

RADIO *& Television* RETAILING

CALDWELL · CLEMENTS, INC. ★

MARCH 1945

The NEW RADIO ALLOCATIONS—and Your Future!

The Federal Communications Commission will shortly announce its final radio allocations covering television, FM, civilian walkie-talkies, facsimile, aviation, diathermy, and many other services. Careful engineering consideration has been devoted to the intricate and difficult problems involved. And certainly full opportunity has been given to all interests to be heard.

Whatever assignments are finally announced, it is now clear that the allotments to be fixed can be counted on to provide the setting for the greatest public service, the most tremendous commercial development, that radio men have ever witnessed. Foundations will, indeed, have been laid for the Golden Age of Radio!

* * *

TELEVISION will receive the "green light" for immediate service to waiting millions (while creating thousands of new jobs), as well as the opportunity to develop in the higher frequencies and there show what it can do in the direction of greater definition, color, and other improvements.

FREQUENCY MODULATION will expand into a universal local service, reaching millions, free of interference and rich in tone fidelity. With available additional channels and stations to ease the ether jam, FM's self-evident merits will create a huge volume of new sales for the radio industry.

AM BROADCASTING will long continue to furnish the bulk of listening service, with a replacement backlog already approaching billion-dollar magnitude.

FACSIMILE is showing new vitality in commercial applications and the "home radio printing press" may yet become a reality.

CIVILIAN WALKIE-TALKIES offer a new merchandising opportunity for dealers, as they supply the city and rural needs of individual purchasers. Here may be the future "dark horse" of radio development.

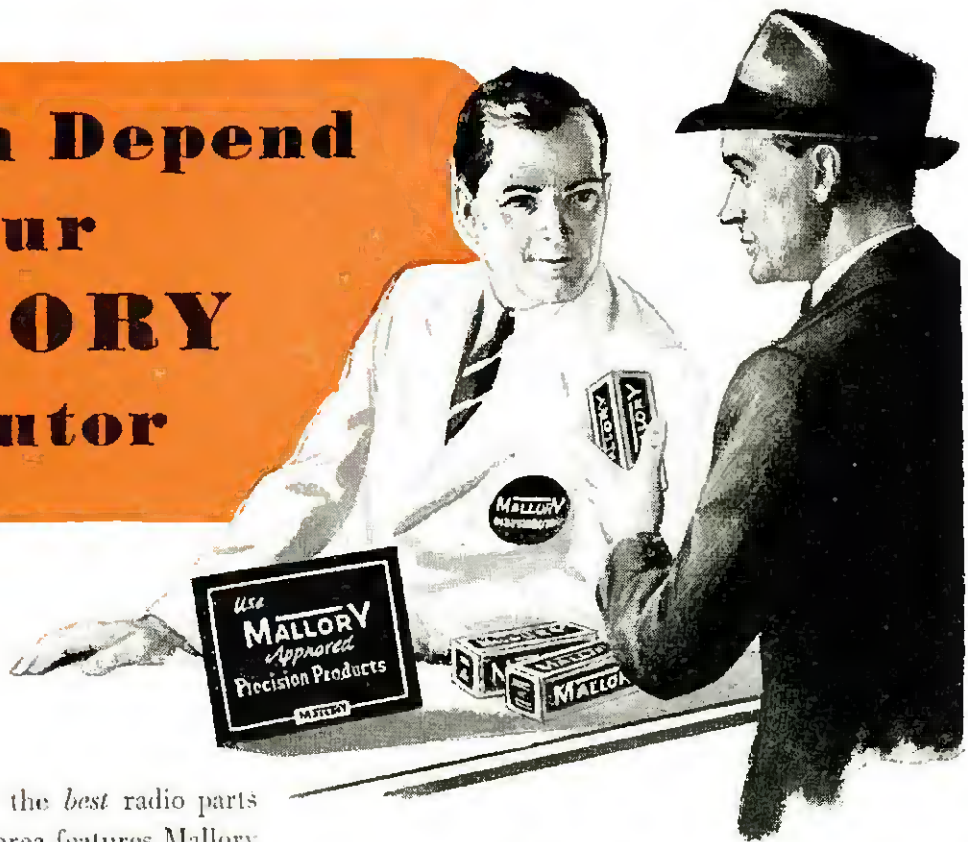
* * *

In its main outlines the new platform for radio expansion is adequate—undoubtedly the best that human effort and engineering knowledge can presently achieve.

And it all adds up to a future of unparalleled opportunity for every man who plans to have a part in postwar radio. Every manufacturer, distributor, dealer and servicer will find that under the new allocations the way has been blazed for business that will tax all efforts to supply a waiting public with its expanding radio needs!

THE PUBLISHERS

You Can Depend On Your MALLORY Distributor



IT'S no accident that the *best* radio parts distributor in your area features Mallory precision products. He knows the quality of the merchandise and the integrity of the company that builds it . . . has demonstrated long familiarity with radio problems . . . has shown ability to deal with them. Moreover he knows how to give *real service*

—otherwise he would not have the Mallory franchise.

Your Mallory distributor is fitted by experience to save you time, worry and money. Go to him for your replacement parts. Call on him for advice and assistance *anytime*.

Here's What He'll Do For You:

1

Offer you a complete line of Mallory replacement parts . . . many of them first developed by Mallory research . . . All of them guaranteed against premature failure by years of service in the field.

2

Meet the maximum number of your application needs with the minimum number of parts. His program of Mallory Standardization will reduce your investment, simplify replacement, speed up delivery.

3

Give you detailed information on prices, parts, catalog numbers . . . work his head off to get you the items you need when you need them . . . give you prompt, efficient service *always*.

4

Provide you with bulletins, booklets, catalogs, letters, giving complete data on what to use and where to use it . . . offer you special publications and new developments and technical service fundamentals.

5

Offer his own personal experience in helping you solve unusual or difficult problems . . . help you train sales and service personnel . . . give you the extra help you need to meet emergencies.

6

Provide you, if asked, with sound methods of keeping your business on the beam . . . give you special promotion materials to help you sell your story to the public.

The Part Your Mallory Distributor Plays Is Important TODAY—to YOU!

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



More than ever—
ALWAYS
INSIST ON

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

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

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

*Trademark

It's a postwar Promise ... from

Admiral

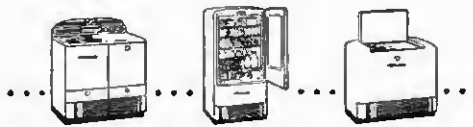


Only 3 Moving Parts!
4½-Second Change Cycle!
A Service-Free Changer!

Here's another ace-in-the-hole for Admiral Dealers ... Slide-A-Way! Show your customers how this exclusive feature works, and you've got a sales clincher that can't be beat for those *selling* days ahead. Just open the cabinet doors, out slides the complete phonograph turntable and automatic record changer. Put on the records your

customer wants to hear ... close the doors ... let him sit back and enjoy the music.

Prewar, Admiral grew SIX times as fast as the entire industry ... and Admiral Dealers came in with a winner. For a profitable postwar future, follow the lead of *successful* appliance dealers and Get Aboard with Admiral.



Admiral Electric Range Admiral Refrigerator Admiral Home Freezer

Admiral Corporation

CHICAGO 47, ILL.

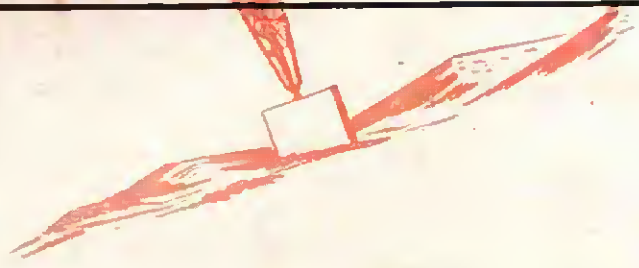


WORLD'S LARGEST MANUFACTURER OF RADIO-PHONOGRAPHS WITH AUTOMATIC RECORD CHANGERS
 TUNE IN: CBS SUNDAYS, 2:30 P.M., E W T, FOR ADMIRAL'S "WORLD NEWS TODAY"

**TUNE YOUR FUTURE
TO THIS STRONG SIGNAL!**

Radio's first name is
Westin

PUT THE STRENGTH OF THIS FAMOUS NAME BEHIND YOUR RADIO



ghouse

Have you seen the new Westinghouse Radio Dealer Plan?

★ Until victory is won, our entire radio resources will continue to be devoted to the enormous job of producing military radio and radar for our armed forces.

It is not too early, however, for you and ourselves to begin thinking about the home radio and television receivers in which you will invest money—and your future.

Consider these important questions *before you decide* on the lines you will sell.

Does the manufacturer's management know the radio business—your business?

Does the manufacturer have a record of resourceful engineering which will continuously supply you with new, dependable and highly salable radio features?

Does the company have dependable wholesale distribution—organized and ready to help you sell?

Does the company have a sales policy that protects your opportunities to make money?

Does the company have the resources and promotional flexibility to move in and help you meet local competition when the going gets tough?

These and other questions vital to the future of your business are answered in the new Westinghouse Radio Dealer Plan. Call your Westinghouse radio and appliance distributor today, or write *Home Radio Division, Westinghouse Electric & Manufacturing Company, Sunbury, Pennsylvania.*

HERE ARE A FEW SAMPLE PAGES



BUSINESS **Westinghouse**
RADIO TELEVISION

TUNE IN: John Charles Thomas—Sunday 2:30 EWT—NBC.
Ted Malone—Monday, Tuesday, Wednesday—8:00 P. M. EWT—Blue Network.



"WORK,
 FIGHT,
 GIVE—
 Make Democracy
 Live!"



MERIT COIL & TRANSFORMER CORP.

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

RADIO *Television* RETAILING

Including Radio and Television Today

MEMBER AUDIT BUREAU OF CIRCULATIONS

March, 1945

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

ORESTES H. CALDWELL
 Editor

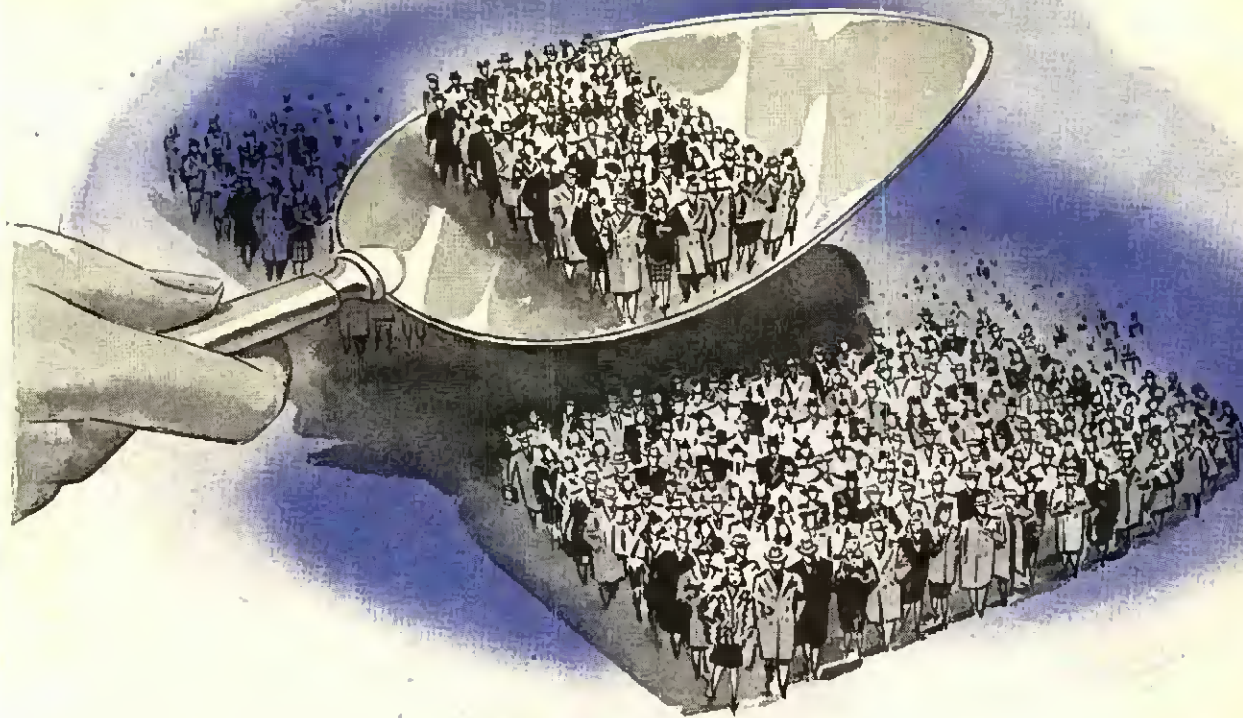
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Cut Yourself a Slice of Radio Market

-- be sure of guaranteed delivery
on your first radio requirements



"Buy your new radio from Your Radio Dealer"—that is the theme of MECK advertising to your customers—appearing in Liberty Magazine.

Your biggest postwar problem is—deliveries. Here is a sales plan that answers that problem by guaranteeing deliveries.

An organized sales and distribution plan makes it possible for you to depend on *your share* of the *finest* radios available immediately after civilian set production starts.

Meck Radios will be sales leaders, year in and year out—from the start. You can now reserve a section of my production line, get your share of the big radio market, and stop worrying.

Ask your Parts Jobber today or write

JOHN MECK INDUSTRIES, Inc., PLYMOUTH, INDIANA

John Meck



MECK RADIOS

TABLE MODELS • PORTABLES • CONSOLE COMBINATIONS • PHONOGRAPHS

Post pages start the urge



...that ends with buying action!

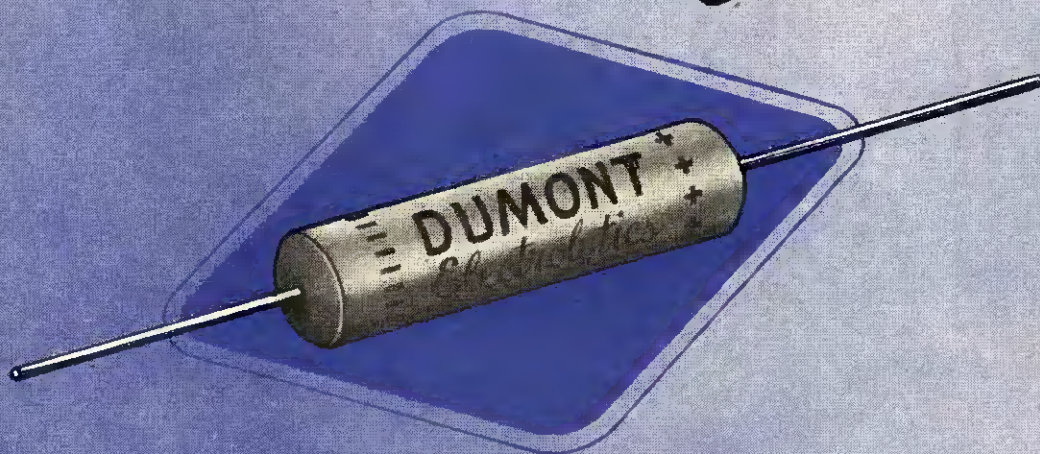


People purchase products
that are pictured in

THE SATURDAY EVENING
POST

DUMONT

Electrolytics



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

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



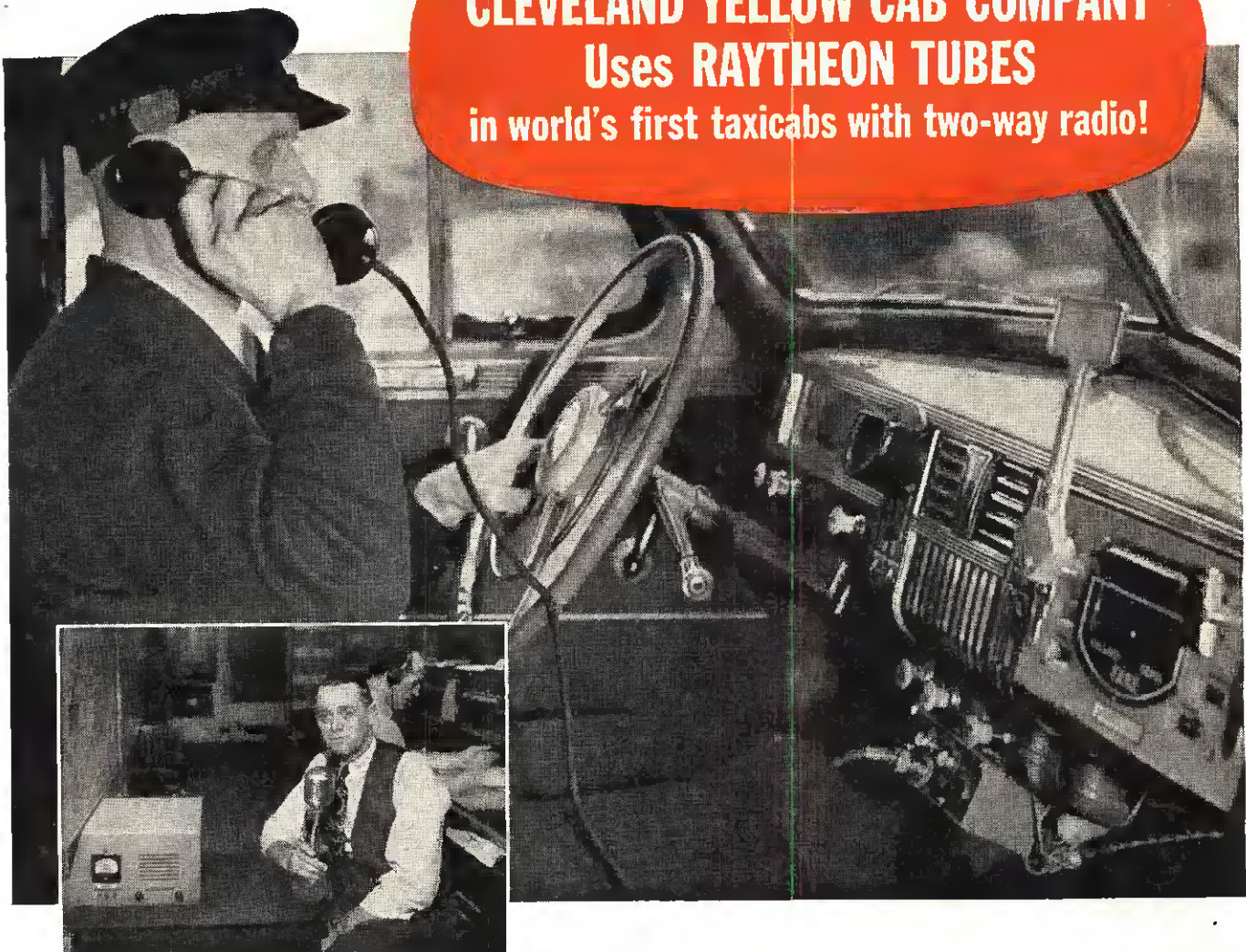
DUMONT

ELECTRIC CO.

MFR'S OF
CAPACITORS FOR EVERY REQUIREMENT

34 HUBERT STREET
NEW YORK, N. Y.

CLEVELAND YELLOW CAB COMPANY
Uses RAYTHEON TUBES
in world's first taxicabs with two-way radio!



The eyes of the nation's transportation industry are on Cleveland these days, for it is there that the world's first taxicabs equipped with two-way radio are being demonstrated by the Cleveland Yellow Cab Company.

Officials say that dispatching has proved so much more efficient that future fleets similarly equipped will eliminate millions of miles of wasteful "dead" cruising. And they also report that Raytheon High-Fidelity Tubes, used in both transmitter and receivers, provide clear, dependable reception—even in the tunnels under Cleveland's Terminal Tower.

This application of Raytheon Tubes is just one of many being planned for the postwar period by progressive manufacturers in the electronics field.

If you are a radio service dealer, you, too, should realize that Raytheon's combined pre-war and wartime tube experience will result in even *better* tubes for all uses. Keep an eye on Raytheon . . . and watch for a Raytheon merchandising program that will help you be more successful, in the peacetime years ahead, than you've ever been before!

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

Raytheon
Manufacturing Company
 RADIO RECEIVING TUBE DIVISION
 Newton, Massachusetts — Los Angeles
 New York — Chicago — Atlanta



RAYTHEON
High Fidelity
ELECTRONIC AND RADIO TUBES



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

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

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

The Way Back...

Though a desperate enemy may force temporary reverses, the allied forces are over the hump.

The end may be still some way off, but the knockout is inevitable.

We are on our way back . . . not to the old way of life . . . but to a better way.

You can look ahead and see what's in prospect for at least several years. America's replacement needs reach proportions that almost stagger the imagination.

You can plan ahead with assurance that your entire financing program . . . whether wholesale, retail or to meet special situations . . . can be well taken care of through Commercial Credit service.

COMMERCIAL CREDIT COMPANY

BALTIMORE 2, MARYLAND

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

Credit Bankers to America's Families for 33 Years

*This is only
the beginning . .*

Garod, wide-awake and alert to postwar trends and problems, is working on many dramatic ideas to insure consumer acceptance for our postwar radios from the very start.

Linked with traditional GAROD quality will be the names of famous personalities of stage, screen and radio.

Also on the list of GAROD push-plans is an unusual human-interest campaign.

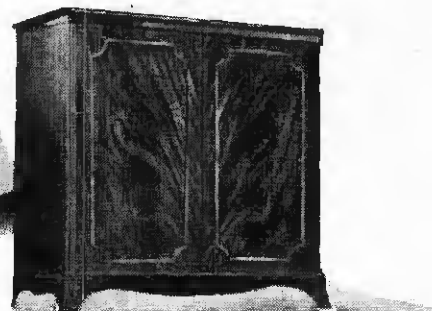
Point-of-sale aids are being provided — posters, folders, advertising mats and many other promotional dealer helps.

But, this is only the beginning . . .

More and more thoughts are taking shape and form.

And they will have as their inspiration a line of GAROD radios unsurpassed in quality, eye-appeal and value.

Plan now to carry quality from the start . . . plan now to carry GAROD radios.



GAROD  **RADIO**

GAROD RADIO CORPORATION • 70 WASHINGTON STREET • BROOKLYN 1, N. Y.

\$3,000,000. worth of

PRODUCTION ADVANCEMENT*



U plan for

better living

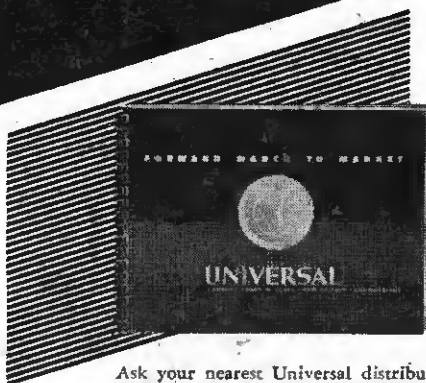
● In addition to the million dollars being expended for re-design, over three million dollars is being spent to insure the production of even better Universal post-war appliances and housewares. New production techniques are being introduced . . . new systems to speed processing at lower costs are being installed . . . finer precision methods employed and "quality control" improved. The entire flow of materials "from metal to merchandise" is coming in for improvement all along the line:

What it Means to YOU!

● Every distributor and dealer should attach powerful sales significance to the expenditure of three million dollars for production advancement.

● "Quality Control" from metal to merchandise is one key to Universal post-war appliance leadership. It gives assurance that servicing will be reduced to a minimum, and points the way to new heights in utility and perfection. The combination of these factors will mean greater salability—greater dealer and customer satisfaction—a greater value for the Universal franchise in your community.

* No. 2 in Universal's "Forward March to Market" Series. (No. 1 in the series "\$1,000,000 Worth of New Design" appeared in January. In May issues, look for No. 3 in this series "42 Million Customers Worth of Good Will")



Ask your nearest Universal distributor for a presentation of Universal's "Forward March to Market." Call him today for full franchise information.

UNIVERSAL



LANDERS, FRARY & CLARK • NEW BRITAIN, CONN.

Universal Electrical Appliances distributed in Canada exclusively by Northern Electric Company, Ltd.



Store manager, Philip Koplowitz, left, grants interview for this article. Mort Applebaum, right, shows a radio in firm's remaining stock.

POSITIVE!"

dealer's interest and his efforts to please them, and the "suggestion" method of selling "related" recordings—tactfully handled—has almost always proven successful.

Another type of record purchaser is one who has a natural liking for music, but lacking musical background, doesn't know exactly what he wants. The well informed dealer or record sales assistant can easily interest this customer in "discovering" music for himself. Careful suggestions for the beginning of a record library for this type purchaser may make a permanent "repeat" customer for your store.

Disc sales today, Applebaum estimates, represent only about 15 per cent of the potential market.

Disc Market Potential

The popular juke box and the radio-phonograph, with its fine tone, are equally responsible for the increase of record sales in populars and classics, Applebaum believes. When war limitations are lifted, the full demand for populars will be met by greater production, and the influx of new radio-phono combinations will increase the demand for classics. It

Record manager Applebaum assists a customer in disc selection, makes tie-in album sale.

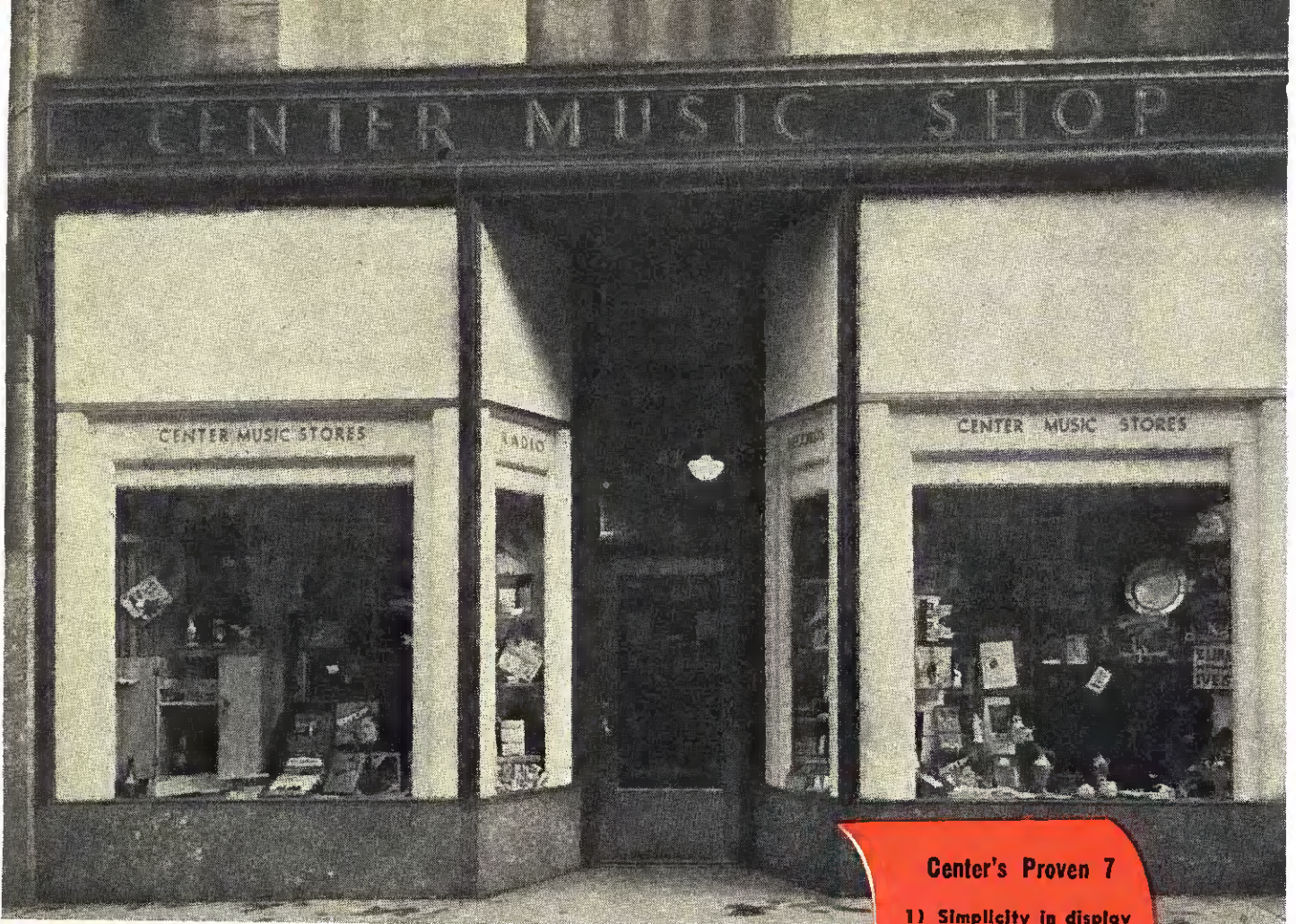
will be no trick at all, he claims, to sell the remaining 85 per cent of this market.

Winner of a Fidelitone Needle contest for being the best informed on the subject, Applebaum never overlooks the sales potential in needles. At the "wrapping stage" of record sales Applebaum starts "talking needles."

Both manager Koplowitz and his

assistant Applebaum find little time for bemoaning merchandising conditions as they exist in the field today. They are both so busy "accentuating the positive" along the lines of radio, appliance and tire repairs and servicing, and the sales of records and remaining merchandise, that they haven't time for anything else except doing a swell job on what they have to work with today. They keep active!





Center's Proven 7

- 1) Simplicity in display
- 2) Quality goods only
- 3) Well-lighted interiors
- 4) Compactness; no "crowding"
- 5) Prompt servicing
- 6) Colorful album set-up
- 7) Constant advertising

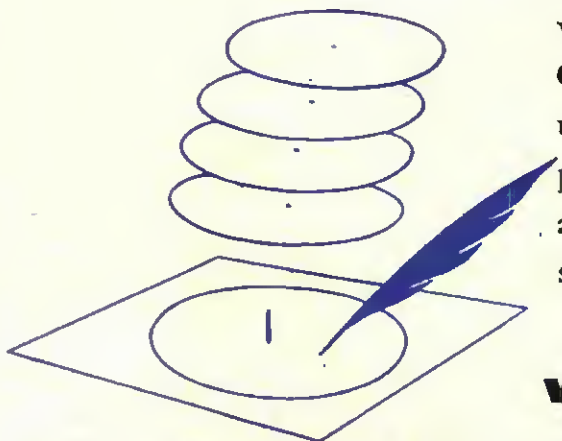




Announces the acquisition of
WEBSTER PRODUCTS

The former Webster Products organization and facilities will be retained intact and will operate as the Electronics Division of Webster-Chicago Corporation. This division is now manufacturing dynamotors and voltage regulators for the war program.

