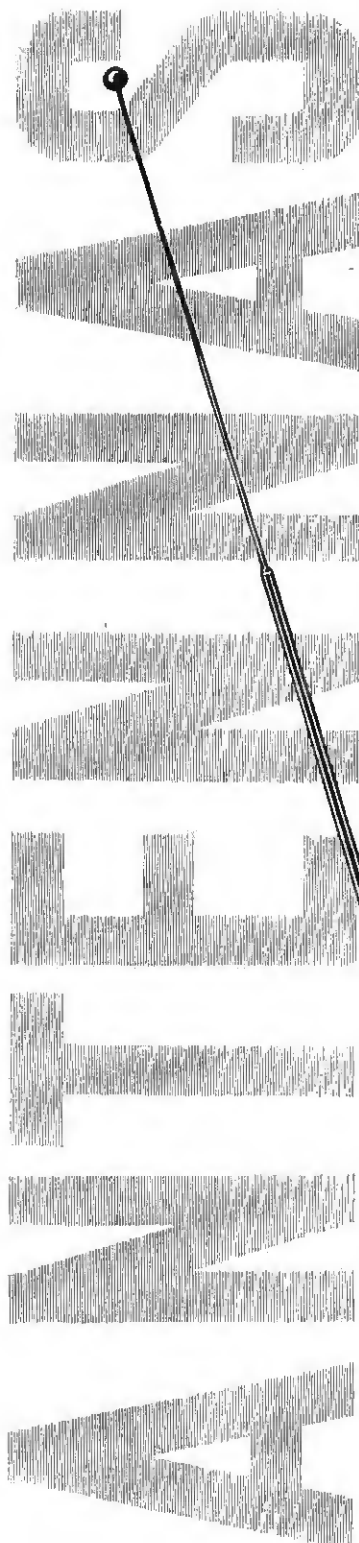
**HOT IN 90 SECONDS
READY FOR USE...!**

Its many exclusive features put the Kwikheat Soldering Iron in a class by itself. That's why it wins enthusiastic praise from those who use it—why Kwikheat is fast becoming America's most talked-about iron—why you certainly want to stock it... lists at \$11. Write today for complete information.

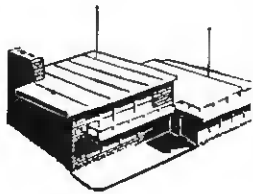
6 TIP STYLES
Interchangeable



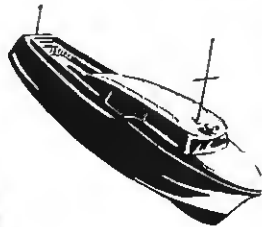
... WRITE FOR DETAILS



AUTOMOBILES



HOMES



BOATS



HANDY TALKIE

SNYDER
 MANUFACTURING CO.
 22nd & ONTARIO STS., PHILA. 40
 MANUFACTURERS • START TO FINISH

"Columbia" is a reliable source

SPECIALS!

AVAILABLE NOW WITHOUT PRIORITY

PLASTIC PARALLEL RIP CORD

2 CONDUCTOR—No. 18 Ga. Stranded

Easy to strip—easy to separate. The finest obtainable for radios, lamps, appliances, etc. Approximately 3000 ft. on reel.
 Per 1000 ft.\$14.95

OR
 250 ft. Metal Spools. Per 100 ft.\$1.65

2 CONDUCTOR MICROPHONE CABLE

The best mike cable available fully shielded—live, flexible buna rubber outer jacket.

Random lengths from 25 ft. to 250 ft., while quantity lasts. Per 1000 ft.\$37.50

5 CONDUCTOR CABLE

5 five rubber No. 20 stranded conductors, shielded with plastic outer jacket—color coded on original reels.

Per 1000 ft.\$35.00

18 CONDUCTOR CABLE

Plastic paired conductors. One conductor of each color is ribbed for easy identification, and can be used either paired or coded. Shielded with Synthetic Rubber outer jacket.

Approximately 1500 ft. on large wood reel.
 Per 1000 ft.\$100.00
 Per 100 Ft.\$12.50

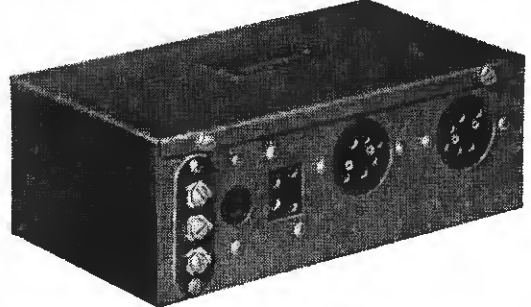
Write for Complete Circular No. 6

COLUMBIA WIRE & SUPPLY CO.

4104 N. PULASKI RD., CHICAGO 41, ILLINOIS



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 moving 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: Due to War Production Board restrictions on Material our production is necessarily limited and deliveries at this time can be made only through established Jobbers. Canadian representative, Atlas Radio Corp., Toronto, Canada.

ELECTRO PRODUCTS LABORATORIES

Pioneer Manufacturers of Battery Eliminators
 549 WEST RANDOLPH STREET CHICAGO 6, ILL.

Sonora Retailers Discuss Sales



Joseph Gerl, standing, president of the Sonora Radio & Television Corp., discussed the future radio market at a company dealer luncheon in Milwaukee. Host at the meeting was the company's distributor for this area, Clark Supply Co. Seated at the table are representatives of both firms.

E-L Assigns 4 Reps

Walter Peek, vice-president in charge of sales, Electronic Laboratories, Inc., Indianapolis, has announced the names of four new manufacturer's representatives.

Harry B. Segar will represent E-L in Buffalo, Arthur Rocke in New York City, S. K. McDonald in Philadelphia, and J. Y. Schoonmaker in Dallas.

New Oklahoma Jobber

Fred S. Williams, southwestern representative for Perfection Stove Co., and Warren L. Harris associated with the same company as district credit manager at Kansas City, have formed The Stanley Co. at Oklahoma City, Okla. They will operate as distributors and sales agents of housewares and appliances. Lines are now being acquired. The new firm expects to cover Oklahoma, northeast Texas and the Panhandle of Texas.

Hamilton Sales Head

W. A. Friedrich has been appointed sales director of the home appliance division, Hamilton Mfg. Co., Two Rivers, Wis., according to an announcement made by Howell G. Evans, vice-president, in charge of sales. In his new capacity, Mr. Friedrich will handle sales and merchandising of the Hamilton automatic clothes dryer, through a national organization of distributors and dealers.

Pedder in New Position

It has been announced that James F. Pedder, advertising manager of Frigidaire division, General Motors Corp., Dayton, Ohio, joined the newly created employe cooperation staff of GM, under the direction of Frank R. Pierce, vice-president of the parent company.

Mr. Pedder will be director of employe information with headquarters at the company's central office in Detroit.

F. H. Peters, manager of range and water heater sales, has been appointed to replace Mr. Pedder as advertising manager.

GE's Erie Plant to Make Complete Refrigerators

General Electric's refrigerators will be completely manufactured and assembled in the company's Erie works, H. L. Andrews, vice-president in charge of the GE appliance and merchandise department, announced.

Before the war, production was split. Cabinets were made in Erie while GE's hermetically sealed refrigerating units were made in Schenectady, N. Y. Final assembly was at Erie.

Henceforth, Andrews said, both cabinets and mechanisms will be built at Erie and then assembled for shipment.

Galvin Sales Official

The Galvin Mfg. Corp., makers of Motorola radios and radiotelephones, has announced the appointment of E. S. Goebel as acting director of field sales in the communications and electronics division.

Mr. Goebel will be in direct charge of the activities of all field salesmen. Norman Wunderlich resigned as sales manager recently.

Appointed by Rola

The appointment of Francis B. Smith as chief engineer has been announced by B. A. Engholm, president of The Rola Co., Inc., Cleveland, Ohio.

Mr. Smith was formerly in charge of audio-frequency and acoustics at Zenith Radio Corp. in Chicago.

Designer for Lear Sets

Nate Hast, merchandise manager of Lear home radios, announces that arrangements have been completed with William H. Clingman, Grand Rapids furniture designer, to design the cabinets for the larger Lear console home radio models.

The firm's home radio line will include a full range of models, from portables to consoles that will be complete with FM, television, phonograph combination with automatic record changer, and the Lear wire recorder.

LEO'S SPECIAL!

Immediate Delivery

Money Back Guarantee on this all-purpose

Multitester

Handles AC and DC Voltmeter, DC Milliammeter, High and Low range Ohmmeter. Size 5½x8x3¼. 3" meter with sturdy D'Aronson movement. Write for priority information.

Model WRL 300 ONLY **\$18.75** Less Leads

EVERYTHING IN TEST EQUIPMENT

We have it or can get it. Preferred delivery, quick service on all makes, all types. Hundreds of new items on order. Buy from Leo, W9GFQ.

See Leo for WRL Radio Kits priority required



Phono Amplifier Kits Complete with tubes, instructions \$9.50 No. 1059...



Code Oscillator Kits Complete with tube, size 3"x6". \$4.95 No. 66-200

Place Your Order NOW!

Leo is making delivery NOW on

HALLICRAFTERS

For preferred delivery, easy terms, and liberal trade-in allowance, write

Leo, W9GFQ

EXCLUSIVE AT LEO'S!

44 Page Parts Flyer... **FREE**

Packed with hard-to-get items. Immediate delivery to radio repairmen. Usual priorities. Experimenters write Leo, W9GFQ, on how to get radio repair parts.

Tube and Circuit Reference Book10c

Handy Tube-Base Calculator25c

Giant Radio Reference Map, Size 3½x4½ ft 15c

DUAL FIL. TRANS. Fully Shielded

110 V. Tapped Primary, Secondary, 5 volt @ 3 amp. and 6.3 V.C.T. @ 4 amp. \$2.25 No. 9-551...



MAIL TODAY

Wholesale Radio Laboratories 714 West Broadway Council Bluffs, Iowa

RT-9

Please rush Multitester No. 300, \$18.75 is enclosed, or Enclosed is \$____, Balance C.O.D.

Here's 10c, Send "Tubes and Circuits" Book.

I want a Tube-Base calculator. 25c enclosed.

Ship me your radio map. 15c enclosed.

Send me your free flyer of hard-to-get radio parts.

Name _____

Address _____

Town _____

State _____

I am an amateur; experimenter; service man.

QUICK SERVICE

Your order will receive my own personal attention. You'll get "same day" delivery service from the heart of the nation . . . on anything in radio.

