

RADIO & APPLIANCE

JOURNAL

The Industry's Complete Dealer Magazine

Combining
F.M. & Television

•
Master Servicing

•
Phonograph
& Record
Merchandising

September

1946



IN THIS ISSUE

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- HOW TO SELL BATTERIES
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- NEW RADIOS AND APPLIANCES

and Introducing

THE "PHOTO FEATURE" • THE MERCHANDISING CALENDAR • DEALER ADVERTISING BULLETIN BOARD

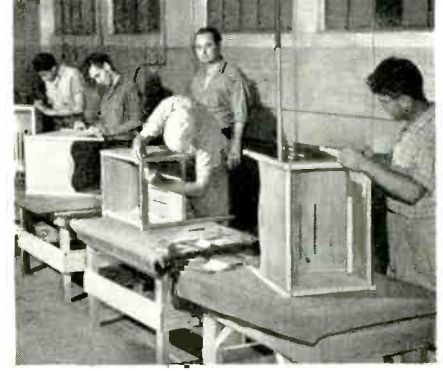
CRAFTSMANSHIP...



1 The Band Saw requires a skillful hand and eye.



2 Precision is fundamental in the die makers trade.



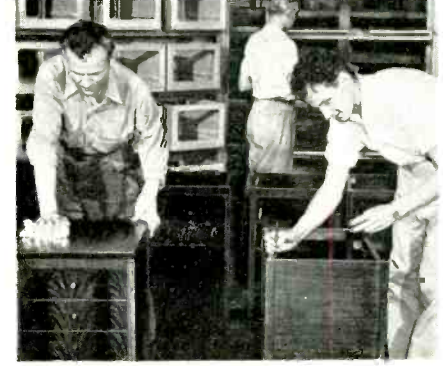
3 Fine cabinets take lots of hand sanding.



4 Incoming inspection eliminates defective parts at the source.



5 Sensitive fingers for accurate assembly and wiring.



6 The finishing touches on a fine cabinet.



7 Wood patterns and the whirling drill.

8 Craftsmanship means painstaking care, skillful precision, expert construction. It means detailed attention to every phase of production, and the handling of every step in one plant under rigid control of the man who eventually puts his name on the product. This is craftsmanship as practised at the Ansley plant . . . the most complete radio factory of its size in the country.



ANSLEY RADIO CORPORATION

RADIO-PHONOGRAPHS OF SUPERB TONE • 41 St. Joes Ave. • Trenton, N. J.

BUSINESS IN BRIEF

Where Do People Buy

Attempting to answer the age-old question of where do people buy the most, a recent breakdown of retail sales estimates shows that people in cities over 100,000 population spend 44½ per cent of the retail dollar. Next come the people in smaller towns where the population is less than 25,000, who spend 38½ per cent. The other two groups, cities between 50,000 and 100,000 population and 25,000 to 50,000 were approximately equal, each accounting for about 8 per cent of the total sales.

Charge It, Please

"Time buying" has returned to the American scene after the deluge of cash purchases made from war-time savings. Last month the Credit Bureau of Greater New York reported a 55 per cent increase in credit rating inquiries from retail merchants. The trend seems to reach even farther. According to a Wall Street Journal report, the entire U. S. public is doing more credit buying than during the war. Part of this trend can be chalked up to more available merchandise, but many people are just running short of ready cash. At any rate, the old familiar slogan, "Charge it, please," is back in the language to stay.

The Buyers Speak

People are still waiting to buy new products according to a Bureau of Agriculture Economics sampling. Questioning 3,000 of the estimated 46,000,000 "spending units" in the country, the bureau reports that 11 per cent want to buy automobiles during the year; 28 per cent want to buy other durable goods, and 7 per cent will probably want housing. Of all the people who want to buy durable goods like furniture, radios, refrigerators, household appliances, etc., 43 per cent thought their expenditures would be less than \$200, but 40 per cent expected their purchases to total between \$200 and \$1,000. Spread over the entire population this should mean a lot of cash register bells during the current year, as products become available.

Newspapers in the Air?

Air travellers may soon be able to read the latest newspapers as they cruise through the stratosphere, delivered to them in flight by a new radio facsimile unit now being developed by Finch Telecommunications, Inc, 10 East 40th St., New York. The typewriter-sized gadget will print a four-column newspaper at the rate of 500 words a minute and will even fill the tabloid sheets with the latest photographs. And the pilot will get the latest weather maps, etc., in flight.

Private Reception

Problem of the drive-in theater, an all-weather, in-car receiver, promises to be solved in the new receivers which RCA Engineering Products Department, at Camden, N. J., is building. Mounted in brackets at either end of a terminal box installed between two parking ramps, the speakers can be placed anywhere in the car. A new type coiled cord will not drag or tangle.

Save Your Favorite Program

Did you miss Charlie McCarthy last week because you were out-of-town, or are you anxious to keep your favorite news commentator's remarks? There's a new radio-phonograph with record changer and long-playing tape-recorder, which will record your favorites when you are away from home. The robot listener, called the J-T "Masterpiece," is operated by setting the clock on the console panel. The recorder does the rest. It turns on automatically and switches off when the program's time has elapsed. Jefferson-Travis Co., 245 East 23rd St., NYC, is building the "Masterpiece."

Billion-Dollar Sales

Recovery at the General Electric Co. plant after their two-month strike has gone ahead so swiftly that the company predicts the billion-dollar sales goal set for 1947 will be reached this year. The company's 92 present plants have already passed prewar production in such items as fractional horsepower motors, and by fall the company hopes to turn

out 28,000 refrigerators a week, twice the pre-war record.

PX Competition

Small businesses will welcome the news that the House Committee on their affairs is going to look into the activities of the Army post exchanges and Navy ship stores. Members of the armed forces, their families and friends reportedly get bargain prices which cannot be matched in retail or wholesale businesses. The committee will insist on policy changes on the part of the military authorities.

The Buyers Strike

With the end of the OPA, most merchants have developed a bump of caution which may work as well as the government to keep prices down. From all parts of the country come reports of retailers, with the fear of "customer reaction" in their hearts, ordering goods on a definite hand-to-mouth basis. Merchants do not want to get stuck with stocks which are unsalable either because they are overpriced or inferior in quality. Statisticians believe that the present trend should reach a peak in six to nine months and be followed with a price decline lasting from six months to a year.

Home Sweet Home

Whether it's a housing shortage or what, during the past five years the number of families living in their own homes increased 4.8 million as compared with an increase of 2.7 million in all occupied dwellings. In 1945, 53 per cent of all private families owned their homes. That's 10 per cent more than in 1940 and three times as many as in 1890. The Bureau of the Census took time to figure out these homey figures.

Christmas Presents

Radio set production, by unit volume, is already greater than it was before the war and will probably increase still more this fall. RMA officers believe they can make a strong case for decontrol. In the meantime the RMA expects to continue its efforts to obtain price relief for the industry.

Buyers Slow Down

The selling party may soon be over, western radio and appliance dealers were told during the Western Fall Market Week in San Francisco's Merchandise Mart. In the face of steadily climbing prices, the buyers are beginning to slow down and salesmen will soon need to work harder to sell their products. Crosley Corporation Vice President Raymond C. Cosgrove told the retailers that high labor costs may eventually raise prices to a point where sales will be difficult to make. Home Freezers and equipment will require an educational job and a hard hitting sales program to successfully attack the customers' inflation-shrunk pocket-books, advised the industry's spokesman, George H. ("Rock") Smith, general manager of the deep-freeze division, Motor Products Corporation.

Transportation Troubles

It looks like the railroads need a miracle if a transportation crisis is not to paralyze the country next month. By October 15, Office of Defense Transportation Director Colonel J. M. Johnson predicts that the railroads will be unable to carry the loads. The country's lines are hauling more freight now than at any time during the war, with carloadings running to a maximum of 925,000 per week. But experts predict that the demand will be for around a million within the next few weeks.

Unless production is suddenly halted by a depression or production strike, this freight back-up will shortly bring serious repercussions to industry. Many manufacturers may find themselves in the tough predicament where they will either have to pile up huge stocks in storage or decrease production. Only light on the dark picture is the Government's attempt to speed freight car production. (Only about 2,000 per month of the 14,000 car a month production peak has been reached this year.)

Decontrol Campaign

Radio manufacturers through their association have inaugurated a campaign to free the entire industry from OPA price controls. At a conference of RMA leaders last month

in Washington preliminary steps were taken to insure joint industry action, as required by the new OPA law.

Pay for the Veteran

The veteran who comes back for that job he left when he got his "greetings," is entitled to as high a rate of pay as was paid to the wartime substitute who replaced him, according to a recent Federal district court decision. And while we are on the subject of pay, the Wage Stabilization Board has announced that you cannot reduce the pay of an employee below \$5,000 without getting approval of the Board. In case of base pay plus bonus, the Board says pay can be reduced to, but not below, \$5,000.

The Buyer Is Particular Again

Now that the first post-war buying spree is leveling off, the buyer is finding time to be particular. Future deliveries are not so popular any more, according to a department store survey. Unknown electrical appliances are being passed over as the known name-brands are coming back on the markets in quantity. The public is demanding quality for the price and even bargain prices are not moving the "just as good as" stock.

Production Figures Up

Those dazzling figures which measure the production of radios, electrical appliances and anything else you want to know about, to tell whether we are catching up with prewar production records, are telling a new story these days. With radios, production is way ahead of the 1941 mark, used as a base by government figurers. The electrical appliance story is the same. More stocks mean tougher competition in the industries and buyers will be shopping around again next winter, now that they've had the thrill of satisfying their pent-up wartime desires.

If you are interested in those figures, here are a few. Average monthly production of non-battery radios in 1941 was 543,583 and May, 1946, figures ran 35 per cent above those. Electrical appliance production compared to base year 1939 production read like this in May: Automatic irons up 85 per cent; automatic toasters down 19 per cent; non-

automatic toasters up 26 per cent; convector air heaters up 286 per cent; radiant air heaters up 218 per cent, heating pads and blankets up 308 per cent.

Ceilings Return

Now that the OPA is back, there's a tight little problem of what to do about goods purchased when there weren't any ceilings. The OPA itself, has decided that a dealer does not have to pay more than the ceiling price on any article delivered after the resumption of price control no matter when the contract was signed or the order written. Any attempt to charge the interim (when there wasn't any ceiling) price for such goods would constitute a violation. However, if delivery had been made before the return of the OPA, the interim price is considered in effect; and the OPA defines delivery in three categories: (1) if the dealer had actual physical possession of the goods, (2) if the goods had been delivered to a carrier not owned or controlled by the seller for transmittal to the buyer, or (3) if the goods had been segregated, identified and earmarked for the account of the buyer. In the latter cases, of course, the evidence must be clear that the seller had actually parted with the goods before the OPA's rebirth.

Prosperity Ahead

Bernard Baruch, the park bench seer, who spins his magic glass and tells congressmen and statesmen what the future holds, thinks this country is in for a ten-year boom. There will be ups and downs within the period but the trend will continue upwards, he predicts. Other business experts won't go so far in their predictions, but are confident that there will be no cause to worry about business for five years anyway. However, administration experts evidently haven't been in the park lately, because the President recently declared that if present government controls did not prevent inflation, he would have to call a special session of Congress to "save us from the threat of economic disaster." Well, there you are; you can take whichever prediction agrees with your own outlook.

AGAIN
FADA
SHOWS THE WAY!

Now

**THE FADA DELUXE
 PORTABLE
 RADIO AND PHONOGRAPH COMBINATION**
 with **AUTOMATIC RECORD CHANGER**



Superheterodyne AC deluxe portable radio phonograph with automatic record changer. Durable and attractive! New fidelity of tone both in recordings and broadcasts.



COMING SOON . . .

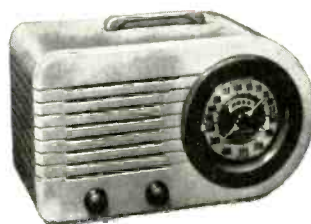
Additional Attractive Combinations in Beautiful Mahogany veneer with non-warping Mahogany Top. "Another FADA FIRST!"

**Enthusiastic
 Consumer
 Acceptance!**

YOU CAN ALWAYS DEPEND ON

FADA
Radio

Famous Since Broadcasting Began!



**6 TUBES
 1000 SERIES**

FADA's lovely table models are tops in consumer acceptance. They combine beauty of appearance and tone.



**6 TUBES
 652 SERIES**



FADA 6 tube models are equipped with the new FADA "Sensitive-Tone" . . . assuring greater sensitivity and clearer reception.

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

Letter from the Publisher

As publisher, I speak for your entire staff in hoping that you will like this issue of the newly-designed RADIO & APPLIANCE JOURNAL. Since most of you will recall that this publication was known as RADIO & APPLIANCE JOURNAL from 1930 to 1939, I felt you would like to know some of the reasons why we have decided to revert to our former name.

First, of course, there is the fact that the momentous merchandising changes which took place during and after the war have obliterated the lines which once separated radio and appliance dealers. Of the 25,000 merchants who read your RADIO & APPLIANCE JOURNAL, over 90 per cent handle radios, appliances, phonographs and records. It is interesting to note that, of this number, over 80 per cent maintain their own radio servicing department. Therefore, we felt that reverting to the original name of RADIO & APPLIANCE JOURNAL would give a clearer picture of your magazine's functions and would enable us to serve the industry much better. In addition, it clarifies our thinking with regard to the relative importance of radios and appliances. Insofar as we are concerned, they are all highly profitable moneymakers for dealers, and, when bolstered by a good record and service department, provide the type of retail operation which will survive in the competitive era that lies ahead.

You will notice, too, that we have ceased to separate your RADIO & APPLIANCE JOURNAL into various sections. We were the first magazine in the field to sectionalize our publication and we continued this experiment for a year. However, surveys which we have made among the readers of RADIO & APPLIANCE JOURNAL, who, just like yourself, are recognized leaders in their respective localities, showed us that we were not fulfilling their needs by separating your magazine into three or four various sections.

And, I'm sure you will agree with me that you cannot edit a national trade magazine from behind a New York City desk. That is why your entire RADIO & APPLIANCE JOURNAL Editorial Staff is constantly travelling throughout the country to bring you the benefit of the practical information by recognized authorities. No one publication staff is brilliant enough or experienced enough to know all the answers to the industry's problems. Modern publishing demands the varied opinions of people on the firing line of business and your Editors are dedicated to securing, reporting and interpreting that kind of viewpoint for you.

For thirty years now, ever since it was established in 1916 as "Talking Machine Journal," your RADIO & APPLIANCE JOURNAL has been doing this job and we intend to continue it as time goes on.

We think that you will enjoy this issue of the revitalized RADIO & APPLIANCE JOURNAL and we would be glad to hear from you. So, won't you please write and tell us how much you did like it?

RADIO & APPLIANCE JOURNAL

ALEX H. KOLBE
Publisher

MAL PARKS
Editor

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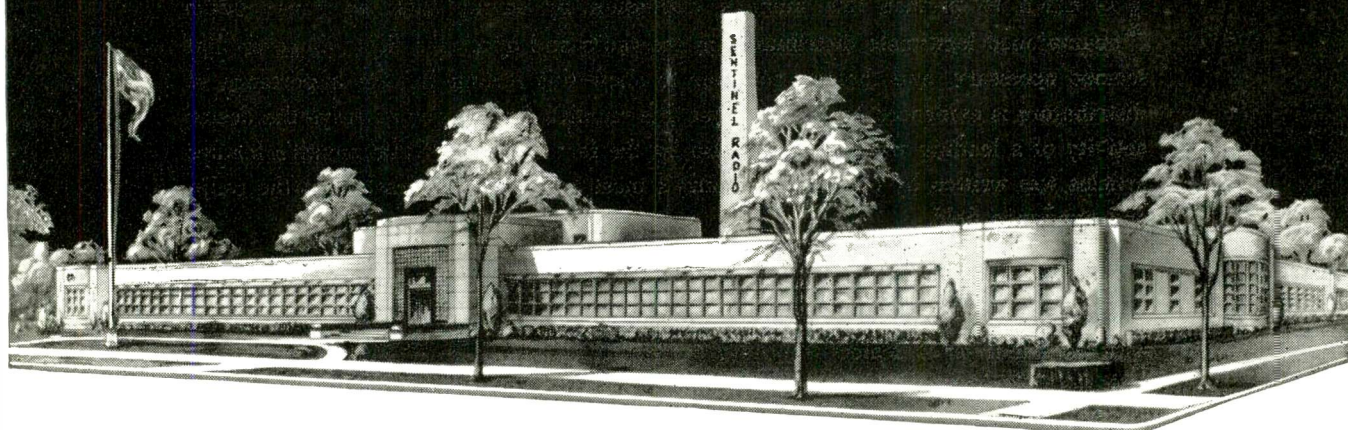
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Sentinel's

New, Streamlined Plant



for Faster, More Efficient Production!

With all production and administrative facilities consolidated under the single roof of a new, streamlined plant, Sentinel now stands ready to serve you and your customers with new speed and efficiency.

Occupying 125,000 square feet of floor space on a beautifully landscaped, 9-acre plot, Sentinel's ultra-modern plant and facilities are a bustling model of efficiency. Raw materials, entering the Sentinel plant at its west end, are conveyed by four continuous assembly lines to emerge at the

east shipping end as completed, packaged Sentinel radios . . . in demand by profit-minded dealers everywhere.

You can look to Sentinel, too, for even closer dealer cooperation and more of the features that stamp Sentinel radios as the line that will sell faster, at greater profit for you. There's a new day at hand for Sentinel dealers . . . a day that will bring new selling features, new merchandising aids, new ideas . . . from the new home of Sentinel Radio Corporation.

for Studio tone In your Home!

SENTINEL RADIO CORPORATION

2100 DEMPSTER ST., EVANSTON, ILL.

Editorially Speaking

I'D LIKE to preface this month's discussion by saying that we have always championed legitimate distributors in the radio and appliance field whenever that seemed necessary, and that we continue to show this feeling for the importance of distributors is evidenced by the fact that this month's front cover portrays the dealer activity of a leading wholesaler and also by the fact that one of this month's feature articles was written by one of the country's most aggressive wholesalers in the radio and appliance field.

Despite the fact that we sincerely believe the distributor is necessary in the orderly marketing and merchandising of our industry's products I'm inclined to go along with the hundreds of dealers who have written to me asking . . . "What is the matter with the distributors today?"

Let me show you why dealers are asking this question.

In St. Louis a completely-stocked radio-appliance, phonograph and record department has just been opened up in a food market. In Boston, the latest models of radios, appliance and phonographs are available for immediate delivery in a men's furnishing store. Throughout the country, in town after town, we find drug stores, cigar stores, food markets and similar competitive groups, all with more of our industry's products than the established radio and appliance dealer.

Now, we might say that this situation has been caused by the influx of new distributors who are anxious to unload off-brand merchandise. However, this excuse will not hold true when we see that all of the above types of outlets are handling the industry's most respected and honored lines of products.

The question then, is, who is responsible for the situation which exists? If it is the fault of the distributor, then the dealer has a legitimate complaint. If it is the fault of the manufacturer, then the distributor must take it on himself to protect his established radio and appliance dealers by protesting the kind of distributive practice which denies products to established radio and appliance dealers while, at the same time, these same products are used to fill the shelves of retailers who have no business in this industry in the first place.

I personally don't know whose fault it is. But I do know that the only result of this careless distribution policy is to thin out the market to such an extent that nobody sells enough of any one product to make it profitable. Experience has shown that the firms which have survived in the highly-competitive radio and appliance industry are those who have built their sales on a basis of careful selection of franchised dealers, full protection to those who are franchised and a merchandising policy that meant more sales for the company, the distributor and the dealer.

Mal Parks

Big Store-Little Store

they all want
more...more...more!

ELECTROMATIC Coluratone*
AUTOMATIC RADIO-PHONOGRAPH COMBINATIONS

Beautiful to See!
Easy to Sell!

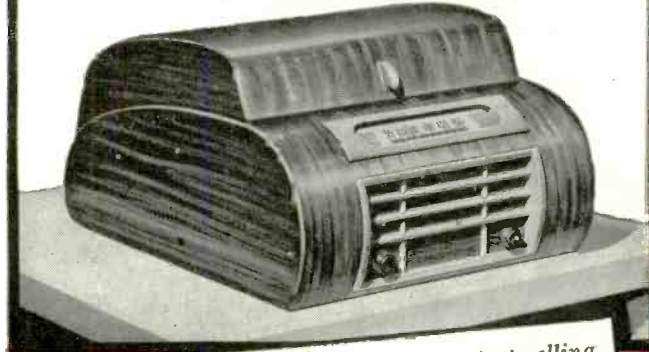


It's happening all over the country! Whenever these big, beautiful combinations appear on the scene, store-wide sales step-up. Dealers are featuring Coluratone in large newspaper space, building store promotions around it! Why? Because Electromatic Coluratone is the first real post-war combination with real post-war sales talking points. Just look at these exclusive features and you'll see why little stores and big stores everywhere want more, More and still MORE ELECTROMATIC COLURATONE COMBINATIONS.

Prompt deliveries to all points.

**ELECTROMATIC'S NEW COLURATONE COMBINATION—
CHAIRSIDE MODEL 508A | TABLE-TOP MODEL 607A**

These models available in three popular finishes:
Primavera, Walnut, Mahogany.



Write today for full details on the best-selling Coluratone line of automatic radio-phonograph combinations — backed by continuous advertising combinations — a power-packed series of dealer helps. Start your fall season with a bang with Electromatic's Coluratone combinations. No Waiting — Prompt Delivery on all models.

- New!** Futuramic Cabinet With Improved Acoustic Design.
- New!** Induction Heated Permanent-Bond Veneers.
- New!** Coluratone Audio-Amplifier System With Console Tone Qualities.
- New!** Automatic Precision Changer With Crystal Pick-up.

RETAILERS MAKE HEADLINE NEWS!



ELECTROMATIC

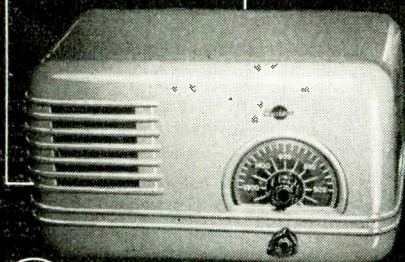
TOPS IN TABLE TOP COMBINATIONS & CONSOLETES

MANUFACTURING CORPORATION, 88 University Place, New York City

Only Electone

BRINGS YOU THE
SMOOTH MODERN CASE
of **ENDURING^{US} STEEL**
1947 PERFORMANCE
By SHIELDING
Against
ELECTRICAL INTERFERENCE

- SUPER-GAIN CIRCUIT
- PLANETARY DRIVE



Mellow-toned
VOICE CHAMBER



NORTHEASTERN ENGINEERING, Inc.
MANCHESTER NEW HAMPSHIRE

ENGINEERS AND MANUFACTURERS OF THE BEST IN ELECTRICAL AND ELECTRONIC EQUIPMENT

An Invitation - - -

to join the most alert,
progressive group in the
radio and appliance
field—the 27,500 read-
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For only \$3.00 per year you will receive 12
full issues of the industry's oldest dealer
merchandising publication.

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- NO PREMIUMS
- NO GET-RICH-QUICK OFFERS

Just a good trade paper trying to do a good
job for its readers.

Send No Money—Your Credit's Good With Us

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Please enter my subscription for 1 year and bill me.

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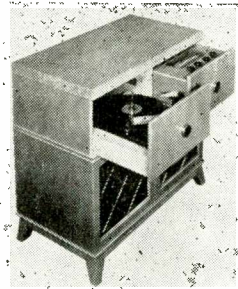
POSITION

COMPANY

ADDRESS

CITY..... ZONE..... STATE.....

NEW RADIOS

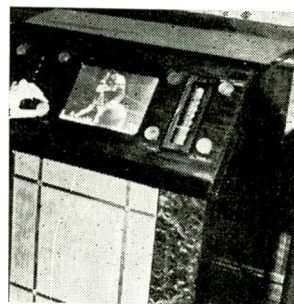


New Lear Console

One of the outstanding Lear home radios, the chairside console model, will soon be in stock production at the Lear Radio Co., in Grand Rapids, Mich. It's just 31 inches high, with record player, automatic changer 3-band AC radio.

Cory Automatic Brewer

Cory Corporation, 221 N. LaSalle St., Chicago 1, Ill., has just added this new Deluxe Domestic Automatic Brewer to its line. The housewife merely places coffee in the upper bowl, water in the serving decanter and the unit does the rest.

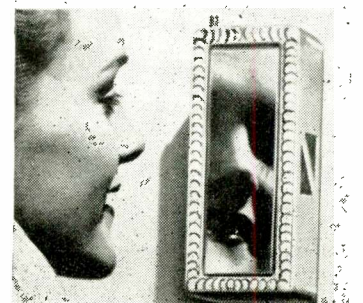
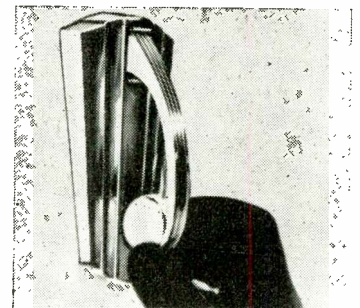


Emerson Television Model

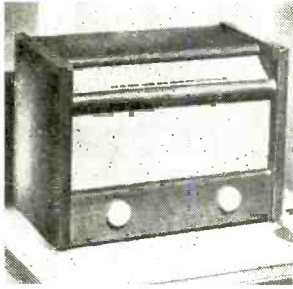
The chair-side console is one of two television models to be produced by Emerson Radio and Phonograph Corp., 111 Eighth Ave., New York City 11. Combining radio and television, it boosts a 10-inch screen so exposed that the image may be seen by many onlookers in the room.

Non-Electric Door Chimes

Edwards & Co., Norwalk, Conn., have introduced a new door chime that anyone can install in a jiffy. Simply bore a hole and fasten the handsome solid brass knocker in place. There are no confusing wires, no templates, push buttons, transformers or batteries. The two note chimes are melodious, yet loud enough to be heard throughout the house. On the inside, the chimes are concealed behind a smartly framed mirror for a last minute glance at face, hair or necktie.