For peacetime production, the Electronics Division will resume manufacture of Webster Record Changers as well as several new, but related products, already designed and ready for postwar production. Watch for later important technical and merchandising information over this new signature.



Again Postwar, You Will Find
Webster Record Changers in
High Quality Combinations



3825 ARMITAGE AVENUE, CHICAGO 47, ILLINOIS

He sneaked out of town with his snake oil...

HE FOOLED the people, so he had to "git," before the people found out. But the medicine man at least taught us that "anonymously yours" is risky.

That's one big reason why we have advertised brands. A familiar brand name on a product is like your friend's name on a person. You trust the trademark.

The manufacturer who is in business to stay in business advertises what he makes. He names it proudly. Then he sticks his chin out by promising us that we'll like it. His product had better perform!

Advertised brands do perform. Even in war-warped days like these, when people who ask for trusted brands sometimes have to accept unknown substitutes, they switch only because they have to. It's a stop-gap.

You can prove it, in self-service stores. Right now—when there's a widespread belief that "you can sell anything"—self-service stores report that the well-known brands move out fast, but the substitutes sit catching dust on the shelves. In self-service stores, people pick what they want.

People pick the advertised brands. They pick the old, established names. And the new products they'll pick, as new products appear, will be the identified, trademarked products—good enough to be named, acknowledged, and guaranteed by the integrity of honest manufacturers who aren't planning on business suicide—who will never have to "leave town."

Many a big business of tomorrow hasn't yet been born. Only this much is certain... it will keep growing, because its products will have advertised brand names on them.



It happened to CAMERAS...



New

\$25.00 in 1890
but \$1 in 1940

You One of the great camera companies started national advertising in 1888, and before long, the country was "camera crazy." The advertising made us want cameras, helped us have cameras, by pushing camera prices way down. Brand advertising helps lower prices.

FAWCETT PUBLICATIONS, INC.

World's Largest Publishers of Monthly Magazines

No. 1 of a new series appearing in leading American newspapers and the important business and industrial magazines. For free proofs write Fawcett Publications, Inc., 1501 Broadway, New York 18, N. Y.

Symbol OF STRENGTH

Since the unrecorded dawn of history, communications have been a symbol of strength, of civilization, of progress.

FADA will do its share in Peace, as it has in War, to maintain American supremacy in the never-ending development of electronic marvels.

Dealers with an eye to the future are eagerly looking forward to the time when they can once more handle the newest in Fada Electronic developments.

PLACE YOUR FAITH IN THE

FADA Radio

OF THE FUTURE

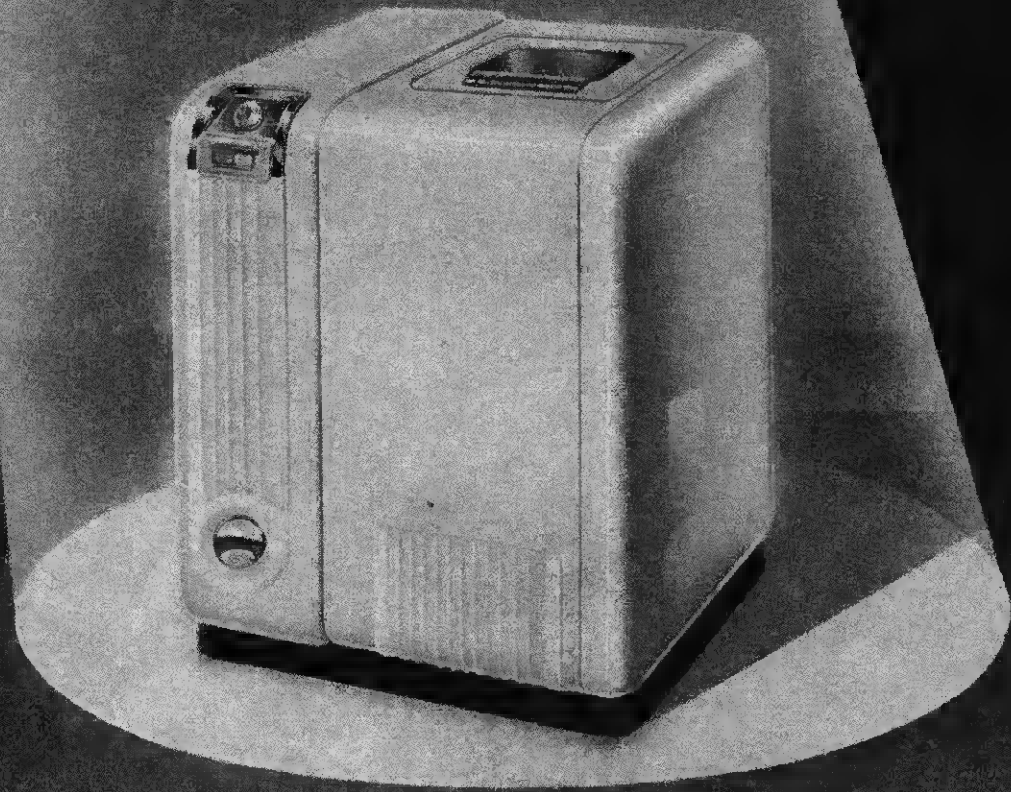
Famous Since Broadcasting Began!

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

AFTER 8 YEARS RESEARCH—THE F. L. JACOBS CO.

Announces

**FOR THE POST-WAR ERA
A SENSATIONALLY NEW
Completely AUTOMATIC
HOME LAUNDRY**



With this Automatic Home Laundry, the Standard-Bearer of the line, the F. L. Jacobs Co. makes its entrance into the Major Home Appliance Field. This new, completely Automatic Home Laundry qualifies itself for leadership in its field because of its new and different washing action, its outstanding washability performance and its modern cabinet style design—all developed after eight years of engineering and research.



*Styled by
George W. Walker*

DISTRIBUTOR FRANCHISING PROGRAM

Backed by powerful merchandising and promotional plans designed —TO SELL THROUGH THE DEALER—NOT JUST TO HIM—our Distributor Franchising Program is under way and formal applications for Distributor Franchises are being considered.

Address all such requests to

R. H. RODEN, General Manager, Major Appliance Division

F. L. JACOBS CO., Detroit 1, Mich.



ALLEN M. GARDNER, Pres.
Colonial Radio Corporation



BERNARD WAHLE, Pres.
National Trailways Bus System

Leaders all- These Men in Industry . . . E·L in Current Conversion

These, and many other industrial leaders, anticipate improvements in their postwar equipment which will require current conversion. Vibrator Power Supplies lead the field in current conversion because of their efficiency, versatility, ease of maintenance, and flexibility in size and weight.

Specializing in design and production, Electronic Laboratories, the world's largest manufacturer of Vibrator Power Supplies, has pioneered and perfected many exclusive developments such as multiple input and output, constant output voltage systems, and heavy duty units with capacities up to 1000 watts.

Wherever current must be changed in voltage, frequency or type—especially DC to AC, for which there is an ever increasing demand—consider an E-L Vibrator Power Supply first. Consult with E-Engineers on *your* current conversion needs.



W. J. HALLIGAN, Pres.
Hallcrafters Radio



COLONEL JOHN CASEY, Mgr.
Chicago Municipal Airport



W. A. PATTERSON, Pres.
United Air Lines



JOHN E. McCARTHY, Pres.
Fifth Avenue Coach Company



J. F. MacENULTY, Pres.
Pressed Steel Car Company, Inc.



Electronic

LABORATORIES INC.

INDIANAPOLIS

VIBRATOR POWER SUPPLIES FOR LIGHTING, COMMUNICATIONS AND ELECTRIC MOTOR OPERATION · ELECTRIC, ELECTRONIC AND OTHER EQUIPMENT

MEMO TO Purchasing Dept.

In our postwar radio sets, recommend you buy Solar Sealdite Tubular Capacitors - they're the best we've ever tested - the only way-molded units - superior protection against moisture.

E.M.

ENGINEERING
SPECIFY
SOLAR
DEPARTMENT



LEADING MANUFACTURERS
EVERYWHERE

ART NO	SOLAR PART NO	CAPY MFD.	WKG VOLTS	DIMENSIONS	
				"A"	"B"
9A40-1	S-0211	.001	600	3/8	1-3/16
9A40-2	S-0215	.005	600	3/8	1-3/16
9A40-3	S-0221	.01	600	7/16	1-3/8
49A40-4	S-0224	.02	600	7/16	1-5/8
49A40-5	S-0230	.05	600	9/16	1-5/8
49A40-6	S-0240	.1	600	9/16	2-1/8

DRAWN E.O.H.
TRACED M
APPROVED J.C.

DATE 8/15/44
DWG. No. 49A40
ISSUE

Prominent engineers consistently show their preference for Solar Capacitors. Solar pledges continued production of superior quality capacitors to merit that preference. Solar Manufacturing Corporation, 285 Madison Avenue, New York 17, N. Y.



A TOTAL OF EIGHT ARMY-NAVY EXCELLENCE AWARDS!



CAPACITORS & ELIM-O-STATS

7204



They buy Radios by Ear!

When your customers buy radios they play it safe. They stop, look, and listen. Yes . . . they *listen*. They buy radios *by ear*.

You can chalk that up as a big advantage for SONORA, the radios that are famous for brilliant, beautiful, *faithful* tone—the tone that is "Clear as a Bell"

Good to look at? Of course. SONORA's stunning models are unsurpassed for beauty of design and finish. But with SONORA, beauty is more than skin deep—it's *tone* deep. *It must have the finest tone in its price class, or it isn't good enough to be called a SONORA.*

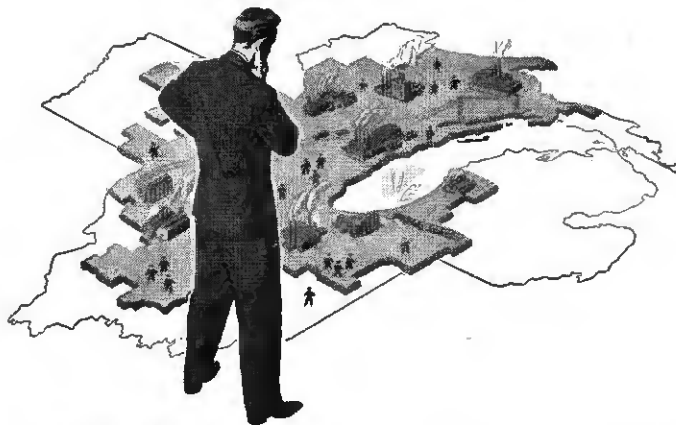
Nationally known, nationally advertised SONORA radios excel in tone quality because SONORA's laboratories are devoted exclusively to this one achievement . . . because SONORA's *exclusive* function is providing better home entertainment. This specialization on *home entertainment only* makes it certain that when manufacture of civilian radios is resumed . . . you may look to SONORA for **HOME ENTERTAINMENT AT ITS BEST!**

SONORA RADIO & TELEVISION CORP.
325 N. Hoyne Avenue • Chicago 12, Illinois

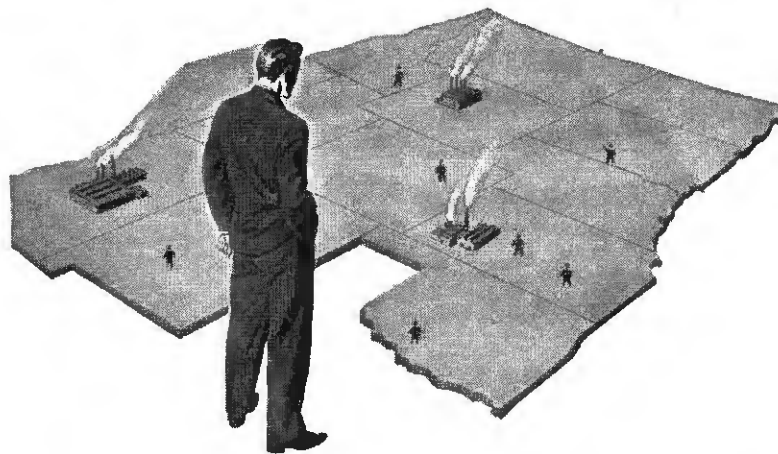
Sonora 
Clear as a Bell

HOME ENTERTAINMENT AT ITS BEST

RADIO • TELEVISION SETS • RECORDS • PHONOGRAPHS • RECORDERS



Greater Sales for you in the Chicago market



than in 13 states combined

Sales potentials in the Chicago market for autos, refrigerators, washing machines, and all "big unit" products are tremendous. Dealer and consumer surveys reveal a pent-up demand running into the billions. Here in this one compact market is more postwar business than will be available in 13 states combined.

By starting now, you can get ready to cash in on the buying assured by diversified farm and factory income, by huge savings and by a demonstrated responsiveness to selling. Here are experienced dealers easily accessible to factory and salesmen—dealers who, with their customers, can be reached and sold at one low cost through a single powerful advertising medium—the Chicago Tribune.

Throughout the Chicago market the Tribune is the voice of the midwest, read, quoted and bought from as is no other medium. It has a regional prestige, going all the way back

to pioneer days, that is unrivaled. It is celebrated for its performance in helping manufacturers launch new products and in helping old and new manufacturers hang up national sales records.

One out of every three families in 756 cities and towns of 1,000 or more population in this \$4,496,734,000 market reads the Tribune on weekdays. On Sundays, it is practically every other family.

The Tribune is a powerhouse in building sales volume quickly. It is basic to any long-term, profitable operation. It, alone, offers you a choice of monoroto, coloroto, comicolor, newsprint color and black and white printing—whichever you want to use to put over your name, product and message.

Consider what you can do in this market with its huge sales potentials and a single medium with one of the lowest milline rates in the United States. For market facts and merchandising information, call a Tribune representative.



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

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

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

January average net paid total circulation:
Daily, over 935,000; Sunday, over 1,300,000.

FIRST-CLASS MONEY-MAKERS



GENERAL ELECTRIC **FM** TABLE MODELS

Why it will pay you to sell General Electric FM radio after Victory

1 There'll be extra money for dealers who sell FM (Frequency Modulation) ...extra money that customers will pay gladly because of the extra service, pleasure and satisfaction FM will give. FM will be the biggest feature in radio after Victory. And remember, G. E. is the pioneer manufacturer of FM radio.

2 G. E. is close to the war production picture. G. E. fully realizes the magnitude of wartime electronic developments and knows best how these advances can be made to insure better quality radio and television receivers. Today G. E. is building more military radio equipment than any other home radio manufacturer.

3 The returns from G. E.'s great pre-selling consumer advertising campaigns are mounting steadily. Thousands of customers are waiting already to buy a General Electric radio.

Plan now to provide your customers with the radio line that will include the best in AM, FM, radio-phonographs and television... with General Electric. Investigate the G-E dealer franchise today. Write Electronics Department, General Electric, Bridgeport, Conn.

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



Full-color advertisements, such as the one above, in all leading consumer magazines are building consumer acceptance for General Electric radio.

GENERAL ELECTRIC

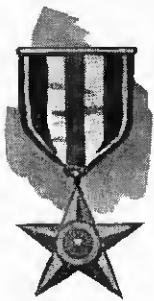
175-03

PORTABLES • TABLE MODELS • CONSOLES • AUTOMATIC PHONOGRAPH COMBINATIONS
RADIO & Television RETAILING • March, 1945



"We give you

SERGEANT ADAMS!"



Little or no introduction is needed by the welcoming committee. The Sergeant has been through many hells.

As a crew member he's been over Berlin in giant bombers. Over a lot of other German cities, too. More recently he's been over Tokyo...time and time again!

Before long, thousands of fighters like Sergeant Adams will be back on

their jobs in American industry. They know from experience what American equipment can do. Many will have first-hand knowledge of the war job performed by Eastern-built equipment—not only earlier types of amplifiers related to sound systems but also the newer types of Eastern units related to wartime and industrial instruments. As civilians, these men are going to say, "If it's built by Eastern, it's okay!"

To aid the war effort, our engineers are available for consultation on any amplification or electronics problem. Eastern will continue to apply its resources to designing and manufacturing war equipment until the day of Victory. Meanwhile, on request, we will send you the next of a series of articles on peacetime sound and electronic equipment, prepared by our engineering staff. Ask for Brochure 3-A.

Buy MORE War Bonds



EASTERN AMPLIFIERS

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

SYMBOL OF

Craftsmanship

H

OWARD

... a Great Name in Radio

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

BUY MORE WAR BONDS FOR VICTORY!



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

America's Oldest Radio Manufacturer

“make it a
”
STROMBERG-CARLSON



for the main radio
in your home

Many of our friends in the trade are telling us that our current advertising expresses soundly the basic superiorities of Stromberg-Carlson products. This idea that the *main radio* in a home should be as fine a radio as its purchaser can buy—a *Stromberg-Carlson*—is being carried to the public by over 475,000,000 impressions in thirteen leading national magazines.

Experienced radio merchants feel they can profitably tie their own post-war merchandising plans to this theme. For they rate Stromberg-Carlson as: the *important* radio line; the radio line that will make real *profits*; the radio line with assured and growing *public acceptance*.

You, too, will want to organize your own post-war selling program around this widely accepted Stromberg-Carlson sales theme. You'll find the Stromberg-Carlson "*main radio*" a profit maker—whether in an outstanding table model, console, or radio-phonograph combination. Write for the name and address of your distributor, who will be happy to supply additional information about Stromberg-Carlson.



STROMBERG-CARLSON

ROCHESTER 3, NEW YORK
RADIOS...TELEVISION...
TELEPHONES AND
SOUND EQUIPMENT



RADIO & Television RETAILING

Including Radio and Television Today

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

"Taking Stock" of Wartime Merchandise

Right now appears to be a suitable time for the radio-appliance retailer to "take stock" of his merchandise situation.

Now is the time to formulate plans for the unloading of those items the dealer feels certain will not be saleable at a profit after manufacture of civilian radio and electrical goods has been resumed. It is also a good time for the radio merchant to decide, which, if any, of the substitute sales items he wishes to retain.

Some dealers are holding stocks of substitute merchandise which they know would not sell, except at beaten-down prices, in a market where goods are plentiful. They know, too, that after-the-war similar items will be of better quality, improved appearance and probably lower in price. The shrewd merchant knows that today's shoppers will buy almost anything due to the fact that they are cash-laden and shortage-conscious.

The shrewd merchant knows that tomorrow's shopper will be different.

Those Used Appliances

The dealer holding considerable quantities of wartime goods at this time should make every effort to move them out, since there will be "no percentage" in carrying them long enough to have them develop into "distressed" merchandise.

Used, rebuilt equipment on hand can well be considered in the same category with new, substitute merchandise. The dealer having large stocks of second-hand and "assembled" units can justify his decision to move them out now by looking at them in the light of *yesterday's value*. For instance:

That old refrigerator—pre-war value \$15.

That battered, obsolete radio—not worth a dollar

five years ago; saleable in today's extraordinary market.

The 25-year-old hand iron—value in 1939, not even a cent.

The "vintage" washer—worth, perhaps, \$5 before the war for its motor.

Considering the above pre-war values, the dealer who "hoards" such merchandise will do well to ask himself how he would like to offer such junk to his postwar customers . . . in a period promising vastly increased production.

Prepare for the Future

In addition to preparing for the quick disposal of certain new "visiting lines" and rebuilt used articles, the smart merchandiser will also delve into the question of whether or not he is overstocked with "wartime" parts and supplies.

While he is making plans to eliminate the possibility of his being overstocked with merchandise having no future sales value, the merchant should also know at this time what new lines he will retain permanently.

It is not easy for any retailer in the radio-appliance field to select the items from his "extraneous" merchandise for permanent adoption by him. Such decisions should be based on past performance of the item and how its future potential seems to stack up.

There are some wartime substitute lines the dealer can be certain are good bets for future selling. But there are lots of others which should require careful scrutiny and analysis before a decision is made to retain them.

On the other hand, there are large stocks of gimmicks and gadgets which will not be saleable in a normal market, and it is indeed the right time now to get rid of these potential "shelf-warmers" before it's too late.

How to Prevent Accumulation of "Wartime Goods"

Buy sales items and supplies cautiously.

Promote sale of slow-moving substitute lines.

Buy used appliances for re-sale carefully. Don't let accumulation rate get too far ahead of sales rate.

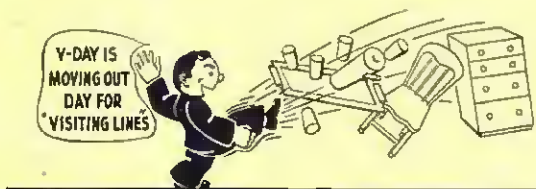
Compare present prices and quality of wartime second-hand goods with pre-war values to get true postwar sales possibilities.

Use down-to-earth factors in deciding what lines to keep.

RADIO, Electrical Appliances,

RADIO SETS THIS CHRISTMAS? "Could be," reason manufacturers who believe that new production lines could be rolling 90 to 120 days after the go-ahead order is issued. If V-E Day comes by June or July, M-Day may provide this year's Santas with new "1946-model" radio-set offerings. Makers now busy working on factory reconversion plans.

FOUR MILLION DOLLARS is being spent by Landers, Frary & Clark, New Britain, Conn., makers of "Universal" products, as part of the firm's postwar manufacturing and marketing program. One million is being used to engineer and redesign its complete line of appliances, and three million is being spent for new equipment. The task of reconversion here is proceeding just as fast as Universal's full wartime production schedules allow.



"COME V-DAY, OUT IT GOES!"—That was the reply of a Chicago radio man who has taken on furniture as a war-time sideline, when one of our scouts asked him whether he plans to continue selling beds and bureaus postwar. With him, as with most others, radio merchandise is his first love. Everything else will be "out" when radio production lines roll again. (See page 25, this issue, for editorial on importance of weeding out wartime merchandise now.)

RUMORS ON REFRIGERANTS continue to the effect that a new gas has been perfected. This is said to be much more economical than presently used types, as well as safe and phenomenal in operation. "Rumorers" say it's being kept strictly secret until civilian manufacture starts—then its features will be stressed in competitive advertising copy.

HOME ELECTRIC LAUNDRIES, to be sold either complete or to smaller homes, item by item, if necessary, are planned by Fred Margolf, Edison General Electric Appliance Company. He sees ways to combine electrical devices with regulation furniture equipment, so as to make fullest use of rooms of the postwar home.

NEW DISHWASHER—A New York inventor is currently showing some leading manufacturers an automatic dishwasher of revolutionary design and low manufacture cost possibilities. The machine is designed for domestic and commercial use, and its inventor has collated a vast amount of data with which to publicize his equipment via its sanitary features.

NO "BARGAIN PACKAGE" OFFERS of electrical appliances for at least two years after V-Day, was the promise made by L. A. Schofield, New York utility sales manager, to metropolitan dealers at a meeting of the local electrical association. He believes present backlog demand for appliances through normal retail channels will provide all increased load the utility companies can handle.

RADAR FOR CIVILIAN USES—Civil Aeronautics Administration has requested Congress to supply funds to experiment with radar for airway traffic control, improved airport approach procedures, and prevention of collisions. Already ten carloads of Army and Navy equipment have been turned over to CAA's experimental station at Indianapolis.

TWO-EAR LISTENING in sound systems is expected to undergo a new development after Fox movie people introduce their new binaural films, with two soundtracks and two reproducers, one on each side of the screen. A band marching across the screen will be heard first on one side then the other; dialogs will come from the lips of the respective speakers. An elaborate new theatre is planned to present this new stereophonic recording.

RADIO KITS FOR VETERANS in reconditioning hospitals have been developed by Philco. Thirty-five vets at Valley Forge hospital were given packages of parts from which to assemble home radio sets, thus gaining occupation and dexterity.

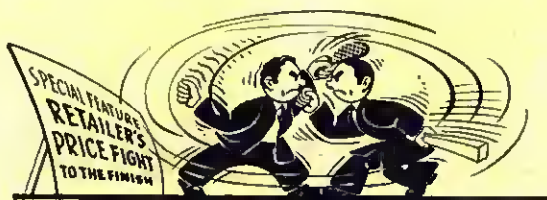
RADIO DIV. WPB MOVES OFFICE from the Social Security Building, Washington, (long a focal point for visiting radio manufacturers) to the fourth and fifth floors of the Railroad Retirement Building, directly in the rear of the former structure. Director L. J. Chat-ten's office is Room 4006, Railroad Retirement Building.

Records, and Television, **TODAY**

TELEVISION BITES HEARING-AID FOLKS—

Makers of hearing aids who decry television, now have another charge to add to their bill of complaints. This new irk relates to the difficulties suffered by hard-of-hearing workers in the Empire State Building, New York, whenever NBC's television transmitter is in operation atop the tower. The high frequencies drenching the 1,250-ft. structure induce currents in hearing-aid circuits, worn on lower floors, so that the users hear distracting buzzes corresponding to the video currents. Filter condensers and shielding have usually cured the trouble.

RADIO DEALERS IN CUBA are looking forward to a big postwar business when we are again able to export sets to them. Havana dealers report Cuba has only about one radio for every 16 people. Some 150,000 of the 226,000 sets on the island are equipped to receive international short-wave broadcasts. Receiving licenses are issued to both citizens and foreigners on the same basis.



A LEADING DEPARTMENT-STORE radio buyer in the East admits he is a bit worried about the "rosy sales future." He predicts a terrific boom period during the two years following the war that will make the 1920's look "like a depression." After that, he says, "will come the most horrible period of blood-letting that the industry has ever seen. Price-cutting and the breaking of businesses cannot be avoided if manufacturers stick to their plans of increasing their production by over 20 per cent of 1940 figures. That, coupled with the entry into the field of new radio manufacturers, is bound to have drastic results . . . and somebody is going to be hurt . . . and hurt badly," says this executive.

EVERY TELEVISION SET WAS IN USE when telephone calls were put through to video owners by John Reed King in recent WABD presentations of his new audience-participation program "Thanks for Looking." Such 100 per cent audience attention, even though program was unannounced, proves tremendous public interest in television compared to other mediums.

VE-DAY BROADCASTS READY for the big moment of German collapse are fully scripted and outlined by the nation's radio stations and networks. Programs will feature minimum of commercials.



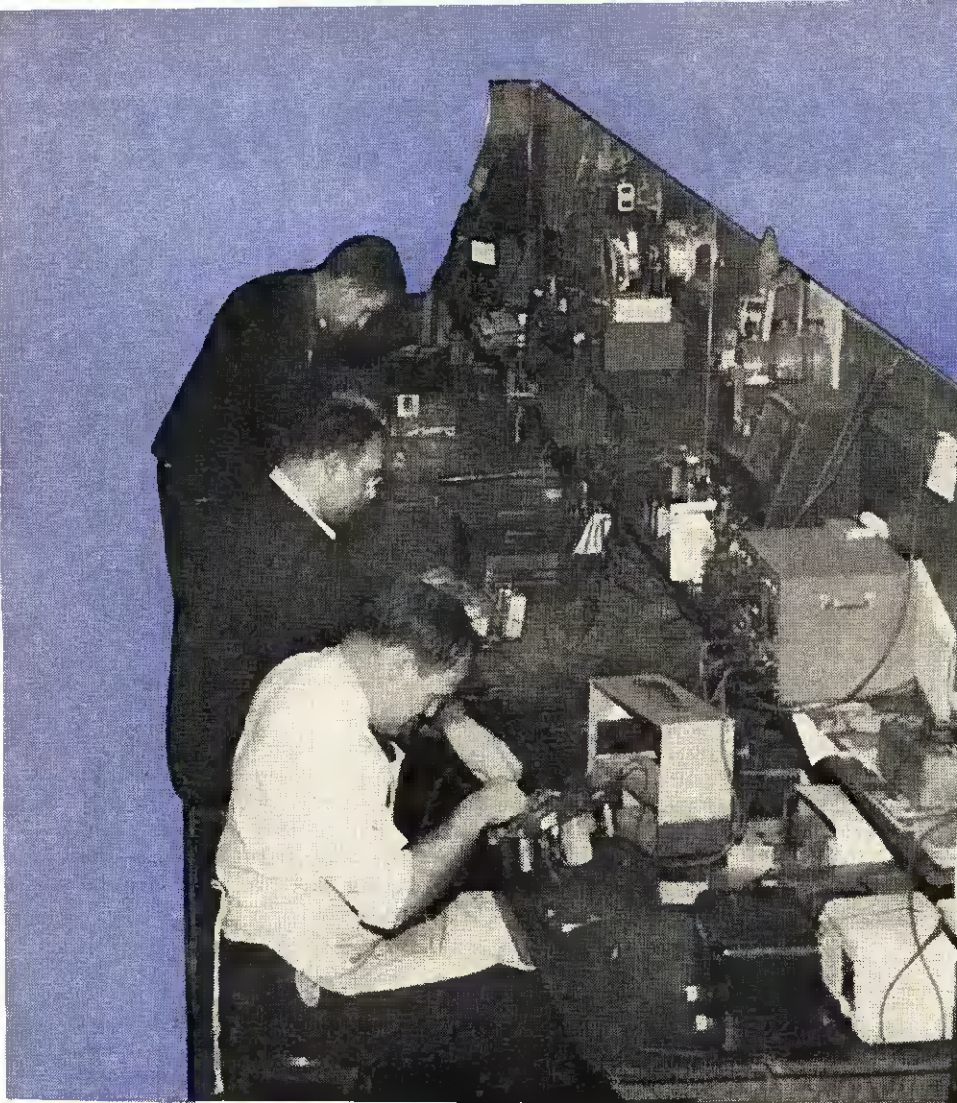
BUSINESS IN REVERSE—"War, from the usual business standpoint, is a system of inverse economics. In war we make something the enemy doesn't want and do our best to deliver it when he least expects it and where it will do him the most harm—and at the highest cost."—C. F. Kettering, vice-president General Motors.

NORGE CONTEMPLATES NO CHANGES in its "Rollator" refrigerator compressor mechanism, postwar, being well satisfied with the machine's past performance. The postwar models will, however, be hermetically sealed, the same as the units used in the last prewar refrigerators.

PRODUCTION OF ELECTRIC IRONS for civilian use has been voluntarily halted at the appliance division plant of Westinghouse at Mansfield, Ohio. This has been done in order to transfer employees to critical war work. J. H. Ashbaugh, vice-president, has announced.

NEW TAPE RECORDER employing magnetic principle uses pulverized iron glued onto paper tape. Is less expensive than wire, and has greater magnetic efficacy than wire, the magnetic material of which must also have properties of tensile strength. New medium has recorder people greatly interested.

LOTS OF TALK MAKING THE ROUNDS on bright future of the electric range. One of the most interesting rumors heard is that some manufacturers are considering including part of the cost of installation of ranges in selling price. If some manufacturers do attempt this procedure, several difficulties will be encountered since installation costs vary greatly, due to existing conditions such as length of run of new electric feed wires, etc.