Sincerely,
Leo W. Ferguson
W9GFQ



Wholesale RADIO LABORATORIES

Garod's New Set Line Shown to Distributors

The Garod Radio Corp., has just concluded the most successful sales meeting in its entire history, the recent New York City assemblage of Garod distributors from all over America serving the dual purpose of exhibiting the complete line of Garod radios and of announcement and discussion of an aggressive merchandising program on a national scale.

The distributors saw 6 table model radios, in both wood and plastic, in a variety of styles, sizes and finishes. Supplementing this group is a table phonograph combination, also in plastic and in wood, as well as a combination having an automatic record changer. Sev-

eral three-way portables were shown, a feature of which was the design for easy portability.

Outstanding for beautiful design and maximum utility was the series of 10 console combinations, including two chair-side models. Most of the console combinations will be in both walnut and mahogany . . . in addition, there will be models featuring a bleached mahogany finish. These consoles reflected a wide range of period designs including Sheraton, 18th Century, Hepplewhite, Neo-Classic, and a breakfront cabinet.

The distributors were reminded emphatically that Garod has made FM combinations before the war and, therefore, was in a most advantageous position of having the "know-how" necessary to

insure both precision engineering and quick delivery of FM sets.

Similarly, the Garod position relative to television, backed by a backlog of many years of experimentation and manufacture, was stressed.

A highlight of the meeting was the announcement of a comprehensive advertising and promotional campaign formulated to win widespread consumer acceptance for Garod radios.

Indicative of the tremendous enthusiasm generated among the distributors by the showing was the observation of Francis E. Stern, of Stern & Co., distributors for lower Connecticut, who expressed amazement that so many fine features had been combined in a line that still offered the advantage of competitive pricing. Mr. Stern stressed the point that Garod, unlike many manufacturers who utilized the table model chassis in portable combinations, had produced a specialized chassis for phono-combinations.

Leonard Ashbach, distributor for Garod in Chicago, stressed the point that bleached cabinets would exert a strong appeal in his territory particularly, and in general throughout the Mid-west. The consensus of distributor opinion was expressed by Clarence E. Wyman, Tel-Ra Appliance Co., distributor for Rhode Island, who said that the Garod line combined to an unusual degree all the requirements for successful merchandising, irrespective of what basis for comparison with competing lines was used.

Bendix Sets Soon

In a special V-J Day statement, Ernest R. Breech, president of Bendix Aviation Corp., said that the firm's radio division is ready to start production of peace-time radio products almost immediately, including AM and FM radios and radio-phonograph combinations for the home and ultra high frequency radio communications for railroad and other uses.

Named by Crosley Jobber



Elwood R. Berkeley, appointed as divisional manager in charge of radios and major appliances for American Wholesalers, Washington, D. C., distributors for the Crosley Corp.

PROMPT DELIVERIES

NOW, ON

MATCHLESS LAMPS

A COMPLETE LINE OF PROVEN QUALITY MINIATURE LAMPS FOR

**RADIO-ELECTRONICS-
INDICATOR SERVICE-
COIN OPERATED
DEVICES-
FLASHLIGHTS
ETC.**

or Wherever Low Voltage Lamps are Used

THE MOST COMPLETE LINE for the

RADIO PARTS JOBBER

★

MATCHLESS MAKES GOOD LAMPS

★

MATCHLESS ELECTRIC CO.

ESTABLISHED 1912

564 WEST RANDOLPH STREET • CHICAGO 6, ILL.

NAMM Urges Fair Pricing

In a bulletin to its members, the National Assn. of Music Merchants is urging its members to contact the OPA and show their protest with the reconversion pricing arrangements as they affect retail stores. The reduction of the radio-music dealer's profit margin presents a real problem, the association states.

Philco Radio Program

With radio and refrigerator production under way, Philco is beginning to step up its consumer advertising, it was announced by James H. Carmine, vice-president in charge of merchandising. The first move in this direction has been completed with the signing of Don McNeil and the Breakfast Club from 9:45 to 10:00 A.M., EWT, Monday through Friday over the coast-to-coast American Broadcasting Network.

Jobber's New Territory Salesmen to Specialize

Plans for an expanded distribution territory which will include all of the state of Connecticut, instead of the southern part of the state only, as formerly, were revealed to this publication recently by A. P. Tower, general manager of the B. M. Tower Co., 366 Fairfield Ave., Bridgeport, Conn.

In the future, the firm will distribute lines of radios and major appliances in addition to its pre-war lines of table appliances.

A separate appliance department and sales force is planned to expedite merchandising. Mr. Tower declared that the company's salesmen will specialize in different types of appliances in order to give dealers a complete service, and to help them develop profitable plans.

Radio Industry Organizes Trade Shows Group

Radio Parts and Electronic Equipment Shows, Inc. is the name of the corporation recently formed to sponsor and conduct future trade shows on a non-profit basis for the radio parts and equipment industry. Formation of this trade show organization was instigated by a recent resolution of the Radio Parts Industry coordinating committee.

Following the suggestion of the coordinating committee, The Radio Parts Industry National Trade Show, Inc. and the Electronic Industry Conference Committee, Inc. have taken action to merge their respective interests and pool the balances remaining in their treasuries and transfer them to the new show corporation.

A board of eight directors has been appointed, two from each of the four sponsoring groups. These are:

From parts division of Radio Manufacturers Assn.: Leslie F. Muter—The Muter Co., Chicago, Ill.; Jerome J. Kahn—Standard Transformer Corp., Chicago, Ill. From National Electronics Distributors Assn.: W. O. Schoning—Lukko Sales Corp., Chicago, Ill.; Sam Poncher—Newark Electric Co., Chicago, Ill. From Assn. of Electronic Parts and Equipment Man-

ufacturers: H. W. Clough—Belden Mfg. Co., Chicago, Ill.; J. A. Berman—Shure Bros., Chicago, Ill. From Sales Managers Club, eastern division: R. P. Almy—Sylvania Electric Products Inc., Emporium, Pa.; Charles Golenpaul—Aerovox Corp., New Bedford, Mass.

Other business having to do with setting up the organization was transacted. The following officers were elected unanimously: Herb Clough, president; Charles Golenpaul, vice-president; Sam Poncher, treasurer; Jerry Kahn, secretary. J. Arthur Kealy has been retained as legal counsel.

Zenith Has Huge Radio Set Order Backlog

Zenith Radio Corp. has received orders from dealers totalling \$57,000,000 for civilian radios to be delivered as soon as possible after reconversion, stockholders of the company were advised at their annual meeting by Commander E. F. McDonald, Jr., president.

The directors approved the erection of a new manufacturing building, new warehouse, and new power plant, on Zenith property adjoining the present plants.

Commander McDonald said that design work on a completely new line of radios had been completed, and that the company could be in production on civilian goods "within sixty days from the day we get the release and have materials."

Estate Producing Ranges

The Estate Stove Co., Hamilton, Ohio, has gas range model 1703 now in production. This model will be followed by Nos. 1704, 1701, and 1707.

Both models 1703 and 1704 feature the "Bar-B-Kewer" meat oven, in addition to the regular "Air-Flow" bake oven. Model 1703 has 3 regular burners and one large burner in right hand cluster. Model 1704 is a divided top range. These activities are announced by S. C. Bernhardt, vice-president in charge of sales.

Maytag Assistant Manager



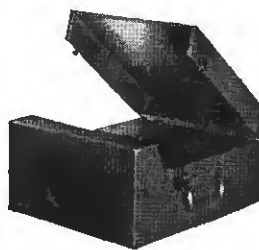
Claire G. Ely, who has taken over duties as assistant manager of the Maytag Co.'s branch office of Kansas City. Mr. Ely will be chief aide to George H. Ireland, manager.

A Better Selection of

RADIO CABINETS & PARTS

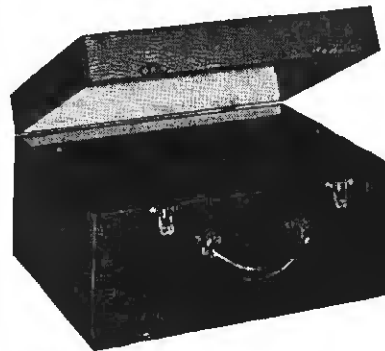
from

LAKE!



Portable Phonograph case in brown leatherette covering. Inside dimensions 17" long, 14" wide, 8 1/2" high. Has blank motor board and opening for speaker. As illustrated above, specially priced at...

\$8.95



Portable Phonograph case, of sturdy durable plywood, in handsome brown leatherette finish. Inside dimensions 18 1/2" long, 14" wide, 9 1/2" high. Has blank motor board. As illustrated above, specially priced at..... **\$6.95**

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	— 8 1/2"	L x 5 1/2"	H x 4"	D \$1.95
#2	— 10 1/2"	L x 6 1/2"	H x 5"	D \$2.75
#3	— 13 1/2"	L x 7 3/4"	H x 6 1/4"	D \$3.25
#7	— 10 1/2"	L x 7"	H x 5 1/2"	D \$2.50
#8	— 17"	L x 9"	H x 9 1/2"	D \$4.50
#9	— 21"	L x 9 1/4"	H x 10 1/2"	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.	\$2.45
50 Mill Power Transformer....	
7, 8, or 9 Tube—6.3V at 3 amp.	\$2.65
70 Mill Power Transformer....	

All types of radio cabinets and parts are available at Lake's Lower prices. A large stock is listed in our catalog.



SERVICEMEN—RETAILERS
Join our customer list today.

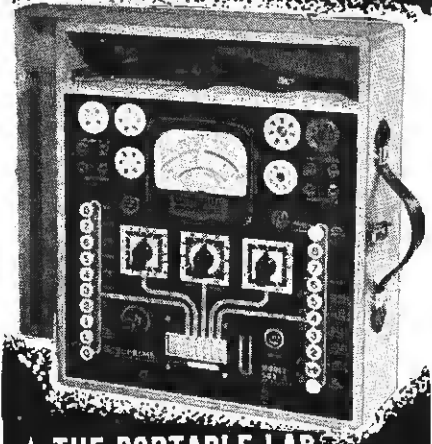
Write for Our Free, New Illustrated Catalog!

Dept. B

Lake Radio Sales Co.

615 W. Randolph Street
Chicago 6, Ill.

SUPREME MODEL 504-A Tube AND Set TESTER...