AND APPLIANCES

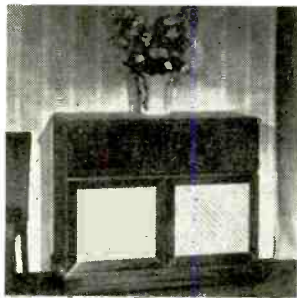


Stewart-Warner Model

The early American maple table model, also made in walnut finish and blonde moderne (desert tan) finish, comes from the Stewart-Warner factory, 1936 Diversey Parkway, Chicago 14, Ill.

New Reynolds Home Freezer

Reynolds Metals, Louisville, Ky., is showing this first refrigeration unit in a new line being developed by them. The 6-cubic foot home freezer of aluminum utilizes the high conductivity of this metal for faster freezing.

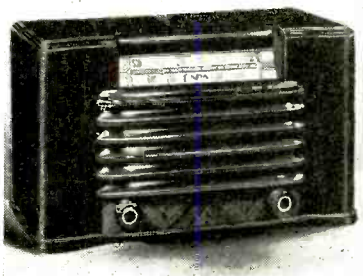
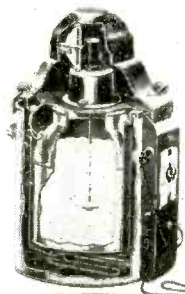


Jefferson-Travis Home Recorder

This radio-phonograph combination recorder with record changer is housed in a solid mahogany cabinet. The manufacturers, Jefferson-Travis Co., 245 East 23rd St., New York City 10, call the model "Masterpiece."

Safgard Home Pasteurizer

A new product distributed by the Guard-It Manufacturing Co., of Chicago, is the first family-sized pasteurizer to be brought out. It's designed and priced for the rural home, where other milk protection is not available.



Fada's 6-Tube Table Model

This 6-tube superheterodyne with 8-tube performance operating on 105-125 volts, 40-60 cycles AC, and the same voltage on DC is being shown by Fada Radio, 928 Broadway, New York City 10.

THE WORLD'S SMALLEST PORTABLE PHONOGRAPH



MADE BY
THORENS
OF SWITZERLAND.

THORENS #55
Retail Price \$22
Fed'l Excise Tax Incl.

Made by Thorens of Switzerland, makers of the finest musical instruments and sound-recording equipment used throughout the world. Plays all your favorite 10 in. and 12 in. records with a fine, melodious tone quality. You carry it like a camera—weighs about 4 lbs. Size 11"x4 $\frac{3}{4}$ "x2". This phonograph is so new that we have been unable to provide enough to supply the demand—it is extremely popular—"the life of the party" wherever it goes. Retail Price \$22. incl. Fed'l Excise Tax. Assorted colors.

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••• INC •••
GENERAL
DISTRIBUTORS

295-5th AVE., NEW YORK 16, N. Y.



They Stay in adjustment
... because of

TWO TIER BONDED CONSTRUCTION

WEBSTER

Automatic Record Changers



MODEL
56

Other important features

Two-Tier Bonded Construction, exclusive with Webster Record Changers, places the entire changer mechanism between two formed steel plates, where it is held rigidly in place by five bonded steel posts. This construction keeps the moving parts of the mechanism in proper relationship at all times, eliminating service troubles which stem from warpage. Webster's Two-Tier design assures dependable operation and flawless enjoyment of records.

- Velocity trip — changes more kinds of standard records than the usual "fixed radius" or "oscillating groove" type of trip action
- Fool-proof operation — pickup arm can be moved without damage while machine is in change cycle
- Protects finest records, yet will change many old, badly worn records.

THE CHOICE OF MUSIC LOVERS EVERYWHERE

WEBSTER CHICAGO

5610 Bloomingdale Avenue, CHICAGO 39, ILLINOIS
32 years of Continuous Successful Manufacturing

**THE BIGGEST NAMES
IN RECORDS**

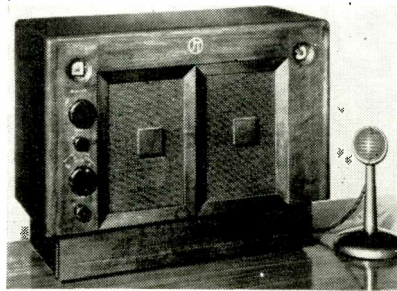
(in the race field)

**STERLING
AND
JUKE BOX**

DISTRIBUTORS! A few choice territories still open!

JUKE BOX RECORD CO., Inc., 7 W. 46th St., N. Y. 19
A. E. MIDDLEMAN, *President*

NEW RADIOS

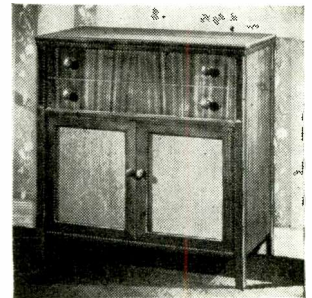


Film Tape Recorder

The Jefferson-Travis model MR-2 Film Tape Recorder for use in home and industry. Housed in a smart mahogany finished cabinet, this recorder is made by the Jefferson - Travis Co., 245 East 23rd St., New York City 10.

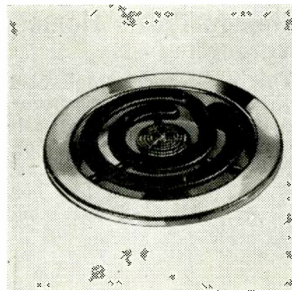
New Arvin Combination

The straight colonial design in lustrous mahogany finish provides this low-boy radio and phonograph model with the simplicity demanded for a small apartment living room. Noblitt-Sparks Industries, Inc., Columbus, Ind., is now producing this model.



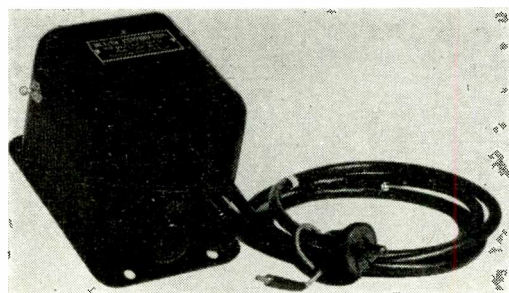
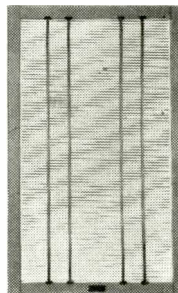
Thermo-Kleen Monotube

Tuttle & Kift, Inc., 1823 N. Monitor Ave., Chicago 59, Ill., are justly proud of this revolutionary new heating unit. Making use of but a single coil, the Thermo-Kleen Monotube cannot warp or distort.



Electric Fly Screen

A revolutionary new method for controlling flies has been developed by Detjen Corp., 303 W. 42nd St., N. Y. 18. The fly screen shown on the left consists of two sets of sturdy bars supported in a metal frame. The bars are energized by a new type of transformer (below), operating at only 10 milliamperes. The electrical field set up between the two sets of bars presents an electrical barrier no flying insect can pass olive. Of course the equipment is safe to human beings and animals.



JFD "sockette" RADIO TUBE ADAPTERS



Now Over 400 TYPES covering over 1300 SUBSTITUTIONS

THE REPLACEMENT FUNCTION OF EACH SOCKETTE CLEARLY MARKED ON ITS BASE.

JFD presents the most complete line of tube adapters in the radio field. Now it is no longer necessary to rewire radios to accommodate tubes that are not available . . . because JFD has an adapter that permits the use of tube substitutes.

Each Sockette is proven by test to answer the purpose for which it was designed. Slow-moving shelf tubes can now be converted to popular types by the use of a JFD Sockette.

Every conceivable type of adapter is incorporated, such as resistor type, loktal type, lokral metal base type, octal type, miniature type, &c.

JFD SOCKETTES must be good, for over a 1,000,000 of them are in use today . . . AND THE NUMBER KEEPS GROWING DAILY.



Write for our newest JFD SOCKETTE 3-WAY TUBE ADAPTER MANUAL No. 340. 16 pages with thousands of listings that ANSWER YOUR SUBSTITUTION PROBLEMS AT A GLANCE!

J.F.D. Manufacturing Co.
4111 Ft. Hamilton P'kway, B'klyn. N.Y.



AND APPLIANCES

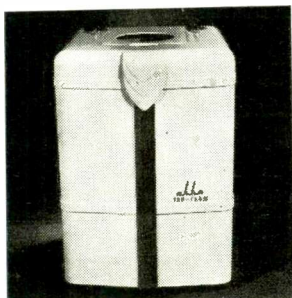


Fada "652" Model

Another Fada triumph in the 6-tube radio. This model comes in alabaster or colors. The 652 models are available at Fada Radio, 928 Broadway, New York City 10.

Akka Washer

Featuring simplicity of design and low cost, the Akka Top-Flow is the first automatic washer that can be operated in a home without a water heater. Appliance Corporation of America, Milwaukee, Wisc., designed the washer to sell from \$30 to \$100 under other automatic washers.



Lear Plastic Model

Table model Learadio in mahogany plastic is being shown by the Lear Radio Co. of Grand Rapids Mich. The model boasts five tubes, high quality Alnico speaker and built-in loop with provision for outside aerial connection.

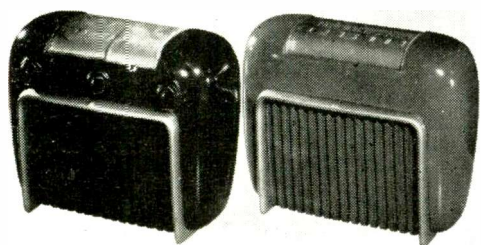
Stewart-Warner Radio

This walnut cabinet, console radio phonograph combination with 6 station selector push-buttons is being produced at the Stewart-Warner plant, Chicago, Ill. It is also available in mahogany finish.



Crosley Twins

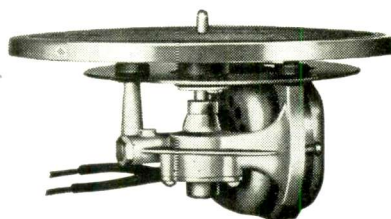
These ultra-modern plastic end-table radio models are manufactured by the Crosley Corp., Manufacturing Division, Cincinnati 25, Ohio. The radios come in mahogany, tan and blue plastics. The cabinet is styled the same front and back and is trimmed in gold.



SMOOTH SPEED

with

Smooth Power



You can be sure of unvarying speed for your phonograph mechanisms when you equip them with GI *Smooth Power Motors*. Test any unit from our wide line, in laboratory or in service, and you'll find it runs with accurate uniformity at its rated speed.

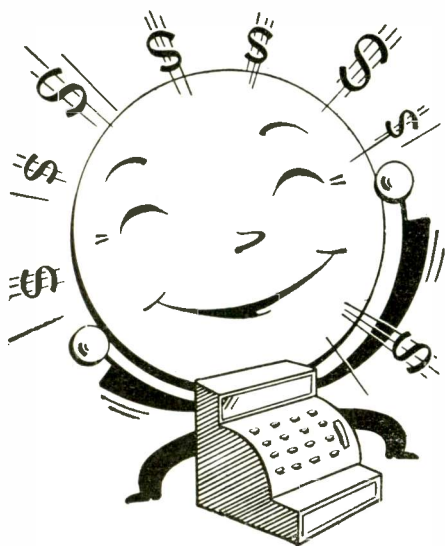
But you want other qualities, too, such as quick pickup, quietness and all 'round velvety smoothness of operation. You get all these in GI motors for phonographs, recorders or record-changers.

For Smooth Speed, standardize on Smooth Power.

THE GENERAL INDUSTRIES co.

DEPT. MT

ELYRIA, OHIO



THE BELL RINGS

more consistently
for merchants
who stock

RECORDISC HOME RECORDING BLANKS

Made by . . . backed by . . .
the world's largest manufacturer
of home recording blanks. And known, admired
and desired by thousands of
amateur and professional recording
enthusiasts.

Bond base, aluminum base
and steel base . . . of superior
quality . . . at lowest
prices. Your Recordisc distributor
will gladly show you how a Recorder-
Disc Department can be built into
a major division of your
store.

THE RECORDISC CORP.

395 BROADWAY, NEW YORK 13, N. Y.
Cable Address: Recordisc, New York, N. Y.
Export Dept: Royal National Company, Inc.
89 Broad Street, New York

New Phonograph



Symphonic Record Player

Automatic record changer, model YCA 3, is made by the Symphonic Radio and Electronic Corp., Cambridge, Mass., and is one of four models the company makes.



Portable Sound System

Bell Sound Systems, Inc., 1183 Essex Ave., Columbus 3, Ohio, has introduced this 10-watt portable sound system.

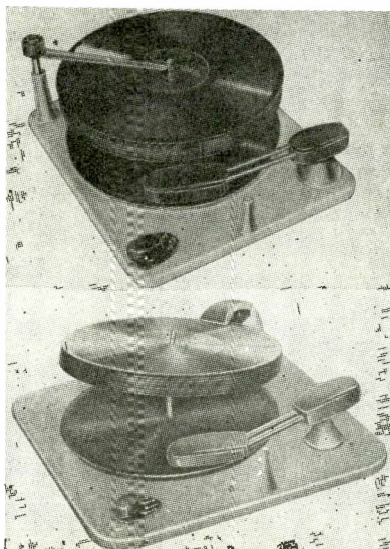
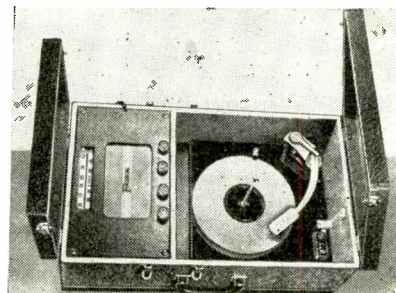
GE Model Won't Scratch

On General Electric's new table model (303) radio phonograph, made at Bridgeport, Conn., the tone arm won't scratch even when slid across the record.



Fada Automatic Portable

The de luxe portable radio phonograph combination with automatic record changer, model 637, is made by Fada Radio and Electric Co., Inc., Long Island City 1, N. Y.



Miller Record Changers

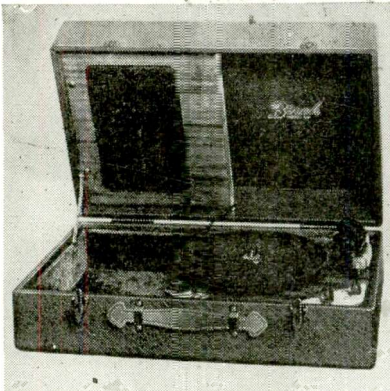
These two new record changers have attracted a lot of attention since their original exhibition in Chicago last spring. Model 400, above, is hailed as the most advanced fool-proof record changer produced to date. Both are made by the V-M Corp., manufacturers of Miller products, Fourth and Park Sts., Benton Harbor, Mich.

Models



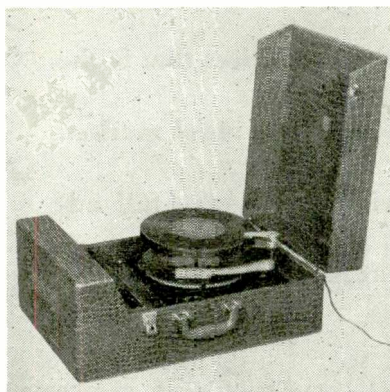
Emerson Portable

Portable Model 521 is a complete phonograph with 3-tube amplifying power unit, made by Emerson Radio and Phonograph Corp., 111 Eighth Ave., New York City 11.



Birch Electric Portable

This electrically amplified portable is the latest of the Boetsch Brothers (221 East 144th St., New York City) phonograph models.



Lincoln "Nomad"

Portable automatic record changer, model 315, made by the Lincoln Electronics Corp., 653 Eleventh Ave., New York City 19.

SEPTEMBER, 1946

MOST OUTSTANDING OF ALL INTERCOMMUNICATION EQUIPMENT!

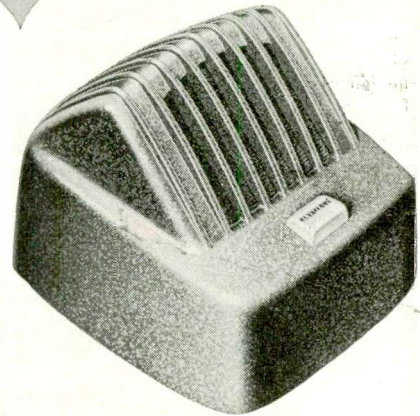
FLEXIFONE

Supervisor Models

... THE 1947 LINE THAT
GIVES YOU SALES LEADERSHIP TODAY!

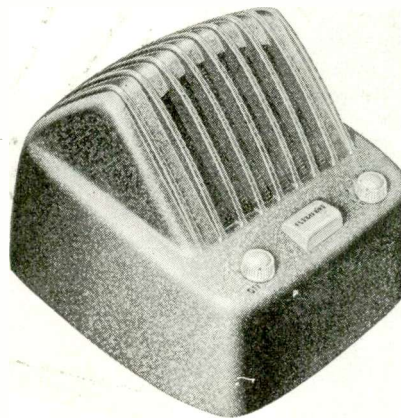
FLEXIFONE
SPEAKER STATION

SUGGESTED
CONSUMER PRICE **\$16⁵⁰**



FLEXIFONE
6-STATION MASTER

SUGGESTED
CONSUMER PRICE **\$44⁵⁰**



FLEXIFONE MODELS ARE AVAILABLE NOW!

FLEXIFONE offers you *two* brand-new profit lines—Supervisor Models for small, low-cost systems and Executive Models for large installations. *FLEXIFONE'S* smart new styling, quality construction, and free sales helps mean new business for you!... Investigate *FLEXIFONE* today!

NATIONALLY ADVERTISED in *Time*, *Newsweek*, *U. S. News*, *Business Week*, *Modern Industry*, *American Business* and other best-read magazines.

OPERADIO

FLEXIFONE



INTERCOMMUNICATION SYSTEMS



OPERADIO MANUFACTURING CO., DEPT. RJ-10, ST. CHARLES, ILL.

Gentlemen:

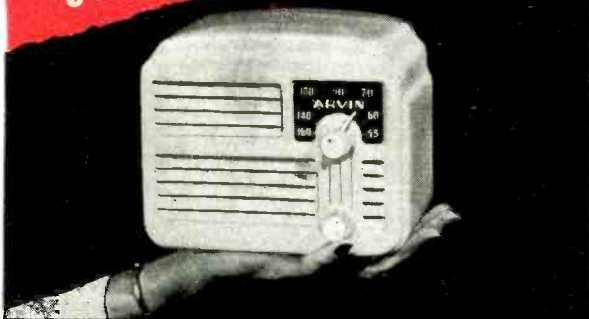
Please send us the profit story on *FLEXIFONE* Executive and Supervisor intercommunication systems.

NAME _____

ADDRESS _____

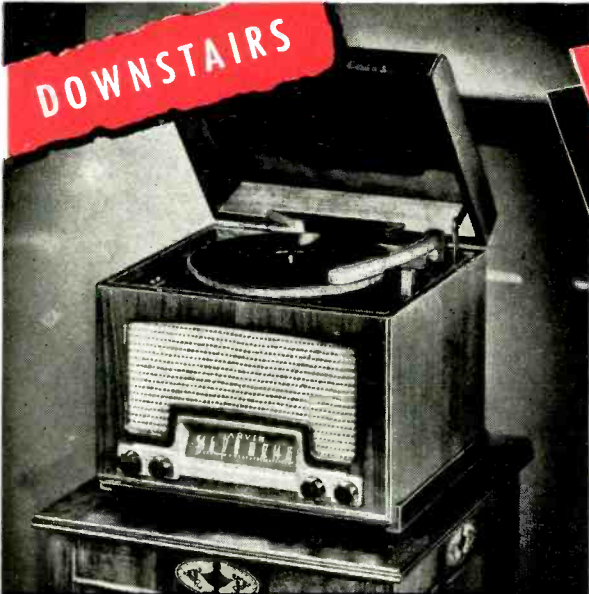
CITY _____ STATE _____

UPSTAIRS



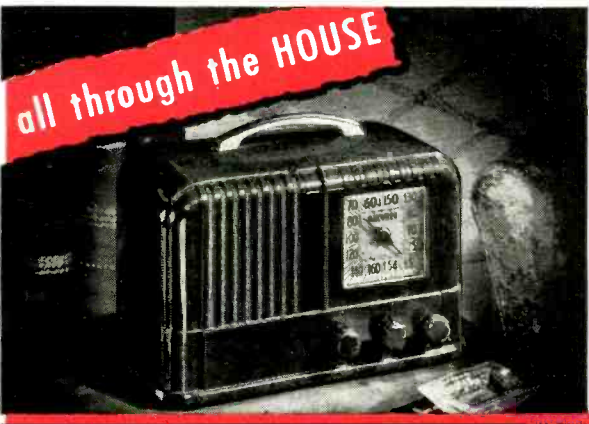
The tiniest Arvin 444A—a little beauty in performance and appearance—one of the low-priced "Upstairs" models Arvin dealers are selling to the big mass market by the thousands.

DOWNSTAIRS



The radio-phonograph Arvin 558—a combination with beautiful tone—one of the low-priced, dependable quality "Downstairs" models that's bringing Arvin dealers mass market sales.

all through the HOUSE



One of the larger Arvin table radios—the fast-selling "All Through The House" model 664—a fine quality set at a low price that makes it the mass market leader of values.

IT'S THE LINE WITH

Mass Market Sales Appeal

ARVIN
Top Flight
RADIOS

Your radio sales set-up will never be complete until you have the Arvin line. You need this nationally-known line for its dependable quality and low prices that fit the family budgets of your big mass market. You need the Arvin line to take full advantage of your radio sales opportunity.

 The Name on Many Fine Products of 
NOBLITT-SPARKS INDUSTRIES, Inc.
Columbus, Indiana

A Brief Lesson in Merchandising ... for our Competitors

UP TO NOW, the two or three other dealer publications in the radio and appliance field have been mighty smart competitors and we've been glad they were. Kept us on our toes and made us hustle to try and do even a mite better job than they.

Lately, though, they have been disappointing us. Seems like the increasing problems which all trade papers are facing . . . just like the problems you have, too . . . has done something to their normally good judgment. In fact, it's reached the point now where we're wondering if they are really taking the time to think through all the things they are doing.

Let's take just one example. Electrical Merchandising is a fine publication and we have always had the highest respect for its publishers, the McGraw-Hill Company. But, in the current issue, they have two articles which seem so far off the beam that we just can't understand why they were ever published.

One article uses a good many pages building up the wonderful accomplishments of a firm in Boston called Continental. We see pictures of their fine new radio and appliance department, meet the merchandising executives and then . . . we find out it is a *men's furnishings store!*

All we can say is . . . "Good Lord, what next?"

Or, take another article in the same issue. It portrays the grand and successful selling methods of a *purely hardware store* which has recently moved into the radio and appliance business in a big way, doubtless to the detriment of local *radio and appliance* dealers in Long Branch, N. J.

For our part, any trade publication pretending to represent radio and appliance dealers should represent them, and this business of giving encouragement to fringe operators violates one of the cardinal tenets of good merchandising. There are enough exclusive radio and appliance dealers still short of merchandise to make it well worth the while of any publication to use its pages to help *established* dealers in their problem of staying in business under today's conditions. In our opinion, articles extolling the accomplishments of jewelry stores, grocery stores, drug stores, hardware stores and now, men's furnishings stores do a great deal of harm to established radio and appliance dealers.

Another one of our good competitors is Radio and Television Retailing. We don't doubt that the publishers, Caldwell-Clements, are personally very sincere men of the highest integrity. But it's funny how the stress of competition sometimes reacts. In their case it has taken a very peculiar turn. It seems to be a fact that just about everyone in the industry knows that your Radio & Appliance Journal was founded in 1916 as Talking Machine Journal . . . except the publishers of Radio & Television Retailing. Now, we don't mind them having their fun, and if they want to claim to be the oldest publication in the field why, that's all right with us, too. We don't mind them ignoring the nine years we were publishing before their publication got started and we don't mind them lightly passing over the record of Editorial firsts in the radio and appliance field which our Founder, Glad Henderson, established.

But, we do think they are going a little too far when they say *their* readers are better than you fellows who read Radio & Appliance Journal. Naturally, we're prejudiced about you because we think you are the finest group of merchants any trade publication has ever been privileged to serve. Disregarding the natural fact that we're proud of you all because you are *our* readers, there's another reason why we are willing to stack our circulation list up against anybody's, any time or any place. This is the fact that the readers of Radio and Appliance Journal are the only group of *selected* readers in the field. Every person receiving this publication has been carefully *selected* by leading wholesalers and distributors throughout the country. So, you can readily see why we regard our reader list as the "Whos Who" in the radio and appliance fields.

We accept the fact that we have good competitors. But, we think they would be better competitors if they would settle down and make up their minds that the real function of a trade paper is not to make fantastic circulation and longevity claims, is not to build up competition from entirely foreign merchandising groups but to serve its readers and its chosen industry first, last, and all the time.

And, when our competitors do this . . . we'll be the first to acknowledge that, at long last, they are the kind of competitors that we, and the radio and appliance industry, can honestly respect and admire.

RADIO & APPLIANCE JOURNAL

1270 SIXTH AVENUE

NEW YORK 20, N. Y.

"JUST A GOOD TRADE PAPER TRYING TO DO A GOOD JOB FOR ITS READERS"

Colorful BEAUTY WITH ACCENT ON PERFORMANCE

TURNER COLORTONE MICROPHONES

*New crystal and dynamic microphones
in a choice of rich, gem-like colors*

Modern as tomorrow . . . packed with new performance features that give more accurate pick-up and higher fidelity reproduction of voice and music . . . Turner Colortone Microphones bring the beauty of matching color to microphone applications. Styled of rich, long lasting, shock resisting plastic in a choice of color finishes, they are especially adapted to orchestras, night spots, home recorders, and television studios. Green, orange, yellow and ivory models are now in production for limited delivery. Ask your dealer or write for details.



TURNER COLORTONE CRYSTAL

- Highest quality Metalseal, moisture proofed crystal.
- 90° tilting head. Semi or non-directional operation.
- Wind and blast proofed.
- Barometric compensator.
- Turner precision diaphragm.
- 20 ft. removable cable set.
- Choice of color finishes.
- Response: Within ± 5 db from 50 cycles to 10,000 cycles.
- Level: -52db below one volt/dyne/sq.cm.