Gaumont Service Section. Top to bottom: Myron Upton, A. E. Mertrud and Richard Hall.

portant consideration, for Albert Gaumont found that in addition to serving an urban population of 100,000 people, they also could attract customers from a rural population equally large.

To Increase Floor Space

The building which now houses Gaumont Brothers has been owned by them for the last four years. It is a one story pressed-stone structure, with four stores on Merrimack St., and a ballroom and bowling alley with entrances on Worthen St. The ballroom is at present occupied by a government agency. The main store, which is the corner location, is 65 feet wide by 48 feet deep, exclusive of the service department, which connects with it. The main store and service department were originally three separate stores.

It is significant of the Gaumont's forward-looking policy that their last tenant on Merrimack St., a shoe repair shop, has been given notice that his lease will not be renewed. The present service department will shortly be moved to the newly acquired space. The store now occupied by the service department will be fitted out for the record department.

Ready for Radio Sales

Bay State Brothers Angle for Postwar Business With Tried and Proven Plans

• Twenty-two years ago, two Lowell-born brothers started a small electrical appliance business on one of that city's main streets. To-day, Gaumont Brothers, 338 Merrimack St., Lowell, Mass., has the reputation of being one of the largest independent radio dealers north of Boston. "Service" is the one word accounting for the firm's steady success, according to Leo D. Gaumont, general manager, and Albert P. Gaumont, sales manager.

When the two brothers established their first store on Merrimack St., they hired technicians for all operations, thus leaving themselves free to devote their entire time and energy to the business and customer relation end of the enterprise. At that time they had two service men who built radio sets on the Browning-Drake circuit, and two men to service

storage batteries — almost universally used at that time, and which came into the store at the rate of from 60 to 80 each day. Starting with one truck, the firm now owns four, two Fords and two Chevrolets. Only about 35 per cent of service work is brought in by customers to this store.

Large Trading Area

The first factory-built set handled was the Crosley Triadine with the RCA Radiola soon added to the line.

Five years after its founding, the business was moved to its present location at the corner of Merrimack and Worthen Sts. The building afforded opportunities for expansion and, while it is a three-minute walk from the central bus depot, it is directly opposite Lowell City Hall. The location affords ample parking space, an im-

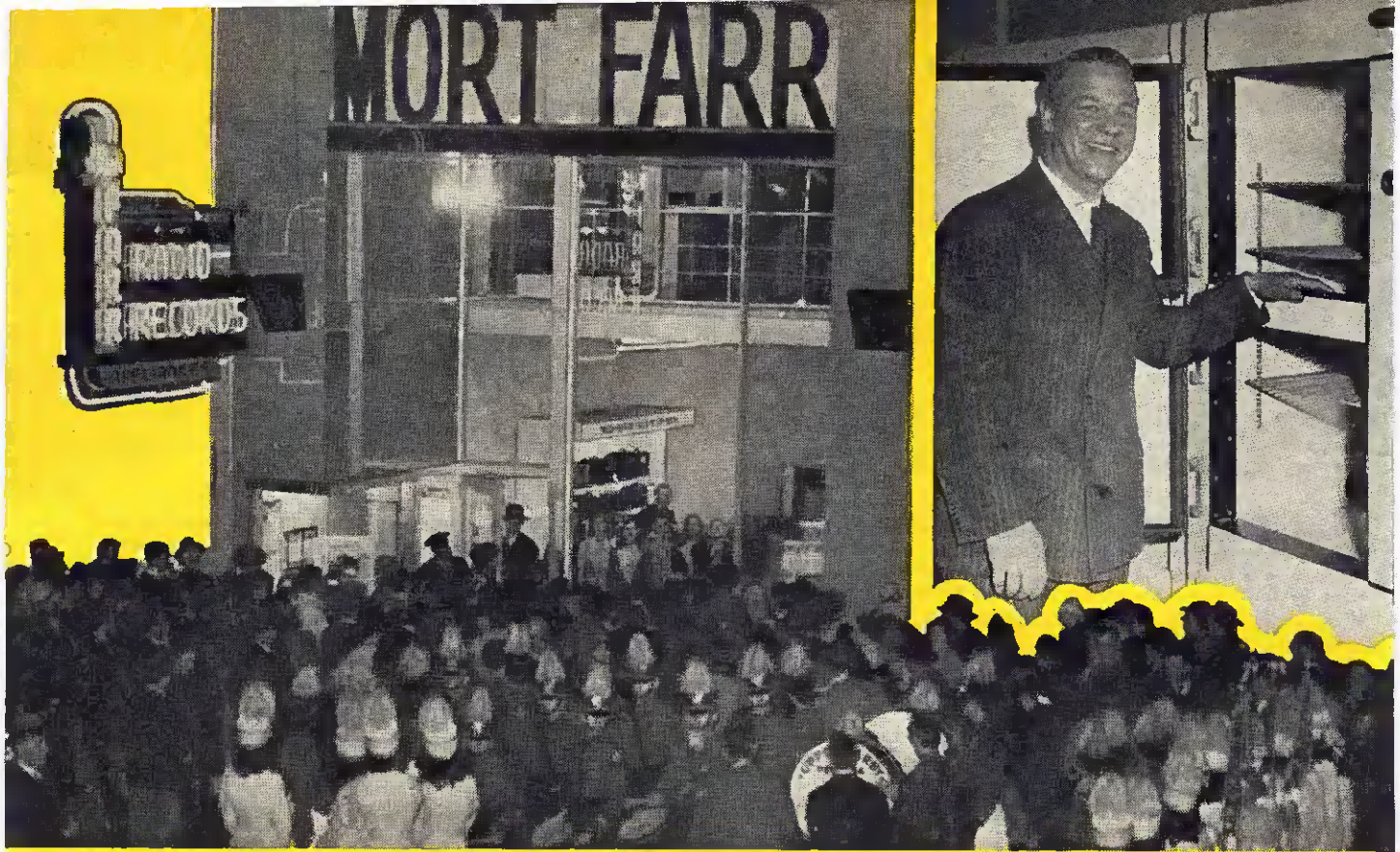
This will leave 4,500 square feet of the corner store devoted entirely to radio and electrical appliance display. The Gaumont's plan of operation is to place table model radios against the wall of the store at the left of the main entrance. On the floor before the table models, will be four banks of console models. All samples will be in working order and ready to operate at the customer's manipulation of the controls. Before the war one hundred and eighty-two models have been hooked up at one time. The ample window space has accommodated as many as one hundred and forty models in a single display. Each model on the floor was backed up by one in the basement storeroom, polished, tested, and ready to be delivered.

Gaumont Brothers is at present a
(Continued on page 84)



▲ Good location, ample parking space and adequate show window display keep Gaumont's name before the public. 140 different radio sets have been shown in these windows at one time. 182 hooked-up demonstrators were on showroom floor, pre-war. ▼ Record department showing, left to right: Laurette Gaumont, daughter of Leo Gaumont, bookkeeper (another daughter, Louise S., employed in record department, is not shown); Anthony De Silva, sales manager; and Albert P. Gaumont, general manager. Disc section occupies 2000 sq. ft. of space; over 3000 albums are stocked.





Mort Farr, right, knows how to attract crowds to his store—and how to sell 'em when they get there.

Appliance Sales the

**Keystone State Dealer Hits Keynote in Merchandise
Area Knows Mort Farr, and Much Valuable Publicity**



Farr even capitalizes on hard luck! When he lost lease on store, he hired large circus tent and sold appliances in it. Outside ▲ and inside ▼ view shown. Note large signs.



● "Keep your business in the lime-light!" That's Mort Farr's advice to his colleagues in the radio-appliance merchandising field.

Everyone in wealthy Upper Darby, Pa., and for miles around, knows Mort Farr. Better yet, everyone knows that Mort Farr's business is selling radios, refrigerators, washers, ranges, records, vacuum cleaners—in fact a complete line of major and minor appliances.

The valuable publicity Farr has obtained for his business is due to his having plugged away for twenty years to keep his name in front of the public. He backs up his personal outdoor activities and advertising with top-flight in-the-store promotion. He makes it a point to become prominently identified with every worthwhile movement in his community.

In connection with advertising his

firm, he has brought noted radio performers, speakers and shows to Upper Darby. When FM was at the height of its popularity, he staged special demonstrations and talks on FM in a "salon" fitted up especially for the occasion.

Goodwill Pyramids

Mort Farr doesn't always expect immediate returns from his various promotional activities. He plans that these efforts will pyramid goodwill for his eventual benefit. Whenever an opportunity for advertising his firm presents itself, he goes all-out for it, without first worrying about the probable results. He moves quickly to grasp new ideas for promoting sales and for publicizing his business. Entirely apart from the dollars-and-cents angle, Mort Farr has a genuine interest in aesthetic, patriotic and

civic betterment programs in his community. For valuable services rendered, he has recently been awarded citations by the American Legion, the Lions Club and the United States Treasury.

Optimism Pays

Alert merchants, reading this article for the purpose of obtaining merchandising tips, shouldn't credit "Lady Luck" with having had too much of a hand in this Pennsylvania dealer's success. He hasn't had all the breaks by any means. Mort Farr has had his share of "tough sledding," but the reason he has always made a come-back is because he is a supreme optimist, a genuine merchandiser and a smart promoter.

During his long career in selling he has frequently capitalized upon adversity—turning this adversity around to serve as a benefit rather than allowing it to deliver a knockout blow to his business.

For example, in July 1941, Farr was slapped with an unexpected lease



"Farr" Better Way

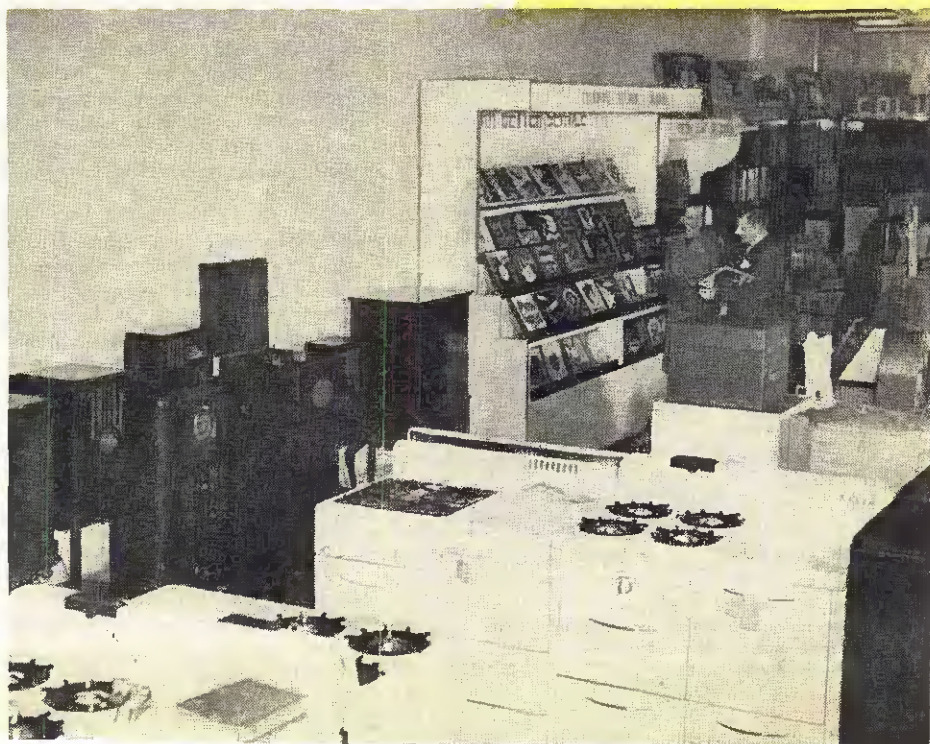
Using Home Equipment. Everyone in His Trading Results From Flair for Dramatizing His Business

Looks like times of "peace and plenty" in Farr's store today, due to attractive and orderly displays of new and used merchandise. Above, from the "inside looking out" in the Farr showroom. In the foreground, left, Estelle Williams, right, Joanne McKeegan, record department; far right, Mary McGee, secretary to Mr. Farr. Below, salesman Harold Johnson goes over a new shipment of records with Miss Williams. Business offices, showroom for de luxe sets, and service section are on second floor.

termination on his store at 7044 Garrett Rd. There were no other stores available in the vicinity where he was so very well known. What would have been a crushing blow to many another merchandiser was taken by Farr in his stride. Almost over night he moved his business and stock into a huge circus tent which he succeeded in renting. He launched a spectacular advertising campaign, using circus "flavor" in his copy—"Shades of Omar—Business is Intense", etc.—and did a land-office business. (See photos on page at lower left.)

In November, 1941, his new and present building at 119 So. 69th St., was ready for occupancy, and he moved in with typical Farr fanfare. Advertising, bands and newspaper write-ups attracted crowds. A short time later he brought Bea Wain,

(Continued on page 88)



"Keep Busy"—Dealers

RADIO

APPLIANCES

RECORDS

MERCHANDISING

SERVICE

FM

SHARON, Pa.—Theodore Dinardo has equipped his show window at 33 Sharpville Ave., with a cathode ray tube shell backed by an 8 mm. movie projector. Dinardo built his attention-getting window display by simply cutting the neck off an old television picture tube, and inserting the lens of a projector. The moving pictures flash on the coating of the tube, and simulated television is the result. Despite his obvious enthusiasm over television, Dinardo believes that the immediate post-war trend in radio in his vicinity will be toward FM rather than television.

BRIDGEPORT, Conn.—One of the finest radio stores in this community is Whittings, located at 248 Fairfield Ave., Sherman E. Whittings, proprietor. Established in 1922, this organization is one of the oldest specialty stores in the city, and boasts a customer list comprising those among the most important people in Bridgeport. Prior to the war, the firm carried a large selection of radios and major appliances, and maintained a good volume on this merchandise. With the disappearance of these items from the market, the firm expanded its record department, which now occupies most of the floor space.

The stock of discs is between 8,000 and 10,000, and the sale of these records represents about 50% of the sales volume today. The balance of the volume is in the repair of radio receivers. In addition to the retailing of discs, accessories such as needles, record cabinets, etc., are also sold.

Pianos, new and reconditioned, are sold

in the store, and this department will be expanded after the war. Used pianos are completely overhauled and refinished by the store's technicians, and made to look like new. Mounting sales in this phase of the business indicate a good future for the merchandising of these instruments.

When radios and appliances are again manufactured, the partition, separating this establishment from the adjacent store, will be removed, and records, sheet music and accessories will be sold there, while radios and appliances will be merchandised in the original store.

This firm finds that advertising over a local radio station—which includes the playing of records that are on sale in the store—effective, and will continue this form of promotion postwar. In addition to this establishment, the organization also owns another store in the city, as well as one in a nearby town.

DETROIT, Mich.—Gar Wood (no relation to the industrialist and boat racer) maintains a modern and attractive radio repair establishment at 14637 Harper Ave. Customers usually bring in their own repairs, but Wood will make calls when the sets are too large for the owners to handle. Wood uses a bench and panel which he built himself, and not having had an assistant before the war, he does not feel the lack of one now while doing all his own work.

In spite of tube shortages, Wood manages to locate parts for nearly all the jobs which come in, and estimates that practically all the radios in his territory are still working. People are so anxious to keep up with the war news, he finds, that they will not be without a radio if they can help it, and if the price is fair, there is no hesitation about service charges.

DIXON, Ill.—Washing machines, vacuum cleaners, and small appliances are serviced in the W. H. Ware Hardware store's large appliance repair department. The store also has a saddle making shop, and sells and services bottled gas equipment. W. H. Ware, owner, expects to do a good postwar business in appliances.

SAN DIEGO, Cal.—When customers pass Bob Ossler's Public Service Electric Co., at 3901 Park Blvd., they see displayed in the window such items as a range, a washer or two, and occasionally a refrigerator. This is Ossler's way of keeping in the public eye, for his business is confined entirely to appliance repair.

As each job comes off the finished line, it is placed on the display floor until it can be delivered. Ossler has purposely stayed away from housewares and sundry lines because he wanted his customers to think of his store, not as a novelty shop, but as an appliance establishment. And with that goal in mind, he has kept it looking like one.

CHICAGO, Ill.—Another newcomer to the electrical service field is the Stewart Radio Service Shop, 6407 W. Irving Park Road, operated by John Stewart. In opening his store in the face of wartime shortages Stewart says that his "principal aim is to establish the shop for postwar business. Since there is no new merchandise to sell, I coast along by repairing all kinds of appliances and thereby establish the store and myself with present customers—who will be my future buyers." Although Stewart opened on the proverbial "shoestring," he is now making out quite well.

NEW HAVEN, Conn.—David Dean Smith, Inc., radio-music dealer, 262 Elm St., is doing a flourishing trade in radio and phonograph combination rentals. Rates are \$7.50 per month for table models, and \$10.00 a month for combinations. Owner Smith also leases amplifying equipment and records in addition to the radios for USO, church affairs, etc. This dealer combines good merchandising with good ideas for profits.

MOBERLY, Mo.—W. Swarthout, radio dealer, has added a line of lamps and light fixtures to his stock, and has built an excellent department containing these items in one corner of his store. Sales are very satisfactory, and people who bring radios in for repairs frequently stop to ask questions about available lighting in wartime, and remain to buy.

CUMBERLAND, Md.—William M. Dailey, president of the Cumberland Electric Co., 137 Virginia Ave., has been located at the same address for the past 22 years. During this time he has built up and maintained a reputation in the radio and appliance fields that makes him one of the outstanding dealers in his territory—an area with an approximate population of 40,000. Normally handling GE, Philco, and other lines, Dailey's firm now specializes in service.

Service was always a leading activity



NEW YORK, N. Y.—The Edison Electric Shop, 30 Irving Place, currently sells women's apparel to pre-war electric appliance customers, and definitely plans to resume appliance merchandising postwar.

Keynote Across the USA

TELEVISION

REFRIGERATORS

WASHERS

REPAIRS

SIDELINES

POSTWAR PLANS

at the Cumberland Electric Co., and today it is being capitalized upon to form the bulk of the business. One man is in charge of all radio repairs, and he averages about 40 sets weekly. The three appliance repair men make about 90 calls weekly. Dailey intends to make good use of the resultant goodwill. "This is a sales tip," he says. "Repair of appliances now writes a customer prospect list that will be invaluable in the future."

Dailey has already formulated sales plans for the future, and will use many of his present mechanics as super-salesmen. "Service is the best training in the world for selling," he contends, and with that goal in mind he is schooling his staff to get the confidence of all their customers.

NEW ORLEANS, La.—T. F. Campbell, president of the Southern Electric Appliance Corp., 800 St. Charles Ave., is gearing his organization for the day when they will once again be able to merchandise peacetime products in a retail market. Southern Electric's plans for the merchandising of domestic electric appliances include such items as radios, refrigerators, washing machines and unit kitchens. The firm also specializes in air-conditioning, heating, commercial refrigeration and frozen food equipment.

SCOTTVILLE, Mich.—In the absence of her husband who is in the armed forces, Mrs. V. Dumas is operating the Dumas Radio Shop with the help of one technician who repairs radios and other appliances. Mrs. Dumas has also added glassware, china, gifts and toys to her stock, and there has been a good volume of business to date on these lines. This increased traffic has brought many rural as well as townspeople into the store, and Mrs. Dumas believes that once customers get into the habit of buying in her store, they will continue to do so in the postwar when other merchandise will be available.

BALTIMORE, Md.—"Servicing East Baltimore Efficiently in Radio Repairing for the Duration" reads Russell Harrington's service sign, 5802 Harford Rd. Harrington believes advertising in the local phone book is the best way to keep his super repair service before the public. He likes brief, eye-catching ads, and attributes a good deal of his successful business to following through on this policy.

WASHINGTON, D. C.—Manhattan Auto & Radio Co., 1706 7th St., N.W., David L. Henson, proprietor, is the authorized agency for Motorola and Philco home and auto radios. Normally these are financed for customers on an easy termed finance plan. Today, however, all sales are carried on a strictly cash basis. Henson still has some auto radios to sell, and is in the market for more.

NEW YORK, N. Y.—The Cortlandt Co., 72-76 Cortlandt St., has ambitious plans for the future, according to Harry Lefkowitz, president. The firm has taken additional store space which about triples its former footage. The owner will set up a penthouse fully furnished with major and minor appliances, giftware, etc., sold in the store. Demonstrations will be given in an atmosphere similar to that in the home. Lefkowitz declares that his organization has built up a customer list of over 16,000 through a fair-dealing policy which he will continue to employ postwar. Some of the features of this plan are promptness in handling exchanges and refunds and the backing up of guarantees, even if the expense of the latter service has to be borne by the Cortlandt Co.

BOSTON, Mass.—Boston Music Co., 116 and 122 Boylston St., has just completed extensive interior remodeling. One-half of the large store is now devoted to records, cabinets, record accessories and music books. A new show window has been installed in the 122 Boylston St. store.

SAN DIEGO, Cal.—Harry E. Callaway, vice-president of Thearle's Music Co., 640 Broadway, boomed his record sales several thousand by featuring the personal appearance of Ella Mae Morse, songstress. She autographed all Capitol discs sold during her afternoon appearance. An attractive window display combined with two daily newspaper ads brought the throngs into the store.

TRAVERSE CITY, Mich.—D. F. Moulton, veteran radio dealer has thought of an ingenious idea to get folks talking about his store. In his office he displays an old tube captioned, "The first radio voice and music in northern Michigan was heard through this radio tube." This display gets people talking about the early days of radio, gives them a chance to discuss the advances that have been made, and helps Moulton build a customer list.

PETOSKEY, Mich.—The Bremmeyr-Bain Hardware store expects to do a large volume business in appliances in postwar. In preparation for that time, they are concentrating on appliance repairs now. On the first floor is a small radio and appliance repair bench, in charge of one capable technician. Heavier repairs are handled on the second floor



Bremmeyr-Bain's appliance repairs are completed in the second floor service department.

by a three-man crew, which specializes in washing machine, vacuum cleaner, and ironer maintenance. This separation of service has enabled the firm to serve more people quickly, and eliminates slow handling of minor repairs.

ST. PAUL, Minn.—The Dolney Co., formerly on Snelling near Selby St., has moved to a new store on Selby, in preparation for the postwar business. Mr. Dolney anticipates in electrical appliances. The move has resulted in greatly increased space for work-rooms and display. Since the new location is in the same vicinity, the established clientele can be retained, while new customers will be attracted by the larger quarters.

The new place of business provides room for excellent window displays as well as ample floor space for separation of appliances into various departments. At present, the floor is filled with appliances brought in for repairs, but Dolney is looking forward to the day when he will be able to display his new stock of merchandise.



"ACCENTUATE THE

Display that Invites Inspection, Combined with Sincere Interest in the Customer, Rings Up Sales for Jersey Tire

• The Jersey Tire Company, in addition to tire sales and servicing, has merchandised radios and appliances, radio-appliance repairs, and records. The firm has been in business for seventeen years, and is comprised of four stores, located in Perth Amboy, Asbury Park, New Brunswick and in Plainfield, N. J., at 401 W. Front St.

Wartime Operation

During wartime, alternate lines have included gas ranges, luggage, sinks and space oil heaters. In addition, Jersey Tire at Plainfield carries a complete line of records, both popular and classic, has a few radios and still has some small appliances, such as toasters and broilers, on its shelves.

Records, however, have grown with the trend toward recorded music everywhere. This department has increased three-fold in the past year. Records are clearly a line which Jersey Tire will retain as a complete department after the war.

In postwar, Jersey Tire, which has handled Kelvinator, Bendix, Frigidaire, Westinghouse, General Electric, Philco and RCA lines, will return to its merchandising of radios and electric appliances for the home. Concentration on different makes is allotted among the four stores in accordance with the lines carried by the

distributors in each store's territory.

Currently, service and repair and the sale of records continues to hold prewar customers for postwar sales. Also, the fair allocation of remaining merchandise to each of the four stores, on a "ration" basis, enables the firm to continue to draw on the large inventory which the owners of Jersey Tire foresightedly acquired before the war.

Use of large floor space, despite lack of merchandise, is effectively handled. Luggage, kitchen sinks, tires, gas ranges, radios, and records are each given their allotted space and attractive groupings. Entering the Jersey Tire's Plainfield store, the customer is immediately aware that this firm is doing an active business. And the pleasant attitude of both store manager Philip Koplowitz and record manager Morton Applebaum does much to put the prospective consumer in a buying mood.

"Conditioning" the Customer

This affirmative, "selling" atmosphere at the Plainfield Jersey Tire store is a cheerful note in this era of merchandise shortages, and does much toward "conditioning" the customer to the acceptance of substitutes.

The record department is doing a fine job under the guidance of Mort

Applebaum. Some of his pointers on record selling: First of all, in buying, use insight into what is required. In view of record stock shortages today, consider *all* types of customers, and buy as much as you can of as great a variety as possible. Get your public into the habit of knowing that if you can't give them *exactly* what they ask for, you can always come up with a helpful suggestion.

Know Your Music!

Another Applebaum tactic in record sales is "know your music and be thoroughly familiar with all of the stock on hand." Many persons interested solely in populars can be brought to seek out the classics, as well. By studying the customer, Applebaum endeavors to find out the type of music each prospective customer likes, and suggests additional recordings which he believes will further develop the individual's tastes along his line of interest. A customer who likes the ballad-type of popular, for instance, may be led to "discover" he is interested in light opera, operetta, or the piano concerto. Often the next step is from concerto to symphony.

The "personal touch" in the sale of recordings, Applebaum claims, is seldom wasted. Customers appreciate a

Radio City Retailer

**Centrally Located in New York's RCA Building,
Store Caters to Customers from Many Areas**

● Sharing in the distinction and world renown of New York's celebrated Radio City are the Center Music Stores, two of the city's finest radio and music establishments.

Situated in the RCA building, in the very heart of the radio world, these stores do a business that is both national and international in scope. Visitors from almost every corner of the globe have made purchases from these stores. Before the war, when it was pleasant and convenient to travel, customers came from places as far-flung as Turkey, Syria and other distant lands.

These luxuriously-furnished places, owned by the Center Music Stores, Inc., have been doing business since the birth of Radio City eleven years ago. Walter H. Nussbaum is the president of the organization.

One store is located on the street floor of this mammoth building, while the other does business on the mezzanine below. Since this building is occupied by a large number of people, and as visitors are constantly frequenting this area, the windows of the stores are exposed to a continuous stream of passers-by. Window-interest is maintained, at present, by a colorful display of records and record albums.

Servicing Not Neglected

In spite of the fact that these stores are located in a highly transient area, a large volume of local business is also maintained. The service department of the firm is very busy these days attending to inside and outside repair jobs. It is interesting to note that a firm of this type finds that servicing is a very important adjunct of its enterprise.

With the dearth of radio sets today, the Center Music Stores, Inc., finds that the mainstay of the business now is the record department, and it is there that the emphasis is placed. A large selection of records is maintained which represents one of New York's biggest stocks. Most of the stores' customers prefer record-

(Continued on page 58)



▲ Cameras and related accessories, and electric shavers, sold here prewar, are part of the firm's permanent line. Today, a lively business in giftware is maintained in this section.



▲ Concourse-level establishment features compact record arrangement. Madeline Van (right), manager. ▼ John I. Marge, in charge of Center Music Stores, sees active promotion of television postwar, which will include a receiver in actual operation when conditions permit.



Discs = \$ in Philadelphia

Dealer Does Top Selling Job in Albums. Holds "Combination" Customers with Records. Sees Big Future for FM Sets

• Astute merchandisers of Capehart, Ansley, Freed-Eisemann and other deluxe radios, prewar, owner Morton Howard and his manager, J. J. Rosen, continue to do an outstanding job of merchandising at The Record Shop, 251 S. Fifteenth St., Philadelphia.

Formerly using the radio-phonograph combinations in the higher price brackets to push records, the firm got a good start in record sales, and today—with no sets to sell—record sales have gained in momentum to the extent that they comprise practically all of the shop's sales volume.

Plans for postwar store expansion are already formulated. These call for a good sized room—18 ft. x 16 ft.—for Capehart display, and another room for the Ansley and Freed-Eisemann sets—both rooms to be located on the ground floor, at the rear of the store.

Inviting Interior

Specializing in record sales, today's set-up is largely one to accommodate disc display, to the best advantage. Subdued grey walls afford excellent

background for the colorful albums, arranged bookcase-style around the walls. Decorative oil paintings and indirect lighting add to the store's atmosphere, designed to encourage browsing about among the extensive display of single discs and complete albums.

Here grouping of definite types of recordings enable the customer to find what he is looking for, and "associated" display of this merchandise often leads to extensive sales to an individual customer.

Simplified Grouping

Children's records are set out prominently in a group. Standard classics are alphabetically arranged both by title and by composer, according to the classification under which they are most commonly known. Populars are arranged on center-of-floor displays and revolving circular racks.

In business for the past eight years, owner Howard has found his selection of location to be advantageous for many reasons. Among these are:

1) he is in the section of the city devoted to musical performances: the opera house is around the corner and the main concert hall is very near; 2) parking lots for these two musical centers are less than a block away; 3) there are a great many of the better class long-established apartment hotels in this vicinity.

Dollar Volume High

Mr. Howard would rather have 50 people, each with a half-million income pass his store daily, than 50,000 persons with \$15-a-week salaries. Sound advice from an independent retailer operating in a class merchandise field.

The Record Shop's mailing list is extensive and concentrated among the higher income bracket individuals in Philadelphia and surrounding suburbs. An outstanding job of record selling is done by the use of this list in sending out their monthly record review.

A nationally syndicated feature, this review is written by professional music critics and sold to one dealer in each city. In return for a small

Owner Howard (extreme right) and manager Rosen (next left, back of counter) in action on the record selling front.





Orderly arrangement of record merchandise makes it easy for customers at The Record Shop to find just what they want.

monthly fee, the dealer's store name and address appear on the masthead of the booklet, on its front cover; and the dealer's ad is printed on the back page. Inside the pamphlet a fine job of suggested and interrelated selling is done by the reviewers, who not only tell about the various new releases in all fields of recording, but suggest tie-in discs and albums which are already in the retailer's stock.

Other uses of advertising consist of small newspaper ads, and in concert and opera house programs.

While The Record Shop did not handle television sets before the war, it definitely plans to merchandise them in postwar-time.

FM Forecast

FM sales, prewar, were especially successful for this retailer, inasmuch as his clientele were largely purchasers of the higher priced sets.

In connection with FM, owner Howard has found the investment in time on the local FM station of one hour weekly has proven very successful, not only in identifying him with FM, but in the increased sale of records. The program consists of selected recordings, and many persons write in for these records. Also many over-the-counter and phone sales are a direct result of the program.