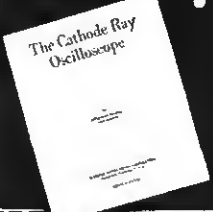


★ THE PORTABLE LAB
THAT GIVES YOU
Everything!

- ★ Design proven by over 5 years production of thousands of this model.
- ★ Operation as simple as ABC. Multi-section 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 1/4-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: 0-500
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.



YOU NEED THIS BOOK: "The Cathode Ray Oscilloscope" by Raymond Soward, fully explains basic operating principles of the Oscilloscope. Now, 29 pages, written in the Serviceman's language. Send 25c to cover printing and handling costs, with coupon below.

SUPREME INSTRUMENTS CORPORATION,
Greenwood, Miss.
I enclose herewith 25c. Please send me your new 29-page booklet, "The Cathode Ray Oscilloscope," by Raymond Soward.

Name.....
Address.....
City and State.....

Sonora Dealers Meet; Gerl Talks on Set Prices

The current cry for higher prices on postwar radio models was discussed critically by Joseph Gerl, president of Sonora Radio and Television Corp., at two luncheons for the firm's dealers. Host at Cleveland was the Graybar Electric Co., Sonora's distributor in the area; host at Columbus was Standard Paper Co., the company's distributor in that city.

"A high level of prices for radios tends to put a brake on sales and cuts into mass production," Mr. Gerl said. "In general, the wisest policy for the radio industry to follow, so it seems to me, is to produce the largest quantity of radios at a fair price both to consumers, dealers and producers. In that way, the radio industry can hold its competitive position in relation to all the other consumer goods industries."

Jefferson-Travis Corp. Names Representatives

The Jefferson-Travis Corp., manufacturers of communications equipment and sound recording devices, are now completing their postwar national sales organization, according to an announcement by Walter Hustis and Robert Sargent, sales managers of the firm, who returned recently from a nation-wide sales trip.

As the first step in the establishment of this sales organization, they announce the appointment of the following representatives:

Pat Patterson, Allen Building, Dallas, Tex.; Marshank Sales Co., 672 South Lafayette Park Place, Los Angeles, Cal.; Art Cerf & Co., National Newark Bldg., Suite 1716, 744 Broad St., Newark 2, N. J.; Don Burcham, 917 S. W. Oak St., Portland 5, Ore.; Wood & Anderson, 915 Olive St., St. Louis 1, Mo.; Emmett

N. Hughes, 1709 W. Eighth St., Los Angeles 14, Cal.; Gail Halliday, 1526 Ivy St., Denver, Colo.; Swank-Liddle Inc., 18925 Grand River Ave., Detroit 25, Mich.; Hollingsworth & Still, Norris Building, Atlanta, Ga.; The Heimann Co., 1215 Harmon Pl., Minneapolis, Minn.; Reynolds & Harris, 126 State St., Boston 9, Mass.; Southern Recording Co., Box 676, Hickory, N. C.

Templetone Ready to Build

With enlarged facilities at New London and Mystic, Conn, the Templetone Mfg. Co. is prepared to turn out its products in quantity for the civilian market, according to Oscar Dane, president. The firm had previously received one of the largest allotments for the production of radios from the WPB.

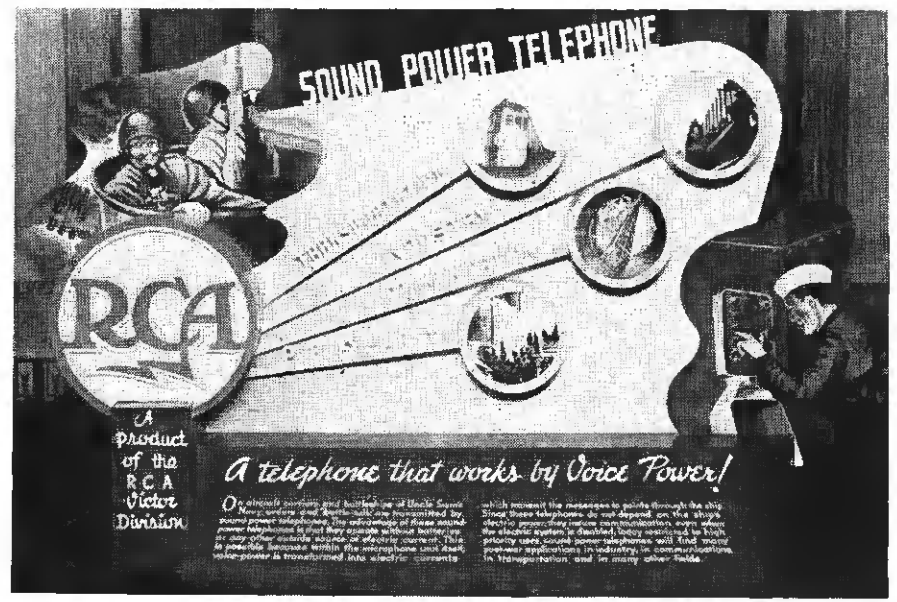
Record Set Sales Seen for New York by Bendix

New York City retail dealers will sell approximately 1,090,000 radios and radio-phonograph combinations to attain a record volume of nearly \$41,500,000 during the first year of unrestricted civilian production after the war.

That was the prediction made by Leonard C. Truesdell, general sales manager for the radio and television division of Bendix Aviation Corp., on the basis of a nation-wide survey conducted by his company.

"Our study indicates that national retail radio sales will hit an all-time peak of approximately 15,000,000 sets representing an estimated total retail volume of \$600,000,000 in the first full year after resumption of unlimited manufacture," Truesdell said, pointing out that New York City's annual pre-war sales amounted to approximately 6.8 per cent of national volume in the industry.

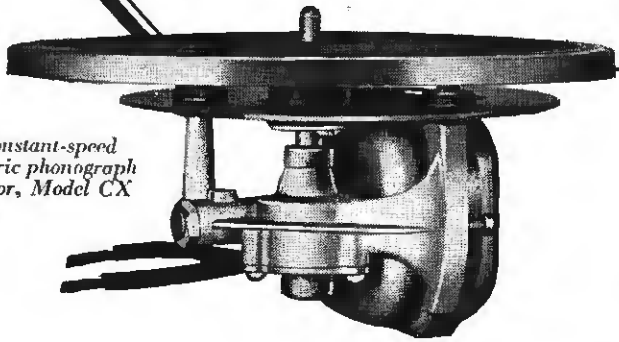
Dealer Display Shows RCA Products



A series of five illuminated displays dramatizing five phases of RCA Victor's manufacturing activities are being made available to dealers for window and store display. One of these exhibits, shown above, shows the use of sound power phones in industry. The displays are about 8 ft. long and 5 ft. high. They can be booked for display through RCA Victor distributors.

**ALERT
TO
EVERY
CUE**

*Constant-speed
electric phonograph
motor, Model CX*



No waiting for starting or full speed, when General Industries recording mechanisms are on the job. They're right up there ready to make faithful recordings and to reproduce with maximum fidelity.

Smooth Power motors, recorders, combination record-changer-records will be back in our line as soon as civilian production is started. They'll live up to our long-time reputation for smooth, satisfactory performance . . . as pleasing to your customers as they are to you.

THE GENERAL INDUSTRIES COMPANY
Dept. M • Elyria, Ohio



WARD

BACK AGAIN . . . SOON WARD AERIALS

"WORLD'S FINEST FOR CAR & HOME"



First Choice . . .
OF AMERICA'S AUTO MAKERS

Utmost efficiency, finest quality, precision workmanship and vital wartime developments are four important reasons why Ward Antennas are first choice of America's auto makers today, as they were before the war.

For top performance and dependability, together with maximum profits and customer satisfaction, look to Ward for the world's finest antennas for car and home!

WARD

Antennas

THE WARD PRODUCTS CORPORATION
125 EAST 43RD STREET, CLEVELAND 4, OHIO

RESALE PRODUCTS WANTED

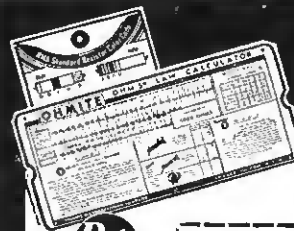
For sale to jobbers, including automotive, oil, hardware and farm cooperatives, by well-rated corporation established 1903, staffed by personnel long experienced in radio and electrical merchandising. Basis, sales agency, or agency doing own billing and carrying accounts, or contract purchase. Can also prepare advertising. Territory, eastern seaboard, or national with west handled thru established affiliates.

GENERAL PRODUCTS DIVISION

Attention—Julian A. Wesseler, Manager
Automatic Fire Protection Company
Englewood, N. J.

**FREE TO YOU
COLOR CODE AND
OHMS LAW CALCULATOR**

A great convenience. Easy to work. Solves many problems. Attach coupon to your letterhead Free to radio men, engineers, etc.



**BURSTEIN-APPLEBEE
COMPANY**
1012 McGee St.
Kansas City 6, Mo.

Mail Coupon Now

BURSTEIN-APPLEBEE COMPANY
1012 McGee, Kansas City 6, Mo.

Send me FREE Color Code and Ohms Law Calculator along with latest catalog

I am _____
STATE CONNECTION, IN INDUSTRY _____
NAME _____
ADDRESS _____
TOWN _____ STATE _____

Capacitors

SHOCK-PROOF
BATTLE-TESTED
DURABLE
DEPENDABLE

American Capacitors meet the most exacting precision requirements because they are fabricated by experienced craftsmen. Electrolytic and Paper Capacitors, incorporating new plastic designs, cover all standard capacitance values and working voltages.

"There is an Amcon for every size and purpose"

AMERICAN CONDENSER COMPANY
4410 RAVENSWOOD AVENUE • CHICAGO 40, ILLINOIS

New ATLAS Little GIANT Model DR-12

Versatile is the word for Atlas Sound's latest creation, the DR-12 Little Giant (Bell diameter 7 in. Over all length 7½ in.). Its construction gives equally gratifying service when used for marine application, factory, police and other communications . . . a design that has proven itself more than equal to War's rigorous demands.

ATLAS SOUND CORPORATION

1451 39th Street Brooklyn, N. Y.

Announcement for Returning Veterans

As a step toward helping our returning fighting men re-establish themselves in the radio-appliance trade, RADIO & Television RETAILING will be glad to publish without charge news announcements for honorably discharged members of the armed forces who are seeking employment in this field. Applicants should give brief outline of this experience if any, salary expected, part of the country desired, etc.

Such news announcements will be printed promptly, with name and address of the applicant.