Crystals licensed under patents of the Brush Development Company

TURNER COLORTONE DYNAMIC

- Heavy duty dynamic cartridge.
- Alnico V Magnet for increased sensitivity.
- Mu metal transformer shield eliminates possibility of extraneous pick-up.
- 90° tilting head. Semi or non-directional operation.
- Wind and blast proofed.
- Choice of color finishes.
- Turner precision diaphragm.
- 20 ft. removable cable set.
- Response: Within ± 5 db from 50 cycles to 10,000 cycles.
- Level: -54db below one volt/dyne/sq.cm.
- Impedances: 50, 250, 500 or high.

Licensed under U. S. Patents of the American Telephone and Telegraph Company, and Western Electric Company, Incorporated.



Microphones BY TURNER
THE TURNER COMPANY

900 17th Street N. E. • Cedar Rapids, Iowa

TURN TO TURNER FOR THE FINEST IN ELECTRONIC EQUIPMENT

MONTHLY MERCHANDISING CALENDAR for OCTOBER

Inaugurating a new, carefully-designed and exclusive monthly service to help you plan your own Merchandising program for more sales in October.

OCTOBER marks the official beginning of the "fall season" and now is the time for aggressive merchants to take advantage of this new monthly Merchandising Calendar (see opposite page) which will be brought to you each month in Radio & Appliance Journal. The Calendar is printed one full month ahead so that you will have ample time to make any window displays, plan newspaper insertions, direct-mail activities and similar sales-building efforts.

October provides many splendid opportunities for the alert radio appliance merchant who is in much better position today than most retail stores. Production is starting to flow, the Christmas gift season is approaching, children and teen-agers are now in the full swing of the school year and records, needles, accessories and phonographs are enjoying larger sales each day.

The dealer who has a well-equipped and capably-managed service department will take advantage of the longer evenings which, starting in October, make it more important for the average family to see that every radio in the house is in good repair. A good direct-mail or door-to-door canvassing campaign will pay real dividends for the effort expended.

While the production emphasis is on table model radios dealers should feature as many console and combination models or samples as possible and book orders now for the Christmas season, when, according to most industry authorities, production on larger units will take care of a large part of the demand.

In order to use the Monthly Merchandising Calendar more efficiently cut out the Calendar on the opposite page, mount it on a piece of cardboard so you can write on it, then hang it in plain sight where you will be sure to notice it each day. Take advantage of the selling suggestions outlined on the Calendar and, in any of the blank spaces, write in your own ideas, merchandising or advertising schedules, buying or advance-sales plans, appointments, etc.

RADIO & APPLIANCE JOURNAL

SUN.	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 National Newspaper Week Oct. 1st to 8th. Tie-in with local newspaper and feature all advertisements you have run over period of years, any publicity stories you have had, etc. If you can get hold of facsimile reproducer, mount it in your window and you'll have a crowd-stopper.	2	3	4 Nationally Advertised Brands Week, Oct. 4th to 14th. Get hold of your distributors and feature the nationally advertised brands you handle. Build a window around the quality and safety offered the consumer by the nationally advertised brands of radios and appliances in your store.	5
O	7 Business Women's Week. Send a commendatory letter to all outstanding business women in your town or city.	8	9	10 Saturday, the 12th, is Columbus Day. Prepare your Columbus Day Specials now. Use slow-moving record titles to develop more sales or repair business.	11	12
C						
T						
O	14	15	16 Start featuring broilers, waffle irons, vacuum cleaners and other "fall house-cleaning" and cold weather appliance items.	17	18	19
B	21	22 Thursday is big marketing day for most women. Your ads should feature, not only the appliances themselves, but the help, comfort and convenience which they give to the average housewife. Work closely with your newspaper advertising salesman who will give you many suggestions to feature it.	23	24	25	26 Next week is National Girl Scout Week. Supply each troop with a record player for their weekly meetings and you'll build up terrific needle and record sales. Get a list of all local girl Scouts and send them card good for 10c needle when presented at store. Tie-in with any local promotion or publicity campaign.
E						
R	28 Thursday is Halloween and while most dealers figure it's good business to close up, you'll build good-will by having candy, apples or pennies for small fry; hold Halloween record party for teen agers; check on any large school or club parties and rent them the record player and records.	29	30	31		

How to use this Calendar

Every day is an opportunity to sell more goods. This merchandising calendar is especially designed to help dealers prepare their sales promotion activities far enough ahead to permit proper timing for individual sales volume. Tie in selling plans with special events throughout the month. Fill in empty spaces with your own sales program. Tear this page out and place where it can be seen at all times by salesmen.

FARNSWORTH DEALERS *benefit*

BY FARNSWORTH *quality* STANDARDS!

FARNSWORTH phonograph-radio combinations . . . with the improved new Farnsworth automatic 3-point suspension record changer . . . are joining Farnsworth table models in increasing volume. The enthusiastic reception given these record-playing members of the Farnsworth line is even greater, if possible, than that given the table models.

Here is convincing proof that it pays to insist upon quality.

There isn't a bolt or a screw in the Farnsworth record changer which doesn't measure up to Farnsworth's rigid quality standards.

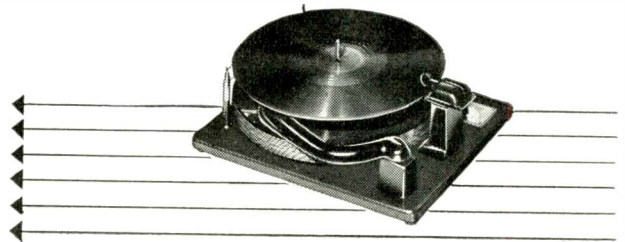
It would have been easy to use "alternative"

materials . . . to take manufacturing shortcuts . . . in order to produce more phonograph-radios sooner.

But there was too much at stake. Reputation, for one thing. Reputation for designing and building changers of superior quality. A reputation for treating the Farnsworth dealer fairly. A reputation for giving the public full value, dollar for dollar.

Because Farnsworth has kept its quality standards, the Farnsworth dealer benefits by more satisfied customers . . . more satisfactory profits.

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



Farnsworth
Television · Radio · Phonograph-Radio

Farnsworth Radio and Television Receivers and Transmitters · Aircraft Radio Equipment · Farnsworth Television Tubes · Halstead Mobile Communications and Traffic Control Systems for Rail and Highway · The Farnsworth Phonograph-Radio · The Capehart · The Panamuse by Capehart

F. M. & TELEVISION DEVELOPMENTS

Television Production

Only 41 television sets were manufactured in July, according to a recent report from the Radio Manufacturers Assn. (A total of 1,061,853 radio sets were manufactured.) The manufacturers promise that the television production will be stepped up and one manufacturer promises to be producing 300 sets a week in the near future.

Television Exposition

Chicago manufacturers, in an effort to make their home town a top-ranking television center, are planning a television exposition, probably in the early spring of 1947, to provide the "kickoff" for their campaign. The sales and advertising executives of the television manufacturers were the first to organize a promotion committee. Three other committees are contemplated to implement the program, they include representatives of telecast stations, advertising agencies and appliance and radio dealers.

Front Seat at Bikini

What the human eye could not see during the atom bomb tests at Bikini was brought to the observers by means of television cameras within three miles of the blast. Arthur F. Van Dyck, official observer of the Radio Corporation of America, told the story after his arrival in the United States. "The tests involved a situation to which television was ideally suited," he said. "It was highly desirable to have a close view of what was happening in the target area while it was happening, but no human eye could be closer than eight or ten miles with safety, and photographs could show nothing until the films were developed." Two RCA television cameras were installed on Bikini Island, about three miles from the explosion point and about a half a mile apart. The cameras operated on Bikini unattended for many hours before the explosions and continued to operate satisfactorily afterwards.

FCC Calls for Reports

In an apparent effort to speed development of FM broadcasting stations, the Federal Communications Commission has called upon all recipients of permits for FM stations to report immediately on the present status of operations. A 16-question survey has gone out asking for immediate answers to such questions as: "Has an order been placed for the FM transmitter specified by your construction permit?" "Has the transmitter or any unit thereof been delivered?" The FCC will use its authority to cancel grants if the answers to this questionnaire are not immediately returned to the commission.

Television Movies

A \$60,000,000 "telecity" covering 1,000 acres in New York City is envisioned by New York architects John and Drew Everson. The production center will include 24 large motion picture studios plus every type of maintenance building, services and facilities required in motion picture production. The plan envisions rental space for any group interested in producing motion pictures for this purpose, and even providing a staff of experts to aid in production and preparation. The center, surrounded by 80 per cent of the nation's television interests and manufacturers, will provide television motion picture production facilities unequaled anywhere.

Video Commercials

Measurement of Philco Corp.'s first commercial advertising response showed an average sales return of about 2 per cent. The survey was obtained by Gimbel Brothers, Philadelphia, after a series of six television programs over Philco station WPTZ. The commercials showed real people in real situations, with merchandise the primary consideration. Audience response was measured only by those instances where customers actually mentioned seeing the product or service on television.

FCC Approves Call Letters

Approval of the use of hyphenated call letters for television stations was given by the Federal Communications Commission last month. The first approval of the use of TV affiliated with the call of the AM outlet went to KOB-TV in Albuquerque, N. M.

FM Delay in New York

FM broadcasting development in New York City appears in for a long delay. FCC Examiner J. Alfred Guest has postponed hearings indefinitely and observers predict that the commission will not resume hearings on the New York City FM before October or early November. At that time the case by which the American Jewish Congress seeks to disqualify the News Syndicate, Inc., as an applicant for a radio station on the grounds that the newspaper's news and editorial policies are unfair, will be resumed. The tie-up may be extended if the News appeals the examiner's decision to permit the AJC and other groups to submit such evidence.

Home Television from Hollywood

The movie industry will not be caught napping in connection with the introduction of video art in the movies, but it is inclined to view home television as a competitor. As in the development of home movies, the industry will seek to control the distribution of its material just as it has prevented use of new films for the home projector.

Television a Home Requirement

The Department of Commerce, in its monthly publication, "Domestic Commerce," predicts that, with the great strides being made in television development, the new medium may soon become a household requirement. An indication of the growth of the industry is shown in the number of applications for frequency allocations being received by the FCC. Six television stations are now in operation and 25 more are under construction.

READERS WRITE

Your Editors are sincere in their feeling that no major policy change should be made in your Radio & Appliance Journal unless it meets with the approval of the majority of our readers. For that reason, Reader's Write this month is devoted to opinions expressed by readers concerning the reversion back to the original name and also de-sectionalizing the magazine.

Dear Mr. Parks:

I have your letter of July 16, asking for an opinion regarding changing the name of your magazine from "Radio and Television Journal" to "Radio and Appliance Journal." I do believe that this change in the title of your magazine would help, particularly as the dealers of radios, with very few exceptions, now sell radios and appliances, and for this reason the new title would have greater meaning for dealers throughout the country.

**President,
Radio Dealers Association
New Orleans, La.**

* * *

Dear Mr. Parks:

Yours regarding change of name of your national publication at hand. The proposed name, Radio and Appliance Journal, appeals to me as being very apropos. I like the inclusion of "appliance" with the term "radio" because it is very rarely a dealer in household appliances will be found who does not carry a full line of radios as well. The term appliance has become almost all-inclusive. On account of your many years' usage of the term "journal" that has become ingrained in your system. I would state unequivocally that "Television" be dropped and "Appliance" be substituted.

**Boswell Maytag Co.,
Flint, Mich.**

* * *

Dear Mr. Parks:

Replying to your letter of August 13th. I must agree with your many friends who feel that there should not be any separate sections in your Radio Television Journal. We, as many other distributors, circulate your Journal throughout our various departments and I am afraid if you separate certain sections, that part would only be read by the department interested in a particular section, whereas, we feel it would be better for each department to have an overall picture.

**Motter Electric Co.,
York, Penn.**

Dear Mr. Parks:

Thank you for requesting our advice concerning the policy of your fine magazine. I understand the extensiveness of your problem, and greatly sympathize with you. Although our store is divided into five different sections, we still like to feel that we're one unit. All of our personnel interest themselves in all departments, and there is seldom thought of cleavage.

Therefore I am prejudiced to vote against further segregation of the subject matter of your publication. The reasons you outlined in your letter express my opinion almost perfectly.

**County Hardware Corp.
Mount Vernon, N. Y.**

* * *

Dear Mr. Parks:

I have been selling radios retail since March, 1923, and I don't think there is a word in the English language that has done the radio business more harm than the word "television." It has caused more loss of sales and more misunderstandings and more arguments than any other single thing. Let's forget it until such time as we can sell it profitably. The public is getting tired of being fooled by a future promise or "myths," etc. Radios and appliances are here now; let's go.

**Adairs
Long Beach, Calif.**

* * *

Gentlemen:

In reply to your letter of August 13th, it appears that the new name "Radio & Appliance Journal" which you contemplate using would improve the scope of your magazine's activities and make it of more particular benefit to most radio and appliance dealers.

**McWhorters Music Co.,
Tucson, Arizona**

Mr. Mal Parks:

On your question you stated about in your letter dated 8-13-46. It does not make any difference to me which way you make your Radio Journal as long as I get my copy. I personally think I would like to have it all mixed through each other.

**Kenneth R. Sechrist,
Dallastown, Penn.**

* * *

Dear Sir:

I would think it best if you kept everything in the book alternating, as that way a man will look at every article. Otherwise he will only look for a certain thing.

**Ludlow Electric and Radio Co.
Yonkers, N. Y.**

* * *

Gentlemen:

In our opinion the sectionalized type of magazine is inferior to the conventional intermingled type.

**Boyd's Inc.
Circleville, Ohio**

* * *

Dear Mr. Parks:

I am inclined to agree with those of your friends who advise that sectionalizing your magazine detracts rather than adds to its value. Particularly would this be true were you to sectionalize still further.

It seems to me that many of your readers might judge the value of your magazine by the way some particular section suits them for that particular month. These same readers may overlook entirely some very fine material in another section—material that would not be overlooked were the reader forced to go through the entire magazine to learn for themselves what your offerings were for the month.

I always enjoy the personal, friendly comments by Mal Parks.

**Urner's,
Bakersfield, Calif.**



*Sensationally Different—with
the "TATTLE-TALE" Light!*



UNIVERSAL CLEAN-AIR CLEANER

UNIVERSAL's Clean-Air Cleaner is America's leading Tank Type Vacuum Cleaner and it's backed by large scale national advertising. Built for three dimensional cleaning with 13 attachments—Clean-Air is the dealers' first choice for sales appeal. For beauty of design and perfection of performance, it's Clean-Air—the Universal Vacuum Cleaner with the "Tattle-Tale" Light—sells on sight.

FIVE FAMOUS FEATURES!

- EXCLUSIVE "TATTLE-TALE" LIGHT**—Red light flashes when dirt bag needs emptying.
- EXCLUSIVE THREAD-PICKING NOZZLE**—Designed to permit use of much more powerful suction—cannot drag or seal.
- GERM TRAP FILTER**—Thoroughly cleans and purifies the air.
- HANDY TOE SWITCH**—Motor responds to gentle touch of toe on switch—eliminates stooping.
- 13 ATTACHMENTS & STORAGE KIT**—New kit hangs or stands in closet.



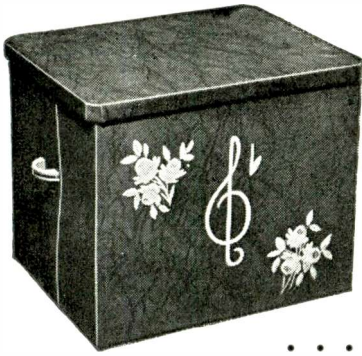
UNIVERSAL

Universal Electrical Appliances distributed in Canada exclusively by Northern Electric Company, Ltd.
LANDERS, FRARY & CLARK • NEW BRITAIN, CONN.

LEADERSHIP THAT BUILDS YOUR DEALERSHIP!

HOTTEST ITEM OF THE YEAR . . .

Regina



. . . IT'S A HASSOCK!

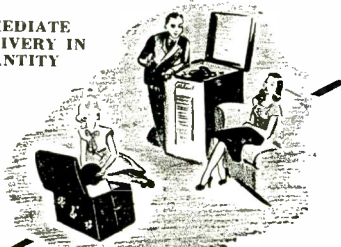
A beautifully designed, richly colored lounging piece! In cream, maroon, brown, blue or green leatherette—with contrasting hand-painted G Clef and Floral Design. Comfortably padded, strongly constructed. Stands 14½ inches high; 18 inches wide; 14½ inches deep.

. . . IT'S A RECORD HOLDER!

Lift the hassock top—and surprise!—roomy storage space inside for over 100 records! Complete sturdy, safe, special piano-hinge cover. Will take albums and 10 inch and 12 inch records. Numbered, heavy card folder protects and identifies each record. Numbered index with title spaces, on inside cover, makes identification easy.



IMMEDIATE DELIVERY IN QUANTITY



Some territories still open for distributors on exclusive basis.

Cash in NOW on this TERRIFIC 2-for-1 VALUE!

RETAIL **\$1295**

Exclusive National Representative

DAVAL COMPANY

19 West 44th Street, New York, N. Y.

Manufactured by GRAND NOVELTY CO., Brooklyn, New York

Designed for YOU

BEACHCOMBER

A portable phonograph with a Garand spring wind motor. Battery operated amplifier with 3 tube push-pull output. Crystal phon pickup and 5" permanent magnetic speaker. Lightweight solid plywood cabinet with Leatherette cover in choice of colors. Plays 10" or 12" records with cover closed.

49.95

Fed. Tax Included



Model No. 311

38.95

Fed. Tax Included

VAGABOND

AC operated phonograph containing a 5" permanent magnetic speaker and a 3 tube amplifier. Crystal pick-up and heavy duty turntable. choice of colors. Equalizer for new improved tone control.



Model No. 314

LINCOLN ELECTRONICS CORPORATION

653 11th AVENUE, NEW YORK 19, N. Y.

RECORD COMMENT

Edward Wallerstein, Columbia Recording Co. president, will play host to many Columbia recording stars, as well as executives and sales personnel from the 47 Columbia distributors, when the platter makers and salesmen get together in Cincinnati the last of this month for a two-day convention. Already the guest list promises the largest attendance in the company's history. . . . By the way, Columbia has recently announced new weekly releases of Masterworks albums and single records. The monthly release system will give way for the new set-up on Sept. 30.

* * *

And speaking of distribution, RCA Victor, to streamline cataloging, has eliminated two terms in favor of five different category titles. "Old Familiar Tunes" will now be listed as "Country Music" or "Western Music," and "Race Records" will be found under "Rhythm," "Blues" and "Spirituals."

* * *

Just to prove there is nothing too small to fight over, dealers are lining up in a battle to the finish over the precious jewel vs. precious metal needles. In the old days, record fans were satisfied with a polished base-metal needle or a little piece of wood or cactus sharpened to a fine point, but now, manufacturers are sinking big money in advertising campaigns to prove the advantages of sapphire or precious osmium and are selling their products upwards to \$50 for a single needle. Dealers, far from being alarmed, have welcomed these campaigns. The "permanent" needles have already increased sales 100 per cent over last year and the prediction is that it will be at least two years before the saturation point is reached. Even then, the higher cash sale will more than offset the difference over the mass sales of the 10 and 25 cent supplies, Chicago dealers predict.

* * *


Doubleday book shops in Detroit have opened a new record department in their Grosse Point store, and

will open another in their store at 18 West Adams Street. Sales, they report, are very good. . . . A forty-foot counter at Barker Bros. store in Los Angeles doubles their previous disc selling space and provides room to separate popular and classical records. . . . Platter sales in downtown St. Louis run about 40 per cent by volume to classical selections. Dealers attribute this demand to the effects of moving pictures and symphony broadcasts.

* * *

Volume platter sales have doubled for the S. S. Kresge Co., in Lincoln, Nebr., since the first of the year. The increase is directly related to a promotion campaign to triple sales, display and advertising space in the phonograph record department as a definite bid for volume sales which have formerly been limited largely to music houses.

Glenn E. Wallich has revealed the purchase of a building in Anderson, Indiana, by his company, Capitol Records, Inc., of Hollywood. The new building will be used for the manufacture of discs as soon as necessary alterations are made. Buddy DeSylva and Johnny Mercer are officers of the company, which already has plants in Los Angeles and Scranton, Pa. . . . Capitol Records advertising and promotion operations have been reorganized by national sales manager Floyd A. Bittaker, assisted by Richard Hanel. Other new names in the department are: H. W. Woodmansee, advertising manager; George Oliver, promotion, assisted by Charles Craig, and newsmagazine editors, Dave Dexter, Jr., and Miss Eve Stanley of the publicity department.



ANOTHER NEW MODEL
by Newcomb
The KXP-30
Phonograph or Monitoring Amplifier

Again leading the field in the production of quality sound equipment . . .

Newcomb announces a NEW MODEL 30-Watt phonograph amplifier, the KXP-30 . . . Its truly remarkable performance, its unusual flexibility of application make the KXP-30 the perfect answer to the amplifier needs of the most critical . . . For wired music reproduction; as a monitoring or playback amplifier for broadcast or recording studio, the KXP-30 is unequalled . . . In the home, as a deluxe phonograph amplifier, its full quality treble and bass tones at even lowest volume levels make this outstanding contri-

but ion by Newcomb the newest answer to the postwar demand for quality in the sound reproduction field . . . Freedom from hum; dual-acting, distortion free individual tone controls; extended flat frequency response from 20 to 20,000 cycles . . . these and many other features combine to make the KXP-30, as all Newcomb products, the logical choice of the quality-minded buyer . . . Not Merely as Good as the Others, but Better than All Others!
Send for details of our complete line of sound equipment.

T H E S O U N D O F Q U A L I T Y



MANUFACTURERS
DEPT. H 2815 S. HILL STREET, LOS ANGELES 7, CALIFORNIA

RECORD MERCHANDISING IDEAS

by James B. Wong*

Now that cooler days are here the record dealer goes into the peak season for sales.

For most dealers the period between Labor Day and Christmas accounts for over half of the yearly volume of business. This means striking while the iron is hot!

Get Promotion Minded

As production of discs booms upward there will be a lesser scarcity of the hit numbers. Consequently active promotion is necessary if the dealer is to get his share of the business.

Keep the Hit Parade posted as well as the best sellers that are not on the Hit Parade. Change these posters weekly for best results.

Use the advertising material the manufacturer supplies. He goes to a lot of effort and expense to help you sell his records. The least the dealer can do is to display it instead of shoving it in some corner and forgetting the whole thing.

Fall House Cleaning

Housewives are doing their fall house cleaning. How about you doing the same with your store?

Take down the old signs and pictures and replace them with fresh material.

Paint up the dingy displays and racks. Your customers will like the change.

Movie Tie-ins

Do you tie-in with the pictures showing at your neighborhood movie house?

Contact the manager for the schedule of future pictures and stock up on all the songs from them.

Get some photos and display a window. You can really cash in with tie-ins if you use a little foresight.

Make That Extra Profit

Accessories make up a large percentage of the sales of aggressive dealers.

Record racks, record boxes, carrying cases and cabinets should be out in the open where the customer can see them.

Ask your customer how he keeps his records and show him that by proper storage he cuts down on breakage.

Empty albums should be stocked in a variety of price ranges and colors.

Record preservative that is brushed on the disc is another money making item. Many people have their favorite records that cannot be replaced. This is the answer to their problem.

Record books should be a part of your accessory department. There are quite a few for the classical as well as the hot jazz collector. Name plates for records are increasing in use. Not only can they be used as an index but when records are loaned out they identify the owner.

Move That Stock

Do you have a quantity of dead numbers that were potential hits but just did not click? Put them on the

counter and suggest them to every customer. Make up a listing and mail it to your customers. Tie them in with the new release by the same artist.

Standards

Standards such as "Stardust" and "Begin the Beguine" should be on hand at all times. Check your stock and make sure you have an ample supply. With new combinations and phonographs rolling off the assembly lines there will be a heavy demand for these favorites that never grow old.

Keep on the Ball

With the scarcity of records over and new dealers popping up right and left, the days of selling any merchandise you can get your hands on is history.

To stay in business a dealer has to be aggressive, promotional, and display minded or else he will see his customers going up the street to a newer and more progressive merchant. So keep punching and try to make your store the best in your community.

N.A.M.M. Announces Record Merchandising Institute

William A. Mills, executive secretary of NAMM, has announced that the National Association of Music Merchants will sponsor a phonograph record merchandising institute, planned for Chicago in late September. Final arrangements are being completed for the event which will bring together music store record department managers and advanced sales personnel.

The record merchandising institute will be conducted by prominent persons and authorities in the phonograph record industry. Class attendance will be limited to 50 carefully selected persons and will continue for a period of one week.

Mr. Mills stated that this first meeting of the Record Merchandising Institute is the direct outgrowth of the enthusiastic interest displayed during

the NAMM trade show and convention held earlier this year at the Palmer House in Chicago. The success of the show's record clinic at that time has led to plans for this and similar institutes to be held on a nationwide basis at later dates.

NAMM's plan for the week's meetings of the Record Merchandising Institute will be to devote each morning to instruction material which will include a variety of ten subjects related to record merchandising. The afternoons will be occupied with "field trips" and recording sessions. These trips will include attendance at a symphony concert and a visit to a pressing plant. After seeing the technique of record making the classes will follow through to the music store itself to see the record departments in operation.

*Mr. Wong is a former President, Baltimore Radio Association and a successful record merchandiser operating his own store.

Works wonders on Old Records



● Pick the oldest record you can find—one so worn and grey that it is virtually unplayable on an ordinary radio-phonograph. Then listen . . . while you play it on a new Zenith with the Cobra Tone Arm. You and your prospects will be amazed at the way the Cobra brings old records "back to life," making them sound almost like new. You will probably hear musical passages you never knew were in the records—no matter how familiar you may have been with them. And this ability to make *old* records sound better is only one of the features of the Cobra. Its filament floats on the record with less than $\frac{1}{8}$ ounce pressure—so that even the slightest modulation is perfectly reproduced. The Cobra is so gentle that records played with it sound like new 1000% longer. It is damage-proof, too—you can drop or even press down and scrape the Cobra across records without harm. The Cobra is packed with convincing sales-making demonstration features. Show them to your prospects.

ONLY



HAS THE COBRA TONE ARM



The Cobra—new, different, *better*—which reproduces records so perfectly that hundreds of radio stations use it for broadcasting, is but a part of Zenith's "Sensational New Way To Play Records." Here is an entirely new principle in radio-phonographs—including radionic record reproduction, the new Silent-Speed Record Changer, and scores of other developments. The new Zenith is a complete, *superb* musical instrument.

The Sensational New way to Play Records!.....