Many mail orders for overseas are filled by The Record Shop, but there was much skepticism at first regarding possible breakage en route. A sample of what good packing can do to minimize this was demonstrated by an incident related by Mr. Howard. Five discs were packed at The Record Shop and sent to Alaska. Due to unavoidable changes in war operations, the package was re-routed from Alaska to the Aleutians, thence to the South Pacific and finally caught up with its ultimate recipient at a convalescent hospital in Valley Forge, 15 miles from The Record Shop—and the discs were in perfect condition!

Mr. Howard, an accomplished pianist, has had an extensive musical education both in this country and abroad. He now plays only for benefits, however, and in no way competes with any of his concert musician-customers.

Robert Moyer, manager of record sales, is a great asset to the store. An enthusiastic record collector himself, he is an authority on the classics and has specialized in church music. Needless to say, both Howard and Moyer can give their customers expert advice on records and their various types of recordings.

J. J. Rosen, manager in charge of

sales and service, has been with The Record Shop since 1936. A specialist in radio and service sales, Rosen has had a long and very successful background in set sales, which dates back to before 1928, when he came to Philadelphia as radio department manager for Espey Piano.

Some of his amazing feats: did a big job in radio selling in 1925 when he was store manager for Landry Bros., New York, doing a 3-million dollar a year business; later manager-buyer for a chain of 12 stores; and he even sold \$1,200-and-up Capeharts in the midst of the depression years—for cash!

Sales All-Important

Manager Rosen's advice is to advise the customer what to do when a set goes out of working order. Through building customer confidence, he was able to increase his intake in the service department—even when they had and were still selling sets. It's the old adage about a good selling job being one in which you can sell the customer more than he really needs and make him like you for it! Mr. Rosen is far from dismayed by today's restrictions. But he is looking forward to postwar selling when sets are again available, and The Record Shop can again display radios on its floors!



View in the new quarters of the Star Radio & Television Co., Allston, Mass. Left to right, Melvin A. Shikes, service manager; James Stevens (seated), and sales manager Sumner E. Shikes work at modern bench.

"Star" Sales Psychology Pleases the Public

No Alibis, No "Warning" Signs, No Out-of-Sight Servicing Rules Build Goodwill for Massachusetts Dealership

• When the Star Radio & Television Co., old-established Allston, Mass., dealership moved recently to its new quarters at 156 Harvard Ave., it accomplished a four-fold objective. The firm secured more space for expanding business, increased shopping facilities, employed a new and modern decorative theme and provided for tomorrow's display of merchandise.

The new location of the Star Radio & Television Co. is but a few doors from where it was formerly situated at 130 Harvard Ave., so that the move will not result in the loss of any of its customers in the vicinity. The new showroom is 23' x 65', and in addition there is a second floor where de luxe sets and television will be demonstrated during postwar period.

In August, 1943, a representative of this magazine called on the Star firm and interviewed Melvin A. Shikes, service manager and co-owner with his brother, Sumner E. Shikes. (An article on this business appeared in Sept., 1943, RTR.)

Out-in-Front Service

A feature of the store at that time was the attractive service bench set right out on the showroom floor. Spic and span and well-equipped, this conspicuously placed department, had been tried out for some time in the former store, and is now occupying an equally prominent location in the new place.

The Shikes brothers feel that the exposed - to - customers service bench

has at least three salient advantages. 1. The well set up and impressive test and repair equipment has a very good psychological effect upon those seeking repairs. The suggestion of high technical skill is stressed. 2. The necessity for repairers to keep the department clean and orderly is obvious. 3. Capitalizing upon the fact that the general public dislikes "out-of-sight" testing, repairing or preparing of goods in many businesses—as witness the skepticism of the average shopper when the butcher takes the steak into the ice box department to grind it—Shikes has no "undercover" servicing.

The problem of whether to place the service department in view of the public or in some location inaccessible

to them, has always been one of the greatest interest to the radio retailer, and champions of both methods have many logical arguments. Most radio-men agree that a setup which permits the customer to mingle in with the technicians and the equipment is out as far as efficient operation is concerned.

A glance at the illustration of Star's service department arrangement accompanying this article, shows a wide all-around counter which would prevent even the most persistent customer from attempting to clamber over it. Star's out-in-the-open repair section is very popular with the visiting public. Persons are intrigued by the seemingly complex testing apparatus, and, in addition, are made more conscious of the investment and technical skill necessary in radio servicing.

Customer "Mr. Big" Here

Talks with a number of people in the vicinity revealed to this magazine's representative that not only did the persons interviewed state they believed that Star's reputation in the neighborhood was of the best, but *all* remembered the service department's location and were obviously impressed by it.

A hard-and-fast rule observed by owners and employees here is that no wartime "alibis" or excuses are ever used in discussions with customers. It is important to note in the picture of the service department that the limited tube stock Star has on hand is available for customer-purchase, and that types are segregated and labeled to make selection easier for the buyer. Then too, it will be noticed that there are no lurid signs listing "warnings" of any sort stuck up on the walls back of the service bench. Established ceiling price schedules are attractively framed for customer inspection.

No "Rules" for Buyers

The owners of Star Radio & Television Co. have found most favorable reaction by the public to their elimination of signs which might even suggest customer-regimentation practices, or the stating of rules and charges which seemingly could not be deviated from. It is pointed out that the customer is glad and willing to consult ceiling price cards as required by the OPA, but is fed up on others calling attention to scarcities, stressing

service delays and other negative-type advertising.

The Star Radio & Television Co. has always believed in making reasonable charges for its work, trying to deliver the job when promised, and making the customer feel at ease and *important*. The attitude here is that the customer is the person who is rendering a favor to the firm—and not vice versa.

Tips on Disc Selling

Radio maintenance is not the only important activity being carried out by the owners of this progressive business. Records are vigorously promoted, and a large and varied stock is displayed on shelves and upon pyramids in the center of the showroom floor. Decca, Victor, Columbia and Sonora discs are sold, and albums are featured by colorful displays and by suggestions on the part of the clerks.

There are five attractive listening booths, and in the rear of the store there are two counter listening stations. In the booths, bulletin boards are used to feature certain numbers and to call attention to worthwhile albums and sets of records.

What to do about listeners who

write on the walls in booths is another problem radio merchants have attempted to solve. The Star owners experienced difficulty in coping with wall-writers in the store's former location, but feel that they've hit on the right solution in the new place. Here, they have covered the walls of the listening booths with attractive linoleum, which is kept well waxed. If the customer does succeed in marking on the shining surface of the linoleum, such writing may be readily wiped off.

Variety Servicing

The Star establishment uses direct-mail and newspaper advertising, with frequent changes of copy to keep old customers coming in to buy, and to attract new ones.

In addition to the revenue derived from services and sales to the domestic trade, Star does work for a number of nearby dealers, department stores and takes care of a considerable volume of factory-referred work.

When the postwar period arrives, it will find this enterprising Massachusetts firm in a firmly entrenched selling position ready to serve the customers in its large trading area.



Mrs. Aloha Jaynes, record manager. Direct mail, newspapers and attractive display are factors responsible for consistent disc sales volume. Novel "listening" methods are used.



Sure-fire sellers will always include Decca's Bing Crosby, Columbia's Frank Sinatra, Victor's Perry Como, and Capitol's Jerry Colonna. They can help keep the "night-owls" happily at home, and radio-music retailers thus have a golden opportunity for increased record sales.

LUCKY BOOST for



Director of War Mobilization James F. Byrnes established a curfew.

Dealers' Chance to Sell More Records, as Entertainment Moves into the Home, with 12-o'clock Closing of Nation's Nighteries

● With the advent of national curfew, instituted by War Mobilizer Byrnes, and the curtailment of late broadcasts over some of the national nets, John Q. Public will supposedly be in his home at the bewitching hour of midnight. All those not addicted to early slumber will turn to their radio-phonograph combinations or record players, then, it is hoped by all radio-music retailers, and not only play, but buy, more and more records.

This brings up the question among the minds of some of the most successful dealers in discs: "Will we

have enough stock to answer this need?" The raising of the AFM ban would, under normal conditions, have resulted in increased production by the pressers. However, due to war labor conditions, and shortage of packing materials, any great increase in production is not promised at this time.

This month Victor presents a new series "Hot Jazz Albums." These include Jelly-Roll Morton, McKinney's Cotton Pickers, The Quintet of the Hot Club of France, Benny Goodman, Lionel Hampton, Louis Arm-

strong. Selections are Victor's elected classics in American jazz, such as: "Tiger Rag," "St. Louis Blues," "Runnin' Wild," among others.

Victor classics for April feature are "The Lord's Prayer" sung by John Charles Thomas, No. 1736; and Rossini's "William Tell Overture," Toscanini and the NBC Symphony Orchestra, Album M 605. "Dividend" display piece is available for the "Lord's Prayer" album. Full-page, color ads in *Life's* issues of Apr. 9 and 23 will put these two recordings before the public. Window dis-

plays based on these ads are available to dealers, and both recordings will be featured on RCA's weekly radio program, "Music America Loves Best," during April.

March Victor counter folders feature "Salute to Our Fighting Forces," a collection of Army and Navy songs—"Anchors Aweigh" and "Halls of Montezuma," and others.

New Victor populars: "Just a Prayer Away," Sammy Kaye, 20-1624; "I Got a Song," Tony Pastor, 20-1640; "Sentimental Journey," Hal McIntyre, 20-1643; "My Dreams Are Getting Better all the Time," Phil Moore Four, 20-1641; "More and More," Thomas L. Thomas, 10-1136; "I Should Care," Tommy Dorsey, 20-1625; "I Ain't Got Nothin' but the Blues," Lena Horne, 20-1626; and "Candy," Four King Sisters, 20-1633.

Movie tie-ins for enterprising merchants: "Can't Help Singing," Universal's film, highlights "More and More" (Victor 20-1614, Tommy Dorsey, and Perry Como on 20-1630); and United Artists' movie "Guest in the House" (Victor tie-in "Liebestraum" 36337).

Decca's new Spanish Set continues to receive promotion through dealer sales aids, and Decca calls dealers' attention to the fact that the larger unit sale of each set of the Spanish Language Course means larger profits for record retailers. Another special Dec-

Sailing along on the high popularity wave is a new recording of "Rum and Coca Cola" by Decca, this time featuring Calypso singer Wilmoth Houdini. Full ten verses are given and the pressing takes two sides, No. 23394, released March 8. Also released on that date was 23393, "When Your Lover Has Gone," Eddie Condon; 18656, Jimmie Dorsey, "Twilight Time"; 18657, Ink Spots, "I Hope to Die if I Told a Lie."

Populars Strong

Other new Decca populars: 23392, Bing Crosby and Ethel Smith, "Just A Prayer Away"; 18654, Guy Lombardo, "I Want a Bunny for Easter"; 18655, Jimmie Lunceford, "I'm Gonna See My Baby"; 4450 Freddie Fisher, "Taps for the Japs."

Addenda: "Decca's Ethel Smith is now at work on a new Walt Disney film, "Cuban Carnival," and Louis Jordan and Johnnie Long are "stopping 'em" at New York's Paramount. "Enlloro" (Voodoo Moon), 15059, and "Warsaw Concerto,"

29150, continue to rank with the top tunes in Decca sales. Especially good is Bing Crosby's Decca disc 18649, "More and More" backed by "Strange Music."

Possible window setup is tie-in of Decca's album "Three Caballeros" and the February 24th front cover of *Collier's*, which features the characters from the Walt Disney film of the same name.

Columbia offers Set M-559, "Music of George Gershwin," on its April list, and Set M-561, two famous coloratura arias, the Bell Song from "Lakme," and Mad Scene from "Lucia di Lammermoor," Lily Pons.

"Song 'of Norway" includes selections from the operetta of the same name, and features the singing star of the New York production, Irra Petina, Set M-562.

Some of Columbia's newer popular releases include: "Guess I'll Hang My Tears Out to Dry," Harry James, 36778; "Tico Tico," Xavier Cugat, 36780; "He's Home for a

(Continued on page 140)

DISCS?

ca promotion this month features Hildegard. Attractive counter folder is designed in black and white and fuchsia, listing her Decca recordings on the outside page.

In response to the growing public demand for hot jazz discs Decca introduces two new blues singers: Billie Holiday, "Lover Man," 23391; and Mel Torme, "A Stranger in Town," 18653. "Lover Man" was originally introduced by Billie Holiday, and is a page for the book of all jazz fans. Mel Torme (pronounced Tormay) 19-year-old low-down-and-hot singer appears in his first flicker "Let's Go Steady," nationally released by Columbia Pictures January 4th. Torme is also a gifted song writer and "A Stranger in Town" is one of his own.



Sonora's Jerry Wayne is a favorite with radio listeners.

Majestic's Jack Smith, on CBS Sundays at 5, EWT, highlights the populars.

Asch's Josh White, song stylist and guitar player, introduced "One Man's Ball."

Decca's Mel Torme, new blues-noter, sometimes writes his own.

Salesmanship



Here is proof that your store can capture and hold interest. Television shows are sure-fire attention-getters that will bring in customers.

● "M" Day, as we know, stands for "Merchandise Day," which is the time when factories will once again be pouring out quantities of civilian goods, and when the pent-up demand for commodities can be satisfied.

Immediately after Victory, the radio retailer should experience little trouble getting folks to buy. His problem will not be one of selling the customer; his hardship will lie in procuring sufficient stock to fill his customers' demands. The dealer's difficulty postwar will not concern sales promotion, but will revolve around the mechanics of obtaining and selecting desirable lines of merchandise.

However, after the first flush of spending, when the stock-pile of "war money" accumulated during war years has become depleted to satiate some of the hunger for new and improved radios and appliances, "M" Day will take on a new and added significance. "M" Day will connote "Merchandising Day"—the time when the dealer will be compelled to do a genuine merchandising job, if he intends to stay in business and operate at a profit. That will be the day when Mr. and Mrs. Consumer will have to be sold!

More Competition in Future

It is no secret that in prewar days, the retailing of radios was a highly competitive affair, and only the fittest survived the struggle. Not only did peacetime merchants operate profitably—despite keen competition—but they also displayed resourcefulness by staying in business during the war period when there was little or nothing to

sell. When the country settles down to normal living, seasoned dealers will again be forced to demonstrate ingenuity and merchandising skill. There will doubtlessly be more competition in the future than in prewar days. Retailers, who came into existence and flourished during the war period, profiting and building a reputation on radio and appliance servicing, will, in most cases, maintain lines of radio and television receivers as well as electrical appliances, when goods begin to roll off the assembly lines.

Need for Planning

Not only will the established radio dealer be competing against newcomer merchants in his area, but he will also be bidding against the butcher, and the baker, who will all be fighting for their share of the consumer dollar. But this should not serve to frighten the radio and appliance retailer. There will be profits to be earned in postwar merchandising for the astute merchant. But he will have to plan carefully.

Assuming that all things being equal between retailer Joe Doakes and his competitor down the street, and assuming that Joe's prices, service, quality of merchandise, and other factors which constitute customer-appeal are equal to those offered by the other store, what is that mysterious factor which will boost Joe's sales to a new high, while his rival's volume lags far behind? The answer to that is *retail showmanship*.

The radio retailer must not only be a smart merchant, and know his

business thoroughly, he must also be a showman. He must compel keen interest in his store and his goods, and focus attention in his direction. It will prove of inestimable value to employ the same principles that the Indian medicine man used to get attention, hold the interest of the man in the street, and finally consummate the sale. Retail showmanship doesn't mean that one must put on a show, replete with costumes and scenery in his establishment, but the ideas embodied in the demonstration are of the utmost importance.

To sell that radio, or refrigerator, or percolator, it will be important to dramatize the store, glamorize it, and surround the business with an aura of interest. Wherever the establishment's name appears, it must constantly be putting on a "show." It won't be desirable for the merchant to ride down Main Street on a white elephant to create attention, as there are more subtle ways to inform people that the dealer is in business and selling worthwhile merchandise. Now, let's get down to brass tacks and see how this is to be done.

Windows Must "Pull"

The store's front and window displays are very important, and are comparable to the clothes people wear. If a person is dressed well, one is likely to look again; if a store front and windows are appealing, the customer will look twice, and perhaps go into the establishment to investigate further. The windows are outside salesmen, not simply a convenient place to display wares to passers-by.

for Postwar Business

Promotion Ideas to "Dress-Up" Your Store Will Keep You One Jump Ahead of Competitors

They must attract people and say to them: "Step inside folks, there's a bigger and better show going on inside."

If it is at all possible, the exterior of the store should be eye-appealing. This means: large, roomy windows and display space, attractive storefront construction, and perhaps modern accessories and fixtures, transparent doors. Most important of all, outside displays must embody three fundamental features to be effective: light, color, and (if feasible) motion.

The exterior of the place of business must be well-lighted at night, and the signs in front of the establishment, which serve to advertise it in its area, should be visible from a considerable distance. If the sign flashes, or goes on and off, or if it exhibits some sort of motion, it will catch more attention than one which is stationary. It is advisable to use the words "television" or "electronics"—those magic "catch-words" in signs or windows.

Do you intend to merchandise television when it becomes available? In that event plan to demonstrate this new form of radio reception in the windows. In pre-war days, one enterprising retailer displayed a television receiver in actual operation in his window, and eager throngs crowded the walk to view the set in action.

Interesting Displays

This instance of retail showmanship aided this dealer in successfully selling television when it was first introduced. In the early days of radio, people gathered in front of the local radio store to hear the broadcast of a prize fight or other interesting or important event. This same strategy will materially assist the dealer in selling television in postwar days.

The interior of the establishment will have to be glamorized, and made appealing. It must put on a show all its own. This does not necessarily mean that stores must be elaborately furnished, or equipped, or appear to be ultra-modern, as depicted by some artists. But it must be dramatic. Here are some suggestions:

(1) Revolving displays of radios or

appliances. (2) Soundproof "theatres" in which to demonstrate FM or television. (3) Soundproof record listening booths with their interiors decorated with a musical theme, thereby creating atmosphere. (4) Mirrored walls close to the displays, permitting the customer to see himself tuning a radio, or opening the door of a refrigerator, etc.

Homelike Atmosphere

When merchandising kitchen appliances, it is suggested that the dealer set up a section of his store with a model kitchen. Refrigerators, ranges, cabinets, etc., should be laid out the way they actually appear in the home. All units should be wired-in and demonstrations should be "live," and "real." Linoleum covering the floor of the model kitchen,

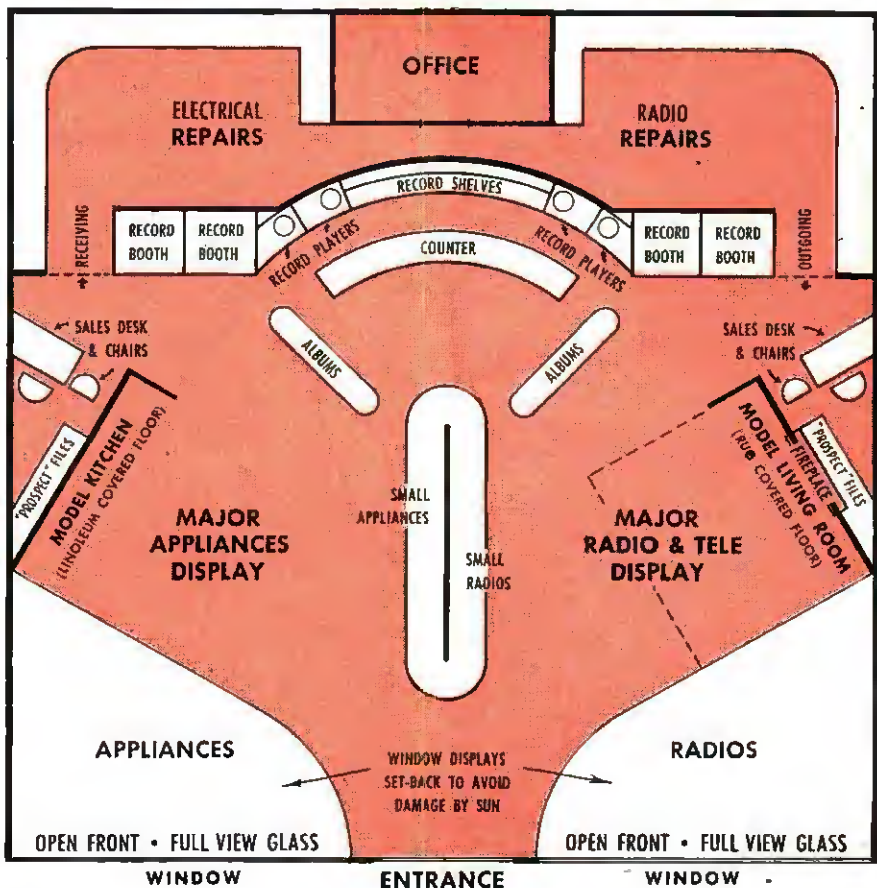
and curtains hanging from dummy windows will certainly enhance displays, and assist in closing the sale. This type of retail showmanship will not only increase volume, but will add to the appearance of the store.

Equipment such as dishwashers, or automatic washers should be demonstrated under actual working conditions. Having these units wired, and connected for plumbing will make it possible to show prospective purchasers an actual demonstration of the appliance in action—washing clothes, or dishes—thereby dispensing to a large degree with the more expensive technique of home demonstrations. Remember, this is part of the show.

Advertising must occupy an important position in postwar plans, and dealers should plan to allot ap-

(Continued on page 108)

The store interior is a silent salesman which is constantly "selling" the customer. Retail showmanship calls for eye-catching displays which add drama to your merchandise; increase sales.



Service Pays The Overhead

**Missouri Merchant Ousts Alternate Lines —
Finds All-Out Appliance Repair Plan Profitable**

• Sid Arrandale, owner of the Arrandale Appliance Co., Moberly, Mo., turned to merchandising of furniture during the early part of the war period as a stop-gap for shrinking appliance sales volume. In the meantime, he also built up his service department to the best of his ability, assuming that between the two lines of activity, he could certainly operate his store profitably.

Furniture did not sell as well as Arrandale had anticipated. When he studied the annual furniture volume, and the work and expense involved, he came to the conclusion that this was not the line which could answer his problem entirely.

However, when he studied the progress of his service department, he was pleasantly surprised. This section, consisting of an experienced laundry equipment mechanic, and one radio technician, was loaded with work, and the amounts on the repair invoices ran into sizeable figures.

Time to "Up" Repair Jobs

"I never thought that appliance repairing could bear the load of the business," Arrandale declared. "I thought it might, perhaps, pay the salaries of my two men, and leave some profit, in addition. But, I hardly thought that it could support the entire store overhead, and my own salary as well. Studying the figures, I finally came to the conclusion that it would be, better business to abandon the furniture line and devote my undivided effort to assisting the boys in the service department in operating an efficient repair service."

Arrandale instituted his new policy, and gradually eased out of furniture retailing. Under the new arrangement, he was able to call for and deliver a number of appliances, inso-

far as his gasoline ration permitted. The new set-up also furnished him with sufficient time to contact service customers, especially by telephone. This helped to sell many larger appliance repair jobs, especially on washing machines, and soon Arrandale found that he was quite busy managing his repair department.

Making Future Customers

"At the present time, servicing is paying dividends," this dealer asserted. "All this is very encouraging, for I think it has solved our wartime problem. In addition, it is responsible for securing many contacts for us, which should prove invaluable in post-war days. Many of our appliance repair customers inform us that they are going to buy radios, washers, and other items from this store when they are available."

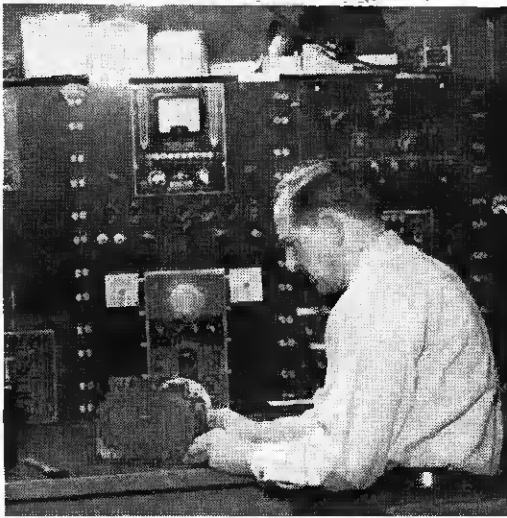
As Arrandale sees it, the customer must be well serviced, even in wartime. In other words, the radio and appliance retailer who wishes to build goodwill, must not attempt to high-pressure a customer into an expensive repair job, when a smaller one will do. This dealer firmly believes in placing all the facts before the owner of the appliance, on what repairs the article may require, and permitting him to decide what should be done.

Fair-Dealing Policy

This policy often induces the customer to give the retailer the go-ahead signal, and do the repair work which the serviceman considers necessary. When the decision is put up to the consumer in this manner, he is usually willing to accept the charges for the work obtained.

On many service jobs, Arrandale claims that there is no need to telephone the owners of the appliances, but it is part of his policy to do so on more costly repair work, when no previous estimate was given the customer. Dealing with the public fairly has proved a boon to this mer-

(Continued on page 110)



Top to bottom: Sid Arrandale making out a repair order; repair bench in washer department; well laid-out radio service bench and test equipment makes money for the firm. At left, washing machine maintenance man tests a finished job. Repairs aid future sales.

...and Now

A
**Separate
DIVISION**



under the direction of Mr. G. E. MURPHY
16 years merchandising experience in the radio trade

THIS newly created division of the Wilcox-Gay Corporation will devote its time and energy, exclusively, to the merchandising of the famous RECORDIO DISCS and to the developing and marketing of a completely new line of cutting styli and playback needles under the name "*Recordioint.*"

THE POLICY OF THIS NEW DIVISION WILL BE TO CONTINUE IN THE TRADITIONS SO FIRMLY ESTABLISHED BY WILCOX-GAY IN THE LAST TWENTY-FIVE YEARS, TO DEVELOP AND PRODUCE MERCHANDISE OF CHARACTER, DISTINCTIVE IN DESIGN AND UTILITY, AND OF GUARANTEED QUALITY AND USEFULNESS.



RECORDIO
Recording instruments for home,
commercial and professional use.

MANUFACTURED BY
WILCOX-GAY CORPORATION
CHARLOTTE, MICHIGAN

"Use" the "Users" Wisely

Customers Who Plug Your Merchandise Are Your Best Salesmen, and They're Entitled to Something

• Almost any appliance sales manual you pick up urges you to "use the user." Predicated upon the thoroughly proven axiom that "a satisfied customer is your best advertisement," major appliance salesman are asked to frequently contact users, and to bring prospective customers into the user's home.

The value of advice such as the foregoing is apparent to the dealer and salesman who stops to consider *how many* of his past major appliance sales were made *partly* or *wholly* through user-recommendation.

Video Views in Homes

And, with television promising to play such a large part in future sales, "using the user" will take on a new and important significance, since it will obviously be much simpler and cheaper to take a prospective customer to a *user's home* than it will be to try to arrange a demonstration with one of *your sets* in the *prospective customer's home*.

First, in arranging a demonstration in the user's home, say on a television set, the prospect will get a demonstration under ideal and settled conditions. There will be no fiddling around with demonstration aerials, current supply, grounds, etc.

Second, the user's recommendation is nearly always more effective as a sales talk than anything the salesman can tell the prospect.

"Free" Sales Help

The prospective customer, in seeing a demonstration in a user's home, and listening to a user's "sales talk" undergoes a series of psychological sales barrages hard to resist. The prospect feels that the user's opinions are unbiased, since the latter is not on the dealer's payroll, and he is often influenced by other factors, such as the user's reputation, the attractive home surroundings and the demonstration of the equipment by a person who obviously has no axe to grind.

All of the foregoing has dealt with the user's value to the dealer and the dealer's salespeople.

But how about the dealer's obligation to the user? Is it reasonable for

the dealer to expect the user to go on forever opening his home as a display and demonstration place, and cashing in on his (the user's) salesmanship?

Is it reasonable to work these "off-the-payroll" salespeople—the users—to the hilt, and not expect them to feel resentful if they receive neither courtesy nor reward?

Just as it is important for an employer to keep his salesmen happy, it is equally important to keep his cooperative users happy; and there are numerous ways to do this.

The first thing to remember is that the dealer's users, who permit him to bring prospective buyers into their homes, are entitled to three things: consideration, courtesy and reward.

WHY "USERS" ARE WILLING To Help Influence Sales

They actually enjoy demonstrating the appliance.

They are proud of their ability to choose merchandise.

They expect to be rewarded.

Consideration means that the user should not be subjected to annoyance and inconvenience, therefore the salesman should not barge in unannounced into the user's home, but should *always* arrange such visit in advance.

Shortly following the visit with a prospect to the home of a user, the salesman or his employer should write or telephone thanks to the user. This is simple courtesy.

Just as a salesman is compensated for making a sale, the user who has favorably influenced a prospective customer, should be rewarded. There are many variations to the user-reward problems. The salesman can call again, and offer to perform some small service in the home, such as oiling and inspecting appliances, or he can check the aerials and grounds on radio sets, check tubes, or tempera-

ture level in the family refrigerator.

Sometimes a user expects reimbursement for his services. As a rule such expectations are based upon previous arrangement made with the employer or the salesman, and in *too many* instances the dealer or the salesman "forgets" to make good his part of the deal, or just puts it off.

Urged to "Play Ball"

That it is poor business to make arrangements to reward a customer-user and then fail to do so goes without saying. Often a salesman makes promises to a user, without telling his employer, and then fails to take care of his obligations. The employer may never know about such transactions, unless the customer complains.

The employer should "play ball" with his salespeople on their dealings with users. For his own protection, he should insist that he be advised of all arrangements his salesmen make with users, and should be willing to cooperate financially, if necessary.

The customer-user who does not expect to be reimbursed for his services—and most of them don't—having helped put over a big sale for the dealer, will always appreciate a small gift, such as an electric clock or a hand-iron. Or he will appreciate some free service rendered by the salesman or by the dealer's servicer.

Keep All Promises

The customer-user who expects some material reward, based upon previous arrangement, is certainly entitled to such reward promptly and without equivocation upon the part of the dealer.

"Using the user" is a valuable dealer practice. But "using the user" for a "good thing" is something no fair-minded and alert merchant will countenance.

"If you want to get something—give something" is the advice of one of the foremost merchandising experts in the country.

And this advice applies to your user-customers who offer their homes as "showrooms"—either because they like to do it or because they hope you will recognize such services materially.

Hold it!

YOU
belong in
this picture
Mr.
Radio
Merchant!



We're referring to the after-the-war picture following the first mad, public scramble for any kind of radio — when 'people again begin buying on actual merit and value. That's the picture YOU should fit into — and will fit into — if you handle the Temple line!