Garod Appoints Jobbers

The Southern Electric Co. of Staunton, Va., has been appointed the exclusive Garod radio distributor for the north central territory of Virginia. Southern Electric is headed by Hugh Snyder and James Hanger, Jr.

The Garod Radio Corp., also announces the appointment of the Incandescent Supply Co. of Fresno, Cal., for the Fresno area. M. Rosen is head of Incandescent.

Officials of Garod declared that these two appointments were approved a little too late to appear in the Garod distributors identification promotion section, and express their regret over the omission.

Sylvanians Greet Hero

General Joseph T. McNarney, Commander of the U. S. Army Forces in the Mediterranean, recently returned to his home town of Emporium, Pa., for a welcome-home celebration. Present to honor him were two executives of Sylvania Electric Products, Inc., who also participated in the festivities; Frank A. and Walter E. Poor, director and president respectively.

Named by Zenith Jobber

Alfred W. Kilgore has been appointed general manager of the Southern Equipment Co., Zenith distributor of San Antonio, Texas.

Remember This Emblem



The lapel button illustrated is the Honorable Service Emblem awarded to veterans of the present war, holding honorable discharges.

RECORDS

(Continued from page 61)

America's genuine minstrels. Unique in its handling of individual artists for the American public's pure delight, Asch has long since featured such famous sweet-tongued singers as Josh White, Burle Ives, Woody Guthrie, to name a few!

Among its triumphs is Asch's newest: Sgt. Hy Zaret Sounds Off with Strictly G.I., an album of soldier songs and parodies. These include "Chicken Blues," "It's A Helluva Glory Road!", and "Saga of the Sad Sack," a really swell number.

Last but far from least, and very much worth headlining in any group of American folk music display is Asch's "Folksay" album, No. 432, which includes four poignant musical discs, and features among others Woody Guthrie, Bess Lomax, Sonny Terry, Josh White, and Lead Belly.

Square Dances

For your serious barndancers Asch has recorded its album No. 344, "American Country Dances," conducted by Mr. and Mrs. Siller, assisted by Wallace House, and a real caller, Tiny Clark.

Capitol is also turning up with something entirely new for it, and in line with the current trend to folk song. It makes its splash with a sequence of 4 new albums named as a group "The History of Jazz" comprised of "The Solid South," "The Golden Era," "Then Came Swing," and "The Modern Age."

Cosmopolitan Records, Inc., New York, a new disc manufacturer, gets into the swing this month with recordings by two of its outstanding artists, Joan Edwards and Jerry Wayne, both well known on the air waves and in the country's famous night spots.



Joan Edwards, one of Cosmopolitan's stars on their new discs.

RADIO

PRODUCTION
and REPRODUCTION

will be better because of

MONARCH

MEASURING • TESTING • CALIBRATING
EQUIPMENT

2014 N. MAJOR AVE. • CHICAGO 39, ILL.

**To Our
Subscribers:**

As we go to press, government restrictions on the use of magazine paper have officially been lifted. Beginning with the November issue, RADIO & Television RETAILING will appear in a deluxe format, with larger size and heavier coated paper used prewar. Circulation will increase to 25,000.

The Publishers.

STRICTLY GI

SOLDIER SONGS and PARODIES



ASCH RECORDS

30 LUSTY SONGS AND PARODIES
—favorite tunes of G. I.'s of World
War II performed by leading art-
ists now in the armed forces.

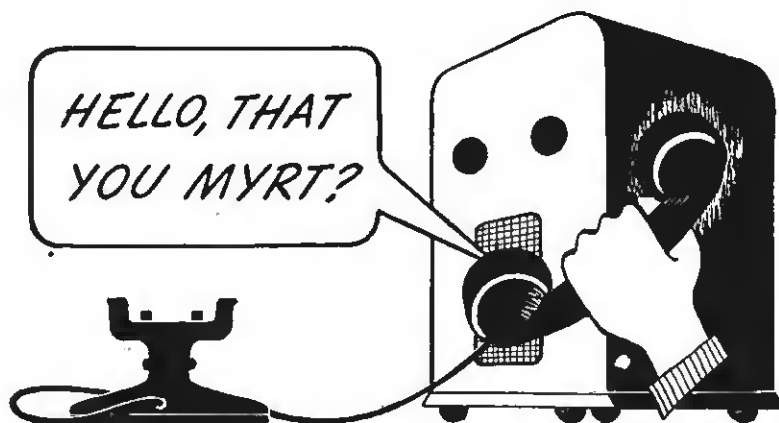
4 10" records . . . Album No. 455
List \$4.50

➔ Proceeds donated in part to
the Disabled American Veterans

STINSON TRADING CORP.

27 Union Square W., New York, N. Y.

RIDER VOLUME XIV COVERS 1941-42 RECEIVERS



One of the first programs I carried as a new radio, four long years ago, was that of "Fibber McGee" saying "How's every little thing?" Of course he was talking to "Myrt" and not to me, though I felt fine at that time.

But if he asked me now! After the way I've been worked since 1941 I'd lay down and quit if it weren't that I have my war job to do. And there are no newer receivers to take my place. But I'm not the only one—most of my

contemporaries are wheezy, or lying quiet in repair shops right now.

It's a good thing Rider Manual Vol. XIV came out recently. It enables radio servicemen to diagnose the ills of we 1941-42 receivers quickly, easily and accurately. That gets us out of shops and back into homes where we're needed.

If you can't get immediate delivery on Volume XIV from your jobber please be patient—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: Rocke-International Corp. 13 E. 40th Street New York City Cable: ARTAB

RIDER MANUALS *are complete*
IN 14 VOLUMES

STANGOR *Transformers*

THE STANDBY OF SERVICEMEN

Call your nearest Stangor Jobber—or write us for his address

STANDARD TRANSFORMER CORPORATION

1500 NORTH HALSTED STREET • CHICAGO



Olympic Shows New Set Line; Outlines Policies

The Olympic division of Hamilton Radio Corp., New York, unveiled its postwar radio line before its distributors from metropolitan New York, New England and the Middle Atlantic states at a meeting in the Hotel Astor.

Jack F. Crossin, national sales director, who describing the features of "tru-base," gave a resume of Olympic's pre-war activity in the manufacture of radios for use around the world, and its war-time record as producer of critical radio and radar equipment for the government.

This experience has produced in the postwar Olympic a radio of exceptional selectivity and sensitivity which, like excess power in a car, pays off in the pinches, Mr. Crossin said.

Taking issue with what he termed "the popular fear of chaotic competition among radio brands when the green light is flashed," Mr. Crossin stated that a careful survey of manufacturers planning to enter the field on a national distributor basis revealed less than 30 such companies. "And Olympic," he declared, "now has 100 per cent distributor representation throughout the United States.

Fully Competitive

"In addition to the demonstrable advantage of 'tru-base,'" he stated, "Olympic can offer the public a line styled in what might be called the modern—but not modernistic—manner. Style for style, model for model, the Olympic line will be fully competitive."

Shown at the meeting were 5 table models, one of them a radio-phonograph combination, and a portable to operate on either house current or self-contained batteries. This is the line to go into production as soon as wartime restrictions are lifted, with consoles and eventually television receivers following as conditions permit. Consoles will be made with 9, 13 and 19 tubes. All models will be "combinations."

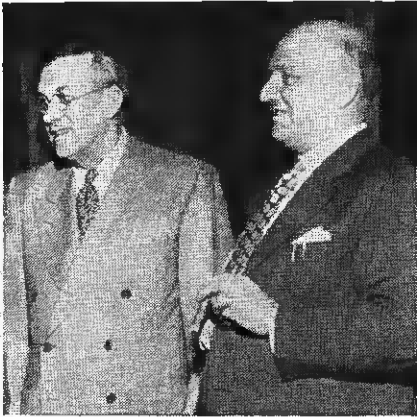
Sam C. Mitchell, sales and promotion director, outlined the mutual responsibility



Sales Director Jack F. Crossin who presented Olympic's new line of radio receivers.

in the manufacturer-distributor relationship as one based on personal contact.

In closing the business session, Mr. Crossin stated that Olympic has placed orders for component parts for the production of a minimum of 190,000 Olympic



Sam C. Mitchell, Olympic sales manager, left, and F. V. Greene, vice-pres., Jos. Kurzon, Inc., New York distributors.

Radio sets during the first six months of civilian manufacturing. This goal will be subject only to government regulation and availability of component parts.

A reception and dinner, presided over by A. A. Juviler, Hamilton's president, concluded the program. Similar meetings throughout the country will be held.

Farnsworth Acquires Firm

Entering the radio field of transportation communication and control, Farnsworth Television & Radio Corp. has acquired all of the assets of Halstead Traffic Communications Corp., including patents relating to railway and highway radio communications. The announcement was made by E. A. Nicholas, president of Farnsworth.

Nate Hast Urges Careful Future Distribution

Unbounded enthusiasm for the coming sales era, according to Nate Hast, merchandise manager for Lear home radios, may prove to be a boomerang for many of the companies—especially newer ones—who are building greater sales organizations than their productive capacity can satisfactorily supply.

"It is no trick at all to sign up a hundred or more distributors for almost any appliance or other item nowadays," Mr. Hast says.

Hast's answer to this problem is to limit the sales outlets to the number that the manufacturing facilities can supply with a respectable volume of goods when the market opens up.

In building up its sales organization for Lear home radios, the firm has signed about 30 distributors. However, it is claimed, each of these distributors was chosen with care, and with consideration given to the territory assigned to each.



Standard fixed resistors: 10 and 20 watt; 1-50,000 and 1-100,000 ohms.

Standard adjustable resistors: 25 to 200 watt; 1 to 100,000 ohms. Additional sliders available.

Also other types of terminals and mountings.

It's a
GREENOHM!

★ Yes, it's a Greenohm—not just another power resistor.

And that means a lot to you and your trade. It means a tougher, longer-lasting, absolutely dependable power resistor.

Greenohms are those green-colored cement-coated power resistors featured in the finest transmitters and

receivers, in power supplies, in electronic, electrical and industrial equipment. Already in service year after year since they were first introduced, Greenohms are proving that they "can take it"—and then some. No tougher resistors are made.

Try a Greenohm! Make your own comparative tests. Then draw your own conclusions once and for all.

★ Ask our local jobber for Greenohms and other Clarostat products—resistors, controls and resistance devices for all purposes.

CLAROSTAT

Controls and Resistors

CLAROSTAT MFG. CO., Inc. - 285-7 N. 6th St., Brooklyn, N. Y.