BACKED BY 30 YEARS OF RADIONICS EXCLUSIVELY
 SEPTEMBER, 1946

You'll get more out of these

Bendix Radios

because we put more in them!

MORE IN STYLE . . . MORE IN FEATURES . . . MORE IN PERFORMANCE



Extra Time Spent for Quality Today



1417-A Mahogany period "Swing-a-Door" combination with FM and Short Wave. 13 tubes and rectifier



1117-C Blond or brown mahogany combination with "Swing-a-Door", FM, Short Wave. 10 tubes and rectifier

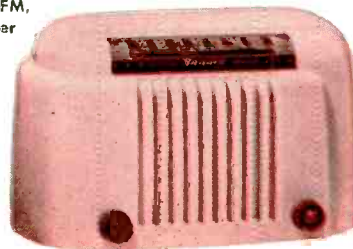


1117-B Mahogany period "Swing-a-Door" combination with FM and Short Wave. 10 tubes and rectifier



676-C Space-saver "Consolette" with Short Wave. Stores over 100 records. 5 tubes and rectifier. Mahogany, walnut, knotty pine.

526-B Ivory or mahogany plastic featuring molded-in handle and all-enclosed back. AC-DC. 4 tubes and rectifier





736-B High styled walnut finish combination with Shert Wave, push-pull. 6 tubes and rectifier

747-A AM-FM in continental modern blond walnut. AC only. 6 tubes and rectifier



656-A Deluxe walnut table combination. 5 tubes and rectifier



646-A Invisible radio with Phantom Dial—genuine mahogany droplet table. AC-DC. 5 tubes and rectifier



Means Years of Extra Sales and Profits!



87-A Russet leatherette and plastic 3-way portable. Tuned RF. One control. 5 tubes and rectifier

526-C Jewel-like two-tone green and black catalin plastic. AC-DC 4 tubes and rectifier

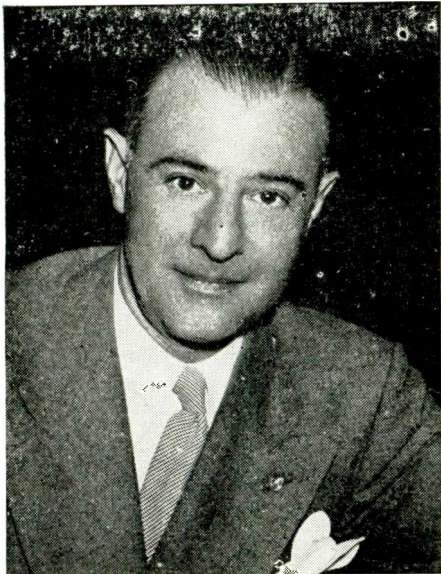


636-A Mahogany plastic with molded-in handle, all-enclosed back. Tuned RF. AC-DC. 5 tubes and rectifier

Everywhere they're seen and heard these beautiful Bendix Radios win the same resounding praise—*"Bendix Radio is building America's finest popular-priced line."* The reason? Bendix knows that America is tired of makeshifts. Bendix knows that in the long haul *quality always wins.* That's why every Bendix Radio produced today must be the finest money can build or buy. That's why Bendix will not be stampeded into peak production until quantity and quality can go hand-in-hand. *Bendix is building for the long pull for itself and dealers.* Does it pay? Well, dealers everywhere report that the word is spreading—*"It's wise to wait for Bendix Radios."*

BENDIX
RADIO
DIVISION
Bendix
Aviation
Corporation
Baltimore, Md.

Bendix
THE REAL VOICE OF
Radio



PAUL R. KRICH

GET SET THE BUYER'S

by Paul R. Krich

In the distribution of radio, television and major appliances, the success of that business is largely dependent upon the combined strength and background of its dealer organization. With this thought in mind, I will attempt to discuss some of the problems that I see facing the dealer at present, and for the future.

Four long years of war completely disrupted the radio and appliance industry to such an extent that all dealers that remained in business were operating on a very abnormal basis. Their normal products not being available, they turned to kindred lines or service activities. Whatever the dealer was able to procure was in constant demand, and therefore, the art of selling was completely forgotten.

Post-war Dealer Rush

Following V-J Day, factories, distributors and dealers welcomed it as the turn of the tide, and immediately had reason to believe that the day of plenty had arrived. There is no question that our industry attracted thousands upon thousands of newcomers; everyone with the same hope and thought in mind that the radio and appliance business was a one-way ticket to success. Applications for dealerships came in by the hundreds, and on a national basis, by the

tens of thousands. We immediately saw that this condition meant a complete reanalysis of our entire territory.

Territories Checked

First, was the problem of getting an up-to-the-minute check on the pre-war dealers and their plans for the future. Second, to cover those open areas where there was an adequate market for the right type of dealers; and next, to analyze and survey the many new requests for our franchises.

This was not an easy task, as our future, and the future of our dealer organization was definitely at stake; and any errors in planning or decision could affect all parties concerned. Everyone's plans were definite to enter this business, and advice to the contrary was to no avail. It was like going to a gala party, where all planned for a good time, but many had not stopped to think who would pay the checks. Naturally, only a small percentage were finally selected to be franchised. However, those who were not franchised, in a great many cases, have entered the business by one means or another.

The dealers selected were chosen with great care, as it is the desire of most good distributors to merchandise with selected dealers, and to de-

rive for both the dealer and himself, the ultimate in dollar volume or profit. Our plans were not for a year or two following the war, but were of a permanent nature. We are now at the point where the future welfare of those selected dealers are our greatest interest and concern.

Seller's Market Deadly

Since V-J Day, both distributors and dealers find that we are still faced with a terrific shortage of merchandise to meet the waiting market. This year has been a trying one for dealers in two respects: First, he has not been able to supply the tremendous demand, and, second, a Seller's Market, literally, is the dealer's and salesman's worst enemy.

The success of the radio and appliance industry, which actually grew up in our time, is attributed to the intelligent merchandising, advertising and promotional plans that were effected by factories distributors and dealers in presenting these products to the American public. This business can only live by the continuation of these practices. This industry would die of its own weight if such a thing as a Seller's Market were to continue—that just can't happen.

FOR MARKET

Mr. Paul R. Krich, executive vice-president of Krich-Radisco, Inc., Newark, N. J. is well qualified to bring you this significant preview of what dealers face now that the buyer's market is at hand. As operating head of one of the country's largest and oldest radio and appliance distributors, Mr. Krich is in day to day contact with the problems of dealers and, from his wide contacts and long experience, is able to gauge some of the problems which they will have to meet and solve. Your Editors feel that Mr. Krich's article contains the kind of practical, down-to-earth material which can be of invaluable aid to every dealer who needs this kind of guide in planning for his own future operations

Consumer's Choice Coming

Sooner than any of us can realize, in spite of present-day shortages, we will make an about-face to a Buyer's Market, where the consumer, as should be, will select by trade-mark, model and price, the goods he desires. The day of allocation will soon be over and then the dealer will be faced with placing orders, carrying inventory, making plans, and putting them to work to move that inventory. Granted, we would all like to have a constant backlog of orders for incoming goods, but that can never be. This business, like all businesses, is heading rapidly for its former normal, sound method of operation. It, therefore, behooves the dealer, at this time, to take inventory of himself and his organization. Is he ready and prepared for the day of selling? Is his house in order?

The dealer, in taking inventory of his operation, must consider some of these potent factors: First, he must determine who are his most important suppliers from the standpoint of trade-mark lines handled, total volume of business done in the market, the ability of the distributors with regard to merchandising and sales training, their years of background in the business, their sales organization, their service organization, their

financial structure, and their plans for the future. SUCCESS BREEDS SUCCESS! Consequently, by associating your efforts with the strongest distributor in your market, your success, to a great degree, is assured. Strong distributors with leading lines are your greatest insurance policy for the future. In doing this, a dealer will limit his lines to only those distributed by the foregoing type of distributor. This naturally leaves the dealer with more capital to buy more goods from the distributors, and as a result, strengthens his entire retail structure.

Train Salesmen for Job

Next on the agenda for the dealer will be to analyze his sales organization. He needs the right man in charge to handle sales and to train his retail salesmen. In addition, he needs a retail sales organization for contacts in the field and store sales. This being accomplished, the next step is to see that his manager and salesmen are properly trained on the products they sell. The strong distributors selected by the dealer are ready and willing, at all times, and have the proper personnel on hand

to train the dealer and his entire organization. Next, the dealer should look to the financial end of his business. By limiting lines, the dealer enjoys a strengthened financial setup with the distributors selected. Banking facilities and finance plans should be made to handle consumer time payment paper, as the day of installment purchasing is rapidly approaching.

Displays Attract Buyers

The dealer must next get his house in order. Proper display in both store and window on any consumer goods, is one of the greatest requisites for a prosperous operation. You are judged by your consumers by just these factors. Samples of all products handled should be effectively and prominently displayed on the floor, in such a way as to attract buyers. Floor backgrounds, signs, and display material play a significant part in your business, and the aggressive dealer utilizes this material to derive from it the greatest benefit. Remember, proper identification and

(Continued on next page)

Get Set for Buyer's Market

(Continued from preceding page)

proper display create an important impression upon your customers and prospects. The first impression is often a lasting one. Untidy stores certainly do not attract customers. Many times, factors such as these spell the difference between success and failure. A properly appointed store, adequately set up with sam-

ples and display material, is frequently a dealer's most valuable asset. Make the most of this strategic issue.

Plan Television Campaign

On the subject of proper display and identification, we are on the threshold of a new art—television. No other product has been as long awaited by the country as a whole. The successful dealer in television will only be the dealer whose plans are properly formulated for its success.

He will be ready to put in a complete department, and to install the necessary equipment for satisfactory demonstration. By so doing, he will reap the harvest in additional sales, in a business that is destined to be one of the greatest of our time. The radio, television and appliance industry, as a whole, is facing the biggest years ahead in its entire history.

In a final word of warning, I can only say that no market is capable of supporting all of the outlets that today classify themselves as radio and appliance dealers. Therefore, take heed, plan your operation well in advance, look the facts straight in the face, and although orders are plentiful and goods are scarce today, don't be misled by this false optimism.

We are operating at a time when selling is at its lowest premium. When selling returns to normal, we will find the most highly competitive situation ever experienced in the industry, and salesmen will be confronted with their toughest assignment. Nevertheless, the strong dealer, dependent upon strong distribution, with an aggressive program and trained sales organization, will survive to enjoy the many years of prosperous business that lie ahead.

Again We Scoop the Field


Birch
PHONOGRAPHS

Each season, for more than a quarter of a century, we have introduced portable phonographs a jump or two ahead of competition in design, mechanical and tonal superiority.

AND NOW WE HAVE DONE IT AGAIN. SINCE THE FIRST OF THE YEAR WE HAVE BEEN PRODUCING HAND-WIND PORTABLE PHONOGRAPHS OF GREAT BEAUTY AND NATURAL PLAYING QUALITIES—AND HAVE JUST BROUGHT OUT OUR LINE OF ELECTRICALLY-AMPLIFIED PORTABLES WHICH ARE RADICALLY DIFFERENT IN DESIGN AND APPOINTMENTS AND IMBUED WITH TONE OF DRAMATIC POWER AND PURITY. STREAMLINED LUGGAGE MODELS THAT CAPTIVATED THE THOUSANDS OF DEALERS WHO ATTENDED THE RECENT CONVENTION AT CHICAGO.

For the name of your nearest Birch Distributor see our advertisement in the August issue of this publication.

BOETSCH BROTHERS
221 EAST 144th ST. NEW YORK



This Month's Cover:

This month's cover was photographed by your Radio & Appliance Journal staff photographer at the recent New York showing of the Admiral Dual-Temp Refrigerator. Shown from left to right we see Maurice Despres, president, Dale Distributing who sponsored the event; Sidney Rogovin, Eastern Regional Manager for Admiral products, Rene Jacobs of Dale and Wally Johnson of Admiral. Over 3000 dealers attended this two-day event which was highlighted by a luncheon and dinner presided over by Mr. Despres.

THE GREATEST REPRODUCING SYSTEM *of all time!*



Amazing



**ELECTRONIC
REPRODUCER**

**NO OTHER REPRODUCER
CAN MATCH THESE
STARTLING FEATURES!**

**MOST BEAUTIFUL RECORD RE-
PRODUCT ON YOU EVER HEARD.**

So sensitive it recreates every note—every delicate shading—whether the volume is turned high or low. So faithful you hear the natural color tone of every voice and instrument. Reproduction essentially flat from 30 to 8,000 cycles.

**MAKES EVEN THE BEST RECORDS SOUND
BETTER AND OLD RECORDS SOUND NEW!**

GENUINE SAPPHIRE JEWELLED STYLUS

Tests prove that it plays perfectly 50 times longer than "permanent" metal. Precision ground, the stylus rides the walls of the groove—doesn't dig into the bottom. Reduces record wear to the vanishing point.

**THE RIGHT PRESSURE FOR
DEPENDABLE RECORD
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Just enough pressure—approximately one ounce—to assure dependable record changing. This light pressure is easy on records.

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This tone arm head may be dropped or skidded across the record without damage to the genuine sapphire or to the record.

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SEPTEMBER, 1946

33



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JOBGING DISTRIBUTING ORGANIZATION FOR PRODUCTS OF SPRAGUE ELECTRIC CO.

Checking and Repairing

UNIVERSAL 1000 WATT AUTOMATIC IRON



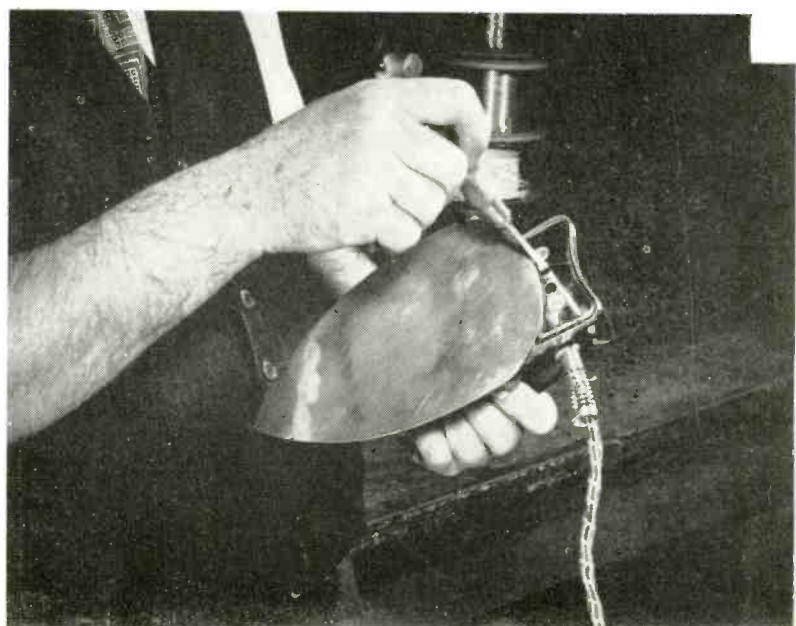
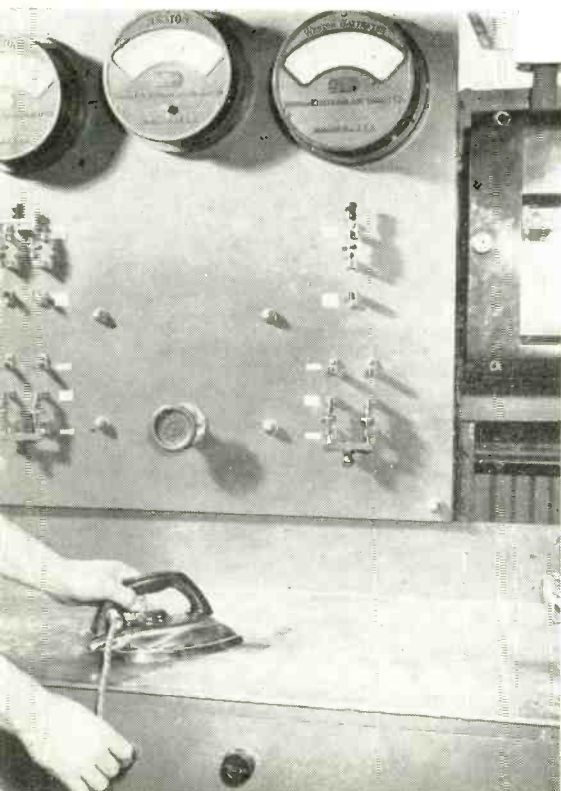
1. The first step in servicing an iron is to check the cord for possible abrasions of the insulation, the handle for cracks or breaks and the sole plate for nicks and abrasions.

2. Next test the iron for circuit with a wattmeter or test light and while testing also check the cord for any indication of breakage of the cord conductors.

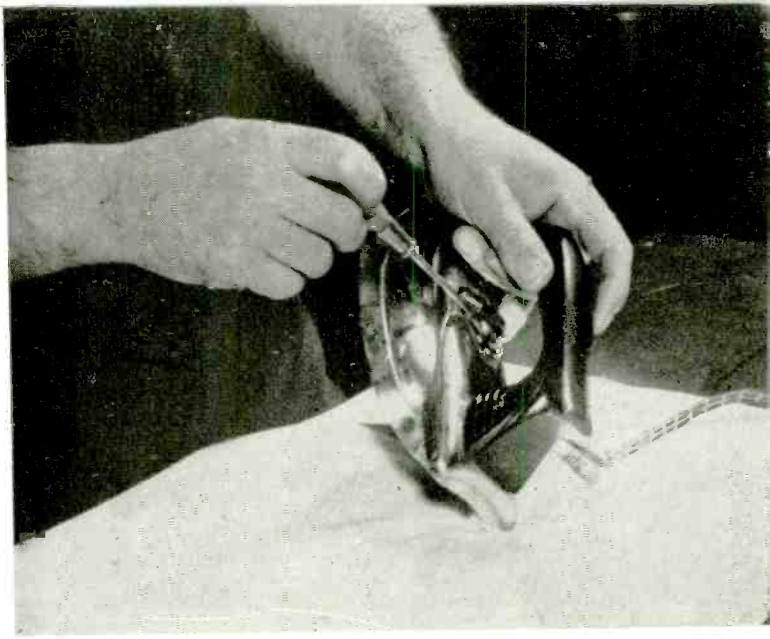
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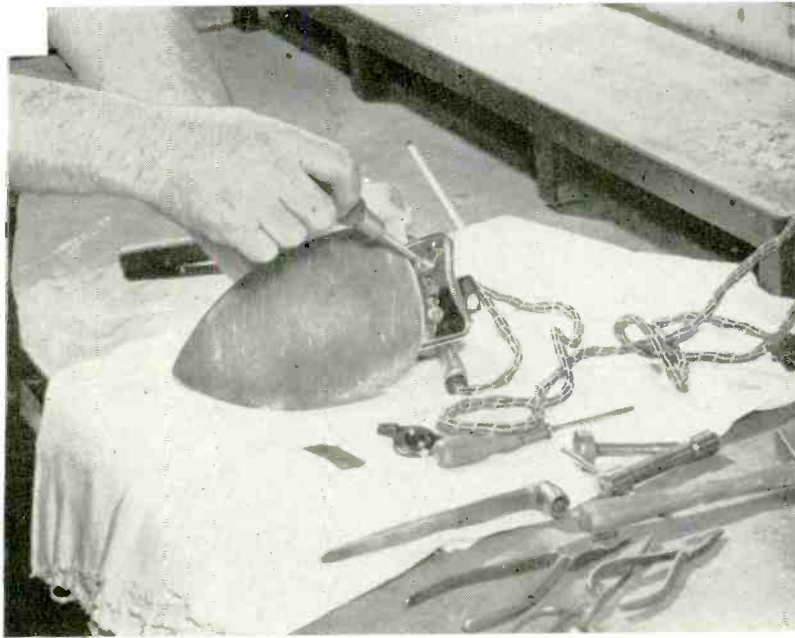
3 and 4. If the iron does not heat and the cord is not broken, then examine the terminal connections. This is done by removing the name plate screw and the name plate and inserting a screw driver through the openings in the heel rest. These connections like all other connections should be perfectly tight.



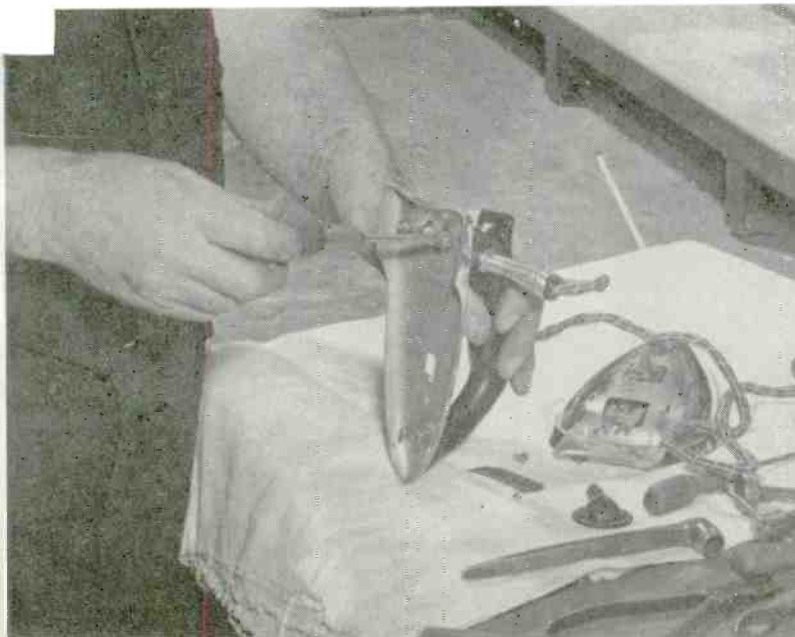
5. If the terminal screws are tight and the iron still fails to heat, remove the control knob set screw and the control knob. →→→



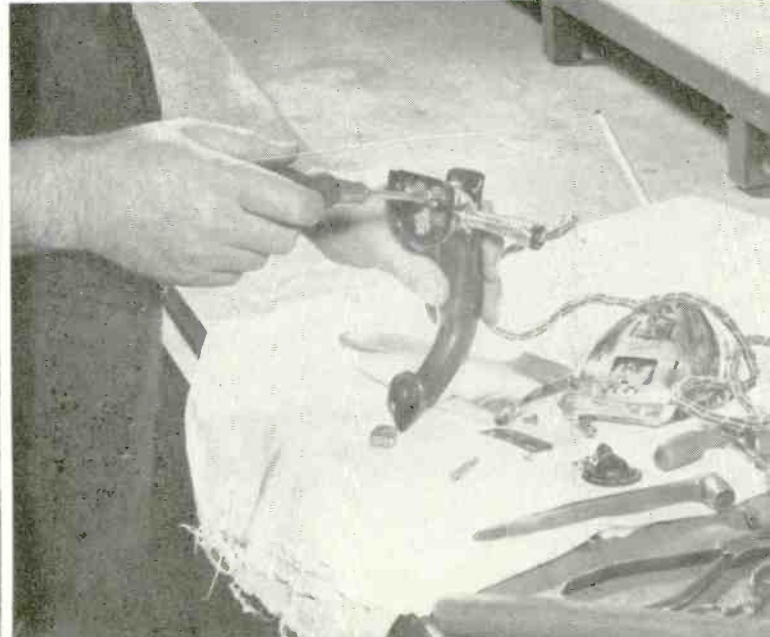
6 and 7. Then remove the deck screws and after loosening the terminal screw tap lightly on the front of handle. The handle and deck assembly will slide backwards and can be removed by lifting over the control screw. ↓

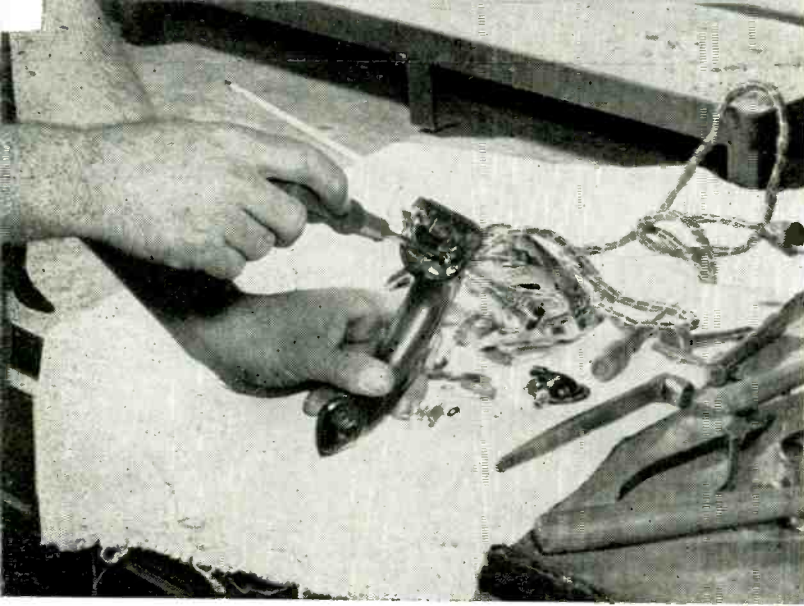


↓ 8. The handle and deck are now separated by removing the deck studs, handle screw and deck hook.

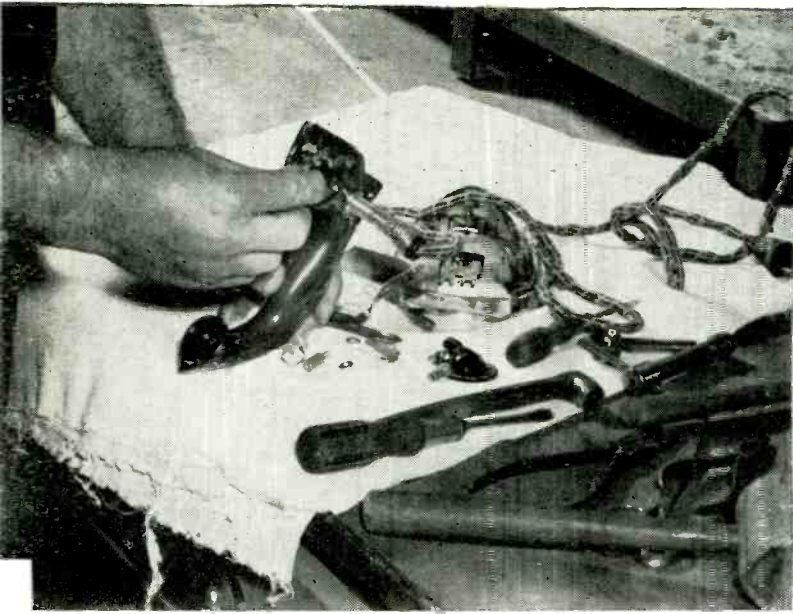


↓ 9. To examine the cord for possible burn-out, remove the terminal screws and the cord terminals.