Temple Radios, too, will sell fast from the very first, BUT — Temple will build from that very first on a basis of sound permanency that insures lasting profits to its Dealers and Distributors.

Distributors and Dealers interested in participating in the Temple postwar picture are invited to communicate with us now — today!



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

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

"WHERE FM WILL ALSO MEAN FINEST MADE"

Licensed under Armstrong and De Forest Patents

RADIO & Television RETAILING • March, 1945

tru·base



REG. U.S. PAT. OFF.



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

and only **Olympic** has tru·base



DIVISION OF HAMILTON RADIO CORPORATION



**A liberal choice
of types to meet most electrical
and mechanical requirements...**

AEROVOX

Electrolytics

● Along with pioneering the dry electrolytic capacitor for radio, electronic and motor-starting functions, Aerovox has always maintained the outstanding choice of types. However, at Aerovox today the war effort comes first. That is why most electrolytics have been available only on highest priorities.

With Aerovox electrolytic production running full blast, more and more types are becoming available—GL can type with leads; PBS cardboard-case units with adjustable metal mounting brackets; hermetically-sealed metal-can units with lug terminals; strap-mounting cardboard tubulars; midget metal-can Dandees; prong-base can types; plug-ins—these are on the way. Some are already available on usual priorities. Others will follow as rapidly as we fulfill our war commitments.

● **Ask Your AEROVOX JOBBER . . .**

Ask about the Aerovox electrolytic line. He can advise you on what types are immediately available to take care of your wartime jobs. You can place your orders now for other types, since it will be first-come-first-served after Uncle Sam's needs shall have been fulfilled.



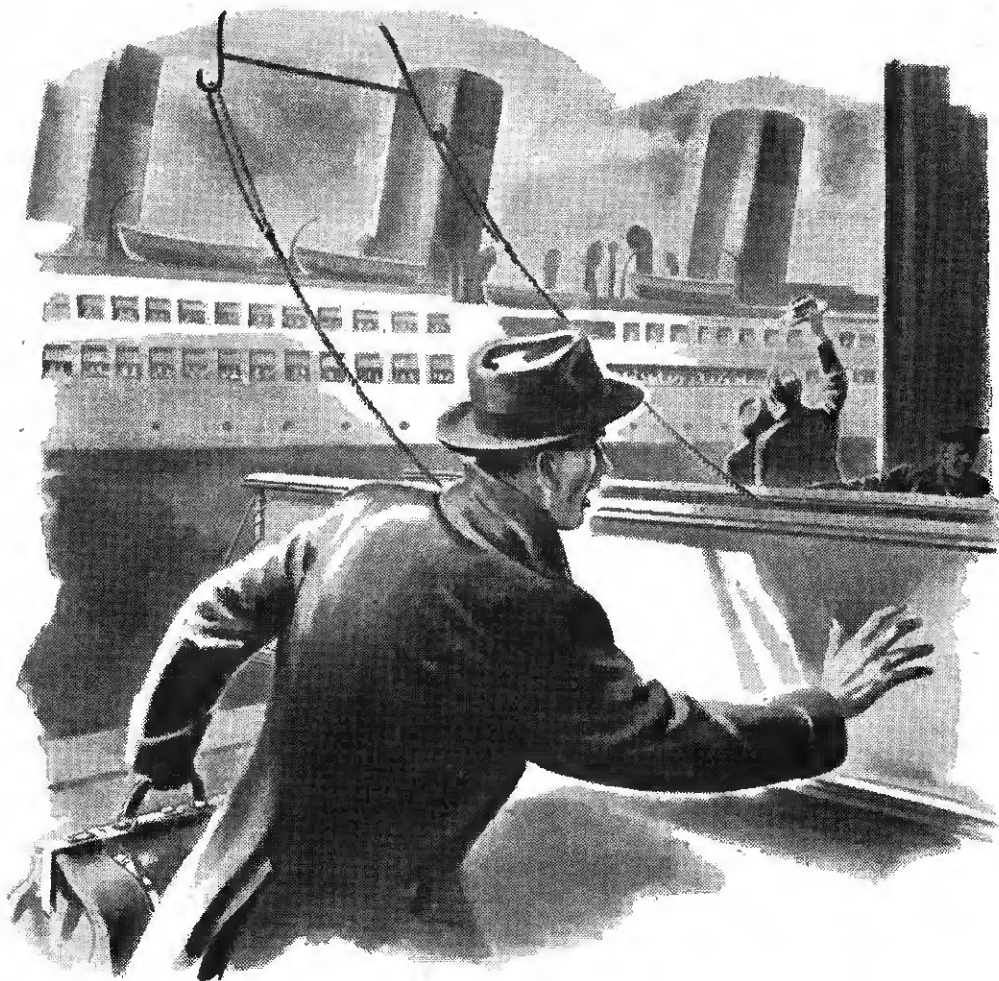
Capacitors

INDIVIDUALLY TESTED

AEROVOX CORPORATION, NEW BEDFORD, MASS., U. S. A.

SALES OFFICES IN ALL PRINCIPAL CITIES

Export: 13 E. 40 St., NEW YORK 16, N. Y. • Cable: 'ARLAB' • In Canada: AEROVOX CANADA LTD., HAMILTON, ONT.



DON'T MISS THE BOAT

Get Sparton's exclusive franchise story today

THE most talked of radio merchandising plan, *S.C.M.P. is available to *only one* dealer in a territory. To make sure you don't miss the boat—we suggest you get full particulars *now*.

Many of America's foremost radio retailers tied-up to *S.C.M.P. back in 1939. They proved conclusively that here was one way of retailing radios in volume at a profit.

*S.C.M.P. will be continued without fundamental change when Victory is won.

Since 1926, Sparton, known throughout the world as "Radio's Richest Voice," has contributed many firsts to the radio industry.

The same engineering and craftsmanship that contributed to Sparton's superiority in the early days—augmented by new plant and research facilities—is your guarantee of continued leadership.

Dealer appointments are now being made. If you are not familiar with the many exclusive features of the *S.C.M.P., send for a copy of the Sparton plan book today!

Radio and Appliance Division—Plant 5

THE SPARKS-WITHINGTON CO. • JACKSON, MICH.

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

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

ONLY ONE DEALER IN EACH CITY AND TOWN

Check These Profit-Increasing Features

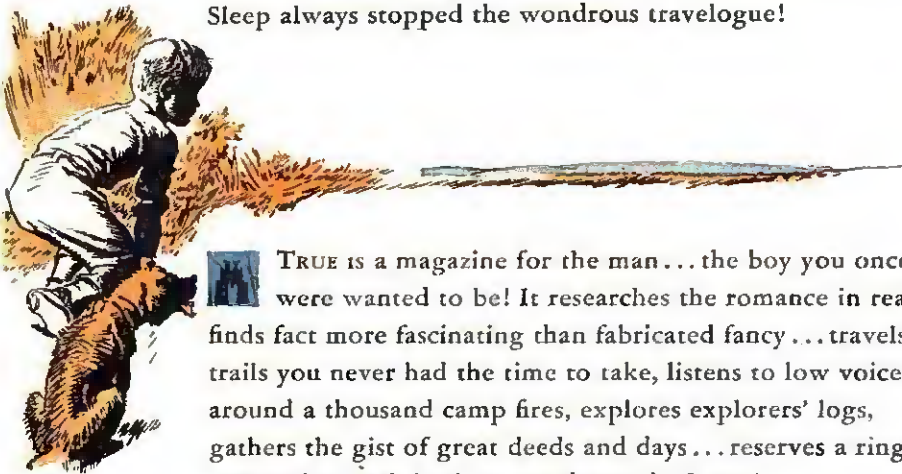
- One exclusive dealer in each area
- Direct factory-to-dealer shipment
- Landed dealer cost prices
- Low consumer prices
- National advertising
- Factory prepared and distributed promotion helps
- Seasonal promotions
- Uniform retail prices
- Products styled by outstanding designers



Lonesome whistle in the night . . .

Every evening the long train scurried by, its moving windows blobs of yellow in the dark. Inside the cars, distinguished strangers sat on green cushions, ate off silver dishes on white tablecloths . . . Grown small in the distance the engine's whistle sounded sad and lonely in the night . . . The boy sighed, on his way to bed.

Some night, he thought, the train would take him far away . . . to sail blue seas, and find green islands no man ever found before . . . to climb snowy peaks, fight jungle tribes . . . to see picturebook cities and curious people, the naked brown men and furry Eskimos, the tigers, elephants and . . . Sleep always stopped the wondrous travelogue!



TRUE is a magazine for the man . . . the boy you once were wanted to be! It researches the romance in realities, finds fact more fascinating than fabricated fancy . . . travels trails you never had the time to take, listens to low voices around a thousand camp fires, explores explorers' logs, gathers the gist of great deeds and days . . . reserves a ringside seat each month in the rugged world of men!

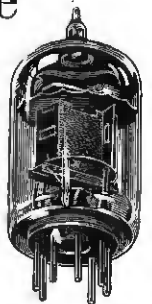
TRUE is gathering force and friends, earning a lasting reader loyalty, and growing steadily despite paper and distribution limitations—today tallies well over a half-million copies, 98% newsstand bought, at 25c per copy . . . offers an all-men audience at very low cost, plus a great postwar potential! . . . Inquire TRUE, a Fawcett Publication, 295 Madison Ave., New York 17

true

. . . the man's magazine



more efficient
... in miniature



The modern hearing aid is a fine example of greater efficiency . . . in miniature. No longer does the awkward ear trumpet or an apologetic "a little louder please" embarrass the hard of hearing. The compact hearing aid of today, with its inconspicuous ear button, admits these people to a world from which partial deafness had formerly isolated them. This has been made possible by smaller tubes.

In countless applications, TUNG-SOL Miniature Tubes do everything the large old style tubes did and in most cases are doing it better.

To manufacturers of radio sets and electronic devices, size and weight reduction is so important that

TUNG-SOL is now producing many of the new miniature types. The development of other miniature types to function where larger tubes are now used is also foreseen.


Jobbers, dealers and service men will not only find the TUNG-SOL line complete, but each tube as dependable a tube as can be made.

TUNG-SOL
vibration-tested
ELECTRONIC TUBES

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

RADIO & Television RETAILING • March, 1945





"CONTROL OF THE AIR"
has a new meaning today

Yes, we're talking about a different kind of air control than that established by Allied fighters and bombers. For the air today is full of high-frequency impulses, launched by varied types of radio and electronic equipment and performing varied functions of communication, detection, ranging and safeguarding. From compact mobile radio sets to highly intricate radar equipment, Delco Radio products are helping to bring new "air supremacy" to America's armed forces. Delco Radio Division, General Motors Corporation, Kokomo, Indiana.

KEEP BUYING WAR BONDS

Delco Radio
DIVISION OF
GENERAL MOTORS

"People's Radio" (Ha!)

Nazi Home Receivers Seen as "Engineering Monstrosities"
by Former Oklahoma Radio Technician, Now Abroad

(Murl E. Beauchamp, who formerly operated Radio Hospital at Hoving, Okla., and who is now a lance corporal in the Royal Canadian Signals abroad, has contributed the following interesting article on the German "people's radio"—the set designed for the civilians in the Reich.)

• The American "loft" radios of a few years ago—as bad as they were—could be considered wonderful instruments in comparison with the famed "People's Radio" made by Telefunken for Nazi citizens

The "People's Radio" is produced in two models. (1) A two-tube ac/dc engineering monstrosity and (2) a three-tube battery-powered version. If your choice were limited to the two sets you would do better to choose the battery model.

Tubes Described

The tubes used in the circuit as (1) a triode regenerative detector feeding a (2) triode resistance-capacity coupled first audio which attempts to drive a pentode power amplifier (3).

The filament current drain from the 2 volt accumulator is 263 mils. The high tension drain averages 38 mils. Bias is supplied to the power pentode by tapping the H.T. source at plus 6 volts, which then becomes the H.T. zero potential and the normal H.T. minus becomes the 6 volts bias.

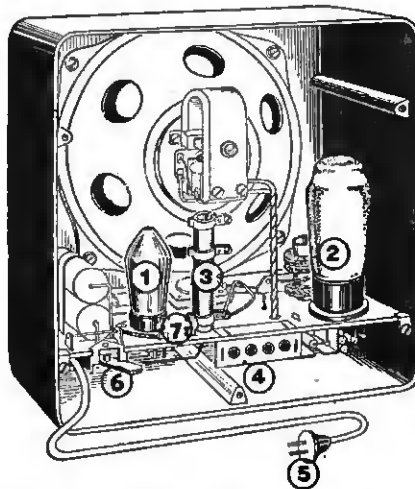
There are no variable resistors employed in the design. All resistors are rated at $\frac{1}{4}$ or $\frac{1}{2}$ watt.

Poor Sensitivity

All coupling and bypass capacitors are rated at 300 volts, but often give up the ghost at the 85 volts supplied by the plate/screen/bias battery.

Sensitivity of the receiver is so low that before any signal could be tuned in with satisfactory volume it was necessary to use both a ground and a high, long antenna (approx. 40 ft. high by 100 ft. long), and then—ironically—the only two stations which could be heard here in France were both BBC, vividly describing

Power Line Set



(1) Rectifier Tube VY2 (2) Twin Tube VCL11 (3) Voltage Regulator (resistance) (4) Antenna and Ground Connection (5) Line Cord (6) "On-Off" Switch (7) Fuse

the march to victory by the United Nations.

In the fabrication of the receptors, the use of plastics is carried to the ultimate degree. The cabinet which measures $9\frac{1}{2}$ in. square by $4\frac{3}{4}$ in. deep is a single forming embodying all mounting lugs and supports. The subpanel, speaker frame, speaker cone and grill, tube sockets, coil forms, wire insulation, control knobs, switch lever and case, condenser (variable and fixed) mountings, and the mounting screws and wedges, are plastic.

Metal Scarce

Utilization of metal has been reduced to a minimum. The variable condenser plates are foil cemented to thin plastic sheets. The switch contacts are paper-clip leads, the tube holder contacts are very thin brass cotter-key-like clips. The only sizable piece of metal in the job is the iron used to form the magnet of the speaker which is of the non-balanced armature type.

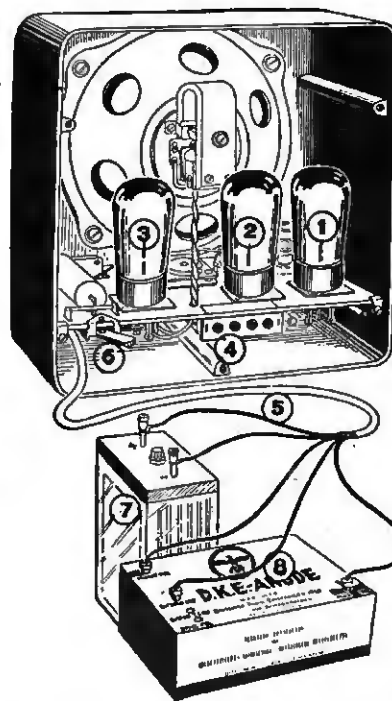
The power switch is located at the rear of the chassis. The remaining controls are mounted in a line at the bottom of the front panel. They are three in number whose functions are, from left to right: (1) The left control varies the antenna coil coupling and simultaneously "slugs" the grid inductance of the detector. (2) The center control is a finger operated dial which directly drives the tuning condenser, the plates of which often rupture due to pressure of separators.

Called "Utter Trash"

This dial covers the European long-wave band for 180° of rotation, and then by automatically shunting a portion of the tuning inductance responds (or is supposed to) to the medium-length waves of the broadcast frequencies for the remaining 180° of its rotation. (3) The right hand knob attempts to control regeneration with another plastic-metal-foil variable condenser.

I can truthfully say that never in my eighteen years of radio service experience have I come in contact with a commercially produced receiver made with such utter trash.

Battery Set



(1) Detector KC1 (2) Low Frequency Tube KC1 (3) Power Pentode KL1 (4) Antenna and Ground Connection (5) Battery Cable (6) "On-Off" Switch (7) Filament Supply Battery (8) Plate Supply Battery

"Jim's got it easy doing door-to-door selling!"



Jim: Naturally, madam, you are interested in the only truly "complete" refrigerator.

Customer: I've waited so long I certainly want nothing but the latest.

Jim: Notice these two refrigerators are almost identical. Latest mechanical improvements. Compartments contain same amounts of foods.

Customer: They look pretty much like all the refrigerators I've seen today.

Jim: (Raises door shade on Shelvador*) Here is the big difference—

Customer: Shelves—built right in the door! How wonderful! It's like opening two refrigerators!

Jim: Exactly, madam. The Crosley Shelvador* brings twice as much food to the front within easy reach!



SEEING is Believing
To sell something effectively . . . show it! . . . demonstrate it! What could be more quickly convincing than this simple demonstration of the vast, extra value of the Crosley Shelvador* double, front-row storage space? And the Shelvador* Demonstration Shade (available to you soon) dramatizes this extra value!



TWICE AS MUCH FOOD TO THE FRONT WITHIN EASY REACH

Remember, every Crosley product, household appliances or radio, gives your customers *extra advantages and features they can see, or feel, or hear!*—and features you can demonstrate!

*Reg. U. S. Pat. Off.

CROSLEY

THE CROSLEY CORPORATION, CINCINNATI, OHIO

And so another Shelvador* owner is added to your selling force! She'll convince her friends, just as you convinced her—by actual, visual demonstration. And they'll want to know where she bought hers. That's where you come in—profitably.



Radios : Radio-Phonographs : FM : Television : Short Wave : Electronics : Radar : Refrigerators : Household Appliances : The Crosley Car : Home of W/LW, "The Nation's Station"



Appliances— on the Farm

Don Babcock's News-sheet, Super Advertising Medium

● In all the talk now going on in reference to future merchandising of radio, major appliances and related lines, the farmer and the farm market seem to occupy not too important a position. At least it seems so to many city folk. However, if Don Babcock of Oconomowoc, Wis., has anything to say about this, the agricultural field represents an important actual, as well as potential market.

Babcock owns a hardware and appliance business and is doing his best, successfully, at that, to sell and service washing machines and other electrical appliances for rural dwellers.

Trade Booster

For three years, this enterprising retailer has been publishing his own "newspaper," Babcock's Farm News, and he is frank to admit that this publication has helped him boost his farm trade to 75 per cent of his total annual business.

This paper, which is a single sheet mimeographed on both sides, is edited by Babcock. He lays out the paper, digs up all the items and turns the

receivers and with video programs which handles the production end. This newspaper is valuable to the farmer since it contains information on what is available to him in electrical and other goods.

The publication is inexpensive to maintain, asserts Babcock. The total cost, including postage for 2000 copies to rural routes, is \$40 monthly. He believes that if he printed his "sheet" his costs would go up considerably, and it would lose some of its "homey" appeal.

"This is the best advertising medium I have ever tried," states Babcock. "If we offer certain items in it, we get telephone calls the day after the publication is mailed. I can trace much new business to this paper, and get many good customers by means of it. I try to keep information in it which is helpful to the farmers, and this is what they like."

In this "Farm News," during these war days, customers are given news on rationing, availability of different appliances as well as other news vital to their interests. Babcock repairs

small electrical appliances and washing machines, and finds that he gets much good business through his "Farm News" readers.

Since the origin of the paper, Babcock has also instituted a free advertising service for farmers. On a large blackboard in the store, farmers may list the items they have for sale. Much merchandise is sold in this fashion, and many farmers come to the store to read the blackboard as goods important to them may be listed.

Looking to Postwar

One of the reasons for the success of the "Farm News" is the fact that all copy is easy to read. There are no long-winded articles. Everything is kept short, informative and pointed.

There will be much activity in retailing to the farm trade, in postwar days, and Babcock is making certain that he gets his share of profits from this lucrative market. Babcock and his merchandising ideas are "on the ball," and when that postwar business ball gets rolling he is certain to be in there pitching.

Center Music

(Continued from page 37)

ings of better music, and a large volume of classical discs is sold.

A varied line of giftware is being sold today, but with the end of the war these items may be abandoned. Sheet music and music books are also sold, and these articles constitute a good share of the sales volume.

Cameras and camera accessories as well as electric shavers also represent part of the permanent line carried by these shops. The sale of this merchandise will be resumed as soon as these items become available.

John I. Marge, manager of the stores on both levels, asserted that the firm plans to do a great deal with television. As soon as it becomes available, a television set in operation will be displayed, and a concerted effort will be made to educate and familiarize the public with these

receivers and with video programs.

Marge expressed the conviction that, from the retailers point of view, FM may be a more interesting development sooner than television. His reasons for this are:

(1) FM sets will cost less than television receivers.

(2) In the immediate postwar period, there will doubtless be more FM radios available than telesets. Also, FM programs may be available to more homes sooner than video will.

Shortages of tubes were anticipated by the Center Music Stores, and they did their best to prepare for this eventuality.

Pleasant Atmosphere

With subdued lighting, colorful display of goods and modern fixtures, these attractive stores are pleasant places to shop in, and purchasers feel at ease the moment they cross the threshold. The street-level store has

three entrances, one in the lobby of the building and the others directly from the street, making this store easily accessible.

Although six of the firm's employees are in the armed services, the stores have succeeded in maintaining an efficient personnel. The complexities and problems of the war period are being met and successfully solved by the Center Music Stores, Inc.

In postwar days, the organization plans to open additional radio and music stores—in line with their present policy of high-grade merchandising. Walter H. Nussbaum, the firm's president, one of New York's astute retailers, was president of the Walthal stores, a national retail chain, from 1921 to 1929.

With the conclusion of the war, and the return of men and merchandise, these Radio City stores should have clear sailing in the field of radio and television retailing.



Build your future with the biggest name in small radios

YESTERDAY—Emerson Radio gained top position in the field because it produced what the public wanted—the best radio—in the smallest cabinets—at fairest prices. The name “Emerson” became identified with the “world’s largest maker of small radios”.

Keep in touch with your Emerson Radio distributor. Write for details of the P.D.Q. (Preference Delivery Quota) Plan.

EMERSON RADIO & PHONOGRAPH CORPORATION, NEW YORK 11, N.Y.

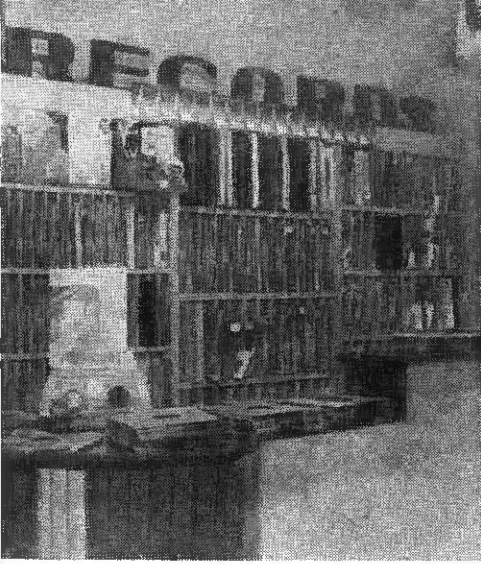
Great Engineering Ideas In Small Packages... Compact, Efficient, Fine

TODAY—Emerson Radio, understanding dealers’ problems during the war, produced the spectacular P.D.Q. Plan. It clinches future radio sales today—a perfect example of Emerson Radio’s alertness in merchandising and planning for its dealers.

TOMORROW—Emerson Radio’s creative engineering and technical research will deliver startling post-war radio and television receivers... among them the Emerson Television projection set—assuring dealers and consumers the promise of “a theatre in every home”.



For Outstanding Accomplishments.



with a sign featuring: "Cowboy Records." These platters are very popular in this section of Iowa, and customers enjoy looking over a number of different titles.

Record booths are situated adjacent to the display of discs, where the customer can play his selection in comfort, and in a manner most conducive to music appreciation. Record displays and listening booths are definite assets in merchandising cowboy platters—or almost all discs, for that matter, this store has found. In addition, through this arrangement considerable time is saved for the sales person while waiting on custom-

The establishment is open several nights during the week, in an effort to serve all its customers. During these evenings, as it is in the daytime, Schreurs handles the radio repairs, while his capable wife waits on the record customers. Thus, during these hectic wartime days, husband and wife work long hours, and are able to attain a considerable volume of business. By intelligently combining the various merchandising angles available to them, the Schreurs have succeeded where others might have failed.

"While we are doing a satisfactory amount of sales, we don't mean to

"Needles" Record Sales

Iowa Radio Retailer Tells How to Promote Disc Merchandising

● When war conditions prohibited the manufacture of radios and appliances, Clifford Schreurs, proprietor of Schreurs Radio Store, 229 East 2nd St., Muscatine, Iowa, went all-out for the promotion and selling of records. Entry into this field of record merchandising was a fortunate occurrence for this dealer, as this venture has paid-off very well.

"I reasoned that folks who bring their radios in for repairs at our store are naturally interested in music," asserts Schreurs. "It was logical to conclude that discs should attract many of them. It is very encouraging the way things have worked out. My wife takes care of all the customers who come into the store, and manages the record department, while I handle the radio repairs. This arrangement provides me with ample time to devote to radio servicing.

"After the war," Schreurs continued, "I'll return to merchandising radios and appliances, and hire a technician to manage the repair department. However, as we find that record merchandising is very profitable, we will undoubtedly keep this line postwar."

Record Exposition

The Schreurs have devised a very successful display system for records in their spacious store. The areas formerly devoted to exhibiting electrical appliances were re-decorated, and lamps and display tables placed on the showroom floor. One area of the establishment has a table of discs

ers. This is especially true during busy days.

In close proximity to the cowboy record display is the area where new records are on view with a placard reading: "New Records, 3 for \$1." Quite a number of discs are sold from this spot, too, for customers seem to be on the look-out for bargain prices on new records. Thus, they are encouraged to purchase three platters at a time.

At a third table, where variegated discs are sold, the sign bears this inscription: "Assorted Records." This area is also frequented by prospective buyers, and many platters are sold here.

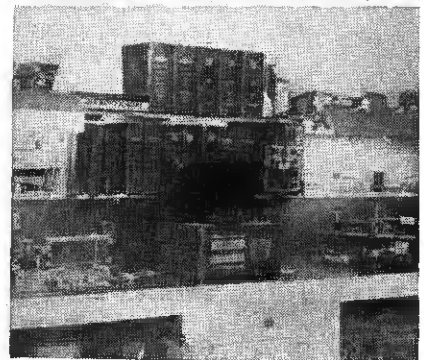
High Turnover Rate

Mr. and Mrs. Schreurs have discovered that many customers like to browse about, inspecting the titles of the records on display. That, doubtlessly, is one of the reasons which accounts for many of the discs on open display having a high turnover rate.

The three record booths accommodate a lot of store traffic on busy days, and this arrangement enables the firm to render more efficient service to its customers. On top of the booths are blow-ups of famous recording artists, which supply a musical atmosphere, as well as enhance the appearance of the store.

Above, right, Schreurs' store interior provides customer convenience. Below, section of the well-equipped repair and testing department.

intimate that we are completely satisfied with this wartime arrangement as contrasted with peacetime," cautions Schreurs. "We are looking eagerly forward to the resumption of radio and appliance manufacturing, and to the time when we can replenish our stock. In the meantime, our activities, while not a gold mine, are aiding us in getting through this transition period to what we hope will be a prosperous postwar era."



Brand NEW IDEA ...now
it's fun...and easy...to speak Spanish

Listen to a thrilling play . . .



. . . Speak Spanish in a few weeks!

BIG DEMAND MAKES THIS NEW COURSE EASY TO SELL!

More people than ever want to learn Spanish.

To meet their needs, Decca now presents an entirely *new method*—a practical, tested course that gives a knowledge of Spanish in *only a few weeks!*

And here's the best part of it—Decca's new course is *fun* all the way through. The course takes the form of a gripping mystery drama, played by leading Spanish actors and actresses. There are no dull rules or grammar to study. It's entertainment . . . but right from the start you begin to speak "*living*" Spanish.

Now more than ever, America needs men and women who can speak Spanish. That means a big demand for a quicker, easier language method. Be ready for this business!

ORDER NOW!

from your regular Decca branch

NEW DECCA SPANISH COURSE MEANS BIGGER PROFITS!

You make larger-unit sales when you sell the Decca Spanish Course. And that means larger profits per sale!

The complete Decca course includes: 16 double-face 10-inch records in two albums; text book; play book; Spanish and English Dictionary; instruction booklet.



LIST PRICE \$39.95
(not including federal, state or local taxes)

Decca
LANGUAGE
SERIES

REG. U.S. PAT. OFF.