Agency for Export to India

D. S. Wadie of Bombay, India, is now in New York with headquarters at the Pennsylvania Hotel, Room 161, where he would like to hear from American manufacturers desiring to build India markets.

His organization, DRD Agencies, 41 Queens Road, Bombay 2, has been established in order to give American manufacturers every help concerning India distributors, and also to act as an indenting house. Such an establishment, points out Mr. Wadie, can give U.S. manufacturers better service than they might obtain by appointing distributors without previous knowledge of the Orient or of individuals seeking to become representatives

With Sonora Factory Rep

Nelson R. Thomas has announced the addition of "Charlie" Herdegen to the staff of the Nelson R. Thomas Agency, Inc., in preparation for the distribution of radios. This agency is the factory representative for Sonora radios and phonograph records for the Pacific Southwest.

Sales Rep for Operadio

W. Bert Knight has been appointed sales representative for Operadio loudspeakers in southern California and Arizona, according to an announcement by J. McWilliams Stone, president of Operadio Mfg. Co., St. Charles, Ill.

McAllister Distributor



The Franklin-McAllister Corp. has named the Standard Distributing Co., San Antonio, Tex., jobber for its bagless vacuum cleaner. Here, H. J. McAllister, center, demonstrates cleaner to S. J. Melliwell, left, of Standard, and Henri Duizend, McAllister representative.

YOU'LL HIT A **HOMER** WHEN YOU FEATURE **BELL** SOUND SYSTEMS

You'll knock sales-resistance "right out of the park" when you show prospects the compact, up-to-date styling and superb "noise-free" performance of BELL Sound Systems. They are priced right too, and your pocketbook will be fatter because of the national acceptance of BELL matched units, which combine readily to fit any need. You'll hit a homer when you feature BELL Sound Equipment!

BELL equipment includes BELione Intercom Systems . . . Industrial Voice-Paging and Broadcasting Equipment . . . Permanent and Portable Amplifying Systems . . . Recording and Disc Playing Units . . . Electronic Sound Devices . . . Many Others.

You'll find BELL Representatives listed below—write today for complete information!

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, John O. Olsen
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

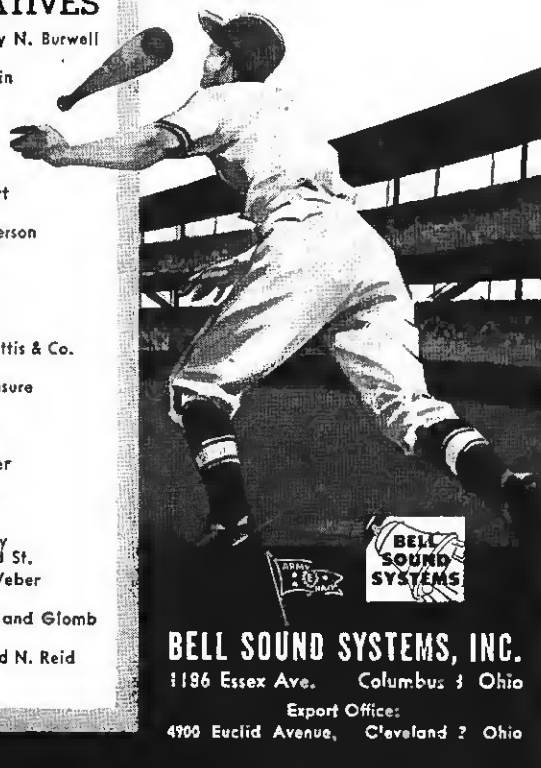
NEW YORK, N. Y., Wesley Scharp
67 W. 44th St.

PHILADELPHIA, PA., J. E. McKinley
628 Terminal Bldg., 401 N. Broad St.

PORTLAND 1, OREGON, Dale G. Weber
7026 S. W. Capitol Highway

SAN FRANCISCO 3, CAL., 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 Avenue, Cleveland 2 Ohio

Stromberg Sees "Sound Boom" on West Coast

The sound equipment industry is slated for an extensive market in the coming growth of the Pacific coast. So forecasts Allan R. Royle, sales manager of the sound equipment division of the Stromberg-Carlson Co. in a speech before members of the dealer-organization of Gough Industries, Inc., Los Angeles, Cal., Southern California distributor for the company's sound equipment.

Sell Frozen Foods, Appliance Dealers Told

Will appliance dealers in the future sell frozen foods in addition to home freezers? "Why not?" says John Bess, president of the Refrigeration Corp. of America, New York. "The question may be asked what an appliance dealer has to do with the sale of foods," Mr. Bess declared. "Frankly, this does not scare off the idea.

"Perhaps it should be pointed out that frozen foods are staple, branded merchandise which can be stocked with no greater difficulty than phonograph records. In a way, the sale of frozen foods and home freezers represents similar merchandising problems as the combination of records and record players.

"It would not involve a complete reversal of practice for an appliance dealer to establish a frozen foods center, where both foods and home lockers could be sold. The sale of one item would help the other," Mr. Bess stated.

The Refrigeration Corp. of America is a manufacturer of frozen food equipment. The firm is interested in attaining a wide distribution for its line of Frigid-Freeze home lockers. The company is also planning to franchise dealers for "Frigid-Freeze Centers" for the sale of freezers and frozen foods.

RCA Victor Personnel Changes for Postwar

In preparation for expansion of the phonograph record business postwar, RCA Victor, Camden, N. J., has completed arrangements for the re-organization of its New York recording studios at 55 E. 23rd St., it was announced by W. Murray, general manager of the RCA Victor record division. Eli Oberstein, well-known in the popular recording field, will be in charge of popular artists relations and repertoire. Oberstein, who joined RCA Victor in 1929, returns to the position he left in 1939. Herbert Hendler, former manager of popular artists relations, has been given a special assignment of high importance. Stephen H. Sholes, recently discharged from the Army, has rejoined RCA Victor to take care of all Army-Navy Service recordings, and will also be in charge of RCA Victor studios operations in New York.

Emerson Appointee

Appointment of Wm. J. McHugh as director of industrial relations at Emerson Radio and Phonograph Corp. has been announced by Benjamin Abrams, president.

Snow Joins Lear, Inc.

Homer Morgan Snow has been appointed advertising and public relations director of the radio division of Lear, Inc., it is announced by William P. Lear, president. Mr. Snow will be located in the New York offices of the company at 1860 Broadway.

Gets New Universal Post

Universal Microphone Co., Inglewood, Cal., has announced the appointment of F. G. Gardner as general manager. The appointee, who occupies a newly-created post, was formerly with the Federal Telegraph & Radio Corp. as its Los Angeles representative.

New Distributor for New England Territory

A new organization makes its bow to wholesaling in Connecticut, western Massachusetts and southern Vermont. The Rackliffe Oil Co. distributor of fuel oil and gasoline throughout central Connecticut, has formed the Rackliffe Distributing Co. to distribute home appliances in the above territories. Headquarters are in New Britain, Conn. Everett Smith, vice-president is in charge of buying.

Salesmen are now in territory meeting wholesale buyers. The firm has many franchises and looks forward to important sales with its new organization.

Amplifier Catalog

Eastern Amplifier Corp. is preparing to release a postwar catalog featuring a complete line of high-quality amplifiers. This literature will become available on request from this manufacturer. Write to the company at Bruckner Blvd. and 140th St., New York 54, N. Y.

Zenith Sales Conference

Zenith divisional sales managers are visiting their territories fresh from a three-day factory sales conference which armed them with the program for final preparation of their territories for sales.

Sales executives contributing to the conference were Henry C. Bonfig, vice-president in charge of household radio, Edgar G. Herrman, assistant vice-president in charge of advertising, and Edward R. Taylor, sales promotion manager.

Roycraft Co. Franchising Dealers in Minnesota

After ten days spent with dealers in Duluth and the northern Minnesota area,

Louis W. Cohen, president of The Roycraft Co., reports progress on his company's program of franchising dealers.

Dealers are being interviewed by the heads of the Roycraft organization. Lou Cohen is spending his time out in the territory with the regular salesmen while Roy Cohen is giving his attention to franchising dealers in the Minneapolis and St. Paul area.

Helping to direct this franchising program is Herb Cooperman, adv. manager.

Alliance Wins "E"

R. F. Doyle, general manager and treasurer of Alliance Mfg. Co., Alliance, Ohio, has announced that his company has been awarded the Army-Navy "E"

HOMER G. SNOOPSHAW says:

"Yessir! Burgess is a winner! And when folks read ads like this in 39 national magazines, they'll buy the batteries electronic engineers say are best! See your Burgess distributor!"



BURGESS WINS IN NATION-WIDE POLL!

Where electronic engineers use dry batteries (as in Radio Compass Test Unit above) their choice is "BURGESS 2 out of 3!"

When you need batteries for Flashlights, Radio, Hearing Aid, Ignition—choose the brand that experts prefer—BUY BURGESS! Burgess Battery Company, Freeport, Ill.



BURGESS BATTERIES

THE JOB AHEAD—JAPANI

MASCO

Starts the New Era of Peace with profound

THANKS

from all Masco Employees and Sales Representatives

To All Our Suppliers...

for their whole-hearted cooperation and splendid support in helping us to produce war materials for our government.

To All Our Jobbers...

for their patient understanding of MASCO's war tasks.

To All Our Dealers...

for a mounting appreciation of MASCO quality and performance of our growing line of equipment.

WE PLEDGE...

Rapid reconversion. Maintenance of Quality. Clean channeling of all our goods through jobbers exclusively.

MARK SIMPSON MANUFACTURING CO.

MANUFACTURERS OF



Masco Sound Systems and Accessories

186-194 WEST FOURTH STREET :: NEW YORK 14, N. Y.

Telephone CHelsea 2-7112-3-4

RADIO Wholesale REPAIR

RETAILERS and SERVICEMEN

This is the Answer to Your Radio Repair Troubles!

Just SEND us the SET via Railway Express. We REPAIR and RETURN. You ADD MARK-UP AND DELIVER. That's all there is to it.

- Complete Stocks—We can fix 'em all.
- 90 day guarantee
- Prompt service
- OUR LOW PRICES mean more Markup for you.

• Send that set to

SHEFFIELD RADIO CO. 915 BELMONT AVE.
CHICAGO 14, ILL.

Byerly's

(Continued from page 59)

the type of music displayed thereon. At the present time there is one fixture each of operettas, concertos, suites and tone poems, dramatic readings, overtures, chamber music and piano-organ music and two each of symphonies and ballet-light orchestral.