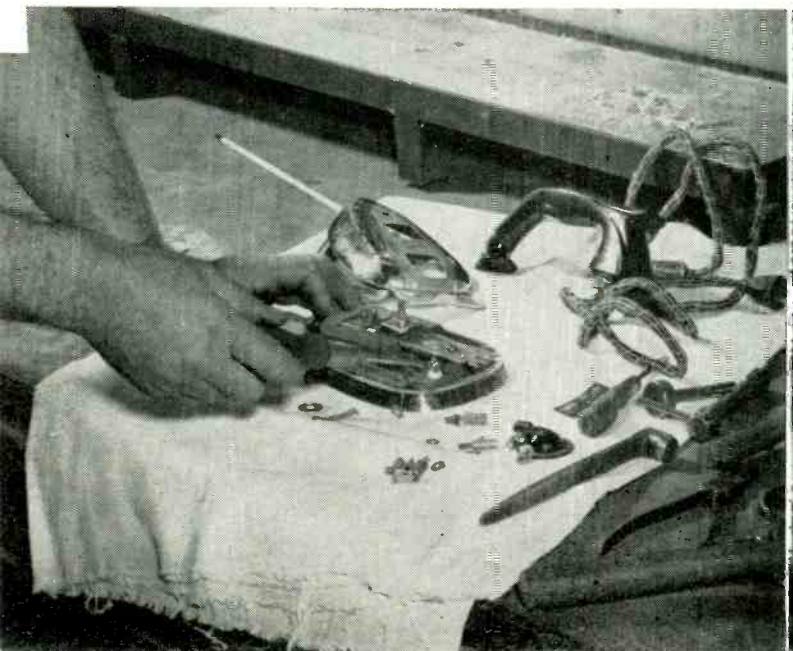




11. To remove the cord for the purpose of repairing or replacement, take out the strain relief screw and the strain relief. It can then be pulled through the cord spring which is not detachable.



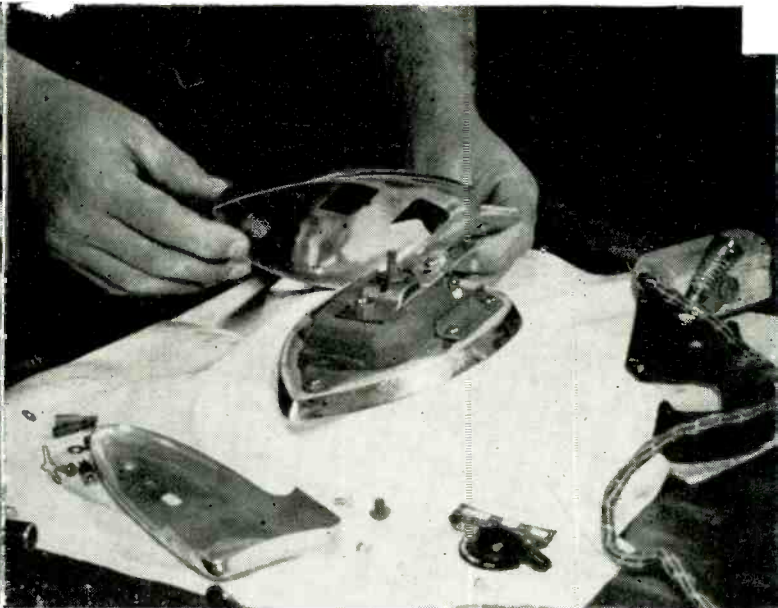
13. Now check the unit terminal connections for tightness and the unit wire for possible breakage or burn-out.



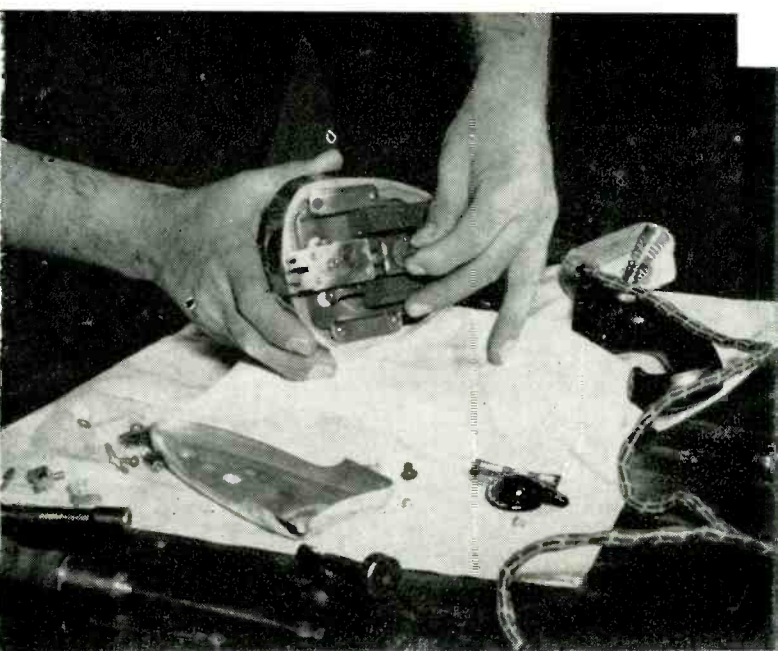
10. If the cord shows burning or conductor breakage at the terminals, it should be cut back and repaired or else replaced. The condition of the handle around the cord connections should also be checked. If the bakelite has burned away, replace with a new handle.

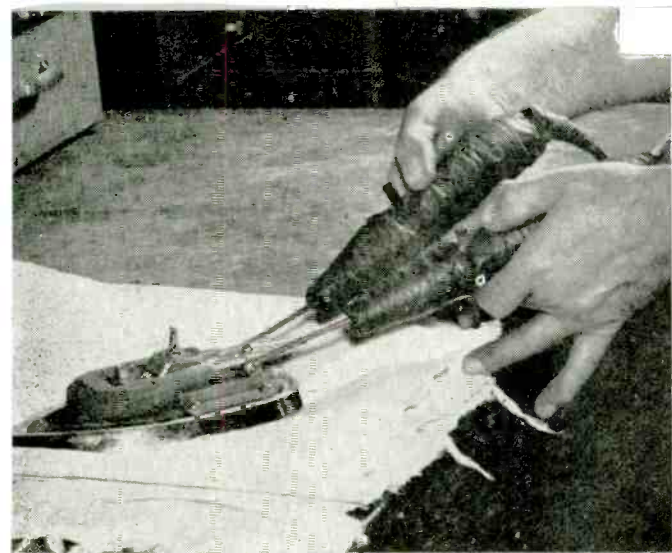


12. If it is necessary to check further to locate the loose connections or burn-out, remove the cap and screw cap. This exposes the thermostatic parts of the iron.

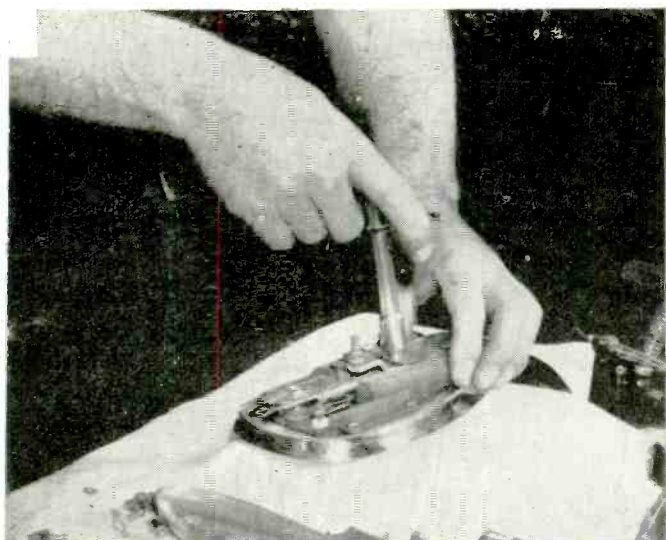


14. Examine the silver contacts to determine if burned out or fused. Check the control spring to see that it is not broken and is hooked properly in place. Examine the thermostat jumper for burn-out or loose connection. Also check the control screw which should turn freely.





15. Test the unit for burn-out by holding testers at the terminal points.

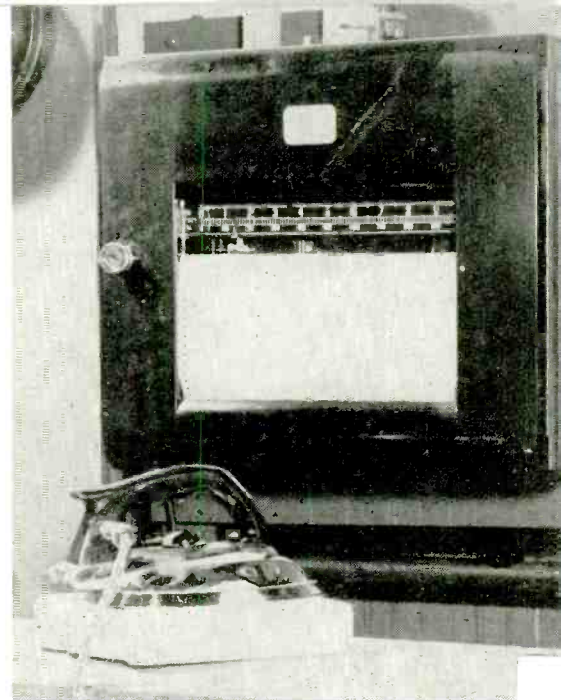


16. If it is necessary to replace the thermostat or any of its parts, remove the control bracket nut and the control bracket stud screw. The actuator and control assembly can now be removed.

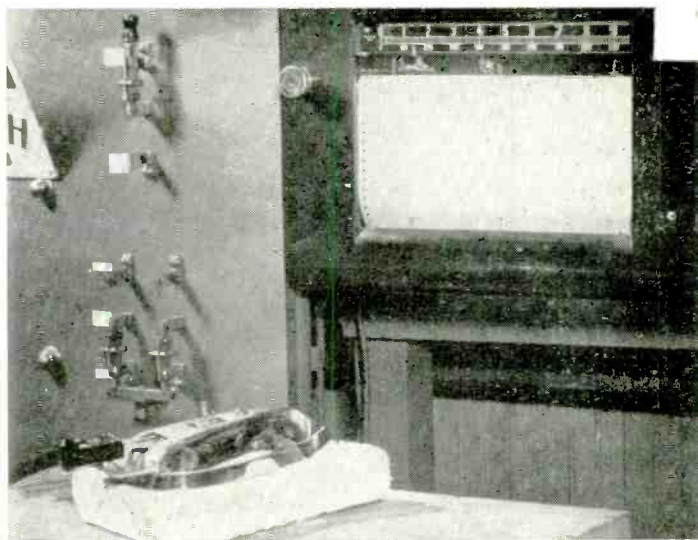


17. If it is necessary to replace the unit, remove the control bracket stud, press plate screw, press plate clamp screws and then the press plate clamps and press plate. Except when necessary, the press plate should not be removed.

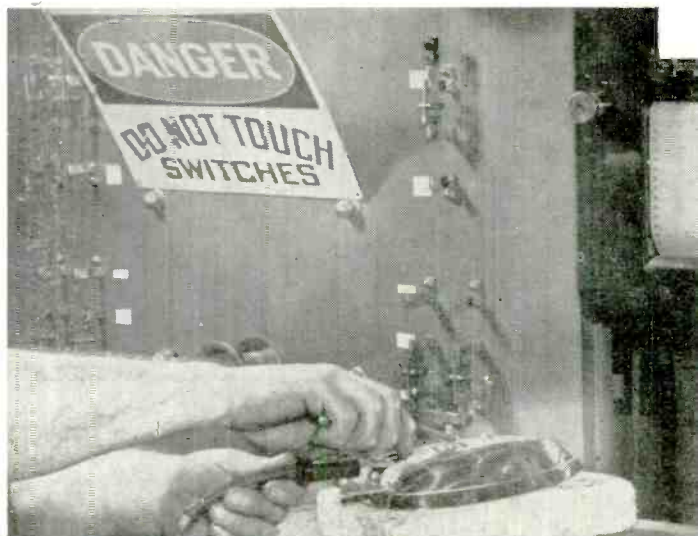
18. If the wattmeter or test light shows the circuit intact, then test the thermostatic adjustments with a pyrometer, the couple placed under the center of the soleplate, for correct ironing temperature. With the control set at maximum high heat, the thermostat is set to operate at a soleplate temperature between 520°F. and 550°F. If pyrometer equipment is not available, this temperature test can be made with a wattmeter or test light and the cut-out time determined. On the 1000-watt iron pictured, thermostat should operate between 3½ and 4 minutes at the "high" control setting.



19. The control is adjusted with the control knob, deck, handle and cord removed. The iron can be energized by attaching a regular cord or a pair of clip testers to the exposed flat terminal strips on the thermostat assembly.



20. To adjust the control, remove control screw shank, spring and washer and then the control screw lock. Turning the control screw shank counter-clockwise lowers temperature setting. Turning it clockwise, raises it. Changing the position of the control screw lock one tooth on the knurl varies the setting approximately 25°F. The iron should operate for at least 20 minutes before being adjusted. The adjustment is locked by replacing the control screw shank to its maximum setting (clockwise) and then slip knob over knurling with L of linen approximately on the arrow indicator on the deck.



"HIS MASTER'S VOICE"...



1 "His Master's Voice"

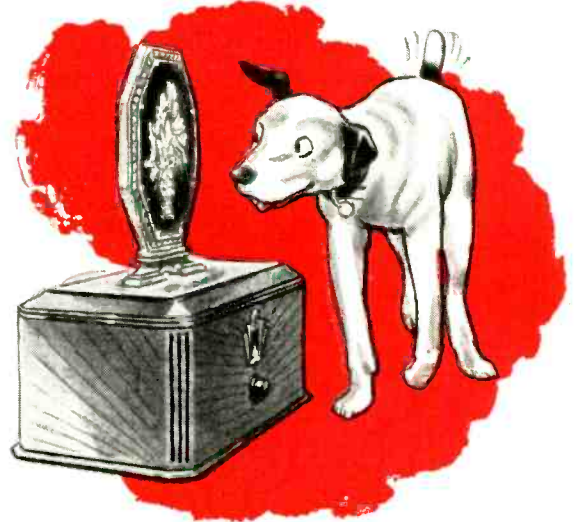


2 "Hello! Lots of people don't know it but my name is NIPPER. I was a real dog who really recognized 'His Master's Voice' back in 1898."

T. M. Reg. U. S. Pat. Off.



5 "Then they took Mr. Barraud's painting of me and ran it as a Victrola* advertisement . . . I was started on my career to world fame!"



6 "Next, another kind of 'music box' came along—a radio made by RCA. Then when RCA merged with Victor—in 1929, I became *even more famous!*"

ONLY RCA VICTOR MAKES THE VICTROLA*

*"Victrola"—T.M. Reg. U.S. Pat. Off.

the history of a famous Trade Mark



3 "But what made me immortal, was that my master (a painter fellow named Francis Barraud) caught sight of me listening one day . . ."



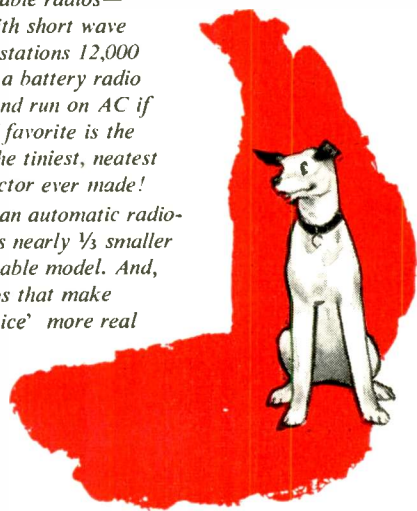
4 "And then I had to do the hardest work of my life—*posing!* If there's one thing I don't like to do, it's to sit still . . . But I did it for hours!"



7 "So today you have something that never was dreamed of! You have the real-life TONE of the new RCA Victor 'Golden Throat.'"

"There are four table radios—including a set with short wave that can 'pull in' stations 12,000 miles away! And a battery radio you can plug in and run on AC if you want to. MY favorite is the 'Personal'—it's the tiniest, neatest portable RCA Victor ever made!

"Then, there's an automatic radio-phonograph that's nearly $\frac{1}{3}$ smaller than the prewar table model. And, two console radios that make 'His Master's Voice' more real than ever!"



8 "Don't take my word for it—hear the 'Golden Throat' for yourself. Let your customers hear it! Every RCA Victor instrument has the 'Golden Throat'!"



RCA VICTOR

RADIO CORPORATION OF AMERICA

HOW TO SELL MORE

Your Editors are particularly proud to present this authoritative article written by one of the country's best-known parts jobbers. The ideas outlined in this important article are based on the experiences of his own dealer customers and will aid you to sell more batteries at greater profit in your own store.

Way back in 1849 there was a gold rush and thousands of treasure-seekers stampeded to get their cut. Now, in 1946, there is another bonanza in battery sales waiting for eager dealers with enough interest and gumption to set their sights for increased profits. What are you doing about it?

Sure, you are selling batteries now, probably more than in any period for the past 10 years, but riding on the crest of a wave without a push from behind can just as easily plummet you into a trough. According to a recent survey of radio service men, customers spend four out of every five dollars for batteries, not in their stores, but from the piled-high counters of chain stores. This condition is continuing to cut into the rightful sales of the service men. Just because the chains can afford to sell batteries for a few cents cheaper, and because selling batteries allows only a fractional margin of profit to the radio dealer is no reason for harboring a lackadaisical attitude.

While you are pulling in what you believe is your allotted share of business, customers are blazing a trail to stores where they imagine they can save a little money. Convincing them that one gets nothing for nothing is your job. No customer is ever satisfied with total hours-playing from a set of batteries . . . and he doesn't hesitate to let his dealer know that he is complaining. He figures that Joe Doakes' batteries cost more and last just as long as the kind he picks up at the Great Utility Emporium for less, so he by-passes Joe constantly.

There is no tremendous problem involved in clearing up this maladjustment. Let's look at this way.

Taking the grocery or similar small retail business as an example, we find showing ten to twenty per cent profit on foodstuffs is about maximum for a small grocer. With this tiny rake-off it may seem fantastic that he can stay in business, but the answer is simple. He is doing a constantly repeat business! He sells a loaf of bread or bottle of milk today . . . and tomorrow . . . as sure as the sun will shine, and your kids need new shoes . . . the same customer, if he likes the store, will be back to get another loaf of bread and any other item he needs.

Selling batteries can be worked into a similar deal. The second you install a set of batteries in a radio, they start to wear out. How long they last depends on use, but the owner of the radio realizes only too well that he isn't buying something scheduled to run for years. It can be likened to paying for rent, a light bill, or house upkeep . . . he knows he will have to buy more, and this is your cue. If he gets as good, or a little better service from your batteries than he does from other batteries, and you sell him on the idea of buying better batteries from you . . . he will as sure as shooting be back to buy his next set of batteries from you.

You will have a repeat customer . . . one who amounts to a "grocery" customer. It will mean making a lower margin of profit, but you will still make good money.

Batteries are commodities that must be SOLD. Here is a story of a retailer in the Southwest who went out after his business with a do-or-die spirit to sell, and brought in amazing results. For many years he sold more batteries than one of the largest distributors in the area. When he or-

dered 45 volt "Bs" by the gross, the general opinion was that the sun had finally got to him. But he was shrewder than they imagined.

He had what he called a "battery route." He would load up his truck with batteries and take off through the sticks, to contact his regular customers who always replaced their batteries for the winter season. Installation was free with each purchase. Sure, they could be had at the chain stores for a few cents cheaper, but with the installation went the assurance that the batteries sold were better than those sold by the chains, and invariably they were.

You don't have to take off for the back-country hamlets and isolated farms to sell your batteries. A customer must be convinced that he needs a service or commodity that you are selling. Whether your sales talk is demonstration, suggestion or application, a definite need must be felt to encourage buying. "A better product may cost a little more, but it will last longer, and give better service. Saving a few cents on an inferior battery only curtails listening pleasure." There are countless reasons you can give your customer to insure his return to your store for new batteries. To list them here would require endless reading matter, but it is sufficient to say that the amount of battery sales depends on individual sales promotion.

Handle a brand of batteries that is well-known and has a natural acceptance. Compile a list of battery customers and mail them a reminder when they are ready for a new set. Be on the lookout for knockout merchandising ideas and methods, or dream up angles of your own. There have been very few occasions where a good selling idea hasn't jingled the cash register bell.

*Mr. Sloan is the owner of Radio Parts of Arizona, Phoenix, Arizona.

BATTERIES

by
*Ken Sloan**

Now there is an ever increasing market in portable radios, with demand knocking supply to a perpetual frenzy. Pent-up sales of portables suppressed for years, are now coming into their own. New, classy, ultra-modern "take-it-with-you" radios are pouring out of factories to be grabbed up by the thousands. This is a platinum-plastered field for the battery seller. The average battery portable owner is less apt to trade at one of the big chains than he is at the radio dealers. If he isn't buying from you it is only because he doesn't know that you are selling radio batteries. Tell him and keep on telling him, and you won't be alone in your campaign. Nationally known battery manufacturers have already made plans to supply dealers with window streamers and display material that will hit the eye with feet-compelling appeal. Getting a customer into the store is half the battle . . . once inside he's your baby, and what you sell him is determined by what you have to say.

Start a conversation on a topic that will draw him out . . . say, good radio reception on his portable. Give him all the dope you can on how he can look to better reception with the proper (yours) batteries for his set. Give him facts, then let him convince himself that it is a good idea, and one that he'd known all the time.

Remember, the gold miners didn't strike it rich until they bent their backs and dug. Your pay dirt is right on the surface, there for the picking. Will you do something about it?

WANTED FOR EXPORT
Four, Five and Six Tube Table Model Radios. Principals Only.
Please Write to:
BOX 901
Radio & Appliance Journal
1270 Sixth Ave., New York 20, N. Y.



GET SET FOR FALL
battery business by tying in
with this hard-hitting program on

BURGESS BATTERIES

for **RADIO • HEARING AID
FLASHLIGHT • INDUSTRIAL
IGNITION SERVICE**

BURGESS offers you a whole program of selling helps to boost your volume of Burgess Batteries this fall and winter. Use this Burgess program to get your share of the profits from this busy battery season.

The Complete Line for radio, hearing aid, ignition and flashlight service enables you to serve *more* customers with one outstanding line, recognized for quality!

National Advertising in leading magazines pre-sells Burgess Batteries for you. Ads in *The Saturday Evening Post, Liberty, Collier's, American Magazine, Better Homes and Gardens* and leading farm papers reach over 20 million battery users every month,

Dealer Promotional Helps . . . display material, dealer order forms, window streamers and eye-catching packaging . . . all designed to help you do a complete selling job on the *complete* line.



Counter
Display Card
Future Order Form



Colorful Window Streamer



WRITE TO YOUR DISTRIBUTOR TODAY
for complete details on the big
Burgess Fall Sales Program

BURGESS BATTERIES

To our Burgess Distributor
Gentlemen:

Send us full information on the Burgess Fall Sales Program. Send us a Preferred Stock Order Form to help simplify ordering.

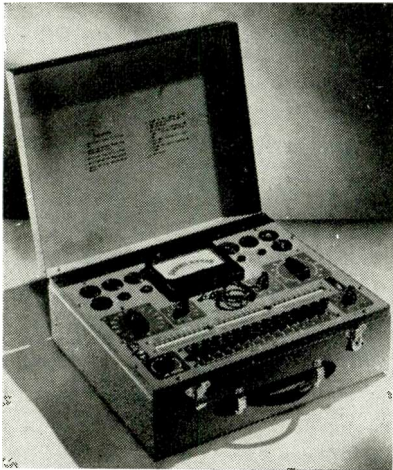
NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Sylvania Tube Testers

Sylvania Electric Products, Inc.,
radio tube division, 500 Fifth Ave.,



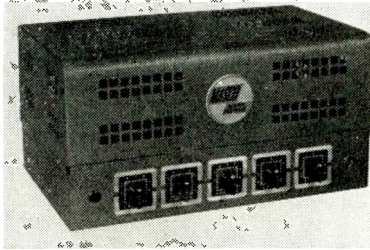
New York City 18, announces new counter and portable type electron tube testers based on a patented circuit suitable for all standard receiving and several special types of tubes.

* * *

Masco Public Address Systems

The public address system, originally used only in auditoriums and

on sound trucks, has become an integral part of the American scene, appearing in hundreds of other types of places where people congregate. The Mark Simpson Manufacturing Co., Long Island City, N. Y., leading manufacturer, whose products are marketed under the trade name of



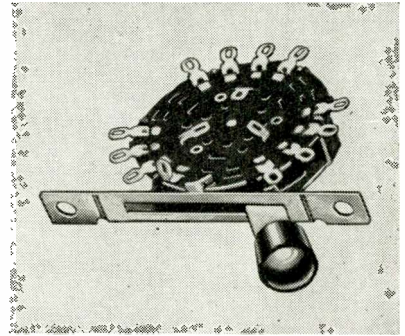
"Masco," has prepared a supply of free literature explaining the many purposes to which these systems can be adapted.

* * *

Mallory Lever Action Switches

This new series of switches known as Mallory 5000 and 6000 series, will

PARTS ON



accommodate a wide range of applications in industrial fields and test equipment, but are particularly adapted to intercommunication, centralized radio, sound distribution and public address equipment. Address requests for engineering data to: P. R. Mallory & Co., Inc., 3029 Washington St., Indianapolis 6, Ind.

* * *

Industrial Graphic Toys

Learning electro-magnetic principles in play is not only a lot of fun, but with "Electric Motor Kit



FREE

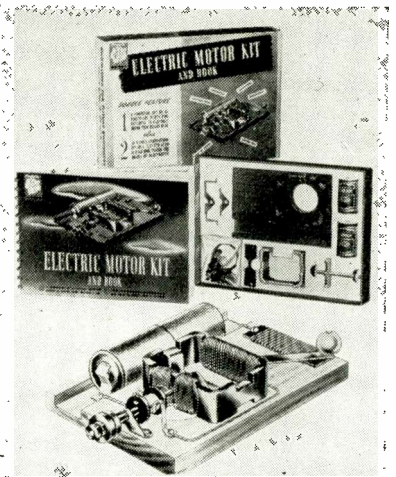
★ Have You Seen The Solar System?