DECCA DISTRIBUTING CORPORATION

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

Radio Distortion Chart

Common Causes of Distortion in Radios. Test Points in Circuits.

by S. HELLER

KEY TO ABBREVIATIONS

S—slight
C—considerable
Sev.—severe
H—hum

S.H.—slight hum
C.H.—considerable hum
L.H.—loud hum
L.V.—low volume

D.V.—decreased volume
W.R.—words recognizable
W.U.—words unrecognizable
R—replacement

Res.—resistance
Cap.—capacitor
Pl.—plate
Det.—detector
O—oscillation

Degree of Distortion	Coincident Symptoms	Source of Trouble	Clues	Test Procedure	Suggested Remedy See Fig.
W.U.	H; L.V.	Open filter cap on choke input side.	Voltage from cathode of rectifier to B—low.	Parallel suspected unit with equivalent capacitor.	R 1
S to C W.R.	H; Screeches on highest volume.	Open filter cap on choke output side.	Hum persists even with volume control at minimum.	Same as 1.	R 1
S to C W.R.	H	Internal open in common neg. of dual filter capacitor.	Crossing with equiv. cap has no effect, even though sound is like that of open filter capacitor.	Remove all cap terminals before substituting new capacitor.	R 2
S	H; Screeches on highest volume.	High res. open in volume control.	Symptoms disappear when voltmeter is connected to center tap and one of other 2 volume control terminals. No hum present with volume control at minimum setting.	Test continuity from center tap of volume control to either side, while movable arm is rotated. Abrupt deflections indicates opening.	Clean with tetrachloride or bend arm to new position, or R. 3
S to Sev.	D.V.	Shorted coupling cap between detector plate and grid of 1st AF tube.	Little or no negative voltage, or positive voltage instead of negative, on control grid of 1st AF.	Ohms test, or cut off coupler on one side, substitute test cap.	R 4
S	S.H.	Shorted aerial.	Reversing line plug causes symptoms to disappear.	Disconnect aerial—if distortion, hum disappears, aerial is shorted.	Find short by inspection, remove. 5
S to C	S.H.	Aerial too long, esp. on T.R.F.	Distortion, hum, appear chiefly on high volume setting, not on low.	Disconnect or shorten aerial, see if symptoms disappear.	Shorten aerial.
C W.R.	H; L.V. Many stations not received.	Open AVC capacitor.	No noise pickup between stations, during tuning.	Parallel AVC capacitor with equivalent test unit.	R 6
C W.R.	L.V.	Shorted detector plate bypass capacitor.	Detector plate voltage too low.	Test for low ohms between detector plate and B—; cut off suspected capacitor, see if symptoms disappear.	R
C.D. W.R.	L.H.	Opening in built-in antenna secondary.	Hum disappears when volume control is turned to minimum.	Inspect terminals of antenna for open. Test for continuity on secondary.	Find and repair break or R. 7
C W.R.	D.V.	Open or high resistance C-cell.	Placing fingers from grid fed by C-cell to ground clears up symptoms.	Test C-cell for voltage, or see if symptoms disappear when voltmeter prods are placed over its terminals.	R
S to C W.R.	Rattling noise.	Voice coil off center or loose.	Distortion generally appears only on low or high volume, rarely on both.	Move voice coil gently forward and backward, listen for scraping noises.	Re-center voice coil.
S to C	D.V.	Increase in detector plate load resistance.	Voltage on detector plate too low.	See if ohms reading on meter corresponds with color code markings; disconnect and try new resistance.	R
S to C	H; O; some stations may not appear	Wrong tube in socket.	Tube grouping may look strange—i.e., an IF tube may be in RF section.	See if correct voltages appear on prongs expected; inspect circuit, see if tube belongs there.	Sub. correct tube.
S	D.V.	Shorted cathode-by-pass capacitor on audio or detector tube.	Voltage from cathode to ground too low.	Disconnect one side of capacitor, test for leakage or short.	R 8

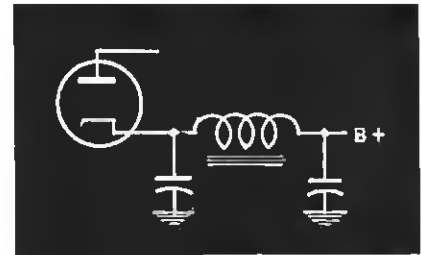


FIG. 1

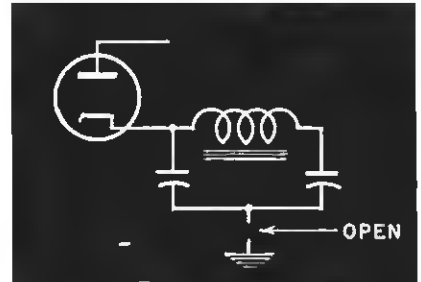


FIG. 2

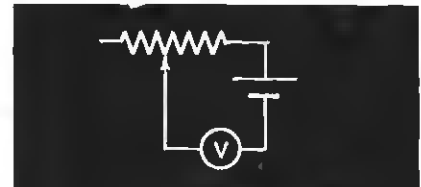


FIG. 3

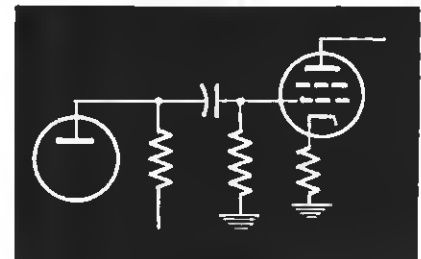


FIG. 4

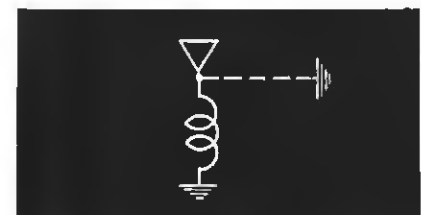


FIG. 5

Degree of Distortion	Coincident Symptoms	Source of Trouble	Clues	Test Procedure	Suggested Remedy See Fig.
C	C.H.	Intermittently shorting rectifier tube.	Rectifier filaments too bright — other tube filaments may be too bright or too dim. Voltage from cathode of rectifier to B—low.	Replace with new tube, see if symptoms persist.	R 9
S to C	D.V.	One or more burnt-out pilot lights.	Unusual filament supply circuit, especially in sets rewired from AC to DC.	Check filament voltages.	Replace pilot lights. 10
C	L.H.	Shorting ballast tube.	Other tubes light up too brightly.	Check filament voltages.	Remove short or replace tube. 11
Becomes Sev.	D.V.	Shorting power tube.	Distortion develops gradually.	Substitute new power tube, leave on test.	R Sometimes 100,000 ohm res. placed across grid res. of power tube clears up trouble. 12
C	C.H.	Intermittently shorting power tube.	Tapping power tube causes symptoms to stop or start.	Sub. new det. tube, tube, tap all tubes, see if symptoms are gone for good.	R
S to C	L.V.	Intermittently shorting detector tube.	Tapping detector tube causes symptoms to stop or start.	Sub. new det. tube, tap all tubes, see if symptoms are gone for good.	R

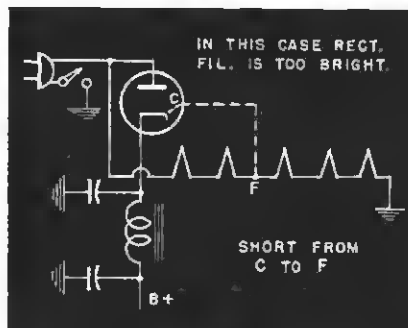


FIG. 9

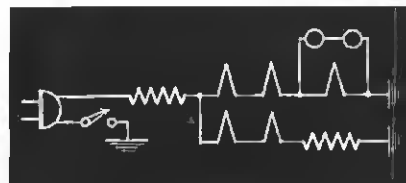


FIG. 10

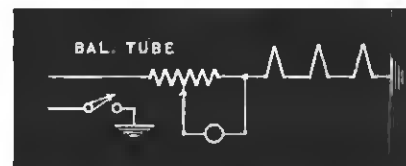


FIG. 11

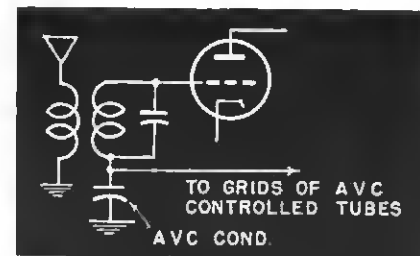


FIG. 6

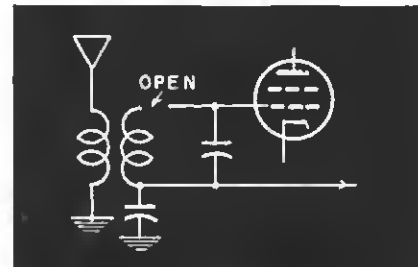


FIG. 7

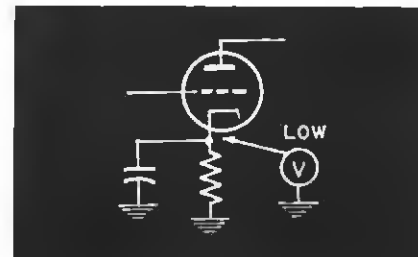


FIG. 8

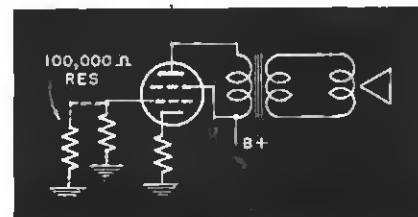


FIG. 12

Servicing Portables*

• How many times have you turned out an AC-DC battery portable radio, only to have it come back the next day with the complaint, "It quits" or "It won't work in the evening"?

You plug it into a service outlet and it plays perfectly. Obviously, the reason it does not play in a satisfactory manner in the customer's home is because his line voltage is lower than yours. Due to the great increase in population in industrial areas, families doubling up two or three to the house, the increased load on lines, transformers, service and house wiring, the average power reaching the radio in residential areas is several volts lower than in uptown locations near main lines and transformers. In many cases houses are wired with

*By Chas. and H. A. Middleton, authors of "Wartime Radio Servicing."

wire only half as heavy as is necessary to carry the load safely. This is particularly true of auto courts and trailer camps where as many as 20 trailers may be served by a pair of No. 14 wires.

What can we do about it? Well, if the voltage is low enough there is nothing we can do except to advise heavier wire, but in most cases we can make the radio work in a satisfactory manner by seeing that it is in first class condition, so it will not come back to haunt us the rest of our lives.

It is a fact that most tube testers do not show the sensitivity of converter and rectifier tubes very accurately, and these are the ones that are usually at fault.

We find that a 10 per cent drop in AC voltage will cause a drop of about 20 per cent across the filaments of the battery type tubes and such a drop

will stop oscillation in a converter unless transconductance is high.

Our procedure is—first check all tubes, check the plate voltage, the voltage across each individual filament, try another rectifier and converter tube—no matter how good the old ones test. We have an autoformer which gives from 85 to 135 volts in six steps with a meter across the output. Plug the radio into the output of the autoformer and decrease the voltage step by step until it quits. If it will play for five minutes or more on 90 volts, low line voltage is not the trouble, but if it quits on anything above 90 volts, one of these things is wrong: Rectifier tube is weak, converter tube is defective, filter condenser connected to cathode of rectifier lacks capacity, filament dropping resistor has increased in value, or

(Continued on page 66)



WE WANT TO MAKE AMERICAN HOMES



BETTER, HAPPIER



PLACES IN WHICH TO LIVE

SO . . . WE'RE ASKING QUESTIONS ? ? ? LIKE THESE—

WHAT DO YOU WANT?

Providing people with the things they want is the principle that has guided the American industry to its greatest success. It is the principle that has given us the finest, most comfortable homes, the world's highest standard of living.

This request for your preference in home lighting, radio and television is an expression of Sylvania's desire to serve you in the days following the peace.

WE'RE ASKING THEM, TOO, TO HELP MAKE YOUR POSTWAR SELLING EASIER AND MORE PROFITABLE

Through advertisements like this, Sylvania Electric is asking millions of readers what they want in postwar radio and television. This unusual campaign—which appears in full color in *The American Home*, *House Beautiful*, *House & Garden*, *The New Yorker*, and the *Saturday Evening Post*—is planned to learn what your customers want—to make it easier for you to sell.

Sylvania Electric Products Inc., Emporium, Pa.

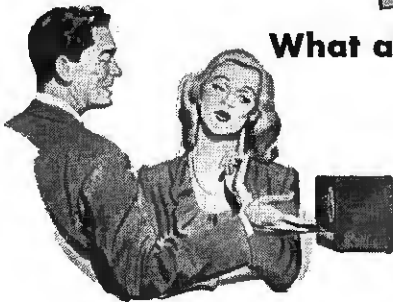
ing?



your estimation what are the advantages of fluorescent lighting?

- Uniformity of light
- Low cost of operation
- Lack of glare
- Appearance
- Greater Light Output

What about Radio and Electronics?



Which of the following qualities of FM (Frequency Modulation) do you consider most important?

- Better tone quality
- Static-free reception
- Elimination of dual-station interference

Do you intend to buy a television set after the war?

- Yes
- No

If yes, how much would you be willing to pay for it?

- \$250
- \$200
- \$150
- \$100

An electronic device applies the energy of electrons to a useful purpose. For instance, an electric eye, which automatically opens and closes a door, is an electronic device.

What services in your home would you like to have performed by an electronic device? How much do you feel each device should cost?

(Indicate here) _____

WON'T YOU ANSWER THESE QUESTIONS?

We'd greatly appreciate receiving your answers to our questions. But whether you care to send them to us or not, we're sure that you'd be interested in knowing how thousands of women and their husbands are answering these and scores of other equally important questions.

Just send for the SYLVANIA SURVEYS booklet — "They Know What They Want." Use address below.



SYLVANIA  ELECTRIC

SYLVANIA ELECTRIC PRODUCTS INC., 500 FIFTH AVE., NEW YORK 18, N. Y. MAKERS OF FLUORESCENT LAMPS, FIXTURES, ACCESSORIES; INCANDESCENT LAMPS; RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES

Still Leading...

After 3 Years!



TYPE MR

The perfect size for every application!

Precision-built like a fine watch!

Rugged strength for years of service!

An A-C switch that snaps on and stays on!

P. R. MALLORY & CO., Inc. MALLORY

Replacement VOLUME CONTROLS

THIS Mallory Replacement Volume Control is more than a *little bit* better than the average control—it's a tremendous improvement in every detail . . . perfect mechanically and electrically. Three years of hard use prove it!

It gives you quiet operation . . . gradual increase or decrease of volume . . . easy installation. And it has a simple, snap-on A-C switch.

Of course, it is only *one* in the complete and simplified Mallory line of controls. With Mallory controls, and plug-in shafts to match, you can duplicate *exactly* nearly every original. And the amazing part is that with only 16 controls, you can fill approximately 85% of your replacement needs! See your Mallory distributor.

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



More than ever—
ALWAYS
INSIST ON

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

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

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

*Trademark

Service Notes

Servicing Portables

(Continued from page 63)

voltage is not dividing equally across tube filaments, due to incorrect values of shunt resistors, or lack of uniformity in tube filaments. See Fig. 1. We have found the latter to cause a difference of as much as $\frac{1}{4}$ volt between two adjacent filaments in series with no shunt across them. Remedy is to swap tubes. If all filaments are low and increasing the value of first

or should be a resistor of the order of 750 ohms from the tap to ground or common negative to bypass the current passed from plate to filament in that tube and avoid raising the voltage across the other tubes. Some manufacturers use several resistors to equalize the voltage across the various tubes and great care must be used in changing any of them. See Fig. 2.

When filament voltages are corrected in this manner and plate voltage is 80 or more, almost any portable will work on line voltages of the

changed to the original bias before the tube is replaced.

Most of the information here is regarding sets that do not operate properly on low line voltage. However, no matter what you may find wrong with an AC-DC portable radio, before it is returned to the customer it should be checked on an autotransformer in order to determine whether or not it will play if the line voltage is not up to par. This is in order to minimize "come backs."

Up to the present we have been able to put 98 per cent of the portables brought in for repairs into satisfactory operation with very few "come backs."

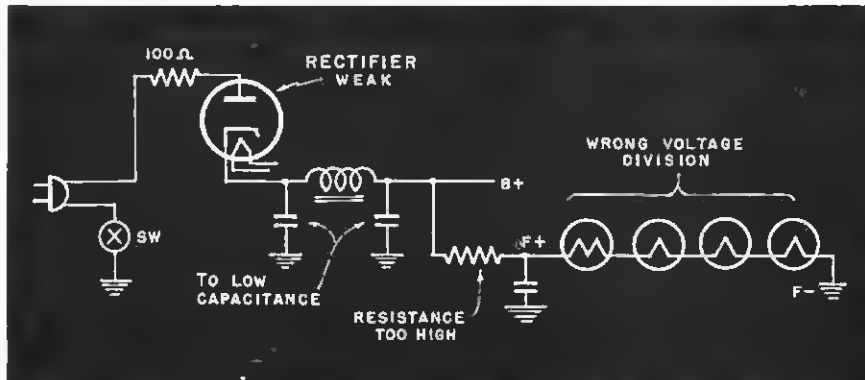


FIG. 1.—Typical causes of non-operation of portables from power line source. Too low filter capacitance, poor rectifier, and other factors reduce filament voltage to point where oscillator stops.

filter condenser or a new rectifier tube does not provide enough voltage, it will be necessary to increase the values of the shunt resistor or resistors across the filament or decrease the value of the filament dropping resistor, but go easy on that and keep filament voltage of 1.4V tubes under 1.5V with line voltage at 117; otherwise there will be a grand headache when the customer moves to another location and comes in with all his tubes ruined.

Never remove any shunt resistors entirely because without them a burned out tube may cause the voltage across the filament filter condenser to rise to the value of the plate voltage and take a very large charge. When tube is replaced it will discharge through the filaments between it and ground, destroying them.

If an output tube with a tapped filament such as 3Q5 is used, there is,

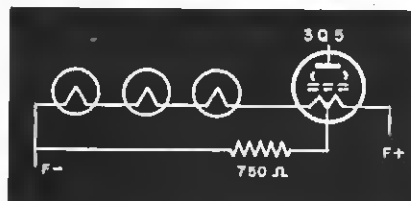


FIG. 2.—Plate current of 3Q5 will flow through filaments of other tubes unless resistor is connected as shown.

order of 90 even though some of the tubes may not be too good.

Some portables using 117L7 or similar rectifier-output tubes have the bat-

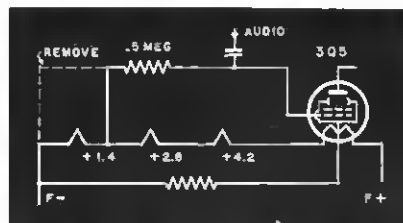


FIG. 3.—Weak output tubes can sometimes be helped by reducing bias as shown.

tery tube filaments in series with cathode of the output section of the electric tube. When this tube becomes weak the voltage across the filaments drops and the set is inoperative, even though the rectifier section and other tubes are perfect. In such cases, when a new tube is not available, the radio may be put to work, at least temporarily, by moving the grid return of the output tube from common negative to a point on the filament circuit 1.4 V from the negative, that is, between the first and second tubes from ground end. See Fig. 3. This reduction in bias will cause the tube to pass more current and it may work a long time. NEVER do this without warning the owner that it must be

British Give More Radar Information

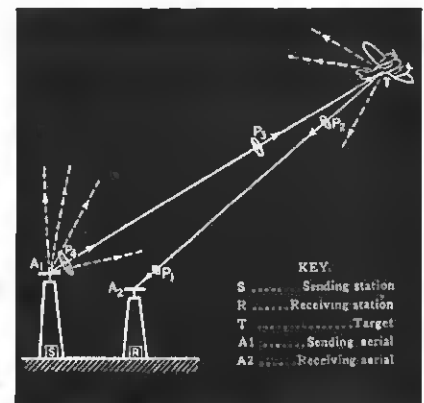
• A further illustration of the basic principle of radar operation was recently revealed in the British publication "Wireless World."

In the February issue, Dr. R. L. Smith-Rose of the National Physical Laboratory gives the following data on radar:

1. The size and nature of the object (target) under observation can be determined to some extent.
2. A "picture" or "graph" of the object under observation appears on a cathode ray tube installed in the receiving equipment.

Effective for 35 Miles

3. Radar is effective for at least 35 miles.
4. The approximate elevation of a plane under observation can be determined.



Pulses of radio waves transmitted from antenna A₁ are reflected by object T and returned to receiving antenna A₂.

5. It is effective in observing both stationary and moving targets.

In a partial explanation of radar the author states: "A complete sta-

(Continued on page 141)



ILLUSTRATION FROM PHILHARMONIC'S NATIONAL ADVERTISEMENT, "NO WOMAN EVER SANG TO HIM THIS WAY BEFORE!"

Earmarked for profit... by those who "Listen for Pleasure"

NOT everyone who buys the new PHILHARMONIC Radio-Phonograph will be a patron of music. Many will buy it merely because of its greater listening pleasure. To them, PHILHARMONIC'S feature of a "tonal range spanning the reach of human hearing," will be important. But more important will be the translating of this feature into "perfect listening" — the ability to hear every tone from lowest to highest with absolute fidelity. And on this basis they will select PHILHARMONIC in preference to the conventional radio-phonograph.

In America's changing economy you'll find many such buyers — people willing, able, and anxious to own the new PHILHARMONIC. They will join with the musicians, music students, and music lovers to make the PHILHARMONIC profitable for postwar business. Recognizing the potentials, many leading music and department stores have chosen PHILHARMONIC — are now protected through our exclusive franchise plan.

• PHILHARMONIC RADIO CORPORATION •
524 East Seventy-Second Street, New York 21, N. Y.

Philharmonic

RADIO - PHONOGRAPH

TRADE MARK



UNIVERSAL'S NEW D-20 MICROPHONE



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

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

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA



FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 17, CALIFORNIA -- CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

and I don't mind saying that we were scared plenty
Everything looks quiet enough in the picture but

and all through the sniping and the mortar fire
the equipment and supplies kept coming ashore.

It's beautiful to see the way a landing is
handled. Everything has to arrive at the right
time at the right place and when anything happens
the plan has to be all changed in a second. Every-
thing is tied together by communications, and
I wondered what would happen if some of
those radio sets and telephones suddenly went
blow and loused up the whole beachhead. But
that's just what they don't do.

We were all the way across the island looking
for Japs last week, but all we saw were some
natives. Somebody said they were headhunters but
they sure looked peaceable. The water buffalo is
their Model T and they use it for everything --
truck, tractor and family car. We also saw
a lot of parrots, flying squirrels, monkeys and deer.
The islands are all volcanic and across the bay
to the east there is a beautiful cone-shaped vol-
cano that looks like the pictures of Fujiyama.

Yesterday we had an earthquake while we were
having chow. It startled us but no harm was done.



We're

learning a lot

in the

PHILIPPINES

The fellows who are taking and holding our front lines in the Pacific are learning their geography, zoology and botany first hand — right from the books of nature. They'll be better citizens and fathers as the result of their experiences.

We at Automatic who are supplying them with radio equipment are learning too. We are daily increasing our knowledge of electronics by the good, hard lessons of experience.

As a result of what we are learning today, the sets that you will buy from us when the war is won will be better sets — better by years because of this high-pressure testing in action.

You know that Automatic made good sets before the war and you can be sure that we will make better sets than ever when the war is over. Talk to Automatic before you make up your mind.



Automatic

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



NEW PRODUCTS

Superior SPEED-O-METER

Model PB-200 has a sensitivity of 2,000 ohms per volt on AC and DC, measures 1,500 volts AC/DC, capacitance to 30 mfd., resistance to 2 megohms. Direct reading, speedy push button operation, housed in heavy-duty oak cabinet. Net price complete with cover, self-contained battery, tests leads and instruction, \$35.75. Superior Instruments Co., 227 Fulton St., New York, N. Y.—RTR

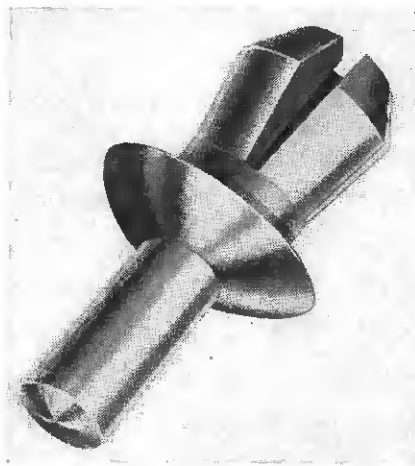


Lox STRAIN RELIEF

Strain relief made of insulating material can be applied easily by slipping on wire and making connections to terminals, then squeeze strain relief and snap into hole. Useful for home appliances, wiring devices, and industrial electrical equipment. Irrgang Engineering Co., 744 Broad St., Newark, N. J.—RTR

Plastic BLIND RIVET

"Des-Rivets" are molded as one piece consisting of a head with plug attached by a thin breakaway section and a tapered shank

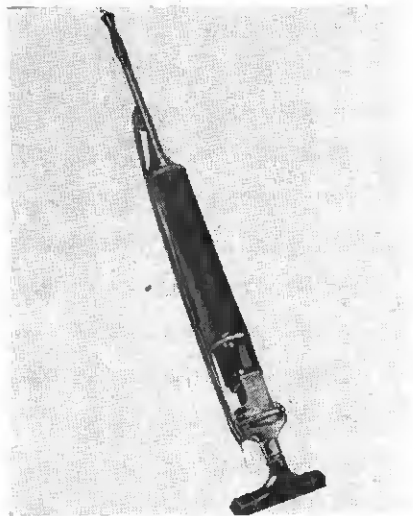


split to form four tapered fingers. Impact from the rivet gun instantaneously shears the plug and drives it into the plastic shank until plug is flush with both ends of the rivet, maintaining the contour of the rivet head.

Installation is accomplished by single operation. Design is based on a wedging action and takes full advantage of flow characteristic of plastic materials under pressure. Victory Mfg. Co., Plastic Development Div., 1105 Fair Oaks Ave., So. Pasadena, Cal.—RTR

Regina ELECTRIKBROOM

New type vacuum cleaner, weighs 6½ lbs., has quick-emptying plastic dirt cup, concentrated suction power; streamlined. Flexible all-purpose floor nozzle that changes from suction nozzle to sweeper nozzle to dust-mop nozzle. Easily carried and stored. An above-floor cleaning attachment set will be available



as extra equipment. Present company plans call for large scale production as soon as critical materials permit. To be offered on a postwar preferred delivery basis, to retail at \$39.50. Regina Corp., Rahway, N. J.—RTR

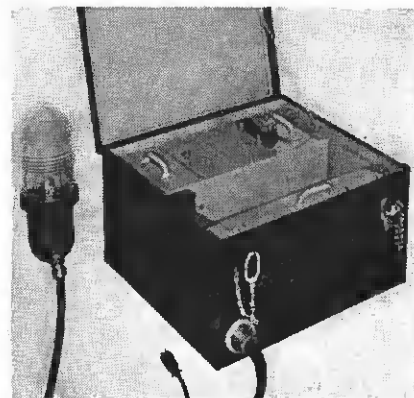
Pelco FREEZ-ALL

For freezing and storing frozen foods over long periods of time for home use. Sharp freeze section, pull-out "well type" storage drawers, "Hold Cold" solution tank. To be available, when restrictions permit, in 16 cu. ft. model shown. Also designed in 8 cu. ft. unit. Portable Elevator Mfg. Co., Refrigeration Division, Bloomington, Ill.—RTR



Electronic Labs. BEACON

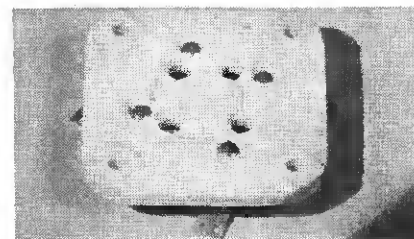
Lightweight, portable flashing beacon, built for identification signalling at military airports, produces high-intensity, short duration intermittent light flashes. Operates from 110 volts AC/DC and utilizes a vibrator power supply, for converting to 2,000 volts to pro-



duce the flashing light. It is anticipated that beacon lighting equipment of this type will be in demand after the war by airports in smaller communities which cannot afford the stationary rotating type beacon, and for use in emergencies. Electronic Laboratories, 122 West New York St., Indianapolis, Ind.—RTR

Johnson TUBE SOCKET

Special transmitting tube socket of low loss steatite construction developed to accommodate the new jumbo 4-prong bases of 8008, BR6, GL146, SC22, GL152, GL159 and GL169



tubes. Measuring 2½" x 2½" by ¾" thick, the socket is smaller than previous designs. One piece base construction with molded in bosses on top of socket. Catalog No. 244. E. F. Johnson Co., Waseca, Minn.—RTR

Bestran BALLASTS

For fluorescent units. Bi-Way lead universal outlet enables installation of standard model externally or internally. Rigid insulation and durable finish for heat dissipation and cooler operation. Power factor correction 95 per cent plus. Reduces stroboscopic effect to minimum, aims for low starting voltage, and can be used with all fluorescent fixtures and any standard starter or socket. Hudson American Corp., 25 W. 43rd St., New York, N. Y.—RTR (Continued on page 75)

Get this Display!

**Sell Customers
on Your Service—
Today and Tomorrow**

Attractive full-color, 48" x 28" display easel (shown here in black and white)

How about putting this beautiful salesgirl to work for you?

Let her sell your customers the idea . . . quality tubes mean quality service. Identify yourself with the progress and future implicit in the fact that *RCA developed and introduced more tubes on the joint Army-Navy Preferred List of vacuum tubes than any other manufacturer . . .*

Let people know you are actively in business and are there to stay! Get your Preferred Type Display from your RCA distributor . . . today.

**The Fountain-Head of Modern
Tube Development is RCA**



RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

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

62-6636-39

SIDE BY SIDE FROM



SIDE BY SIDE IN T

RADIO CORPORATION OF AMERICA

*Leads the Way...In Radio...Television
Tubes... Phonographs... Records... Electronics*



THE BEGINNING . . .



The history of broadcasting and the history of RCA are recorded on pages side by side. RCA pioneered and put into practical use many of the outstanding developments in radio science as a service to the public, first for thousands, then for millions. For today, both are pledged to Victory . . . for tomorrow, to make radio broadcasting an even greater service for all mankind.



THE YEARS AHEAD . . .

RCA Victor

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

In Canada, RCA VICTOR COMPANY LIMITED, Montreal





How Television Got Its Electronic "Eyes"

As revolutionary as airplanes without propellers—that's how much electronic television differs from the earlier mechanical television!

Whirling discs and motors required for mechanical television were not desirable for home receivers. Pictures blurred and flickered.

But now, thanks to RCA research, you will enjoy all-electronic television, free from mechanical restrictions—"movie-clear" television with the same simplicity of operation as your radio receiver.

Such "let's make it better" research goes into everything produced by RCA.

At RCA Laboratories, world-famous scientists and engineers are constantly seeking new and better ways of harnessing the un-

believable forces of nature... for mankind's greater benefit.

Electronic television is but one example of the great forward strides made possible by RCA research—opening the way for who knows what new miracles?

When you buy an RCA radio or phonograph or television set or any RCA product, you get a great satisfaction... enjoy a unique pride of ownership in knowing that you possess the finest instrument of its kind that science has yet achieved.



Dr. V. K. Zworykin, Associate Research Director and E. W. Engstrom, Director of Research at RCA Laboratories, examining the iconoscope or television "eye"—developed in RCA Laboratories for the all-electronic television system you'll enjoy tomorrow.