All the fixtures are of the self-service type. Their arrangement is such that there is plenty of room for prospective customers to "browse around" without bumping into or otherwise interfering with others similarly occupied.

Self-Service a Boon

"Self-service," says George Byerly, "has proved to be by far the most effective type of display. Many customers like to 'browse around' and like plenty of time to look over and compare records. They do not like to occupy the time of salespeople. Our salon is air-conditioned so prospective customers can remain comfortable and not leave until they desire to.

"This feeling of customers in liking to serve themselves has been a boon to us as it has saved much of the time of salespeople—time which we could not have given during the present labor shortage. Without being able to give the time, we would have lost many sales.

"Many of the sales have come from 'traffic customers.' Our office is in the rear of the building and customers must go through the salon to reach it. The attractive displays attract these customers many of whom would not stop if the displays were behind counters or if they were attended by salespeople.

Goods Kept in Full View

"Another advantage of our open displays is that all numbers are sold before they get very old because they are always in plain sight. When numbers begin to get old and are out of sight, they remain on the shelves instead of being sold because customers forget them unless they are where they can be seen."

Thus the little record department has grown until now the department itself is departmentalized. The original department, doubled to its original size, is devoted mainly to individual records. It occupies shelving behind an 18-foot counter in front of which are upholstered chairs for the convenience of customers.

Recently two record sales racks, each holding 10 each of 10 different

(Continued on page 161)

numbers, were installed on the end of this counter. These racks are used for popular and semi-classical numbers. They have eminently proved the value of open self-service. One of these was emptied twice during the first two weeks after installation.

Convenience of customers is accentuated by the judicious location of the five listening rooms. This section is between the original record department and the salon. The listening rooms are themselves convenient, being large enough to accommodate several persons at once and being provided with a Magnavox record player.

Window displays, as well as floor displays, are extensively used to call attention to records. A new record window appears each week. Both popular and classical numbers are displayed. Byerly's follow the theatres closely in music appearing on their programs. They have a tie-up with the theatre managers whereby the latter often furnish backgrounds for some of the popular numbers.

BIG Small Appliances

(Continued from page 95)

a good mailing list for this purpose is a store's time payment accounts. Other local advertising media that have proved successful for radios or major appliances may also be used.

Advertising of small appliances works best at the peak season rather than the "off" season. Feature seasonal ideas such as "June brides" even though statistics show nearly as many marry in January.

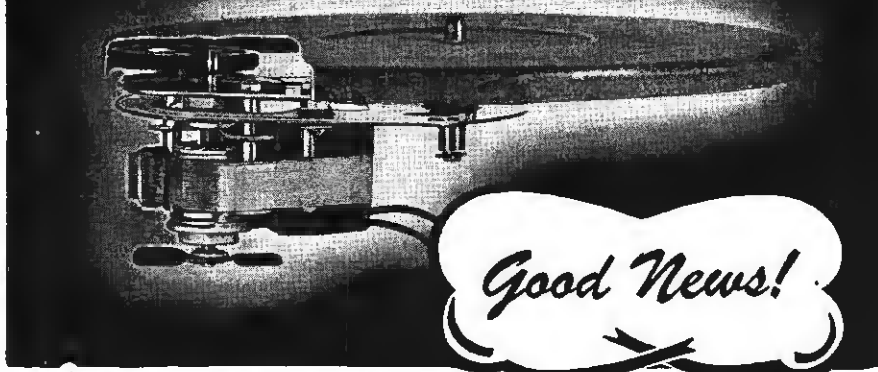
Everybody in the store can sell small appliances. This is the way a dealer can obtain maximum sales.

In the average store a woman should be in charge of this department. She should be a specialist in the small appliance line and not given any other responsibility.

When she gets a lead for a major appliance or floor radio, she should be compensated for the lead and this should be turned over to a male salesman. When major salesmen get a lead for a traffic item, however, they should keep the contact and sell it themselves.

Incentive plans produce results with small appliances. Pay the cashier a bonus of 25 cents on any item added to the account up to \$25. Pay the repair man a bonus for selling small appliances. He can convince the housewife it's cheaper to replace than to repair when this is the case. If a woman demonstrator is mixing a cake for an electric range she can certainly sell a food mixer.

ALLIANCE "Even-Speed" Phono-motors



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.

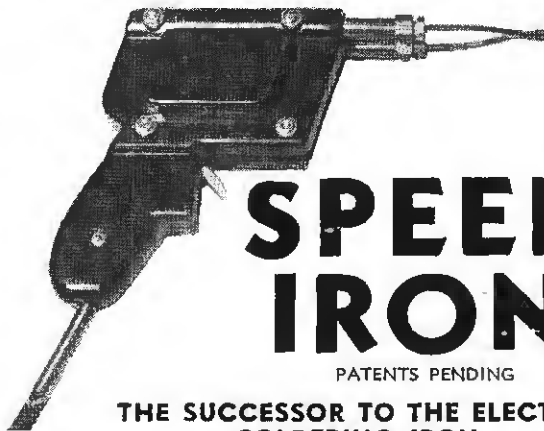
REMEMBER ALLIANCE—Your Ally in War as in Peace!

AFTER THE WAR IS WON, WE WILL TELL YOU ABOUT SOME NEW AND STARTLING IDEAS IN PHONO-MOTORS

ALLIANCE MANUFACTURING COMPANY ALLIANCE, OHIO

● Here, Mr. Radio Service Man Is a Natural for You

Descriptive
Literature
Sent on
Request



SPEED IRON

PATENTS PENDING

THE SUCCESSOR TO THE ELECTRIC
SOLDERING IRON

115 Volt, 60 Cycle, 100 Watt

IT'S REALLY FAST!

Soldering Heat in 5 Seconds After Pressing the Trigger!

You don't wait for the SPEED IRON to heat. It waits on your bench, cold, for you. When you pick it up and press the trigger it goes to work with a surge of power and speed that is amazing.

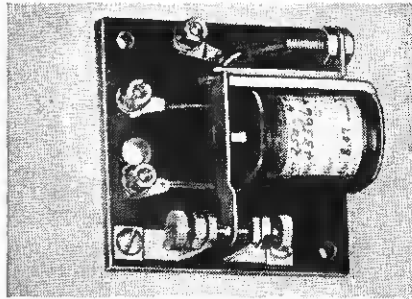
SPEED IRONS have been tested and used in hundreds of war plant applications over a four-year period and are now available to radio repairmen.

If Your Radio Parts Distributor Does Not Yet Have Speed Irons in Stock Write

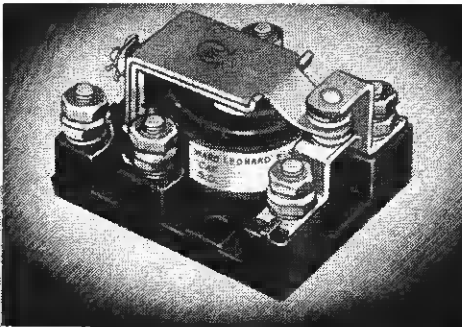
WELLER MANUFACTURING CO., DEPT. R, EASTON, PA.

2 NEW RELAYS

Here are two of the new types of Ward Leonard Relays that are being made available to the trade through Radio and Electronic Parts Distributors.



BULLETIN 250 RELAY will operate on minute fluctuations of current, and is easily adjustable to meet circuit or application requirements. It is available for operation on either A.C. or D.C.



BULLETIN 105 RELAY is useful for controlling small transmitters, public address systems, compressors, and similar devices. Sturdily built on a molded phenolic base. Compact in size, Single Pole unit measures 1 7/8" wide x 1 1/2" long x 1 1/2" high; Double Pole unit measures 2 1/2" wide x 2 3/4" long x 1 3/4" high. Single Pole or Double Pole contacts. Available for A.C. or D.C. operation. *New catalogs giving complete data on Bulletin 250 Relays and Bulletin 105 Relays are available. Write for your copy now.*

WARD LEONARD ELECTRIC CO.

Radio and Electronic Distributor Division
35 WEST JACKSON BLVD., CHICAGO, ILL.



WARD LEONARD
ACCEPTED MEASURE OF QUALITY

RESISTORS
RHEOSTATS
RELAYS

LOOK! 250-FT. COIL

Wire

Stranded
No. 20
Vinylite
Insulated



\$1⁰⁰

POSTPAID

AVAILABLE from



Radio Warehouse

Flexible, waterproof and oilproof Wire. Use it for hookup, ground, lead-in, etc. Insulation strips off easily. Our price is only a fraction of the actual value of this high quality Wire, obtained through a manufacturer's cancellation. ACT NOW!

(Send for our Free Monthly Catalog)

MAIL TODAY

Olson Radio Warehouse
73-C MILL STREET, AKRON, OHIO

Please send me _____ 250-ft. Coils of No. 20 Wire at \$1 per Coil. I enclose \$ _____

NAME

ADDRESS



first again with

LOKTAL base ADAPTERS

Now . . . almost 500 types of high quality tube Adapters making possible 1650 substitutions—each model with replacement function clearly stamped on the base.

Move slow tube stocks; replace scarce tube types; avoid much re-wiring; and be sure of PRECISION in the substitutions!

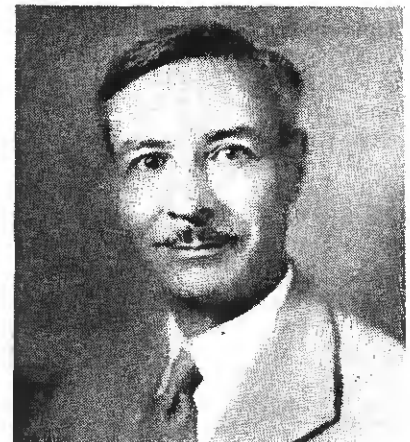
Lab men, jobbers, servicers
write for our full story

ADAPTOL COMPANY

Department 27
260 UTICA AVE., BROOKLYN 13, N. Y.



Pratt RTPB Chairman



Haraden Pratt, vice-president and chief engineer of the American Cable and Radio Corp has been elected chairman of the Radio Technical Planning Board. He succeeds Dr. W. F. G. Baker, vice-president GE, former chairman

WASHERS

(Continued from page 55)

by the Appliance Mfg. Co., Alliance Ohio, manufacturers of "Duchess" washers.

The new line of Crosley washers will be available to private consumer soon after January 1, 1946, it is announced by James H. Rasmussen general sales manager, manufacturing division.