It's a bi-monthly magazine of authoritative information on new developments in the capacitor field. Simply fill in the coupon below if you'd like to receive this easy-to-read

technical publication regularly at your home or at your office.



Ⓜ 1689



and Book 11, distributed by the Toy Division of Industrial Graphics, Inc., 66 Beaver St., New York City 4, the book and kit tell the story of electrons from magnetism through atoms in easy-to-understand language.

* * *

Filmgraph for Office Recordings

Filmgraph model HM is the latest in the line for Miles Reproducer Co., Inc., 812 Broadway, New York City 3. The sound on film recorders-reproducers feature rolls of 5/8 inch film on which the sound tracks are indented.

Solar Manufacturing Corporation
285 Madison Avenue, New York 17, N. Y.

Gentlemen: Please send me the SOLAR SYSTEM regularly, starting with the current issue.

Name.....

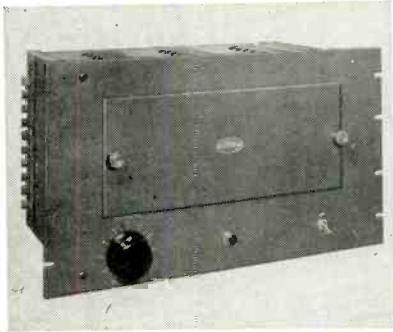
Address.....

City..... Zone No..... State.....

PARADE

Raytheon's New Amplifier

A new high fidelity 10-watt monitoring amplifier for FM and AM is now being manufactured by the Raytheon Manufacturing Co.'s broad-



cast equipment division. Designed for all monitoring, audition, recording and playback applications, the Raytheon model RM110 is also well suited for use in a transcription playback booth because of its high gain, low distortion and excellent frequency characteristics.

* * *

Sylvania Crystal Converters



Compact silicon crystal converters for use as first detectors in high frequency superheterodyne receivers have been announced by the Electronics Division, Sylvania Electric Products, Inc., 500 Fifth Ave., New York City 18. The crystals are permanently preset in a small cartridge.

* * *

Aerovex Canned Capacitor

The truly universal or general-purpose cleat-mounting electrolytic capacitor, heretofore offered only in cardboard tube case, is now avail-

able in aluminum can, by Aerovox Corp., New Bedford, Mass. It is



available in popular ratings and capacities to meet all standard service needs.

* * *

Centralab's Miniature Radiohm

New Model 1 radiohm is specific-

ally designed as a high quality volume attenuator for hearing aids, pocket radio receivers and miniature amplifiers. It is smaller than a dime and is designed to accommodate many variations of specifications.



Centralab, 900 E. Keefe Ave., Milwaukee 1, Wisc., has a bulletin about this baby.

RAYTHEON
MANUFACTURING COMPANY

Excellence in Electronics
RADIO RECEIVING TUBE DIVISION
NEWTON, MASSACHUSETTS CHICAGO

"... and put Raytheon tubes in my set please." That's the customer specifying "Raytheon" — a name he knows to be synonymous with quality and dependability. Stock Raytheon tubes to keep your customers happy; to keep your business growing.

Announcing...

THE NEWEST IN TUBE TESTERS

MADE BY THE MEN WHO HAVE TESTED TUBES BY THE MILLION!

LARGE METER
4½ inch size for high legibility. Sensitive but rugged.

PROVISION FOR NOISE TEST

8-FT. LINE CORD — extra long for extra convenience.

LEGIBLE DIAL MARKINGS — lines and numerals in white against green panel.

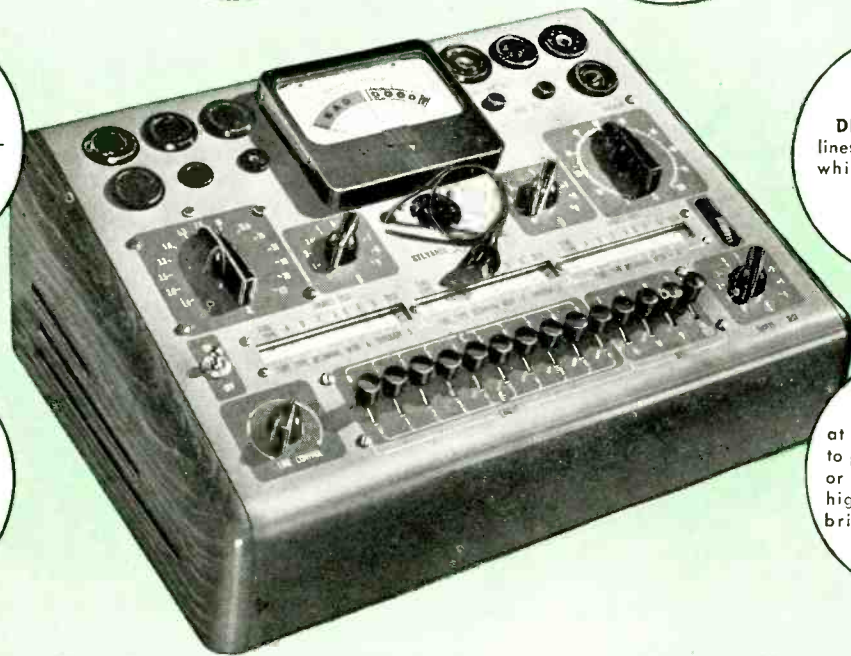
TESTS STANDARD, LOCK-IN, ACORN TUBES.
Extra sockets and switches allow easy adaptation when new tube types appear.

SHORTS TEST
at voltage low enough to prevent tube damage or faulty indications — high enough for full brilliancy on Shorts Indicator.

FINGERTIP CONTROLS
make settings easy.

DYNAMIC CONDITIONS
All tube elements tested under dynamic conditions.

DELUXE DESIGN
helps sell on sight — builds prestige for serviceman or retailer.



SYLVANIA

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES;

SYLVANIA-STYLED SYLVANIA-ENGINEERED

TO HARMONIZE WITH THE SURROUNDINGS OF THE MOST MODERN STORE

TO GIVE YOU THE FINEST IN TEST EQUIPMENT FOR THE TUBES OF TODAY AND TOMORROW

Here's the "last word" in tube testers, made for discriminating radio retailers by Sylvania Electric. Now, this advanced type tube testing unit can be yours—smartly styled, scientifically designed, attractively priced.

And, no special operating knowledge is required to set controls! Think what this means. Clerks or store helpers, entirely unfamiliar with technical radio servicing can operate this amazing new tube tester—*expertly*, with little or no instruction. All controls are easily set for each tube to be tested.

Remain up to date easily, economically with Sylvania's modern tube testing equipment. Besides all the special features (shown in large illustration, left) the Sylvania tester has been designed with *extra sockets* and *switch contacts* to insure quick, inexpensive further modernization as new tube types are developed.

Counter Tester Specifications

Type 139 (shown left). 5½" x 12 x 16¼". Net weight 15¾ lbs. Steel cabinet, wooden ends. Two-tone green panel. Power supply: 105-125 volts, 50-60 cycles, 20 watts.

PORTABLE MODEL FOR YOUR SERVICE DEPARTMENT

Your service department can easily carry to the home of your customers the same fine type of testing equipment that you employ in the store.

This Sylvania Portable Tube Tester Type 140 is precisely the same in every testing characteristic as the Counter Model described above.

Portable Tester Specifications

Type 140 (shown at right). 5¼" x 13" x 15". Net weight 19¼ lbs. Steel carrying case, sturdy leather handle. Other features same as Counter Type.

SEE YOUR SYLVANIA TUBE DISTRIBUTOR TODAY!



**YOUR HELP IS NEEDED—QUICK! SHARE
WHEAT AND FATS—FIGHT FAMINE!**

ELECTRIC



FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

THE FUTURE OF SOUND

During the war a great many advances were made in the development of sound equipment. This equipment was rushed through the factories for use by the Armed Forces. Now that the war is over and the engineers are getting back into commercial products, they are going to take these "wartime babies" and redesign them for commercial use. For a short time, equipment coming off the production line is going to be similar to the prewar items but gradually the wartime ideas and developments will be worked into the product. Probably no radical changes in any great quantities will be seen before the spring or early summer of 1947. When this equipment is produced, the public, unaware of the mechanical advances and developments in circuits involved, will recognize a very real improvement in general results.

The men returning from the Service who are going into the sound communications business either as servicemen or as distributors or dealers will have approximately three years before competition will become stiff.

The Radio Manufacturers Association is helping the returning veteran appreciably by setting up the different groups on standards. This standardization will also tend to improve the quality output of the items manufactured by those working with RMA. The recommendation by RMA that all sound equipment be constructed so as to meet the approval of National Underwriters will incidentally result in an improved article. Such a requirement would serve as a double check on all items sold, assure high class workmanship, and freedom from fire risk.

The serviceman, the installation engineer and the salesman will all find that an installation of sound equipment is not as a rule a one-shot proposition. If they assume that it is, competition will drive them out of business. They will have to live with

the jobs, and realize that a job is never complete until it is torn out or the factory closed down. When installing or selling a job they will have to realize that there is a certain expense involved in each sale and unless it is over-the-counter merchandise there will have to be sufficient money to take care of the service rendered or else a separate service contract will have to be obtained at the time of sale. Constant contact with each installation will bring additional revenue, as from time to time the users of a sound system will want additional equipment. They will read about improvements and want them added. They will also have some repair and maintenance work and will always need replacement tubes.

The sound-man or serviceman, when working with sound in the future, will promptly realize a few basic factors with which he is faced, if he is to produce quality and brilliance of performance: Not all types of equipment work satisfactorily in combination; therefore the components must be designed and constructed to give proper balance. For this the prime requisite is high-quality equipment matched in performance. In securing proper balance, the serviceman will be able to draw on the engineering services of his company for valuable advice. Certain manufacturers of sound equipment maintain a regular advisory staff on which architects may call when necessary.

In the past equipments were sold on the dollar basis. In the future the people are going to realize that they cannot always purchase amplifiers as they do light bulbs. Light bulbs and sound are, in a way, analogous. In the old days we had carbon light, then the Mazdas came in and people used 10-watt bulbs, then 15 watts, and then 25 watts—then 40-watt bulbs. Now it is seldom that anything but a 60-watt or 100-watt light bulb is used, and many people use bulbs of still higher wattage.

It has been the same with sound. Sound started with the little six-watt amplifiers, then 10-watt, 25-watt and 50-watt units and now sound is being

EDITOR'S NOTE

Here is a definitive article, written by one of the industry's outstanding authorities, which will aid you plan your own future in the profitable "sound" business.

used in banks of 1,000, 2,000, up to 5,000 watts. There must be sufficient amplification or power in order to have plenty of reserve to obtain the finest quality in sound. At the present time a great many people are recommending that there be at least 10 db of power in reserve in order properly to take the peaks. I feel that this may be even greater on some specific jobs. It is this reserve power together with the proper number and location of loudspeakers which goes to improve the quality of reproduction.

In the past, sound amplifiers were made from home receiver type parts, microphone stands from light fixtures and anything that man could lay his hands on was improvised to make usable equipment. However, from the development work going on now in the laboratory, the man getting into this business now will find that each year more equipment will be manufactured, tailored to fit his special requirements.

One of the greatest changes and improvements will be in loudspeakers and their baffles since these items are of great importance. The speakers will be improved in frequency response, angle response and the baffles will be built so that sound can be better directed into a desired area with a more even distribution angle. The loudspeakers and baffles will be built for indoor and outdoor use, each prospective location requiring different specifications. The mounting facilities of the speakers are being improved along with the loudspeakers.

*Mr. Ward is Sales Engineer, Sound Equipment Section, R.C.A.-Victor Division, R.C.A., Camden, N. J.

by A. K. Ward*

The tube engineers are bending their efforts to a fewer number of tubes and emphasizing those they think most reliable. The newer tubes are more rugged than the old, will have longer life, and will be more nearly shockproof.

With the announcement of new metals and new methods of manufacturing cores and coils, the new transformers are expected to be decidedly smaller, and give improved operation. Another improvement due to war use may be expected in electrolytic capacitors. Constant advance in the development of these is reflected in the performance of amplifiers.

With the introduction of Alnico V metal microphones will be produced so small in size that the public will not object to them. They will not hide the beautiful gown nor the features of the artists. They will be easily handled, and their sensitivity will be improved so that the signal-to-noise level will be better than found in microphones currently used. For noisy industrial locations special microphones will eliminate the background pickup. These will be built in the form of a standard telephone handset or on a handle, but the unit will be designed to be used close to the lips, thus eliminating the possibility of external pickup. Several types of microphones have been developed (such as the first gradient and the second gradient microphone) for reducing background noise in locations such as boiler houses, riveting plants, etc. These will be produced for the market just as soon as the trade realizes their advantages.

Specifically, many different type jobs will be available. Hotels are going to desire a great many sound systems and the managers will wish their sound systems to be display centers. Most of the managers know that they cannot put in a sound system and let it run by itself, so they realize that they will need a staff of operators. These men will be on duty to take care of the sets, direct the messages, and see that the equip-

ment is operating satisfactorily at all times. The studios will be similar to broadcast studios.

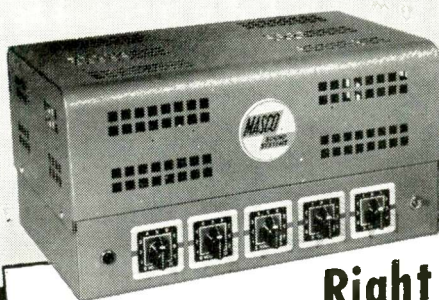
School officials are also planning for broadcast studio type installations which will become more important when television is produced for schools. At present, school officials of 29 states have already made appropriations for the use of FM in the training of their students.

Hospitals now have funds to invest in sound systems. Many hospital directors were drafted during

the war to work in Army and Navy hospitals, where they saw the results of music therapy and they now realize its benefits and are planning to install this equipment in their own hospitals.

The Signal Corps and other government agencies have accomplished much toward perfecting sound equipment for use in hospitals. Since the war, developments along these lines have advanced considerably and it is

(Continued on next page)



Get This Business!

Right Now!
Schools are Ready to Buy MASCO SOUND SYSTEMS

for Auditoriums, Gymnasiums, Athletic Stadiums... and we're ready to deliver the MA-50 with its 50 Watts of Truly Rated Power Output.

Model MA-50 Amplifier operates 2 to 12 speakers. Other features include individual bass and treble equalizers; 2 high impedance microphone inputs and one for phono pick-up; dependable performance that has stood the test of years; excellent tonal quality; designed for long hour usage; tapped output; safety fused.


Model MA-50 Amplifier with streamline cover, less tubes..... **98.50**
 Kit of Matched Tubes for above... **15.95**

MASCO

MARK SIMPSON MANUFACTURING CO., Inc.
 32-28 49th Street, Long Island City 3, N.Y.

SOUND SYSTEMS and Accessories

RAvenswood 8-5810-1-2-3-4



The Future of Sound

(Continued from preceding page)

felt that new type volume controls, channel selectors, bed speakers, and room speakers and equipment will be greatly improved. These will be put on the market shortly and will give flexibility to the hospital system so that it can be used to take care of their requirements a great deal better than former equipments.

For large industrial installations

where equipment is used 24 hours a day, 365 days a year, equipments will be built to stand rigid requirements. Tubes will be conservatively rated so that their life will be considerably longer than previously and loudspeakers will be built more conservatively.

The servicemen in business today and the new ones coming in have a promising future and they are certain to find much to interest them as the new developments keep coming out of the laboratories.

MAKE

by
Ethel Morrison

One of the best little salesmen any dealer can have is the *right* direct mail piece that reaches—and is read by—the *right* prospect. Of course, the problem is in that five-letter word "right." Send the wrong piece out, or send the right piece to the wrong person, or send the right piece to the right person, and then let him throw it unread into his waste basket . . . and you will have spent a lot of money, effort and time for zero results. Direct mail advertising is an expensive toy to play around with. However, used intelligently and scientifically, you just can't beat it for an efficient little business-getter.

Of prime importance in direct mail advertising is a clean, up-to-date list. If you were forced to make a choice between sending out an inferior mailing piece to an A-1 list, and sending a knock-out mailing piece to a questionable list, you would be better off doing the former. If the fellow who gets your broadside or enclosure or what-have-you has no conceivable use for your merchandise or no money to pay for it, the fact that he admires the literary style or artistic layout of the mailing piece may be very nice and flattering but it isn't going to put any money in your cash register.

One source for good, active prospects are your own books: the customers who have already bought from you and paid for their purchases. Then there are the directories and the list houses. One good way to find out which house has the list best suited to your purpose is to buy an identical number of names from each of several houses—send out your mailing pieces—and then complete your purchase at the house from whose partial list you had the best results. It is, of course, necessary when making any such test, to keep a very accurate record of every name and its source.

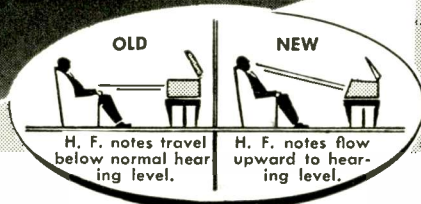
It's amazing how easy it is to slip up on what later seem to have been the most elementary precautions in making up a list. We know, for in-

YOU CAN DEPEND ON TO BE FIRST WITH THE FINEST!

Model 355A, 6½" "Alnico" speaker. Dual Channel circuit. Electronic tone control. 5 watt output. Minimum AC hum. 3 tubes energized by power transformer. \$69.95 incl. Fed. tax*.



Other STEELMAN Models
#301—Portable . . . 39.95
#302—Table model 43.95
#350—Portable . . . 47.85
#351—Table model 51.95



scooped the Phonograph Industry with the first DUAL CHANNEL INPUT

A feature of all STEELMAN Phonographs . . . two separate amplifiers—one for high frequencies, one for low frequencies—skillfully blended by *Electronic Tone Control* for perfect record reproduction.

And Now . . .

Another First for STEELMAN

New Streamlined "Portable" with *Inclined Sounding Board* . . . a revolutionary new design that makes a portable look less bulky, more compact, easier to carry . . . its ultra-

modern, sloping sounding board actually provides *greater listening pleasure*. On the old style portable, high frequency notes flow in a straight line from the vertical speaker, reaching the listener approximately at waist level. On the new STEELMAN streamlined portable, the inclined speaker sends the high frequency notes on an upward angle *right to the listener's ear*, resulting in fuller, richer tone! Your customers will want the new streamlined STEELMAN with its amazing *inclined sounding board*. Write today for the name of your nearest distributor.

*Original OPA prices, allowing you highest discounts.

STEELMAN RADIO CORP.

742 E. Tremont Ave.
Bronx 57, New York

UNCLE SAM YOUR SALESMAN

stance, of one direct mail campaign that was put on by a big electric appliance outfit. They decided to do it in sections, covering one part of the country at a time. Their first effort was such a complete flop that they quickly made a frantic and rather lock-the-barn-door-after-the-horse-has-been-stolen investigation. The investigation showed a very curious thing. They had chosen a territory 64 per cent of which was not electrified!

And an advertising agency executive told us this one:

"We put out a mailing a few months ago for a client of ours who has about twenty distributors. One of these distributors was a pretty cocky guy who had been in the business a long time, had won a lot of awards, etc., and was rolling along pretty easily on past performance. Well, we were sort of surprised, when the returns came in, to find this fellow down at the bottom of the list. Where some of the other, more 'ordinary' guys were getting a 4 to 4½ per cent return, he was just about inching his way toward 1½. The client was plenty surprised, too. He got after this guy, had him go over his list, check his salesman's reports, etc.—and sure enough, when the next mailing was sent out, this fellow shot way above the national average."

Don't plan to advertise by direct mail UNLESS you are willing to spend the small amount of effort and money necessary to supply yourself with the best list possible. Then, have confidence in it. If by any chance your first mailing doesn't pull as well as you had hoped, don't be discouraged. If your list is a good one, the chances are that the second mailing will more than ring the bell.

The Plan

The direct mail campaign should be planned in advance. Set up your objective. Figure your costs. Estimate what you may reasonably expect from the campaign. Decide how many mailings are necessary.

The mailman can be a potent sales force if you plan your direct-mail campaign intelligently says Merchandising Editor Ethel Morrison whose own experience rates her as one of the country's foremost direct-mail specialists. This article has a real dollars-and-cents value to you even though your own direct-mail may only consist of sending out postcards or bulletins occasionally.

Be prepared to make any necessary tests. We have already mentioned the testing to determine the best list house for your particular purpose. But tests may be made all down the line. We have in mind one instance in which the advertising agency and the client disagreed violently about the possibilities of a certain plan. After wasting a good deal of time re-hashing the same old arguments again and again, they decided it was pretty silly to go on pulling their beards and masterminding the problem any longer. "Let's take it to the dealer," was the decision that could have been profitably made much earlier in the discussion. A survey of the dealers showed that they were against it to a man, and the project was immediately dropped.

Another interesting point which can be determined by testing is whether to send a letter alone, the mailing piece alone, or the letter and the mailing piece together. If each of these three methods is tested with a sufficient number of people, the returns will indicate which one is best for your purpose.

When large units of sale are involved, it often pays to send out your mailing first class. We know of a case recently in which a large concern sent out half their mailing first class and half, third class. They found that first class pulled 40 per cent better than third class.

Another thing to plan for is the follow-up for your direct mail campaign. Especially in cases where the sale is tough—and certainly when it involves a good chunk of the prospect's money—plan to spend enough time and effort on the prospect.

And you'll often find it wise to divide your campaign into two stages, which might be described as follows:

Stage No. 1—Plug *vacuums* (or whatever the merchandise is)

Stage No. 2—Plug *your* *vacuums*.

The Mailing Piece

The mailing piece should, of course, be attractive in appearance, easy to read, and should tell its story effectively. What we would like to stress, however, is something rather difficult to describe—in a way, the spirit of the piece. It should, above all, draw the reader in with the advertiser in a sort of "you-and-me" combination. Don't talk *at* him—talk *with* him. You're both on the same side of the fence—you both, presumably, want something—and this little mailing piece is of equal interest to both of you since it may provide the means for both of you obtaining what you want. Don't be afraid to show your interest in the other fellow and his needs. If it flatters him, that's all to the good. Some writer who knew his psychology wrote once that the average man fell in love with himself at an early age, and it was a lifelong romance.

Should the copy be long or short? The usual answer is that it should be short. My feeling about it is that it should be just long enough to be interesting, and short enough not to be boring. Here is where typography can be of great help. Avoid the *appearance* of monotony through the use of spacing, various kinds of type and other typographical devices . . . avoid the *actuality* of monotony through the use of good, crisp, meaty copy . . . and there doesn't seem to be any good reason why sales points should have to be sacrificed in the interest of brevity.

Letters are the most personal form of advertising and their use has generally brought good results. A rather

(Continued on page 65)

RADIO SERVICING

Question: I have two sets in my shop which require re-alignment of the intermediate frequency stages. Unfortunately, I have lost the information on the value of the I. F. peaks. How can I make a practical measurement of these values?

Answer: There are several methods one can use to accomplish this, and one of the surest and easiest requires the use of a signal generator and an output meter; but the output meter is not absolutely necessary. Proceed as follows:

First, render the set's oscillator inoperative by, for example, shorting out the oscillator portion of the main tuning condenser gang. Then feed a modulated I.F. signal from the generator into the grid of the last I.F. tube. Begin with a 550 K.C. signal and slowly reduce the frequency toward the lower limit of 100 K.C. Between these two limits the modulation from the generator should be heard or noted on the output meter; and, of course, the setting on the signal generator which gives you this modulation signal is probably the

value of the I.F. peak. However, two checks are necessary:

To check against the possibility that the I.F. stage is responding to a harmonic of the fed-in signal, set the signal generator to twice the frequency determined above. The absence of modulation signal now means that the determined value is the I.F. peak. To further verify the I.F. peak, set the generator to half the determined value. With this setting, the modulation signal should again be heard.

Question: A 1939 model RCA Automatic Phono is in my shop with the complaint of erratic and incomplete changing of the record. This defect shows up after the phono plays one or more records. Cleansing and lubricating has not checked it.

Answer: We have found that this trouble occurs quite frequently, but simply requires that the clutch be

bent out slightly with the pressure of the fingers, and that the cabinet should stand quite level on the floor. Also, caution your customer against the use of warped records.

Question: Two 1946 Ford Zenith Auto radios (No. MS-080) have been brought to me showing no reception. I have checked the tubes, and I have signal traced the trouble to the I.F. stage. I was wondering what has been the general experience with these models.

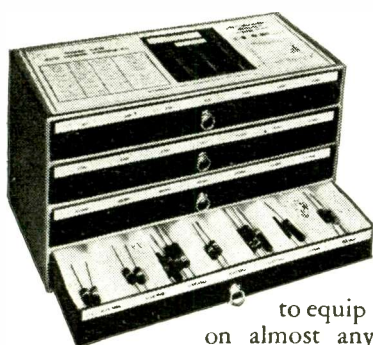
Answer: Our experience has shown that in a great number of cases foreign matter collects between the trimmer plates of the I.F. transformer trimmers thus causing them to short out. Usually this trouble can be corrected by loosening the trimmer screws and gently tapping the can. The set should then be re-aligned, and should be as good as new.

Question: What can I do for intermittent reception on a R.C.A. Model RAE 59? The oscillator and I.F. stages appear perfect, as do the tubes.

Answer: It has been our experience that the original capacitor in the AVC circuit control grid return is usually susceptible to leakage. This capacitor is in the condenser block in the power amplifier and is identifiable by its blue and black leads. Try replacing this capacitor with new 0.1 mfd. condenser. Only the blue lead of the original condenser should be removed, since the black lead is common to several others. Replacement should correct the intermittent.

Question: I have a Majestic radio Model No. 210 which goes dead but starts again when the oscillator padder is touched with the finger. I have replaced the oscillator tube and checked all the oscillator components. Is there something I have overlooked? (Tuning of the padder is possible when the set is playing.)

Answer: This sounds very much like the presence of an intermittent opening in the plate lining of the oscillator coil. Replacement of the coil is all that is needed to bring the set back to normal.