RADIO CORPORATION of AMERICA

PIONEERS IN PROGRESS



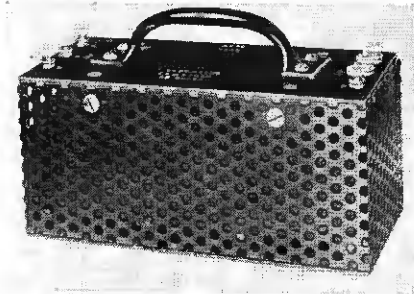
RADIO & Television RETAILING • March, 1945

New Products

(Continued from page 70)

N. Y. TRANSFORMER

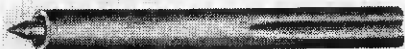
Isolating transformer for use in laboratory, test, and portable applications. Compact, convenient for portable use. Ratings are 250 VA., 115 volts, 1:1 ratio, 3 phase, and a frequency range of 60 to 400 cycles. Ventilated hous-



ing for maximum protection and good appearance. Transformer 8½" long x 5½" high x 4" wide. Weighs 16½ lbs. Catalog No. 7242. New York Transformer Co., 26 Waverly Pl., New York, N. Y.—RTR

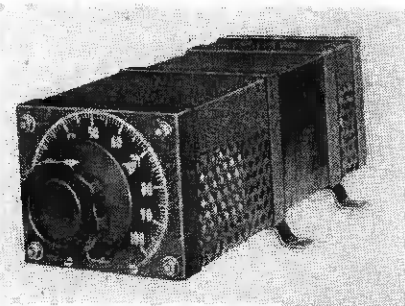
Permo DE LUXE NEEDLES

Added self-locking feature, locks needle firmly in the phonograph's pick-up with two-point contact for the thumbscrew. The fastening portion of the needle is a tube, therefore spring-tension is created to prevent vibration from loosening the needle. Permo, Inc., 6415 Ravenswood Ave., Chicago, Ill.—RTR



Gulow VARI-FORMER

Offers flexibility in AC voltage control. Small leakage field, high overload capacity. Standard units are auto-transformer type for high efficiency and good regulation. Drip-proof construction, conservative ratings. Mini-



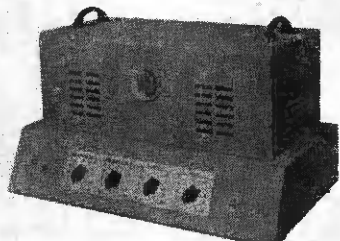
mum stray field, no radio interference. Available for one or three phase use with single control. Gulow Corp., 26 Waverly Pl., New York, N. Y.—RTR

JFD ADJUSTABLE BALLASTS

Improved air-cooled A, B, and C adjustable ballasts housed in perforated metal containers to dissipate heat. Longer and sturdier resistance wire windings on a larger mica form provide greater accuracy. \$1.50 list price. JFD Mfg. Co., 4111 Ft. Hamilton Parkway, Brooklyn, N. Y.—RTR

W-J AMPLIFIER

Portable 30-watt amplifier, operates on 110 volt, 60 cycle AC. Two mike inputs, one phono input. Frequency response 50-10,000 cycles. Record gain is 69 db., mike gain 116



db. Tubes employed are 3-6SJ7, 2-6L6, 6N7 and an 83. Housed in gray wrinkle finished steel cabinet, 17 in. x 10½ in. x 19½ in. Walker-Jimieson, Inc., 311 S. Western Ave., Chicago, Ill.—RTR

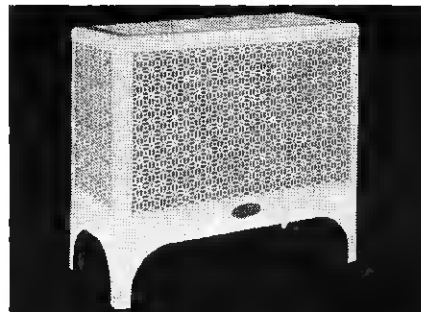
Adaptol TUBE AIDS

A line of almost 200 types of substitute tube adapters are available, some with built-in resistors which save time. An Adaptol feature is the convenience of label on stem of adapter, indicating tube it converts to-and-from. Packed in attractive carton. Literature concerning products may be obtained by writing direct to company. Adaptol Co., 260 Utica Ave., Brooklyn, N. Y.—RTR



McKinley SOLDERING TOOL

Each tool will accommodate three sizes of copper tips, having same shank diameter. Heating elements made of high quality chrome, installed in a steel housing designed to prevent admission of vapor from soldering agents and to insure mechanical protection. Swings into position, easy access for changing heating unit, adjustable. McKinley-Mockenhaupt Co., 626 West Jackson Blvd., Chicago, Ill.—RTR

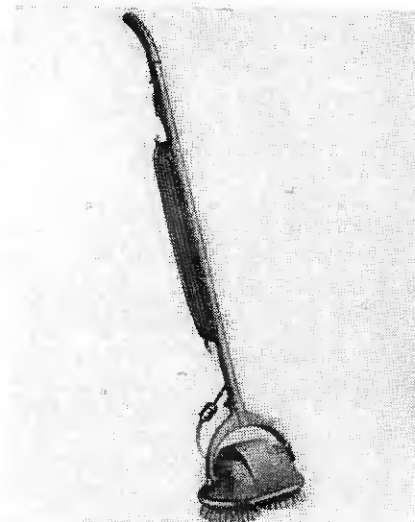


Trilmont SAFETY HEATER

Portable space heater produces "Black Heat" from non-radiant coils having large surfaces. Because of larger surface contact, coils handle greater volume of air for space heating and maker claims they are not subject to burning out. All-steel construction, 1200 watts, approx., operates on any power source of 120 volts, AC or DC. Ivory or brown baked enamel, length of Model A is 19¾", height 18¼", width 9¼", weight 19 lbs. net. Spot authorization has been granted Trilmont Products Co., Phila., to make heaters to retail for \$33, including Federal tax and cordset. Some territory still open for distributors. Trilmont Products Co., 24th and Walnut Sts., Phila., Pa.—RTR

Regina FLOOR POLISHER

This unit is offered to dealers on a post-war reservation plan, and is especially designed for polishing or scrubbing floors where use of heavy-duty machinery is not justified.



Weighs 17 lbs., easily maneuvered. Attachments available for all types of floor maintenance. Operates on a ¼ h.p. Westinghouse universal motor. Booklet describing "consumer rental plan" available to dealers upon request. Regina Corp., Rahway, N. J.—RTR

IRC CONTROLS

A new line of standardized controls feature interchangeable shafts on 100 types. IRC claims this standardization will handle over 90 per cent of all service needs, and make possible smaller inventories for the jobber and serviceman. International Resistance Co., 401 No. Broad St., Philadelphia, Pa.—RTR

strange numbers.....to you?



They're "Lucky Numbers" in IRC's **RMA** PREFERRED RANGES!

Here's Why:—With IRC Type BT and BW Resistors in RMA Preferred Ranges, you'll do faster, more profitable jobs because when making repairs, you replace the same values that you take out! It's as simple as that.

Here's How:—The RMA Preferred Number System, long the standard of set manufacturers and used in all Government "specs," is a mathematically arranged group of ranges which gives you complete coverage with the least number of values. Carefully spaced at intervals so that preceding or following values are never more than 20% apart, $\pm 10\%$ tolerance units assure coverage of every value. **Result,—no laps . . . no gaps.**

IRC is proud to be the first resistor manufacturer to standardize on RMA Preferred Ranges as stock values for Servicemen. For further information, consult your IRC Distributor.



BUY A KNOWN BRAND!

Dept. 21-C

**INTERNATIONAL
RESISTANCE CO.**

401 N. Broad Street, Philadelphia 8, Pa.

IRC makes more types of resistance units, in more shapes, for more applications than any other manufacturer in the world.

RADIO & Television RETAILING • March, 1945

ARE YOU A TOP-NOTCH RADIO MERCHANT?



THE NEARER the top you are the more you'll see in this unusual opportunity.

Here's a line of home radios thoroughly postwar — with no prewar entanglements of leftover ideas or equipment. They're built by the company whose name is a byword in aviation radio — a tough and exacting field.

These instruments are designed with an eye and ear on all the advances made in radio during the war. And their construction has the precision you'd expect from hands that fashion aircraft radios.

Sets like these will attract the cream of the market. Our distributors must be the cream of radio merchants. So for that

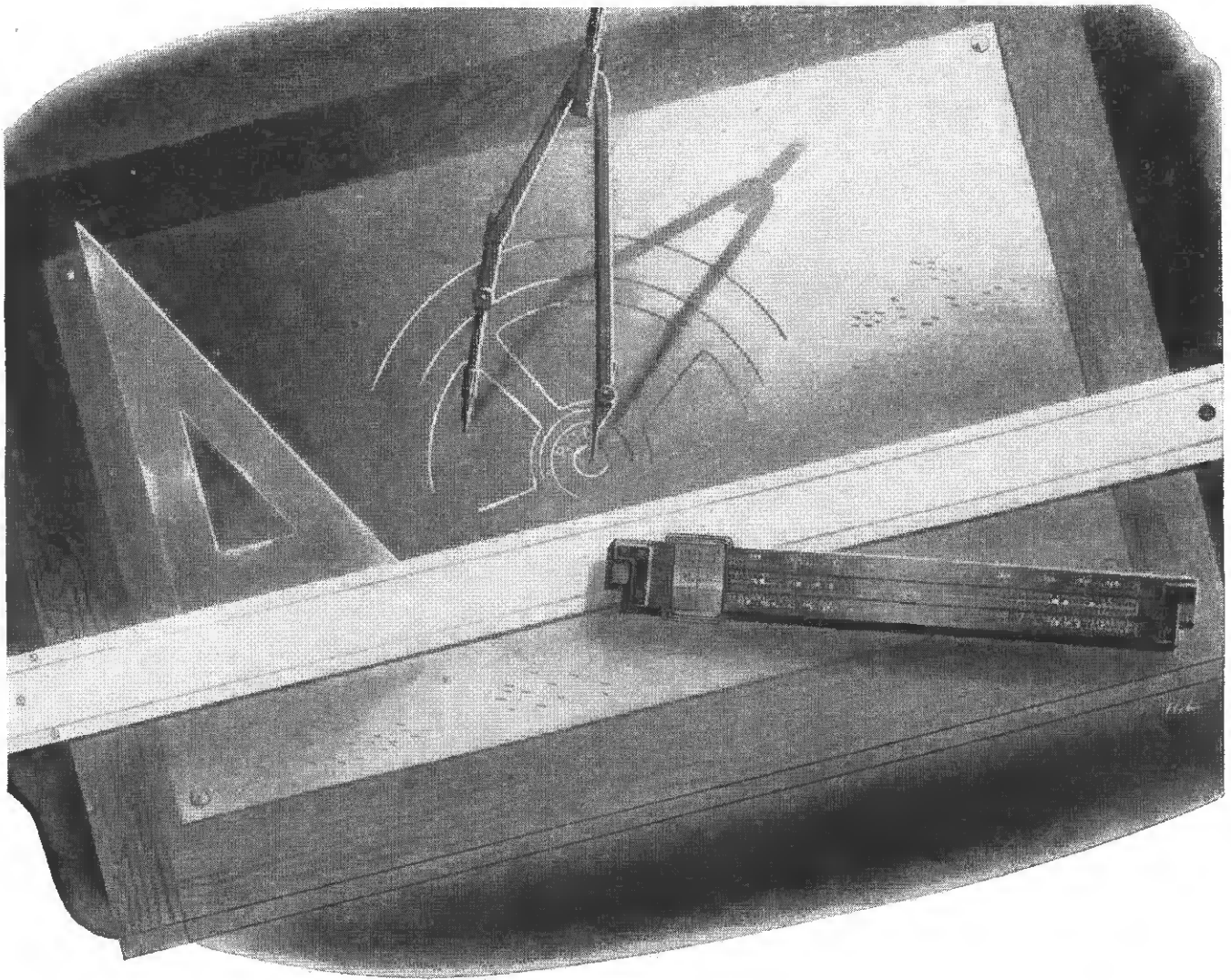
reason our franchise has been made particularly attractive.

Lear policy aims to avoid the pitfalls of prewar radio merchandising. Dealers will have a line they can count on to be stable in models, in prices and in discounts. It will be supported by substantial advertising and sales help.

We have purposely prepared the Lear wholesale distributor franchise to be one of the most advantageous dealership opportunities in the industry. If you are interested and feel that you can meet the qualifications, address LEAR, Incorporated, Home Radio Division, Sales, 230 E. Ohio St., Chicago 11, Illinois.

LEAR RADIO





This Blueprint Must Wait

In April, 1942 . . . nearly 3 years ago . . . Rola girded itself for War work and since has confined its Speaker manufacturing to authorized experimental models and needed repairs. From that time, and to meet rising demands for intricate military communications equipment, Rola's facilities have been expanded until now, nearly three times as many people are employed. New machinery has been designed and built and new manufacturing processes have been developed and perfected.

Until wartime obligations are completed all needed manpower and equipment must continue in the production of vital communications components, but after that, Rola firmly intends to keep *all* its employees and *all* its equipment busy. This is a reasonable expectation. The latest developments and discoveries . . . by-products of Rola's

wartime activities . . . are finding application in new Speaker designs, that set new standards of Speaker performance. And beyond this, other things are projected that will enable Rola to serve *more customers, in more ways* than ever before.

Specific announcements must wait, but this, in short, is Rola's declaration of policy to its Employees, to former Customers and to the Electronic Industry . . . Rola's blueprint for the future.

THE ROLA COMPANY, INC.
2530 Superior Ave., Cleveland 14, Ohio

ROLA



MAKERS OF THE FINEST IN SOUND REPRODUCING AND ELECTRONIC EQUIPMENT

IT LEADS HIM HOME *By the Ears!*



HE'S THAT KID who used to beg you for the car. But now he's 90 miles from nowhere, "barrelling" home to his carrier. He's coming in on a beam the Japs can't jam. It's the Navy, taking care of its own, leading a lad home by the ears.

★ ★ ★

THE AMAZING homing beacon for aircraft carriers has saved countless Navy fliers. And Stewart-Warner has been privileged to play a part in this great Navy life saver. The story makes interesting reading.



A certain vital part was being made by hand. Production was slow—*too slow*. Then Stewart-Warner engineering ingenuity devised a way to mass produce the important part with machine tools. Production jumped immediately.

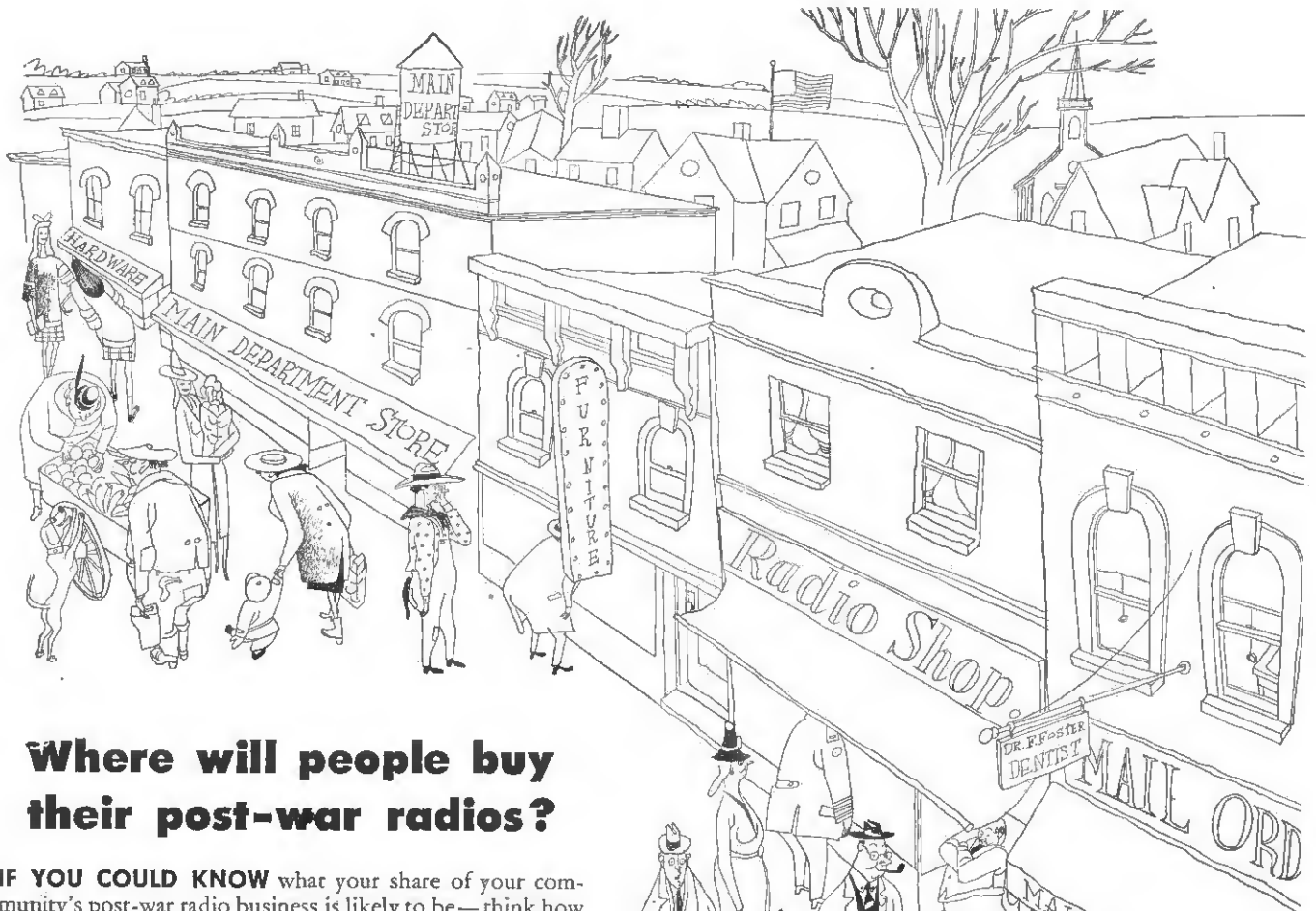
Today, all carrier based airplanes are now equipped to come home on a "jam-proof" beam.

It's another example of radio "savvy" that characterizes Stewart-Warner engineering. It forecasts the extraordinary things to come in Stewart-Warner radios of tomorrow. So—put this down on your list of things to plan for—"look to Stewart-Warner for the class of the radio field after the war is won."

RADIO DIVISION OF
STEWART-WARNER CORPORATION

CHICAGO 14, ILLINOIS





Where will people buy their post-war radios?

IF YOU COULD KNOW what your share of your community's post-war radio business is likely to be—think how such information could guide you in determining how large a stock to carry, in assigning floor space to your radio department, in all your post-war planning!

Majestic has this information! Market studies recently completed by Majestic reveal how buying preferences are split up among major types of radio outlets—and how these preferences vary in different income groups . . . in different-size cities . . . in different sections of the country.

Majestic's entire Controlled Distribution Plan, with all it promises Majestic Dealers in protected profits and favorable trade-positions, is based on authentic information like this.

Dealers who handle the Majestic line are going to benefit tremendously from Majestic's knowledge of the radio market and from the unique profit-protecting plan based on this knowledge. Would you like to share in these benefits? Write today and see for yourself why—

MAJESTIC MEANS BUSINESS...AND LOTS OF IT!



MAJESTIC RADIO & TELEVISION CORPORATION • CHICAGO 32, ILL.



HOMER G. SNOOPSHAW says:

"These fellows are too busy fighting to do much talking!—so it's up to us to let folks know how important war batteries really are! This full-page ad in important national magazines and 1,629 weekly newspapers helps customers understand how batteries are helping overseas and why they're scarce back here at home."



Meet the Men

WHO USE YOUR BATTERIES!



The Navy and Merchant Marine send rapid ship-to-ship messages by battery-powered flasher signal lights when radio might give a ship's position to the enemy.



It's difficult to locate men drifting in the sea! Water-tight battery lights on buoyant lifesaver suits have saved the lives of many torpedoed Merchant seamen.



For emergency communication by voice, the Merchant Marine uses a portable megaphone to broadcast orders and instructions. Dry batteries power the megaphone.



Two men and a bazooka make a winning team! But it takes large quantities of ammunition and dry battery power to keep these portable, hard-hitting weapons firing.



Deadly flamethrowers are blazing the road to Victory! Dry batteries create the spark that sends these efficient weapons into instant, flaming action against the enemy.



The Signal Corps man with a Walkie-Talkie has freedom of speech as long as he has plenty of dry batteries! Handie-Talkies are also powered by war batteries.



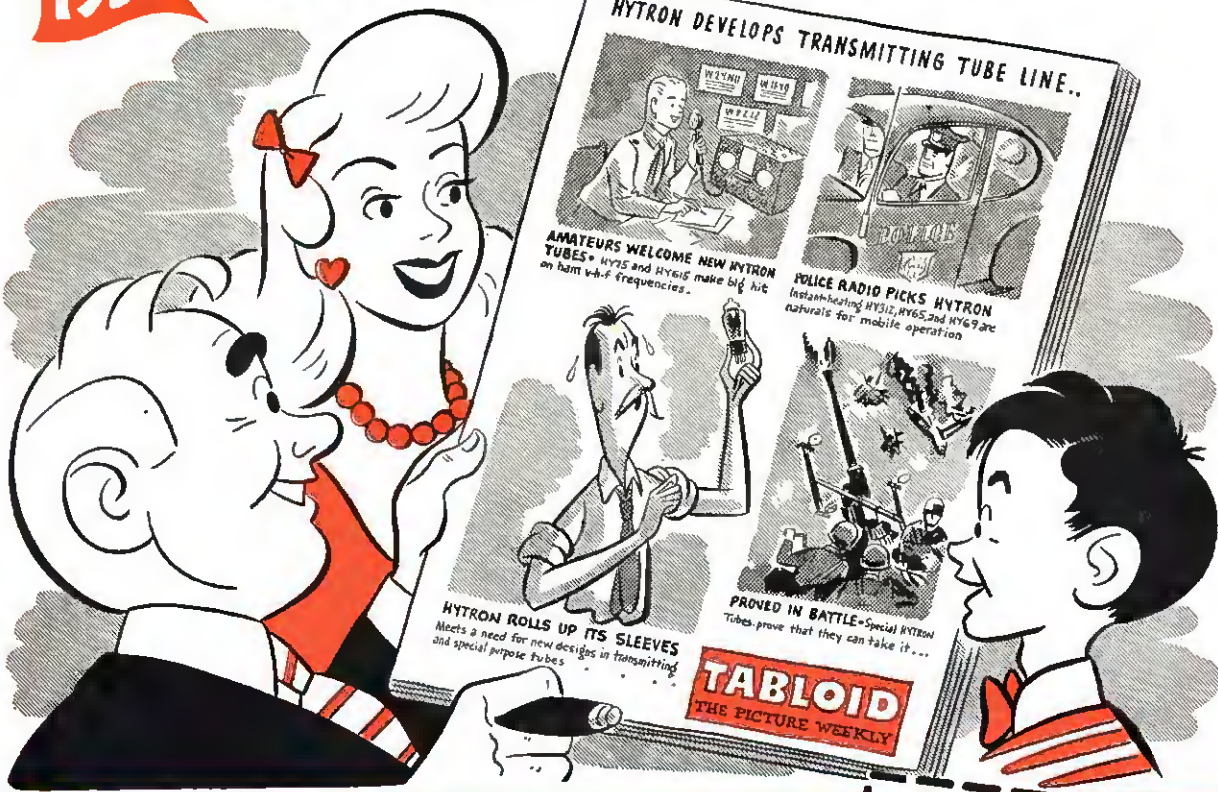
When they come Home—Burgess Batteries will be back again, too ...powering flashlights, radios, telephones, instruments and controls for millions of homes, farms and industries throughout America.

BURGESS BATTERIES

IN THE NATION'S SERVICE

BURGESS BATTERY COMPANY, FREEPORT, ILLINOIS

1938 IF YOU WANT THE JOB DONE RIGHT...



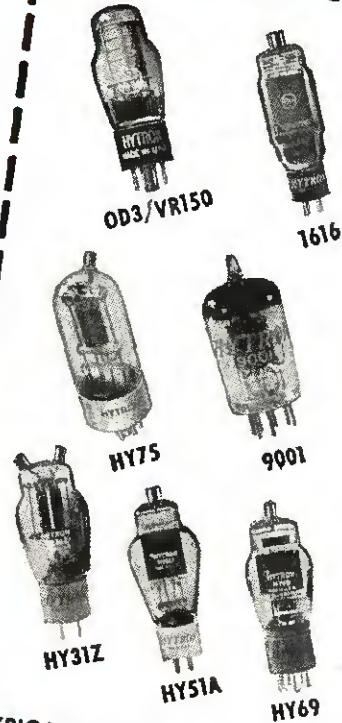
A group of Hytron engineers decided in 1938 that to get those ideal tubes for "ham" radio—they must build them themselves. Combining years of experience in tube manufacture with exact knowledge of the tube characteristics desired, they went to work.

First they concentrated their efforts. Low and medium power types were most needed by the majority of hams. Hytron was equipped to make them. Gradually the engineers translated ideals into a comprehensive line — v-h-f triodes and pentodes, low and medium mu triodes, instant-heating r.f. beam tetrodes, and sub-miniatures.

Hams themselves, the engineers knew their brain children would be given the works. They built the tubes rugged; rated them conservatively. And did the amateur go for them! The v-h-f types — HY75, HY114B, HY615—soon became accepted standards. Today's WERS operators use them almost exclusively.

Performance in the proving ground of amateur radio was the proof of the pudding. You will find Hytron transmitting and special purpose tubes in war and civilian jobs of all kinds. Like the BANTAM GT and BANTAM JR., they are popular because they are built right for the job.

HYTRON HYLIGHTS



TYPICAL HYTRON TRANSMITTING AND SPECIAL PURPOSE TUBES



OLDEST EXCLUSIVE MANUFACTURER OF RADIO RECEIVING TUBES

HYTRON CORPORATION ELECTRONIC AND RADIO TUBES

MAIN OFFICE: SALEM, MASSACHUSETTS
PLANTS: SALEM, NEWBURYPORT, BEVERLY & LAWRENCE

BUY ANOTHER WAR BOND

NEVER ALONE

Many thousands of Hammarlund
"Super-Pro" radio receivers
assist the Army Airways Communications System

In providing flight information
for Allied planes
in the skies everywhere . . .

Below we see a battery of
"Super-Pros" in action
Somewhere in the Pacific.



ESTABLISHED 1910

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

Gaumont Bros.

(Continued from page 28)

dealer for Stromberg-Carlson, GE, Philco, RCA, Zenith, Emerson, Crosley, and Farnsworth radios. Albert Gaumont, sales manager, believes that FM will be a big seller in all areas where FM programs are provided.

At the right of the main entrance is the washing machine department. The lines handled are Speed Queen and Bendix. In addition, the firm sells Frigidaire. A service crew of eight men is required when business is in full operation, four on radios and four on appliances. The same trucks deliver both radios and appliances.

Large Record Section

Behind the appliance section is the record department. Adding records to their lines in 1935, the firm now handles Victor, Columbia, Decca, Hit, Capitol, etc. Over three thousand albums are carried in stock.

A man and a woman are employed to sell records. The disc department occupies about 2,000 feet of space and has two booths and a record player in the display room. Records now constitute about thirty per cent of the business of Gaumont Brothers.

The firm is the largest radio store advertiser in the local newspaper.

In the rear of the store are the tube and parts section, a cashier, and a balcony, with accommodations for seven office workers. The company finances its own time sales.

Vacancies in the radio department display space have been filled with coffee maker sets. Occasional furni-



J. A. Krug, WPB chairman, seen examining one of the sub-assemblies going into a radio set. Others shown are D. B. Miller, Phila. regional manager, Radio & Radar division, WPB; John Balfantyne, Philco president; J. G. Boardman, Phila. regional director, WPB, and Joseph H. Gillies, Philco vice-president in charge production. Inspection took place in Phila. factory.

ture is the only other line that has been added.

The business has been built on service, and the brothers felt that for the present it would be better to concentrate on service rather than to add transitory lines of merchandise. So well have they succeeded that Gaumont's is now doing a large proportion of the radio service in Lowell. This firm handles service for many of the furniture and department stores in the city.

When the business was started, the Gaumont Brothers made it a rule that only identical factory-made parts should be used for replacements. This

policy has been carried to the point where tubes are now taken from the retail stock to repair customers sets. The brothers have lived up to and beyond every guarantee they have ever made. This Albert Gaumont believes to be exceedingly important.

Such a policy has made it possible to retain practically every new customer. On the other hand, Gaumont does not believe it necessary to give service after hours, and no calls are accepted after five o'clock for service.

Hold Sales Meetings

This and other forms of consideration for the employee has resulted in building a loyal and efficient organization, which Albert Gaumont believes is the only sort that can give good service. Under the normal plan of operation, Gaumont Brothers holds a monthly meeting and dinner for all.

After dinner, a sales meeting is held, with the employee's relatives listening in on all the pointers of doing business, and hearing the "bouquets" and advice handed out. Mr. Gaumont shrewdly planned that by having the men's wives present at the meeting, the women would understand what the men were doing, and being interested in the business would not resent the fact that sometimes their men had to work overtime to close a sale.

After the meeting, cocktails and dancing are enjoyed by all. In the summer an outing is enjoyed at the summer homes of the brothers at Corbetts Pond in New Hampshire.

Moving pictures taken at each event show few new faces.

Brooklyn's Garod Answers Noel Coward



Max Weintraub, Garod president, staged parade to blood donor center challenging Noel Coward's remarks about the borough's fighting men. Here, two employees give blood. Standing, left to right, T-5 William Rella; Cpl. Ted Kuminski and Mr. Weintraub. The Company's complete personnel took part in mass donation, responding 100% to the call to participate.



Clarion RADIO

PUT YOURSELF BEHIND THIS WINDOW

Someday soon there'll be crowds before every CLARION RADIO dealer's window. And there will be good reasons. Here are six of them!

1. A name known for proved quality for 23 years . . . backed by national advertising.
2. A line of models complete for every need.
3. Beautiful designs by Jack Morgan, nationally known designer.
4. Advanced engineering by Howard Gates that will give a new conception of faithful reproduction.

5. Values that appeal to sensible thrift... the result of experienced management.
6. A merchant known and trusted in his community.

This is more than a promise. The CLARION line is now an accomplished fact. It will be ready for production and delivery just as soon as we are given the go-ahead by Uncle Sam.