"These will not be old models merely freshened up but will be modernly designed and newly styled," Rasmussen said.

"There will be two basic models in the medium price range, at the start. By adding a pump to both models and by adding a gas engine to the lower priced model, there will be a total of five different types of washers. A leader model will be introduced later."

Rasmussen said that if materials are available, as it is now indicated they will be, Crosley should be able to ship samples in January and stock deliveries should start in February.

Bendix Home Appliances, Inc., with about 300,000 machines in the field now, is readying its postwar models.

The Prospects Are Bright

There are many other great companies in the domestic laundry equipment industry which will compete for the business. General Electric, Westinghouse, Hotpoint, Voss, Horton, Landers, Frary & Clark, and others.

The business is here now—the supply will be limited, and the sales of domestic laundry equipment will be at a high level for a long time to come. The prospects are bright indeed—promising a fair share for every manufacturer, wholesaler and retailer in the country.



↓

VACO

"POINTS" THE WAY

With a type of bit and shaft to take care of every type of screw-slot, screw-lock or screw-nut.

Vaco Ambery plastic handle drivers are shock-proof and break-proof. ... Among our 173 types are the types you need.

• Write for catalog.

VACO

PRODUCTS CO.

D9 E. ONTARIO STREET - CHICAGO 11, ILLINOIS
Canadian Whse: 560 KING STREET, W. - TORONTO 2

Electricity

Models range from 350 to 25,000 watts, A. C. types from 115 to 660 volts, 50, 60, 100 cycles, single or three-phase and 400, 500 and 800 cycles, single phase, D. C. types from 1 to 4000 volts. Also available in dual voltage and special frequency types.




FOR RADIO AND ELECTRONIC APPLICATIONS

- ONAN ELECTRIC GENERATING PLANTS supply reliable, economical electrical service for electronics and television applications as well as for scores of general uses.

Driven by Onan-built, 4-cycle gasoline engines, these power units are of single-unit compact design and sturdy construction. Suitable for mobile, stationary or emergency service.

Model shown is from W2C series; 2,000 to 3,500 watts; powered by Onan-built, two-cylinder, water-cooled engine.

D. W. ONAN & SONS
2035 Royalston Ave.
Minneapolis 5, Minn.

Write For Folder 690-A describing complete Onan Line



Greater fidelity to records

Finer reproduction

Filtered record scratch

Patented self-locking design

Longer needle life

Horizontal and vertical shock absorption

Floating point construction

All These Benefits shower down on users of the **Fidelity Master** FLOATING POINT PHONOGRAPH NEEDLE

FM benefits turn into long green-profit - for dealers who prominently display the overwhelmingly popular Fidelity Master long-life needle.

\$1.50 ATTRACTIVELY PACKAGED IN A RESEAL SECOND DRUM

PERMO Incorporated 6415 Ravenswood Ave. Chicago 26

For the Finest in Sound Equipment Watch...

NEWCOMB

the sound of quality

Announcements of special interest to discriminating buyers of sound equipment may be expected in the near future. Send us your address to receive these mailings as they become available.

Newcomb

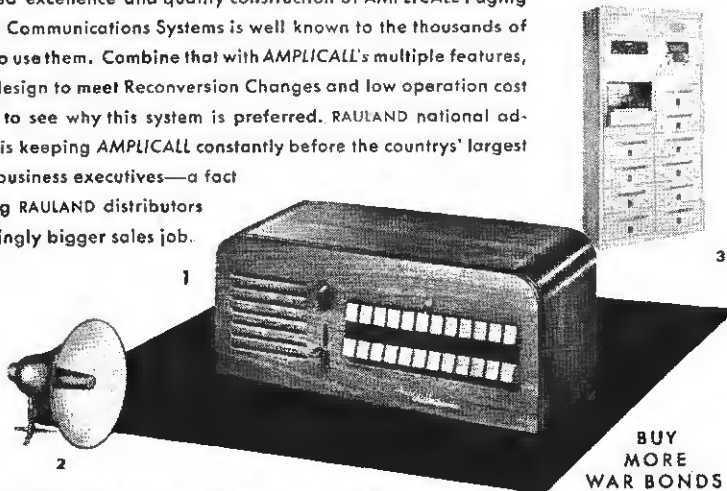
AUDIO PRODUCTS CO.
Manufacturers Since 1938

2815 So. Hill Street, Dept. A
Los Angeles 7, California

AMPLICALL .. Quality-built to serve dependably

The engineered excellence and quality construction of AMPLICALL Paging and Two-Way Communications Systems is well known to the thousands of Industrials who use them. Combine that with AMPLICALL's multiple features, flexibility of design to meet Reconversion Changes and low operation cost and it's easy to see why this system is preferred. RAULAND national advertising, too, is keeping AMPLICALL constantly before the country's largest audiences of business executives—a fact that is helping RAULAND distributors do an increasingly bigger sales job.

1. W200 Series AMPLICALL with facilities for up to 24 master stations and up to 12 possible conversations simultaneously.
2. AMPLICALL Weatherproof Speaker.
3. AMPLICALL Sound Control Unit.



BUY
MORE
WAR BONDS

Electroneering is our business

RADIO · RADAR
SOUND

Rauland

COMMUNICATIONS
TELEVISION

THE RAULAND CORPORATION · CHICAGO 41, ILLINOIS

WOMAR

Manufacturers of
RADIO, ELECTRICAL AND
ELECTRONIC COMPONENTS

ELECTRONIC PRODUCTS MFG. CORP.
DEXTER, MICHIGAN

Automatic Air Show



During the Automatic Radio Mfg. Co. broadcast in Boston, David Housman, president, presented a certificate for a new postwar radio to Technical Sgt. Jake W. Lindsey, the one-hundredth man in this war to win the Congressional Medal of Honor. Frederick P. Altschul, vice-president, looks on.

Admiral Starts Phono Needle Distribution

Richard A. Graver, vice-president of the radio division, has announced that Admiral Corp. has commenced distribution of sapphire-point needles as part of the firm's recently revealed radio and phonograph accessories line.

The needle is individually packaged in a lucite container and distributed under the trade label of "Admiral Lifetime Precious Jewel Needle," and bears a lifetime service guarantee.

A free dealer display, given with each initial order of 25 or more needles, will stimulate sales, Graver asserted.

Named to GE Sales Post

L. E. Pettit has been named assistant to the general sales manager of the General Electric Co.'s electronics department. He will be responsible for coordinating advertising and sales promotion activities of the department, according to A. A. Brandt, general sales manager. Mr. Pettit's headquarters will be at the GE Bridgeport, Conn. plant.

Joins Motorola Jobber



John F. Mehr, appointed sales manager of the major goods division of Electro-Plance Distributors, Inc., Milwaukee, Wis. The firm handles Motorola home and auto radios.

What Price Television?

(A Statement by the Publisher)

From many quarters of the industry have come expressions of concern over the pricing extremes suggested by recent announcements of radios and television. Spreading through the industry is a double-edged fear that some of the extremely low prices under discussion may not be actually realizable, thereby risking injury to the trade as a whole and, second, that any new low price brackets would be unfortunate at this time when the industry has an unusual opportunity to escape the evils of pre-war price cutting.

One case under discussion is that of a television set, currently promoted as having a consumer price tag of approximately \$100.

In interviews with capable engineers and merchandisers, representatives of RADIO & Television RETAILING found that the possibility of such an offer under present conditions, was either seriously questioned or not understood and the fear was expressed that television's future might be hurt unless, through some immediate miracle of engineering and production, a One Hundred Dollar television receiver can measure up to the rather high expectation of postwar television now held by the public.

Policies Outlined

Like a \$6 radio, a \$100 television set precipitates problems in radio trade publishing—problems involving the extent to which such products merit editorial attention or become eligible for paid advertising space.

It has always been the policy of RADIO & Television RETAILING to accept in good faith advertisements making announcements of new products, low prices, etc.,

from the recognized members of the manufacturing industry.

If, later, we find that the quality or price, or both, bring complaint from the trade or the trade's customers, we can do one of several things:

First, insist that the manufacturer make good.

Second, insist that misrepresentation or overstatement be eliminated.

Third, omit the advertisement from our columns.

Low Prices on Way

The appearance of an advertisement in this magazine does not necessarily imply any endorsement of the product by the publishers. Many announcements of new products in the radio and television fields will shortly be made and it is quite possible that such merchandise may be sold as loss-leaders, for the purpose of getting quick distribution. Also, it is not improbable that some of it will be priced unusually low because it contains government surplus components.

Another possible explanation of price may lie in the use of inadequate accounting methods, thus preventing a manufacturer from knowing his actual costs.

In any event, we as publishers, do not censor in advance the advertising that is offered to us by recognized manufacturers but we do make every effort to withhold the publication of any advertisement if the advertisement seems questionable.

We do not doubt that another year or two will bring mass production which, in turn will bring prices down.

(Signed) M. CLEMENTS,

Publisher of RADIO & Television

480 Lexington Ave., RETAILING
New York 17, N. Y.

U.S.-Canadian RMA Directors

A joint meeting of the directors of the U.S. RMA and the Canadian RMA will be held at the Westchester Country Club, Rye, N. Y., Oct. 10 and 11.

Bart-Kinnison Co. Opens New Los Angeles Office

To serve the retail trade in southern California, southern Nevada and Arizona, the Bart-Kinnison Co., representing manufacturers of housewares, gifts and small appliances in the Western Merchandise Mart, San Francisco, has opened a Los Angeles office in the Brockman Building at Seventh and Grand, owner D. J. Bartelme has announced.

The display rooms in the new branch will have the same general display fixtures with indirect lighting, and the pale green and buff color scheme now used in the Mart.

Lou L. Cogdell, associated with the company for the past two years, becomes manager of the Los Angeles office.

Elected by Kinney Bros.

J. L. Hargrove has been elected to the vice-presidency of Kinney Brothers, Los Angeles appliance distributors, according to an announcement made by Wendell H. Kinney, president of the firm.

The firm distributes nationally known major and table appliances, as well as Stewart-Warner radios throughout southern California and central California.

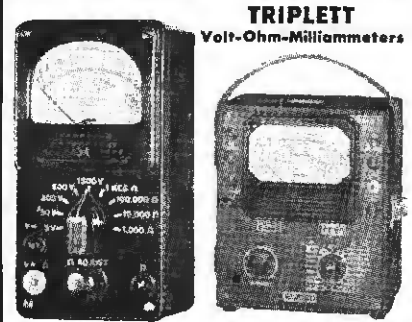
Visits Jensen Radio

Vicente Vazquez, distributor of cinema equipment and supplies in Havana, Cuba, was a recent business visitor at the offices of the Jensen Radio Mfg. Co., well-known makers of loud speakers of Chicago, Ill.