Better, Faster Service with These 3 IRC Balanced Resistor Assortments—Packed in FREE Resist-O-Cabinets!

You know that modern appearance and fast service pay off. That's why you'll want one or all three IRC Resistor Assortments—factory packed in sturdy cardboard Resist-O-Cabinets—

to equip you for quick, easy resistor replacements on almost any job. Bases of Resist-O-Cabinets are arranged so that several cabinets may be stacked to increase stock capacity.

1. **Universal Assortment.** Balanced resistor assortment . . . 59 IRC Type BT Insulated Metallized Resistors and "universal" 10-Watt Power Wire Wound Types AB and ABA. The ABA (adjustable) type makes possible every range from a few ohms up to 10,000 ohms.

2. **½-Watt Assortment.** 100 Type BW-½ and BTS Resistors. A complete assortment of most used ranges in the popular ½-Watt Insulated Metallized and Insulated Wire Wound Types.

3. **1-Watt Assortment.** 83 Type BW-1 and BTA Insulated Resistors. Every service engineer should have all of these top-quality 1-watt resistance ranges at his fingertips.



INTERNATIONAL RESISTANCE CO.

401 N. BROAD ST., PHILADELPHIA 8, PA.

In Canada: International Resistance Co., Ltd., Toronto, Licensee

QUESTIONS ANSWERED

Question: What can I do to correct dial drives that have a tendency to slip?

Answer: We have found that a mixture of one part Fuller's Earth and two parts shellac, plus a small amount of resin, proves a very satisfactory agent. Using a small brush, preferably of the camel hair type, apply the mixture lightly to the drive cable only and allow an hour for drying. This will render the cable taut and capable of driving the condenser. This mixture should always be well shaken and very sparingly used.

Question: Two sets in my shop (Model 56X and 55U) show no reception. I have completely checked the R.F., I.F., audio and power sections and found them O.K. Although I suspect the oscillator I have found no defective component.

Answer: Reference to the schematic will show that these sets make use of a capacity winding for coupling to the oscillator grid. It has been our experience that this winding is subject to opening. Since this fault cannot be determined by test equipment, a good way to check for it is to shunt a condenser to couple the high side of the tuned circuit to the oscillator grid. (In the 56X models, shunt from terminals 1 and 2 on the oscillator coil; on model 55U, shunt terminals 5 and 8 on the oscillator coil.) If this checking proves correct the capacitor can be made the permanent repair. Be sure to reset the oscillator trimmer after completing this repair.

Question: A Model CR-6 Motorola brought to me exhibits background hum on all stations. I have carefully checked all components and they seem perfectly O.K. The hum sounds like "ripple" to me.

Answer: This defect has been brought to our attention several times, and we have found that in the tone control circuit the .002 mfd. capacitor is located on a terminal strip which is too close to the hash choke. Repositioning the terminal strip with the condenser away from the hash choke should eliminate the ripple.

Question: Since resistance line cords are still hard to get, what can I do when one burns out? Is the original rectifier tube type absolutely necessary?

Answer: We have found that for many of the three-way portable receivers substitution of a Sylvania 117Z6GT-G for the original rectifier and thus omission of the dropping resistor is satisfactory. Caution: Be sure to follow the socket diagram in the Sylvania technical manual for wiring in the new tube.

Question: I have an RCA Model 46X1 which is very noisy. Replacement of one tube suspected of microphonics decreased the noise only a little. Seemingly all circuit constants are all right.

Answer: It has been our experience that when this 1941 model becomes very noisy the cause can be traced to an intermittent

open condenser in the loop aerial circuit. Located close to the 50L6GT tube, the faulty capacitor is on the back rear panel, and is a .01 mfd. Probably the heat from the 50L6GT contributes to the condenser's defect. When replacing the condenser make sure to locate it in a cooler position. This should correct the trouble.

Question: Several of my customers complained that their automatic record players jam, the record selector mechanism failing completely. Others complain that their records fail to repeat. Checking the players in my shop brought to light no mechanical defects. Is there some factor I haven't considered, with which you can help me?

Answer: The cause of the trouble was probably the use of old records. Some of the old records are too thick, causing the record selector to jam. In addition, some of the old records lack the grooves to make the repeat cam operate.

Looming up
BIGGER
all the
TIME!

S
N
C

The
TRANSFORMERS
with INbuilt Quality for
OUTstanding Performance
SNG
MANUFACTURING COMPANY

WEST LAKE ST., GLENVIEW, ILL.
Export Agents - Scheel International - 4237 N. Lincoln Ave. - Chicago, Ill. U. S. A.

The multi-million circulation womens' magazines are increasingly featuring Editorial material designed to make more women want more radios and appliances. If you would care to have mounted tear sheets of the article on Miss Batchelder's kitchen mentioned in this article write to Mr. Koppes, Ladies Home Journal, Independence Square, Phila. There will be no charge for this promotion material to readers of Radio and Appliance Journal.

IT'S THE WOMAN WHO

As every appliance dealer knows—shopping is a woman's business. He knows that most of his sales are made to women—or are influenced by women.

Various studies have been made to determine to what degree this is true. One consumer survey made in California showed that women purchased more than 95 per cent of housewares and 75 per cent of major appliance items. Another reveals that the American woman spends 85c out of every dollar.

Not only is she the chief spender—she is the chief owner of the nation's private wealth—with 70 per cent of it in her pocket.

Since woman is the shopper it naturally follows that in any store selling general merchandise, the overwhelming majority of the store traffic is made up of women. Any hour, any day.

And store traffic is the life blood of retailing. Store traffic is the key to successful postwar selling just as it was the key to successful prewar selling. It can be the most important factor in lowering distributor costs. With it the independent can hope to get his full share of profitable business; can successfully compete with "streamlined" chain organizations.

"The country is full of money," you hear everywhere. At least one hundred millions of dollars of savings are supposedly hoarded against the day when radios and appliances are available.

However, statistics to date indicate that while the majority of families will buy one or two badly needed items as quickly as possible, these purchases will be based on current income rather than accumulated savings. Before buying other things they will "wait and see what happens."

This does not mean there will not be a tremendous market for all kinds of merchandise. But it will be a highly competitive market. Many industries will make a play for the same consumer dollar.

People need radios and appliances, but they also need automobiles, house furnishings, new homes, and clothing. Children have to be educated and there is a long, pent-up desire to travel. The average family cannot hope to satisfy all its needs and desires, even should it spend all its accumulated savings, which it will not do. So it is a matter of choice and selection.

And so business will be what it always has been—but perhaps more so—a fight for a share of the consumer's spendable income. As for the consumers—men or women—they will do what they always have done—buy what they *want* most—not necessarily what they need most.

A survey made by Curtis Publishing Company showed that 98.3 per cent of families covered now own household appliances of some kind. 63.3 per cent are potential buyers of one or more new appliances. The remaining 32.7 per cent seemed to have no immediate plans for buying appliances but aggressive selling and advertising might change this.

But to get back to the major premise, "How to sell appliances to women!" Any successful salesman knows that men and women are different. He knows that each requires a special approach. A leading radio dealer instructs his salesmen to emphasize cabinet styling first in selling to women, then tone, and last of all mechanical performance. To a man the last emphasis is placed on style. Tone comes first with mechanical operation second.

While women have perhaps never

been primarily interested in the mechanics of any appliance—today mechanical operation is taken pretty much for granted even in the lowest priced brackets. The pioneer stage is a thing of the past with most of the "bugs" worked out. Emphasis now is on styling.

Design will incorporate all the convenient time-saving, step-saving, conversation making, unique features. Every point appealing to the woman's comfort and convenience will be developed.

Radio sets and appliances of the future will be chosen as a piece of furniture or a rug is chosen—for their ability to harmonize with their surroundings—for their name prestige and pride of ownership.

In a survey made in 1941 by a refrigerator manufacturer it was found that over 50 per cent of actual buyers of a particular brand had that brand in mind when they went shopping. Further, that 57 per cent had been influenced in their choice by talks with friends and relatives; 50 per cent had been influenced by advertisements. (Some gave both reasons for their choices.)

When facts such as these are digested—when it is realized that women—who do the buying—are so frequently presold on a product—it becomes obvious that the most effective advertising to women is that prepared especially and wholly for her. She reads about the product in the advertisement that interests her most. She remembers the features that mean most to her, discusses them with her friends, and goes to buy with her mind already made up.

But, while many women have already made up their minds what they want to buy before going to the store, it must be remembered that about half of them have not. These

BUYS, AND BUYS, AND BUYS!

women must be sold in the store. So why can't appliances be displayed and sold in an atmosphere especially appealing to women?

In September, Ladies' Home Journal begins a new feature. There will be a kitchen each month. First to appear is Ann Batchelder's own kitchen—redone for the occasion. With Miss Batchelder's immense and enthusiastic audience considerable interest could be aroused by duplicating this kitchen in your show room.* This is also a good chance to display housewares of other kinds.

"Radio and Appliance Selling in Tomorrow's Market," a study made by Ladies' Home Journal, has these further suggestions for success in selling appliances:

1—The dealer will locate his store in a prosperous retail shopping district and see that it can be readily identified from a distance.

2—His store will be laid out to take maximum advantage of traffic.

3—He will concentrate on nationally known strongly advertised brands.

4—He will carry complete stocks of whatever he specializes in.

5—He will promote his line vigorously through local advertising, plans made in consultation with the factory.

6—He will devote a great amount of attention to display—interior, exterior, and at point of purchase.

7—He will see that his sales people are well trained and able to present his merchandise in a convincing manner.

8—He will have a personalized and systematic service system operated profitably, which will maintain contact and the good-will of those he has sold.

says Dick W. Koppes

who, as Promotion Manager to the 4,800,000 women who read Ladies' Home Journal, should know whereof he speaks.

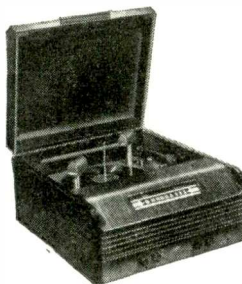
NOW! RADIOS-RECORD PLAYERS PHONO-RADIO COMBINATIONS

IMMEDIATE
DELIVERY

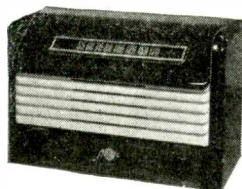
STYLED RIGHT
PRICED RIGHT



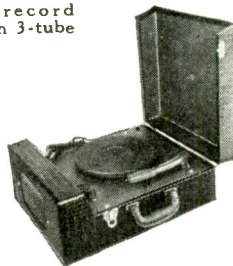
No. 832—AIRTEC Super De Luxe Combination. Slide rule tuning. AC only.



No. 139—AIRTEC 2-band short wave and standard broadcast. AC-DC.



No. 830—AIRTEC standard broadcast, 5 tubes, AC-DC.



No. 243—AIRTEC portable record player with 3-tube amplifier.

THE LINE YOU'VE BEEN WAITING FOR . . .

Here is merchandise to gladden the hearts of all dealers who have been looking at empty floor space too long. Here it is in quality, quantity and mark-up the kind of merchandise that means nice profits for you.

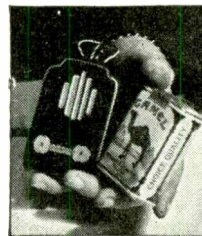
DISTRIBUTORS WANTED

Several choice territories are open for exclusive Airtec distributors and dealers. Write today for full information on our new PROFIT SHARING PLAN that means bigger earnings for you.



SPECIAL DEAL FOR VETERANS

Qualified Veterans wishing to establish themselves as AIRTEC dealers may come into our factory for special training under the supervision of AIRTEC engineers.



TINY-TEC — Slightly larger than a pack of cigarettes.

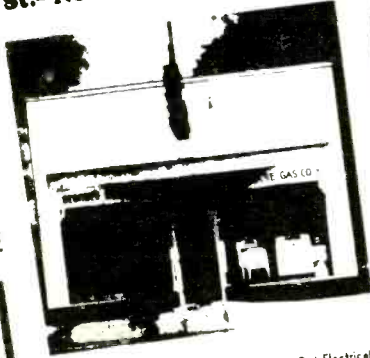
AIRTEC INDUSTRIES, INC.
395 Broadway, New York 13, N.Y.

Dealer ADVERTISING

Announcing the *Opening* of
GEORGE'S MAYTAG & APPLIANCES
 515 Main St.—North Little Rock—Phone 4-7587



E. H. GEORGE, Owner



She is the Womans Choice



SWIFTWAY
 Glass Lined Water Heaters

Make Our New Home Your Headquarters for Electrical Appliances

Hard-to-Get Electrical Appliances Available Now!

Such items as Electric Toaster, Juicers, Blenders, Washers, Radios, Radio Phonographs and many other appliances are available here at our store. Come in and see our beautiful display.



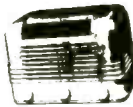
Electric Toaster

OUTBACK GAS SYSTEMS

We have the latest in gas systems for your home. Call for a free estimate.



COLEMAN FLOOR FURNACES AND CONTROLS



EMERSON AND BENDIX RADIOS



MAYTAG WASHERS Sales and Service

GET 30% MORE JUICE!
 BLENDED JUICES FROM 1948



BUY ALL THE JUICE

\$14.50

\$22.50



Frederick & Nelson

- Automatic Record Changer
- Super built-in tuning
- Has world-wide short wave
- 15 in. speaker for low tone
- 25 tubes for correct power
- Extra large five program
- Built-in Chippendale cabinet
- Extra hand-rubbed finish
- Equipped to receive EBC!

Your New **SCOTT**

HERE NOW, THIS SUPERB RADIO-PHONOGRAPH

Now, hear your favorite programs with a clarity of tone, a richness of which you never dreamed! In beautiful Chippendale mahogany veneer cabinet 101.60



White space with artistic illustrations sells this expensive merchandise to discriminating customers in a Seattle, Wash., store.

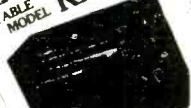


Amoly

BISSELL WEISERT
 305 NORTH MICHIGAN AVENUE

This Little Rock, Ark., dealer combined house advertising with his products for an effective introductory display.

JOEY RADIOS
Vacation Suggestions
 Immediate Delivery on Famous Make
TABLE MODEL RADIOS



\$21.00 to 61.00

- Emerson
- Sanyo
- ECA
- Hallic

A Providence, R. I., dealer uses a seasonal appeal in this ad.

Reichart has the **Radios** and has them for Immediate Delivery



REICHART'S

Immediate delivery gets attention for a Youngstown, O. dealer.

A highly styled display gave this Chicago dealer's ad a high class appeal.

Here is a new feature to aid you do a better job in your own local newspaper advertising. Each month your Radio & Appliance Journal Editors scan hundreds of newspapers from all over the country and choose, for you, those advertisements which seem to be most readily adaptable to your own newspaper advertising program.

BULLETIN BOARD

Order by Phone (PL 2-618) or Mail.

ALOMATIC IRON
\$8.95

electro-mite
Portable
Electric Washer
\$28.50

TRAY-SET 6-TUBE RADIO \$25.50

IMMEDIATE SHIP DELIVERY

Order by Phone PL 2618 or Mail
Money Back Guarantee—Easy Terms if Desired.

Starcraft
APPLIANCE STORES
6600 McKinley Ave. Phone PL 2-6111

With 3 diversified items, a Los Angeles dealer solicits mail orders.

WORTH WAITING FOR... **THE Capehart**

WITH THE TIME PROVEN RECORD CHANGER THAT TURNS EACH RECORD OVER.

McGOWANS
RADIO • RECORDS • APPLIANCE
21 W. 5th St. St. Paul, Minn. 55102

A St. Paul, Minn., agent created demand for a product against immediate delivery on others.

ALWAYS FIRST WITH THE BEST FOR LESS

TELEPHONE
\$28.95

APEX... Portable Electric Phonographs
\$49.95

ASSOCIATED
FLORIDA'S LARGEST RADIO AND APPLIANCE STORES

A St. Petersburg, Fla., firm uses a familiar head and signature with 2 featured items.

Now Available at... **CUSSINS & FEARN**

The Aristocrat of Home Radios

MIRNERVA

6-TUBE SUPERHETERODYNE
\$44.15

30 Stores in Ohio

CUSSINS & FEARN: Stars, Dorain, Columbus, 30 Stores in Ohio

ALWAYS HAVE IN STOCK THE BEST...
CENTRAL STORE HILLTOP STORE
ARLINGTON STORE UNIVERSITY STORE
LINDSEY STORE CLINTONVILLE STORE
SOUTH SIDE STORE

A well-known brand name was used in th's display to attract business for a Columbus, Ohio, chain.

THE Radio Center
NEW ORLEANS' NEWEST AND FINEST HOME OF HOME APPLIANCES...

has the latest in phonograph records for your entertainment.

Whether you're a fervent devotee of big-band music or classical, the blues or the symphonies, we have your favorites. Come in and select from our extensive and varied collection of Decca, Capitol and Columbia. Listen to them in our new, sound-proof audition booths, the true test of quality of these records, all give you pleasure. We have a large stock of Spanish records too, and the latest albums in the catalog here.

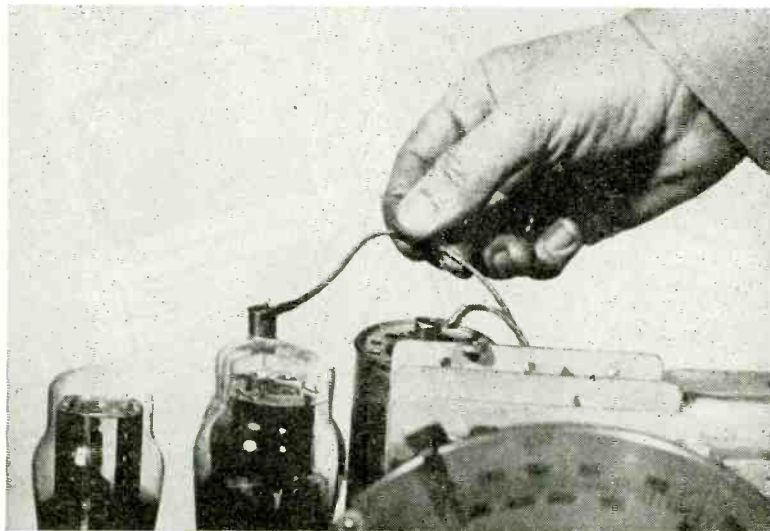
Repair Service

We guarantee the performance of our 30-day 60-day Department where we have the address to do repairs. Our service is never just a repair, it's a complete job of repairing the original type and form. We'll get you up and running, and we'll smooth, regulated performance!

THE Radio Center
2601 S. CLAIBORNE AVE. AT THIRD STREET

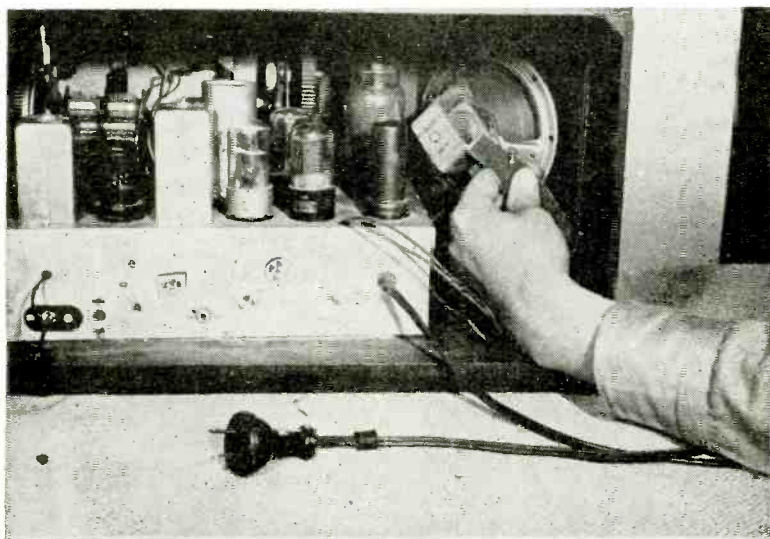
The disc motif leads the reader into this display for a New Orleans' dealer.

Tips on Servicing . . .



Moving Radio Grid Wire Sometimes Clears Howling Or Distortion

Some radios are critical as to the placement of grid wires. Often in cases of oscillation the condition may be improved by moving the grid wire slightly away from another wire or tube.

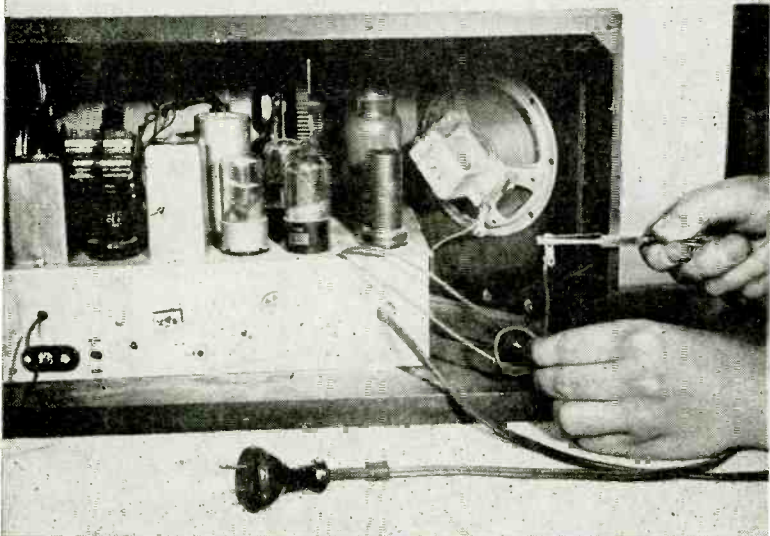


Intermittent Reception With Noise May be Due to Corroded Speaker Terminals

Certain radio speakers have removable spring attachments which are forced over prongs—similar to connections on an electric iron.

If reception is noisy it is worthwhile to clean the prongs with emery cloth and to tighten the clips with pliers. See illustrations.

Make sure the radio line plug is pulled before starting such work.



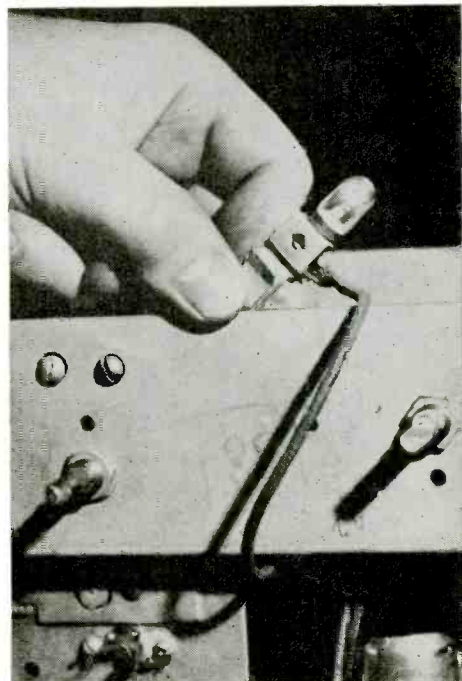
A Radio Repairing Photo Feature



Blow Dust from Radio with Bicycle Pump

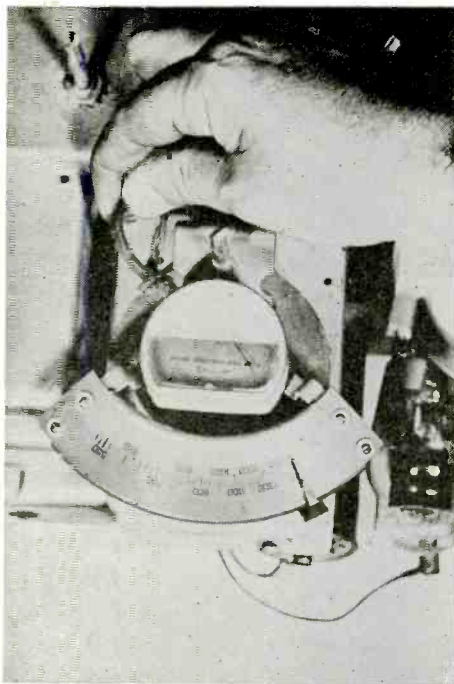
A small bicycle pump will be found valuable in blowing dust from the radio as illustrated.

Dust that accumulates under coils and like parts cannot be removed with a cloth, while the pump will do the job.



Using Dial Lamp for Trouble Shooting Light

On radios using the chassis as one circuit for the dial lamp—the lamp may often be removed and held or clipped to the under side of the chassis—thus furnishing light for tests in dark sections.



Weak or No Reception Often Due to Open Tuning Meter

The tuning meter illustrated was stuck at the "maximum" end of the meter scale with the set off or on.

The meter leads were traced out and a jumper wire temporarily connected across them—shorting out the meter—which restored the radio to normal and showed that the meter was open.



Use Rubber Band Around Pliers To Hold Small Parts

When working in close quarters as under radio chassis, it is often difficult to hold nuts and small parts in place.

A strong rubber band wrapped around long nose pliers as illustrated will act as a spring tension and hold nuts and bolts while starting threads.

COMPONENTS FOR

FM and TV

FREQUENCIES



Now that the emphasis in communications is turning more and more toward the FM and Television frequencies, there is a great demand for quality components made to increasingly critical specifications. Amphenol products have kept abreast of developments and are available now—in quantity—to manufacturers of equipment operating in these frequencies and to amateurs.