Ward Leonard Sales Reps

Ward Leonard Electric Co., Mount Vernon, N. Y., announces the appointment of Wright Engineering Co., 5620 N. Meridian St., Indianapolis 8, Ind., as its sales representative in southern Indiana, southwestern Ohio and Kentucky.

IMMEDIATE DELIVERY FROM STOCK



TRIPLETT 666.....15.25
TRIPLETT 666-H.....16.00
TRIPLETT 1200-S.....34.67
Solicitors' Priority

MASCO AMPLIFIERS

Complete with tubes.

17 Watt	30.30
25 Watt	42.60
35 Watt	54.60
50 Watt	70.50
17 Watt with Phono-top	42.30
25 Watt with Phono-top	52.20
35 Watt with Record-changer	89.10

TURNER MICROPHONES

Model	Type	Cord	Level	Each
BX	Crystal	7'	-55	\$5.85
22X	Crystal	7'	-52	10.88
33X	Crystal	20'	-52	13.23
BD	Dynamic	7'	-52	8.53
33D	Dynam.	20'	-54	14.70

SPEAKER BUYS!

4" PM square	\$1.35
4" 450 Ohm	1.40
5" PM 2 watt	1.25
5" 450 ohm	1.50
10" PM 11 watt	7.20
12" PM 18 watt	10.14
12" PM 17 watt	14.25

SPRAGUE-CORNELL DUBILIER AEROVOX CONDENSERS

8 mfd 450v Upright can	.76¢
16 mfd 450v Upright can	1.12
20 mfd 450v Upright can	1.23
8 mfd 450v Tubular	.44¢
16 mfd 450v Tubular	.65¢
20 mfd 450v Tubular	.44¢
20-20 mfd 150v Tubular	.76¢
40-20 mfd 150v Tubular	.82¢
30-30 mfd 150v Tubular	.79¢
50-30 mfd 150v Tubular	.94¢

RADIART VIBRATORS

Type	Equal	Each
S-1	4-4	\$1.35
5300	294	2.09
5326P	509P	1.76
5324	868	2.09
5341M	901M	1.76
5400	248	3.50
5426	716	3.50

ORDER OTHERS BY MAKE AND SET MODEL

CRYSTALS	M22 2.94	L40 2.35	LP6 4.70
PICKUPS	2.97, 3.30, 3.90		
MOTORS	3.17, 8.33		

PHILCO BEAM OF LIGHT

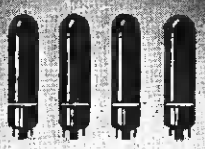
Selenium Cell only, no holder1.80

20% deposit required on all C.O.D. orders. 2% transportation allowance on orders of \$25.00 or more accompanied by payment in full.

Write for FREE CATALOG

RADIO SUPPLY & ENGINEERING CO., Inc.

128 SELDEN AVE. DETROIT 1, MICH.



4 STANDARD TYPES
of Amperite Regulators replace over 400 types of AC-DC Ballast Tubes now in use. Amperites are real REGULATORS... have patented Automatic Starting Resistor which prevents initial surge and saves pilot light. Ask Your Jobber.

AMPERITE

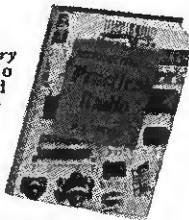
THE *Simplest* WAY TO REPLACE **BALLASTS**

WRITE FOR REPLACEMENT CHART
AMPERITE CO. 561 BROADWAY, NEW YORK, N. Y.

better to KNOW than to guess

Thorough knowledge of radio essentials helps the repair man locate "trouble" quickly and surely.

For a complete mastery of the essentials of radio and electricity needed for all practical radio work, and for a useful reference on those essentials, use



D. J. Tucker's

INTRODUCTION TO PRACTICAL RADIO

Written by the chief engineer of 3 Dallas stations, this new book covers *all* the basic theory and shows how to use it in the construction and operation of radio. It explains fully the mathematics needed in connection with each principle and its applications.

It reaches the principles of radio so clearly and thoroughly that the reader will be able to use them with complete accuracy and assurance. Get this book now for your reference shelf. It will help you train your new workers and it will help you to locate trouble in radios quickly and surely.

322 pp. Fully illus. \$3.00

Order from your bookstore or from

THE MACMILLAN COMPANY
60 Fifth Ave. New York 11

Promoted by Magnavox

The appointment of Del Wakeman as advertising manager of the Magnavox Co., Fort Wayne, Ind., has been announced by Frank Freimann, executive vice-president.

In his new position, Mr. Wakeman will direct the current Magnavox advertising theme, adopted when the civilian production was curtailed. The firm, at that time, decided to use its advertising space to further develop a general public interest in good music, as well as build acceptance for peace-time products.

Named Admiral Manager

Wallace C. Johnson manager field activities, Admiral Corp., Chicago, has announced the appointment of Patrick Deluhery as southwestern manager for all Admiral products. Mr. Deluhery will eventually make his headquarters in Kansas City, Mo.

Utah-Detrola Merger

A proposal to merge Utah Radio Products Co., Chicago, and Universal Cooler Corp., Marion, O., into International Detrola Corp. has been approved by the boards of directors of all three companies.

"Meetings of stockholders to vote on the proposal will be held soon," C. Russell Feldmann, Detrola president and board chairman, said.

Report from Sentinel

E. Alschuler, president of the Sentinel Radio Corp., states that the firm has orders from its 126 distributors which will engage full production capacity for the first one and one-half years of civilian production. Reconversion will be speeded up as fast as possible, Mr. Alschuler said.

Easy Appoints Reeve



W. Homer Reeve has been named vice-president in charge of sales of Easy Washing Machine Corp., Syracuse, N. Y., according to an announcement by H. Paul Nelligan, president.

Hallcrafters Plans Home Radios; Kelsey Appointed

The Hallcrafters Co., Chicago, Ill., has announced that it will manufacture a complete line of home radios. These sets will be marketed under the brand name of Echophone. Simultaneously with this news came the appointment of Lester L. Kelsey as vice-president of the firm, and general manager of the Echophone division.

Made Hytron Directors

Announcement is made by the Hytron Radio & Electronics Corp., Salem, Mass., of the election of two additional directors, Chauncey L. Waddell and Frederick L. Chapman.

20 Years Ago

From the August, 1925, Issue of Radio Retailing

SUCCESS STORY—Illinois merchant believes location first, merchandise second, and service third, the essentials for the successful selling of radio.

BROADCASTING'S RAPID STRIDES WILL BOOM RADIO SALES—Headline.

JOBBER SHOULD GIVE DEALERS PROTECTION—Methods suggested include: 1. Refer retail sales to dealers. 2. Co-operate with dealers in paying for their advertising. 3. Give dealers exclusive sales rights. 4. When choosing a line to sell, the distributor should consider sales policy and financial condition of the manufacturer as well as quality and reputation of the set.

TO BUILD A PROFITABLE RETAIL TRADE—Choose the right location; sell the right goods; be careful in the selection of salesmen; have a high-class mailing list; advertise; demonstrate in the home; sell on time payments where necessary; carry a complete stock of sets and parts.

ONLY ONE FARMER IN FORTY HAS A RADIO SET—Result of an extensive survey of the farm radio market shows.

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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.

WATCH FOR THE

QUAM
Adjust To Come

A Revolutionary New Speaker for the Post-War Market, to be announced soon

QUAM-NICHOLS CO., 33rd Place and Cottage Grove, Chicago 16, Illinois



back again!



**THE COMPLETE, COMPACT,
HANDY, USEFUL**

"QUALITY ABOVE ALL" Line

of

**SOLAR
CAPACITORS**

Write for Catalog SC-1



SOLAR CAPACITOR SALES CORP.

285 MADISON AVENUE • NEW YORK 17, N. Y.

Ⓢ919

Motorola **A-M** **F-M** Radio



Designed for better living and listening

Here is a preview of one of the *new* Motorola radios. Look at the handsome styling, the perfectly-balanced design. Here is a radio for any home to be proud of—a radio that will sell on *sight* as well as *sound*. And it's just one example of the complete line of Motorola radios in sleek modern and authentic period styles that will provide you with a Motorola to suit the taste of *every* customer!

Your customer will appreciate the added con-

venience of Motorola's new exclusive ROLL-O-MATIC* record changer and TOP-VUE* full vision control panel. The radio itself is an electronic marvel from the laboratories of Motorola engineers who developed the battle-famous "Handie Talkie" and "Walkie Talkie." Your customers will be quick to see that for better living and better listening . . . *There is none finer than Motorola!*

*Two more exclusive Motorola *Firsts*.

GALVIN MFG. CORPORATION • CHICAGO 51, ILLINOIS

F-M & A-M HOME RADIO • AUTO RADIO • PHONOGRAPHS • TELEVISION • AIRCRAFT RADIO • POLICE RADIO • RADAR • MILITARY RADIO

In Days to Come...



Soon . . . and we sincerely hope very soon . . . after V-J Day . . . the J. P. Seeburg Corporation will go into production on our new line of SEEBURG RECORD CHANGERS . . . and the amazing new SEEBURG WIRE RECORDER.

The SEEBURG WIRE RECORDER

It will be necessary for radio manufacturers to make provision in their circuits to accommodate the Seeburg Wire Recorder and we therefore invite prompt inquiries from interested radio manufacturers.

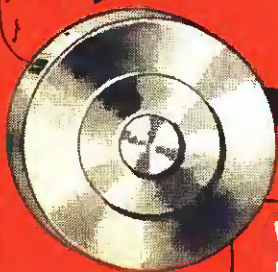
is so fascinating . . . you would almost think that some magic power was responsible for its operation! Yet, it is an engineering achievement . . . real and reliable . . . that "in days to come" we believe will be included as standard recording and reproducing equipment in radio phonograph combinations. The switch of one control knob is all that is necessary to record or reproduce. No needles . . . no discs . . . the SEEBURG WIRE RECORDER definitely eliminates many of the past drawbacks in home recording.



Awarded to the J. P. Seeburg Corporation for outstanding production of war materials in each of its four plants.

Seeburg

J. P. SEEBURG CORPORATION · CHICAGO



**WIRE
RECORDER**

**BUY
WAR
BONDS**

**RECORD
CHANGERS**