In addition to the long line of standard parts, Amphenol engineers announce the following new products particularly adaptable to FM and Television:

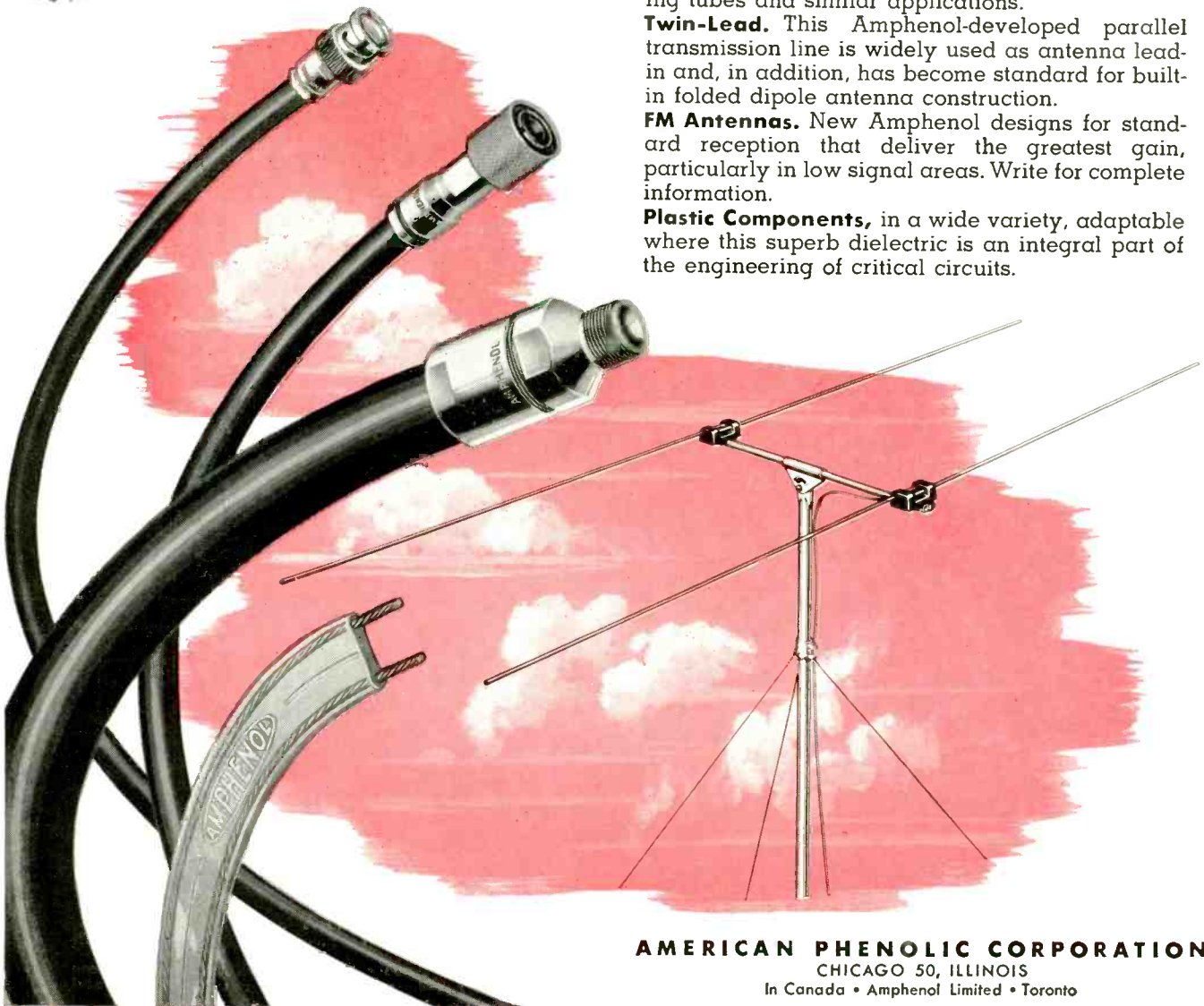
Radio Frequency Cable and Connectors and a new line of low-capacitance microphone cables. Also, new cables especially developed for Television color cameras and for Facsimile work.

Hi-Q Tube Sockets. Standard, miniature and sub-miniature. Also new sockets for cathode ray viewing tubes and similar applications.

Twin-Lead. This Amphenol-developed parallel transmission line is widely used as antenna lead-in and, in addition, has become standard for built-in folded dipole antenna construction.

FM Antennas. New Amphenol designs for standard reception that deliver the greatest gain, particularly in low signal areas. Write for complete information.

Plastic Components, in a wide variety, adaptable where this superb dielectric is an integral part of the engineering of critical circuits.



AMERICAN PHENOLIC CORPORATION
CHICAGO 50, ILLINOIS
In Canada • Amphenol Limited • Toronto

COAXIAL CABLES AND CONNECTORS • INDUSTRIAL CONNECTORS FITTINGS AND CONDUIT • ANTENNAS • RADIO COMPONENTS • PLASTICS FOR ELECTRONICS

NEWS

G.E.'s Pat Toal Honored

National recognition came to a General Electric sales manager recently when PIC magazine, a national weekly, carried a profile of E. "Pat" Toal in its Young Men of the Month section, August issue.



E. "PAT" TOAL OF G.E.

Recognizing what G-E folks knew all the time about "Pat's" enthusiasm and drive selling tubes and receivers, PIC said that "Toal is charged with as much energy as the products he sells and his selling technique crackles with persuasion."

"Pat is sales manager of the General Electric standard radio receiver line for the Receiver Division at Bridgeport, Conn. For people like A. A. Brandt, General Sales Manager of the department, and Paul L. Chamberlain, Manager of Sales for the division, the picture accompanying the article afforded a good opportunity to see "Pat" stationary. Most of the time he is just a blur on the landscape, as PIC described it, "keeping up his personal contacts with 80 G-E distributors as the sleek, new General Electric radio receiving sets move into the market throughout 48 states, Alaska and Honolulu."

New Color Code Guide Announced

Allied Radio Corporation announces the release of their new RMA-JAN Color Code Guide for radio and electronic type resistors. Very simple in operation. Three rotary discs are provided for setting the code colors and corresponding

resistance values which are brought into alignment automatically. Code colors may be set to show corresponding resistance values, or resistance values may be set to show corresponding code colors. Includes data covering resistance tolerance and complete listing of RMA-JAN 10 per cent resistor stock values. Saves time and prevents error. For students, experimenters, servicemen, amateurs, maintenance men, engineers, etc. Available at a price of ten cents (10c) from Allied Radio Corp., 833 West Jackson Blvd., Chicago 7, Illinois.

Motorola Equips Chicago Cabs

The first two-way radios to be used in Chicago taxi cabs were put in operation recently by the Veteran's "Flash" Cab Company. The equipment was made and installed by the Galvin Manufacturing Corporation, makers of "Motorola" radios and communication equipment.



ALDERMAN YOUNG ON RADIO

The first fare was Alderman James Young of Chicago, chairman of the local transportation committee. After hearing messages come in loud and clear, even in the underground driveway of Chicago's Union Station, under elevated structures, and other positions where interference might be expected, Young pronounced the new service "wonderful". He said two-way radio would prove the means to a speedier and greatly improved cab service to the public.

Both the transmitter and receiver in the new sets are crystal-controlled.

A new Motorola development, the crystal used is already compensated for changes in temperature, so that it is always on frequency, regardless of weather conditions. Another innovation is the use of Tuned Lines in the receiver instead of the customary "lumped" circuits.

R.C.A. Names T. A. Smith



THEODORE A. SMITH OF R.C.A.

Promotion of Theodore A. Smith to the post of General Sales Manager of the Engineering Products Department of the Radio Corporation of America, has been announced by W. W. Watts, Vice President in charge of the department.

A native of New York City, Mr. Smith received a mechanical engineering degree from Stevens Institute of Technology in 1925, and joined RCA's Technical and Test Laboratories at Van Cortlandt Park, New York.

Mr. Smith is a member of the Executive Committee of the Transmitter Division of the Radio Manufacturers Association, a senior member of the Institute of Radio Engineers, and former chairman of the Philadelphia section of the IRE.

Clarostat Acquires Kurman Electronics

The entire outstanding stock of Kurman Electronics Corporation with offices, research laboratory and plant in Long Island City, N. Y., has been acquired by Clarostat Mfg. Co., Inc., of Brooklyn, N. Y.

For years past, Kurman Electronics

has developed and manufactured a complete line of relays, electric timing motors, and self-starting clocks for household and other uses. From now on it will operate as a wholly-owned subsidiary of Clarostat, but with its own engineering and production personnel and plant. Its products will receive far greater distribution through the industrial and jobber sales organization of the parent company which manufactures resistors, controls and resistance devices widely used in the radio, electronic and industrial fields generally.

The new officers of Kurman Electronics are: Victor Mucher, President; George Mucher, Executive Vice President; Nathan Kurman, Vice President in Charge of Research; William Mucher, Treasurer, and Charles H. Burnell, Secretary.

Beasley Joins Kellogg

Edward C. Beasley, formerly with General Electric Supply Corp., has been appointed to the sales staff of the Koiled Kord division of Kellogg Switchboard and Supply Co., Chicago, it is announced by R. C. Krueger, manager of the Koiled Kord

division. Beasley will direct sales and promotion in the Southwest, including Texas, New Mexico, Oklahoma, Arkansas, Louisiana, Mississippi, Colorado and western Tennessee.



EDWARD C. BEASLEY

Beasley's headquarters will be in Texarkana, Arkansas, for the present. His former positions include sales manager for the W. B. Davis Electric Supply Company, Memphis, Tennessee, Arkansas representative of the Little Rock branch of General Electric Supply Company and resident inspector for the Chicago Signal

Corps Inspection Zone, Chicago, Illinois.

New Reeves Catalog

A new complete catalog, covering the Reeves Soundcraft Corporation line of instantaneous recording discs, was announced today by A. C. Travis, Jr., Vice President in Charge of Sales.

The Soundcraft standard line of "Broadcaster", "Playback", and "Audition", and master discs are thoroughly described in this new color reference and the features of each analyzed.

The Soundcraft Recording Disc-Prover, a new method of quality control, is described in the catalog. This is a multi-channel test set capable of measuring minute differences in surface noise, frequency response, distortion, playback life, etc., enabling comparison, the company states, of recordings under typical studio conditions.

Copies are available from Reeves Soundcraft Corporation, Reeves International Building, 10 East 52nd Street, New York 22, N. Y.

Electro-Voice Announces New Microphone Catalog

A complete new Catalog and Selection Guide has just been published by Electro-Voice, Inc., South Bend, Indiana, manufacturers of microphones and stands.

This colorful, illustrated catalog



ELECTRO-VOICE CATALOGUE COVER

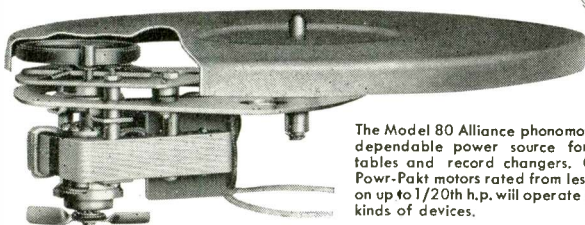
gives complete data and information on the most comprehensive line of microphones available today. It includes: Cardioid, Dynamic, Crystal, Velocity, Differential, and Carbon Microphones . . . to provide an exact

DRIVE

YOUR PRODUCTS TO MARKET WITH alliance MOTORS

When you drive your turntables, record changers and tuning mechanisms with Alliance Motors, you are using power sources long regarded as No. 1 by the radio-phonograph industry.

Alliance phonomotors have the greatest number of advantages — MASS PRODUCTION, LONG LIFE, LOW COST, QUIET OPERATION, SAFETY.



The Model 80 Alliance phonomotor is a smooth, dependable power source for driving turntables and record changers. Other Alliance Powr-Pakt motors rated from less than 1/400th on up to 1/20th h.p. will operate many different kinds of devices.

WHEN YOU DESIGN ... KEEP

alliance

MOTORS IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO

answer for practically every microphone application. One of the features of this Catalog is the Selection Chart on Page 3 which makes it easy to select the right microphone for each application. In addition, the Catalog contains a technical section which gives helpful information on various types of microphones.

Every sound engineer and user of microphones will find this catalog extremely useful. A copy can be obtained free from any authorized Electro-Voice Distributor or write to Electro-Voice, Inc., 1239 South Bend Avenue, South Bend 24, Indiana.

General Mills Appoints Berno

J. E. "Jack" Berno has been named sales production manager for the Home Appliance Department of General Mills, Inc., it is announced by Roscoe E. Imhoff, Mechanical Division vice president and manager of the Home Appliance Department. Berno succeeds W. A. MacDonough, who has been promoted to assistant sales manager for home appliances.

After spending three years in the United States Navy, Berno was recently placed on inactive duty with the rank of lieutenant. He specialized in industrial relations and training programs and was most recently officer in charge of industrial relations at the U. S. Naval Air Station, Seattle, Washington.

Before joining the Navy, Berno was sales development manager for the Central merchandising district of the Westinghouse Company. During 13 years of advertising, promotional, and appliance sales activity with Westinghouse, he covered the continental United States and Hawaii.

In his new position, Berno will be responsible for the trade advertising, sales promotion, and sales training phases of the General Mills home appliance program. His headquarters will be in Minneapolis.

Shapiro Distributors Company Modernizes

When the Shapiro Distributors Company of Newburgh, New York, oldest and largest exclusive wholesale distributors in the Hudson Valley area of New York State, moved recently to its new quarters at 315 Broadway, it accomplished a four-fold objective.

1. The company secured more

space through the acquisition of their new, modern 27,000 square foot building which houses up-to-date showrooms, offices and warehouse.

2. It now offers the company the physical capacity to expand their operations.

3. The new showrooms enable the dealers to always view the new merchandise on display and provides for tomorrow's display of merchandise.

4. It set the pattern for dealers in the territory by reconverting a building into one of the most modern merchandising distributing establishments in the State.



SHAPIRO SHOWROOMS

Shapiro Distributors Company, with wholesaling experience since 1907, are the foremost distributors of radios and electric appliances in the Hudson Valley, a separate marketing area in New York State. With a sales force of twelve salesmen, Shapiro Distributors Co. intensively cover the entire area within a radius of 150 miles.

Sentinel Radio Moving Into New Plant

The Sentinel Radio Corporation's new, streamlined plant is now completed. All of Sentinel's facilities are now being consolidated under one roof, and actual production started August 12, with peak production expected early this Fall, according to E. Alschuler, President.

Occupying a 9-acre, landscaped plot on West Dempster Street, Evanston, Illinois, this new home of the Sentinel Radio Corporation will be 426 feet long, with a single shift production of 3,000 Sentinel radio sets per day. 125,000 square feet of floor space will accommodate four continuous assembly lines, each 250 feet long.

How Dual Wheels Make Appliance Truck Roll Much Easier

New HANDEES Refrigerator and Appliance Truck Has 4 Big 10" Semi-pneumatics

- Rolls Like a Baby Buggy
- Sets Solidly on Floor
- Less Strain on Arms
- Rolls over Small Obstacles

\$29.95 f.o.b.

You can get one of these new HANDEES Appliance Trucks in less than one week. Shipped from stock. Designed especially for refrigerators and appliances but unlike most trucks for this purpose, it will also handle crates, cartons, bags and boxes. Resilient, quiet, puncture-proof semi-pneumatic tires make this truck easy rolling, easy to "break over" the load. Reduces strain on arms especially where uneven floors are encountered, for there is considerably less side-wrench with 4 wheels. Frames: strong tubular steel; Ht. 54 in.; width 24 in.; curved cross pieces; 13 ft. web strap with buckle.

Try at our risk. Over 10,000 HANDEES trucks sold by mail. Less than a dozen returned on our simple guarantee. "Send back any HANDEES trucks collect if it doesn't fit your needs."

HANDEES CO.



Dept. 6R
Bloomington, Ill.

INSTALLED BY MAGNAVOX • GENERAL ELECTRIC • ADMIRAL • SCOTT • MOTOROLA

WALCO "400"

BENDIX • PHILCO • HOFFMAN • PACKARD-BELL, ETC.



LONG-PLAYING PHONO NEEDLES



THAT'S FOR ME! And no wonder. For WALCO needles, used by leading phonograph manufacturers in new instruments, offer the best in reproduced music. This growing acceptance by consumers means even greater sales volume for dealers, everywhere. For tops in customer satisfaction — for volume sales — follow the leaders. Sell your customers the needle the manufacturers buy. Stock up or re-order WALCO "400" Series from your jobber — and get your free record both needles today!

MANUFACTURED BY
ELECTROVOX COMPANY, INC.
31 Fulton Street, Newark 2, New Jersey

FLOATING JEWEL SAPPHIRE up to 16,000 plays RETAILS \$2.50
RUBY JEWEL up to 6,000 plays RETAILS \$2.00
PRECIOUS METAL up to 4,000 plays RETAILS \$1.50

UNCLE SAM

(Continued from page 51)

expensive letter, but one that is often worthwhile when the unit of sale is large, is the hoovenized, filled-in letter. The hooven is an electric typewriter which operates in such a way that, while production is speeded up tremendously, the finished letter has all the marks of the individually typed sheet. It will even bear the inspection of those readers who may look on the wrong side to see whether the punctuation marks have gone through! On a letter, the handwritten signature of the President, Vice President or other high-ranking official of the company is always impressive.

If you are enclosing a return card, be sure to use in it the phrasing and the sort of words that the ordinary person would normally use. It must, for example, be somewhat irritating to the rather pompous president of a large concern to start to write his name on the card and then realize that the message he is signing with his exalted signature reads something like this:

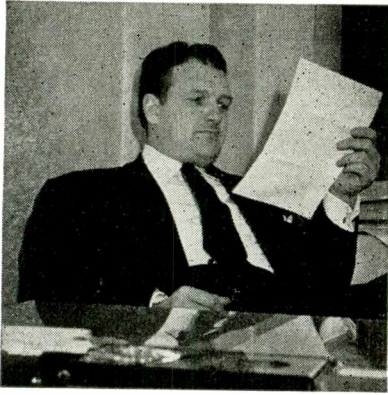
"Yippee! Send me that there just as fast as the good old U. S. mails'll take it. I'm rarin' to get it, and so are Maw and Pa."

It's a good idea, too, to make the selling on that card pretty low-pressure stuff. Stress the guarantee—the "money - back - if - he - doesn't - like - it," etc. Let the prospect feel that he has *you* on the hook—that he is doing a pretty smart thing—and, above all, a pretty safe thing—in mailing that card back to you.

And, above all, get action! The most resultful words you have at your disposal are "now," "today," "at once," "immediately." Use them and use them again in your copy. Advise the prospect to mail the card or coupon right away. Phrase your copy so that he orders you to contact him but *at once*. For if the prospect merely contemplates vaguely sending the card off "tomorrow" . . . the chances are that you are through. But once he has taken out his pen, signed the card, walked off to the mailbox and deposited it . . . now you have a better than a fighting chance to chalk up another victory for your direct mail campaign.

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Journal's End

By Mal Parks

Hello there, seems right nice to be back here visiting with you in our bright new surroundings this month and I hope you like your Radio & Appliance Journal's new appearance. . . .

Over to the Cafe Richelieu with Raytheon's **John Brown** and we had some of their marvelous shrimp cocktail and the Lobster Thermidor . . . most of you will remember John from his RCA days and the old-timers will recall the work he did in Philadelphia almost a quarter of a century ago . . . it's real nice to reminisce about the early days of the industry with fellows like John and I wish you all could visit with us while we're doing it. . . .

. . . **Homer Snow** into the office from his country home up there in Palisades, New York, and talked over things in general. . . . Homer's one of the industry's finest advertising managers and I can't understand why some smart company hasn't snapped him up long ago. . . .

. . . Congratulations are in order for Westinghouse Agencyman **Harry Deines**, just upped to vice presidency of Fuller & Smith & Ross . . . couldn't have happened to a nicer fellow, either. . . .

. . . Canadian Marconi's **Pete Elliott** and charming daughter Jean in for quick trip and right out again . . . gosh, fellows, I really do wish you'd let me know when you're coming so we can arrange at least an evening together. . . . Alex loves being a host and I love to eat, so what are we waiting for? . . .

. . . I wonder who first said . . . "Instead of trying to find so many new things maybe we'd all be better off if we tried to understand some of the old ones." . . .

. . . Over to the Hotel Pennsylvania and had grand time at showing of Admiral's new Dual-Temp refrigerators . . . talked with good friend **Maurice Despres** of Dale Radio, who sponsored event, and visited with a lot of friends among the thousand dealers who were present. . . .

. . . A warm welcome to Majestic's new Recording Director, **John Hammond**, whom you'll remember from his work as Salesmanager of Columbia, his presentation, for the first time, of a Carnegie Hall blues concert, his assembling of the famed Benny Goodman band and his discovery of Count Basie . . . lots of good luck on your newest job, John. . . .

. . . Good friend **Les Rucker** phoned from Washington and we were mighty happy to help in getting his ailing mother accommodations here . . . even though the hotel situation is still pretty critical we can generally get you nicely settled if you'll let us know at least three or four days in advance. . . . So, if you plan to come to New York soon, let us know and we'll get right to work for you. . . .

. . . Nice letter from Zenith's **Ted Leitzell** continuing our discussion of Morris Ernst's new book, "The First Freedom." . . . We made a date to go into it even further next trip to Chicago but that Ted is such a good arguer I know I'm licked before I start

. . . any you fellows plagued by labor troubles, as who isn't?, might like to re-read "The Future of Industrial Man" by C.I.O.'s Clint Golden . . . or "Escape From Freedom" by Erich Fromm. . . .

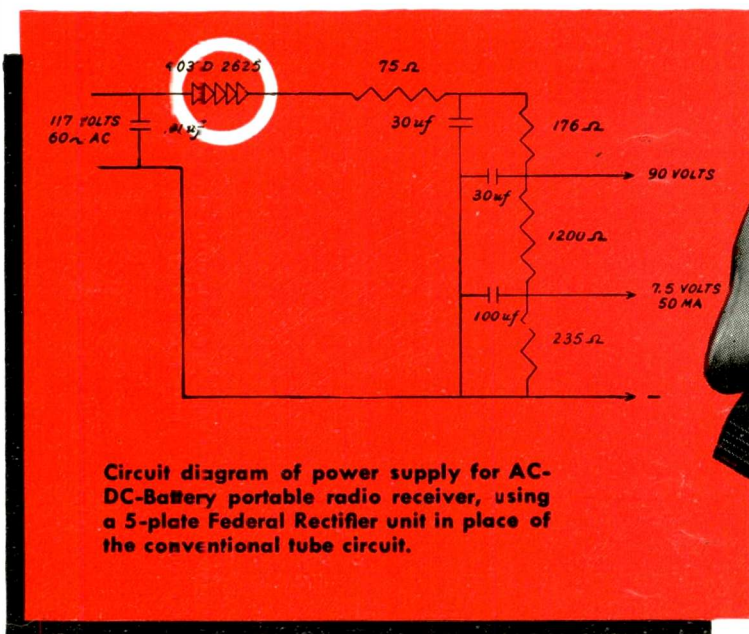
. . . Sorry to hear that good friend **Carl Robbins** has left Yale & Towne because he seemed just the man to help them put their new line of appliances over. . . .

. . . Scheduled to fly out to Detroit on Monday the 23rd to meet and talk with the Detroit Association . . . hope you fellows will be on hand at the Leland Hotel, Detroit, at 8:30 because I'm real anxious to visit with you all . . . from there on to Milwaukee for a talk before the Milwaukee Association, so I hope all you folks in the Milwaukee area will be at Jefferson Hall, Tuesday the 24th at 8:30 so we can enjoy a nice visit together . . . from there up to Minneapolis to see the fellows at General Mills . . . down to St. Louis to find out if it's still as hot as when I used to live in Missouri, from there to Kansas City to see if the Muhlback has at least one steak left, then to Chicago, Buffalo, Rochester and home. . . .

. . . And, I just wish that I didn't have to fly but could travel around and do nothing but drop in and chat with every one of you, still, one of these days things will ease up, as we've hoped for five years now, and maybe I'll get my wish . . . until I do, hope you'll be back here again next month for a visit . . . meanwhile, so long and don't forget to write and tell me how you liked this issue . . . I'll be real grateful to you. . . .

SHORT CIRCUIT THE RECTIFIER TUBE SHORTAGE

...with Federal's PROFIT-BOOSTING Miniature Rectifier Stack



Circuit diagram of power supply for AC-DC-Battery portable radio receiver, using a 5-plate Federal Rectifier unit in place of the conventional tube circuit.



29 DIFFERENT RECTIFIER TUBE TYPES NOW REPLACEABLE IN CONSOLE RADIOS, AC-DC PORTABLES, VIBRATOR POWER SUPPLIES!

YOU don't have to turn away repair jobs because there are no rectifier tubes on your shelf. Here's a replacement that is actually an *improvement* . . . and permits you to *earn more money!*

Install this remarkable, new rectifier stack which *costs less than a tube*, and the repaired set starts instantly without warmup, and runs cooler. Only $1\frac{1}{4} \times 1\frac{1}{4} \times \frac{1}{16}$ inches, it fits anywhere in the chassis. What's more, you can tell your customer it's in for good! For this Federal stack is built to last the life of the set. It withstands overloads, even when charging deformed electrolytic condensers. All metal construction prevents breakage.

Every one of Federal's famous "Center Contact" Selenium rectifiers is designed to give the full measure of dependable performance that has made them the standard of the industry. This miniature, 5-unit stack will help you to more business. A Federal engineer will send full information to assist you in their application. Write Dept. F-653.

REPLACEMENT FOR THESE TUBES

5T4	5Y3	6Y5	25Z6	50Y6
5U4	5Y4	6Z5	35W4	50Z7
5V4	5Z4	12Z5	35Z3	117Z3
5Z3	6X5	7Y4	35Z4	117Z6
5W4	0Z4	12Z3	35Z5	0Y4
5X4	80	25Z5	35Z6	

ELECTRICAL CHARACTERISTICS

Maximum RMS voltage	130 volts
Maximum inverse voltage	380 volts
Maximum peak current	1200 ma.
Maximum RMS current	325 ma.
Maximum DC output	100 ma.
Approximate rectifier drop	5 volts

Two Federal Miniature Rectifiers in a voltage doubler circuit gives 250 volts and 80 milliampere output from 117 volt AC source.

Federal Telephone and Radio Corporation

In Canada:—Federal Electric Manufacturing Company, Ltd., Montreal
Expert Distributor:—International Standard Electric Corporation



Newark 1,
New Jersey

Picture-Clear
STROBO-SONIC TONE!



THE HEADLINER

It's *all-new* inside and out—a handsome electronic triumph in 3 smart finishes—Early American Maple, Blonde Moderne, Polished Walnut.

Easy-to-read, slide-rule dial with back-lighted numerals. Matched ivory controls, full-width grille. AC-DC, 4 tubes plus a rectifier.

A complete superheterodyne with electrodynamic speaker. Radair Antenna. Strobe-Sonic Tone, of course.

You can *hear* the difference!

★ ★ ★

After World War I, 886 different radio brands were sold. By 1940, 742 were orphans. Be sure you don't sell an orphan—be sure with Stewart-Warner!

MORE THAN EVER, YOU CAN DEPEND ON

**Stewart-
Warner**

*Radios
Radio-phonographs*

CHICAGO 14