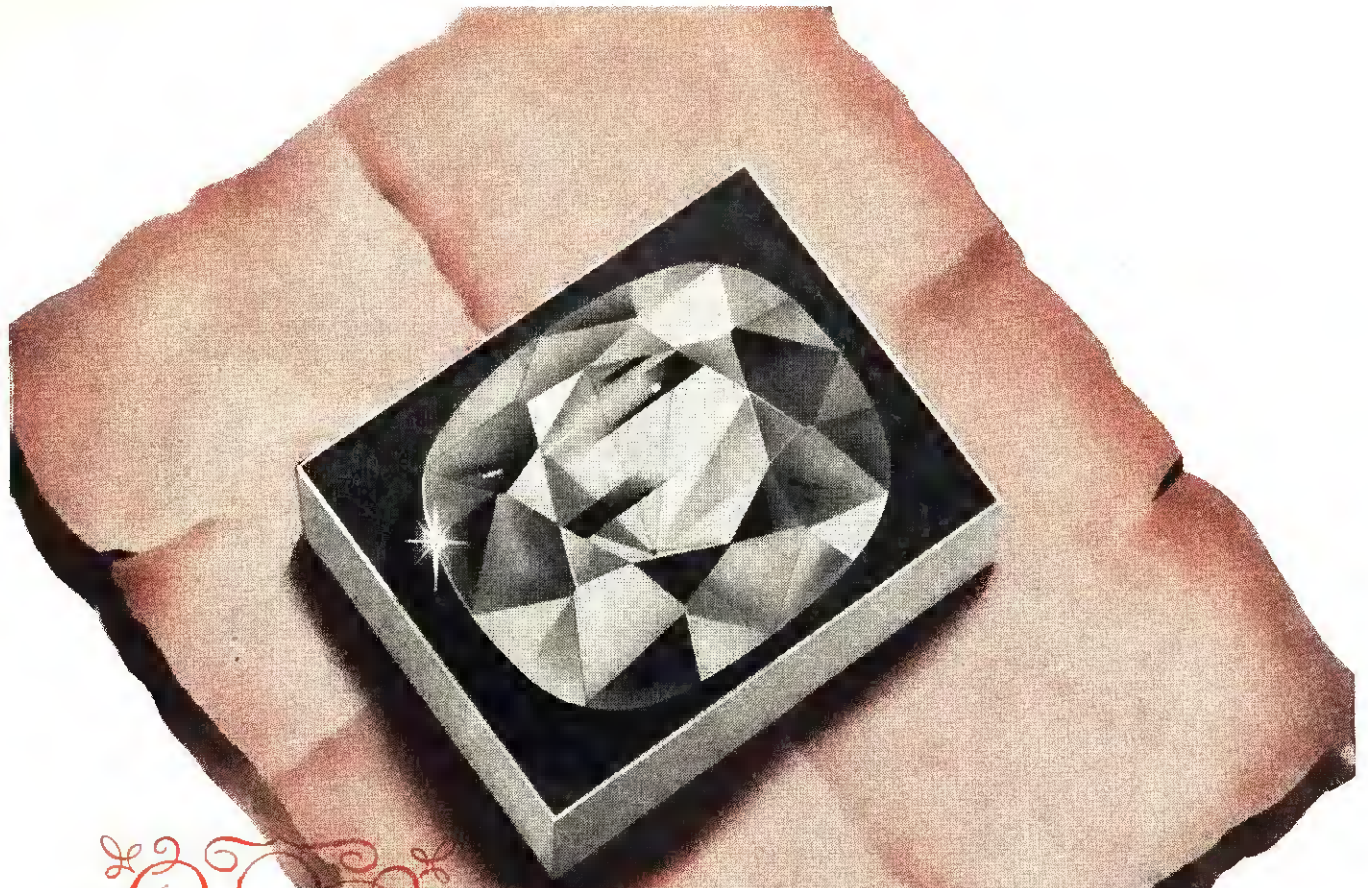
In the meantime there are no restrictions on good business judgment.

So, if you're a forward-looking radio merchant, read the headline again.

For complete details write

WARWICK MANUFACTURING CORPORATION
4640 West Harrison Street Chicago 44, Ill.

PROVED QUALITY FOR 23 YEARS



Quality Counts

THE Koh-i-nor is one of the world's most magnificent diamonds. Weighing 106-1/16 carats, it is famous for its brilliance and luster. Of course, a diamond is considered supreme as a jewel because it is the hardest, most imperishable and most brilliant of all gems. The Koh-i-nor's reputation places it in a separate class apart from other diamonds due to its flawless quality—a true example of the fact that, with any product, *Quality Counts*.

THE WARD PRODUCTS CORPORATION, realizing this fact, has long been the leader in the manufacture of one-piece and sectional antennas for automobile and home radios. **WARD** products are quality products, the workmanship of craftsmen using modern equipment under ideal conditions. Many important design changes pioneered by **WARD**, have become accepted standards in the industry . . . For quality antennas for all applications, look to **WARD**.



WARD Antennas



BUY WAR BONDS

THE WARD PRODUCTS CORPORATION
1523 EAST 45th STREET, CLEVELAND 3, OHIO

RADIO & Television RETAILING • March, 1945

FIRST THIS—in 1930*

98 ounces

THEN THIS—in 1940*

21 ounces

NOW—in 1945*

4.64 ounces

ALNICO 5

by Jensen

FIFTEEN YEARS AGO, when JENSEN introduced the first Permanent Magnet Loud Speaker in the United States, the magnet itself weighed 98 ounces (6.1 pounds)—a bulky, costly structure . . . but, still an outstanding *first* by JENSEN. ¶ By 1940, through advanced design and without decreasing the magnetic strength, JENSEN had reduced the weight of the magnet for an equivalent speaker to 21 ounces!

¶ Now, with **ALNICO 5** the most powerful magnet material ever developed, JENSEN is able to obtain the same magnetic strength as in the original 1930 design with a magnet weighing only 4.64 ounces, giving compactness and light weight with highest efficiency.



Jensen

SPEAKERS WITH

ALNICO 5

* All of equal performance ability

Specialists in Design and Manufacture of Acoustic Equipment

JENSEN RADIO MANUFACTURING COMPANY, 6601 SOUTH LARAMIE AVENUE, CHICAGO 38, ILLINOIS

RADIO & Television RETAILING • March, 1945

Farr Sells Appliances

(Continued from page 31)

famous radio thrush, to his store. Her arrival was heralded with a parade led by the American Legion band. Result—more crowds in the store and on the sidewalk in front.

Farr's two-story building is 20 by 110 feet. Though the show window space is limited in width, it is so laid out that it appears much larger. The front window—24 feet in height is said to be one of the tallest single panes of window glass to be found in front of any store.

Show Windows "Sing"

This window extends up to the second floor, where an interior balcony permits attractive inside display of appliances. There is a large side window to the right of the entrance, and another smaller one at the left. Farr's windows are always attractively dressed, and the unique displays here have attracted great attention.

What to do with show windows these days is a problem—and a very real one—worrying retailers. Farr solves the display question at his place of business by employing timely and original themes. In addition to promoting the sale of records, he ties his windows in with national and local activities. Not long ago he put in a display which proved to be a terrific traffic-stopper.

Novel Display

He backed the show window up with a huge frame made of moulding and plywood. The caption at the top read: "Meet Your 'Keep 'em Going' Man." In the center of this huge frame was a large picture of Mort Farr at a radio repair bench. This picture was also framed. At either side of Farr's picture appeared a list of the appliances the firm repairs. Prominent also on this display was the organization's motto: "Farr Better Service." Appliances on hand which the store still had for sale, were listed. Under Farr's picture, a sign read: "Mort Farr—Back to the Bench after 20 Years." In the show window foreground, radio sets and record cabinets were displayed. These were placed upon a piece of ruffled velvet. The storefront is made of glass blocks, trimmed with aluminum.

Today, in spite of all the familiar obstacles, the store windows and interior still present a "pre-war" aspect.

This is achieved through the skillful display of available new and used merchandise. The walls along the street-level toward the front of the showroom are flanked with reconditioned refrigerators, radios and record players. Records and sheet music are also on display along the walls.

The record department is in the rear, directly in front of a partition.



Miss Joyce Marcen checks over some repair reports with Jack Pritchard, veteran service manager of the Farr organization, in his office.

A mirror is set up all the way across this partition, extending down a couple of feet from the ceiling. There are four listening booths. These have modernistic and comfortable chairs, and each has a small settee. The listening booths are on either side of the wall in a narrow hallway leading behind the partition. Beyond the booths is the service manager's office. The service manager, Jack Pritchard, has been with the firm about 16 years, and he handles all of the volume of work; radios, refrigerators and all other appliances. The radio service department is housed in the rear half of the second floor, and an electric elevator is used to carry sets and supplies up and down. Refrigerators, washers and other heavy appliances are serviced in another building.

Tele Theatre Planned

The main showroom interior color scheme consists of pastel green walls, white ceiling and green woodwork. The furnishings for the record department were custom built in New York. On the second floor there is a large room formerly used for the demonstration of FM, television and de luxe sets. This, Farr plans to make into a television "theatre." Well-designed skylights enhance

the appearance of this department.

The second floor also houses Farr's office and the bookkeeping department.

There are 17 employees at the present time, exclusive of part-time help. Four of the men have been with Farr 18 years or more. The firm always has about 300 sets in for repairs, as well as a large number of refrigerators, washers and minor appliances. A novel and efficient card index system allows repair work to run along smooth as clockwork. The cards, bearing all pertinent information, are of different colors to denote the appliance, refrigerators, radios, etc.

Well-Paid Salesmen

Farr has tried out all methods of selling, and has reached the conclusion that it is better for him to engage the services of a few salesmen, and to pay them well, than it is to employ large numbers upon varying compensation plans.

His current card index consists of 15,000 "live" prospects, and better yet, each card lists all appliances sold or repaired by the firm. The firm did a big job with FM, sold lots of electric ranges and really went to town with refrigerators. Plenty of 22-cubic foot refrigerators were sold to private home owners by Farr and his sales staff.

Some of the makes sold here included Westinghouse, Norge, Nash-Kelvinator, Stromberg - Carlson, Farnsworth, RCA, Philco, Hotpoint, Emerson, Maytag, Bendix, Chambers gas ranges, Simplex ironers, Admiral, Ironrite and Crosley.

Customer Satisfaction

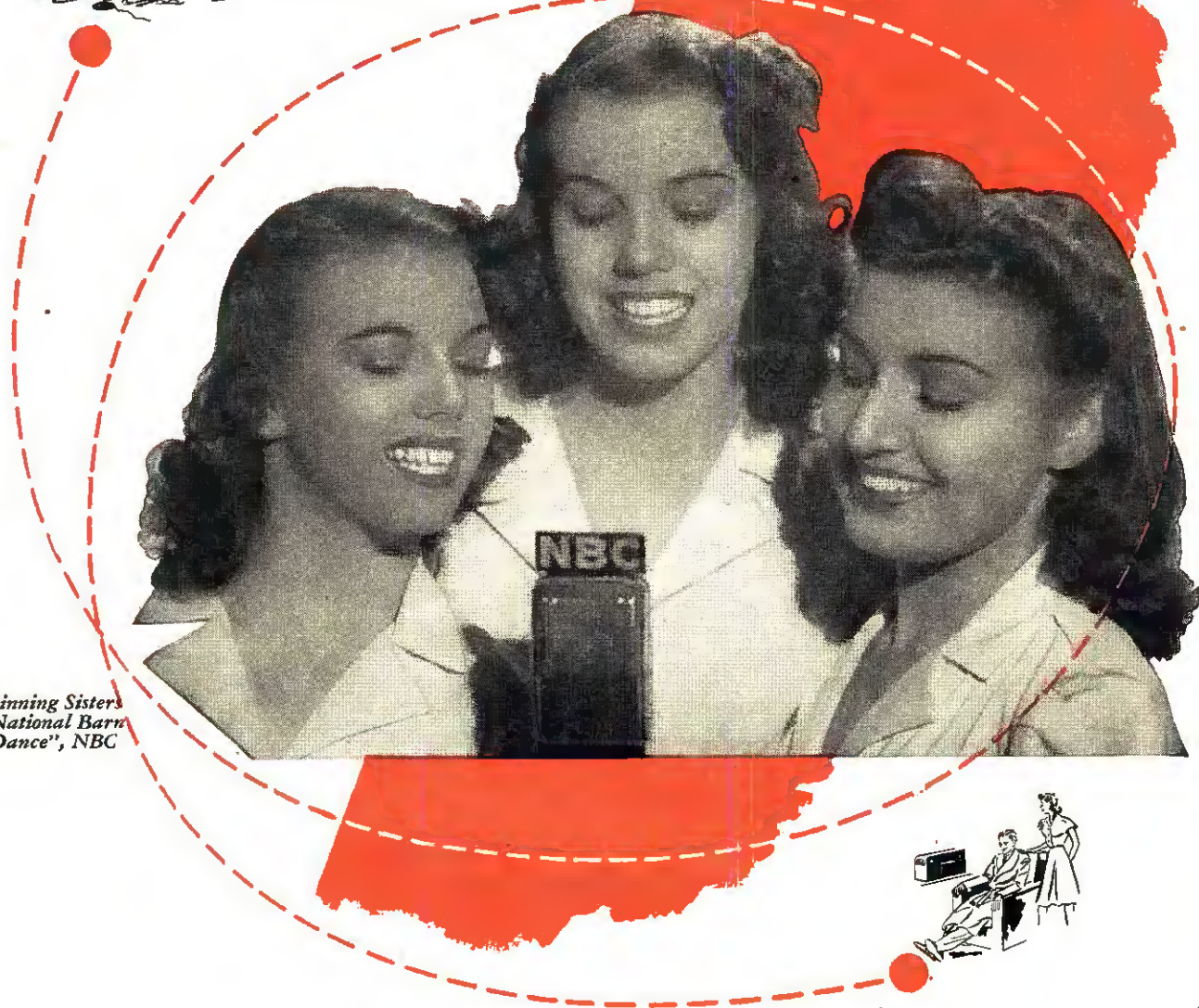
Records of all types sell well here, and at the present time Farr has a stock worth about \$25,000 at retail.

In addition to the efficient publicizing of his business, Farr has some very definite ideas about the ethics involved in relations with purchasers. "Customer satisfaction," he says, "is always an essential with me and with my staff. I have the satisfaction of knowing that the sales which my organization makes are always made upon the basis of our customers' complete satisfaction.

"My organization always takes as much interest after the sale of a piece of equipment as it did before the sale was made. And it is for this reason that we do not have to depend on a large sales force because nearly 80 per cent of our business comes from satisfied customers who recommend us to their friends."



Travel with Trav-Ler



*Dinning Sisters
"National Barn
Dance", NBC*

LISTEN TO HARMONY that practically "carries you away"! Every exciting note is captured so faithfully by postwar Trav-Ler Radios that *listening* is like *traveling* from living room to studio. Trav-Ler is making plans to travel fast in both AM and FM Radios, with startling innovations in reception and design—at prices to accelerate buying. Future-minded dealers and jobbers are invited to write.



TRAV-LER
RADIO

Karenola
RECORD PLAYERS

TRAV-LER KARENOLA RADIO & TELEVISION CORPORATION, 1034 W. Van Buren St., Chicago 7, Ill.
RADIO & Television RETAILING • March, 1945



*More and More
You'll Hear it Said...*

Keep Your Eyes On Belmont

American progress has been built on a spirit of business competition. And this spirit did not die with the war. Today, it inspires American manufacturers to the greatest efforts in history... a determination to out-invent and out-produce the enemy all over the world.

When the nation's inventive and manufacturing genius again can be devoted to the ways of peace, great gains will have been made in America's industrial knowledge and production facilities. And nowhere will these gains be greater than in the field of electronics.

Here at Belmont, we now can say without hesitation that Belmont's post-war television receiving sets will be far superior to anything visualized before the war. Nor do we hesitate to say that Belmont FM Radio receiving sets virtually will eliminate interference and static. And of course, there will be Belmont Radio and Phonograph Combinations which will represent a remarkable advance in performance and value. Keep your eyes on Belmont. Belmont Radio Corporation, 5931 W. Dickens Avenue, Chicago 39, Illinois.

Belmont Radio

RADAR * TELEVISION * FM * ELECTRONICS



Kitchen-bred, culinary competent . . .

she watched her mother make good with groceries, picked up pointers she expected to use some day. . . . So a menu is not a mystery; an extra man to dinner will not be a crisis when her Extra Man gets out of GI, becomes her star boarder. . . . And no storekeeper can sweet-talk her into something she doesn't want!

With provender no problem, she can think ahead of most brides, has her blueprint for the future . . . won't be happy with the second rate, is set to save and schedule, work and wait. . . . She will be No Mean Influence in the marts of trade tomorrow, carry weight with women less assured. . . . She isn't a statistic but a State of

Mind that merits your best ambassadors in advertising.

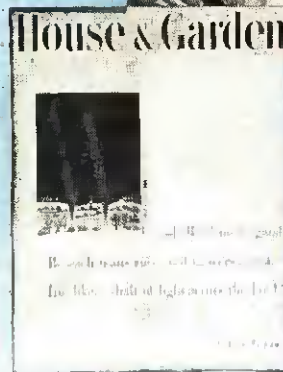
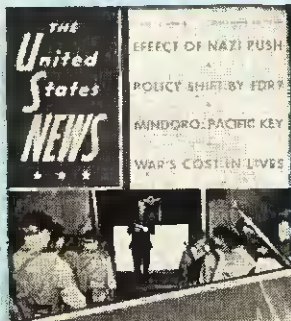
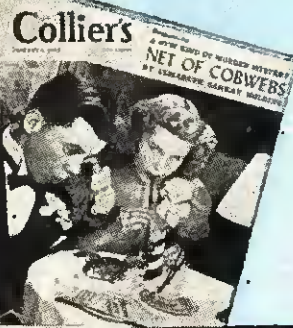
Two years ago, the editors of *Life Story* surveyed this State of Mind, sized up the young woman and wife of wartime as a major objective, . . . enlisted leading writers and artists to provide fiction founded on experience, useful as well as entertaining . . . articles of special significance and service to this new woman stratum. . . . And even with present wartime limitations, have attracted 500,000 plus circulation, 99% newsstand at 25c per copy . . . set in motion a major medium. . . . Inquire! . . . *Life Story*—a Fawcett Publication, at 295 Madison Ave., New York.

LIFE STORY



BENDIX RADIO

BACKS DEALERS



All in full color . . . all in full pages . . . Bendix Radio National Advertising will blanket the market everywhere with millions upon millions of messages to the homes of America.

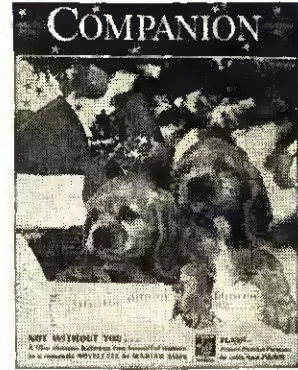
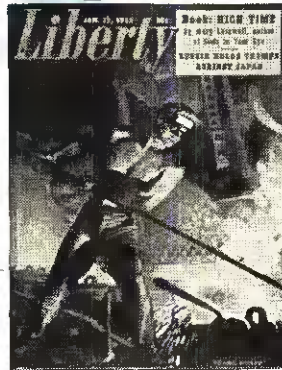
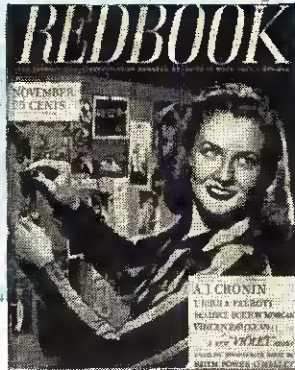
**BUILD
BEST
with
BENDIX**



BENDIX IS A TRADE-MARK OF BENDIX AVIATION CORPORATION

WITH **BIG SCALE
ADVERTISING**

One of the largest National Campaigns in
the Industry sparks a great selling program



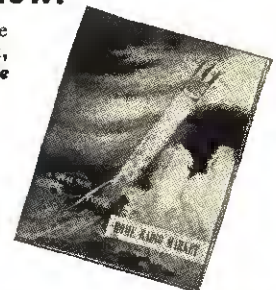
Outstanding features . . . creative engineering . . . superior performance . . . eye-winning styling . . . national reputation . . . *genuine* postwar merchandise . . . these are the factors that will determine *who gets the big play* in postwar radio sales! These are exactly the advantages offered by Bendix—and in 1945 Bendix will presell the market for postwar sales with one of the largest national advertising campaigns in the industry, appearing in the biggest and most influential magazines in America. The Bendix Home Radio advertising, merchandising and promotion pro-

gram will be a *million dollar program*.

Remember—everything points to the fact that *you'll do best with Bendix*—a line that's *all new*, a *real* postwar radio built by the greatest name in wartime radio—the only *big* name to enter the postwar field.

SEND FOR THE BENDIX BOOK NOW!

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



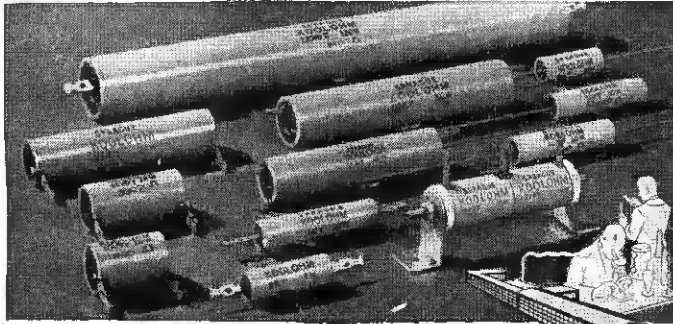
Bendix Radio

Division of Bendix Aviation Corporation, Baltimore 4, Maryland

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

SPRAGUE TRADING POST

A FREE Buy-Exchange-Sell Service for Radio Men



"T" is for TROPICALIZED!

... and it means that standard Sprague KOOLOHMS now have the same high degree of humidity protection formerly available only on special order to match exacting military specifications. This new standard construction includes a glazed ceramic outer shell and a new type of end seal. Catalog designations remain the same except that the letter "T" has been added to the old type numbers.

Thus, once again Sprague leads the way! No need for you to study and choose between power wire wound resistor types or coatings. One type of KOOLOHM, the standard type, does the job—under any climatic condition, anywhere in the world!

WANTED BY SERVICEMAN—Pocket V-0-M or NRI (Triplet) combination tester, auto record changer or arm and motor, circuits of working Loftin-White amplifiers, Argus C-3 35mm camera and exposure meter, Pvt. Sterling W. Reed, Co. E. 15th St., Fort Monmouth, N. J.

WANTED FOR CASH—Up-to-date tube tester; also 35Z5 and 50L6 tubes. Frank Acosta, 50 E. 100th St., New York 29, N. Y.

SELLING OUT RADIO DEPARTMENT—New Sprague Tel-O-Mike condenser analyzer, new Meissner channel analyzer, good tube checker, V-0-M 250 tubes (half new and half used), condensers, resistors, transformers, 1. F. audio, vol. controls, books, courses, meters, etc., etc. \$625 f.o.b. Oil City, takes all. Edw. G. Hlawati, 1434 W. 1st St., Oil City, Pa.

WANTED—By war veteran, RCA Rider channel analyzer, F. W. Marso, Box 645, Highmore, S. Dak.

WANTED—For cash, 165 Junior volt-ohmmyst or vacuum tube multimeter. F. Williams, Box 23, Buena, Wash.

FOR SALE—H.Q.-120 and speaker, \$125. Rek-O-Kut 12 in. 2-speed recording table, \$35. Want Jensen JAP-60 speaker, cutoff, and bass reflex. Lyle Babbitt, E.B.D. #2, Watertown, N. Y.

FOR SALE OR EXCHANGE—Three RCA 860 tubes, slightly used, \$15 each or \$35 for all three; two G. E. Tungar 6 amp. charger bulbs, almost new, \$5; one RCA 204A tube, used but in excellent condition \$20. Want photo equipment, 902 cathode ray tube, 902 oscillograph tube, 500 or 1000 mfd. variable condenser of straight line capacity. What do you offer? Ken Robinson and William Spars, 6035 S. Spaulding Ave., Chicago, Ill.

WANTED—Sig. generator and Rider manuals. Cleon E. Dale, 419 Stone, Oneida N. Y.

WANTED—3-way portable receiver, or small compact set of some sort such as Echophone EC-1. Cpl. Darnell Wlandt, Hqs. Replace & Sch. Cmd., Mach. Records Section, Birmingham 8, Ala.

WILL TRADE—2-Bliley crystals for 175-10 meter bands, and 12SA7, 12SK7, 50L6, 6F8, 6L6, 19, 34, 30 and 80 tubes, for fluorescent ballasts or what have you? G. Bullington, 323 E. Elm St., Graham, N.C.

WILL TRADE—Good portable or 35Z5 and 1T5 GT/6 tubes for V-0-M, in A-1 shape. Or will pay cash. Don Spaan, 1308 Muscatine Ave., Iowa City, Iowa.

URGENTLY NEEDED—Echophone EC-1 in good condition. Pvt. Wayne H. Noyes, Rec. Sec., M-2, BAAF, Fort Myers, Fla.

WILL TRADE—Never been used \$12.50 De Jur-Amsco exposure meter for used tube tester or V-0-M. Also good slide rule and instruction book for any Rider manual except \$12. Cha. E. Propst, Box #106, Mous, W. Va.

WILL TRADE—Webber \$20 test oscillator for Echophone EC-2 or similar communications receiver. C. Jepsen, 721-B Smith St., Miami, Ariz.

URGENTLY NEEDED—0-1 milliamperemeter with 1000 ohm-per-volt movement. Ishem Smith, 703-33rd St., Oakland, Calif.

WANTED—Shure 717A in good condition. Wm. R. Dodge, 513 Willamette St., Oregon City, Ore.

SELL OR TRADE—Motor generator set, 5 h.p., 230v DC motor direct connected to 230v 60cy. AC generator, 1750 rpm. with spare AC rotor. J. G. Shoup, 236 Lawton Rd., Riverside, Ill.

WANTED—GTC parts-power, also RCA Jr. volt-hmyst #165 and 187A RCA test oscillator. Randall McDonald, 506 N. Ward St., Benton, Ill.

TRADE OR SELL—DeForest radio course; G.T.C. #26 power pack; 22 cal. air pistol. Want N.R.I. course, Echophone, Hallicrafter S-29, and test eqpt. C. A. Winans, Morris, Ill.

WANTED—VOM, signal tracer, and tube tester, also Rider's manuals. Must be A-1 condition. Wm. Fulford, 200 Sterling Place, Brooklyn 17, N. Y.

TO TRADE—Tobe RCL impedance bridge, like new. Measures from 1 ohm to 1,000,000 ohms, capacities from 10 mmfs. to 100 mfd., inductance from 10 microhenries to 100 henries. Will trade for 162-C Rider channel analyzer or what have you in signal tracers? Wm. E. Ayotte, Box 250, Biddeford, Me.

WANTED—Discharged vet wants any type service eqpt. or parts for opening repair shop. Edw. Selenis, 1328 N. Campbell Ave., Chicago 22, Ill.

WILL TRADE—Books, 2 and 8v. tubes, speakers or what do you need? Urgently want turntable, motor, arm and radio books. Frank E. Carroll, 3436 Clifftown Ave., Baltimore 13, Md.

WANTED—Dual vol. control, 2500 and 6000 ohm. Lin. Beattie, Box 250, Southern Pines, N. C.

WANTED FOR CASH—Tubes and test eqpt. Have to trade, one F-M tuner, one 14-watt new Hogen amplifier. L. E. Martin, 1501 May St., Gastonia, N. C.

WANTED—Code instructograph using paper tape and/or Candler system of learning code. Raymond L. Westcott, Ontario, Ore.

FOR SALE OR EXCHANGE—Delux Radio News hi-fidelity amplifier, 15 watts class AB output, chrome chassis and highest grade parts. Also Radio City #305 tube tester; A.T.R. inverter 6v input, output 110V 50 to 80 cy., max. capacity 50 watts; also few tubes such as 1C4G; 5Z3; 80; 6T6; 6RT; 12B7; 20J8 all new. Lester L. Rogers, King St., Bridgewater, Nova Scotia.

FOR SALE—Garod radio, 4 bands, AC-DC, 10 tubes, 12" speaker, perfect condition, \$50; new Turner dynamic mike S22D with switch, \$20; contact mike for musical instruments, etc., new \$8. J. Dermout, 174 W. 65th St., New York 23, N. Y.

FOR SALE—Supreme analyzer #333 deluxe, 1st class condition, with schematic & instructions. Charles Wollman, 80 Bank St., Valley Stream, L. I., N. Y.

FOR SALE—Zenith vibrator pack 6A to 135-180B (never used), \$5; also Universal XX D.B. mike, \$5.00. Elmer L. Dobbins, West Jonesport, Me.

URGENTLY NEEDED—Sig. generator, preferably Hickok 188X or similar mutual conductance tube tester. Clarence Wright, 135 W. Pasadena, Oak Ridge, Tenn.

FOR SALE OR TRADE—Jackson tube tester and V-0-M combination, Hickok OS-8 sig. generator, and V-0-M. Want P.A. system or good 22 LR target rifle with scope. Hoyer Radio and Camera Shop, Box 98, Santee, Calif.

URGENTLY NEEDED—Following tubes; 35L6, 35Z5, 50L6, 12SA7, 12SQ7, 12K7, 25Z5, 25L6 and 35A5. Also late Philco or Triplet portable tube tester. C. E. Hinesman, Rudolph, Ohio.

FOR SALE—Turner BX crystal microphone, with 7' cable—used only 15 min. and still in carton. \$13.50. Edward Szymkowiak, 635 E. Oakland Ave., Toledo 8, Ohio.

FOR EXCHANGE—One pair 860 tubes and one 845. What have you? Joseph J. Yeager, 450 1st Ave., S. Wisconsin Rapids, Wis.

WANTED—RCA Junior volt-hmyst, Hickok #133 laboratory quality set tester, or Weston #771 type 2 super-sensitive analyzer. Must be A-1. Milton E. Lichterman, 1926 W. Boston Blvd., Detroit 6, Mich.

WANTED—1500 K.C. iron core heat frequency oscillator. Robert G. Boesel, Ingleside, Ill.

FOR SALE—Triumph tube tester, #400, \$15.00. Marvin Higgins, 116 Walnut St., St. Charles, Mich.

WANTED—One each—23A7, 35L6 and 35Z5 tubes. Chester Wagan, 104 Beck St., Buffalo 12, N. Y.

WANTED—Radio tubes, small radios, etc. Rodney's Radio Service, 344 E. Pearl St., Burlington, N. J.

FOR SALE—Following tubes, new and in original cartons, at 30% off list; 2A3, 5Z3, 6A3, 6A4, 69K7GT, 12SK7GT, 12A, 37 and 57. Ralph Hunter, 12 North St., Catskill, N. Y.

FOR SALE—Radio City pocket V-0-M, Hickok V-0-M, Precision V-0-M, Philco V.T.V.M., Radio City tube tester, and Clough-Brengle OCA sig. generator. Bill Gall, Harrisburg, Ill.

WANTED—Supreme analyzer, channel analyzer, or other sig. tracing instrument employing vacuum tube voltmeter. W. N. Rodgers, 1701 Halladay St., Portsmouth, Va.

SEND US YOUR OWN AD TODAY!

For over two years now, the Sprague Trading Post has been helping radio men get the materials they need or dispose of radio materials they do not need. Literally thousands of transactions have been made through this service. Hundreds of servicemen have expressed their sincere appreciation of the help thus rendered.

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

HARRY KALKER, Sales Manager

Dept. RRT-35—SPRAGUE PRODUCTS CO., North Adams, Mass.

(Jobbing Sales Organization for Sprague Electric Company)



SPRAGUE CONDENSERS KOOLOHM RESISTORS

TM. REGISTERED U. S. PATENT OFFICE

Obviously, Sprague cannot assume any responsibility, or guarantee goods, services, etc., which might be exchanged through the above advertisements

A FAMOUS NAME
SINCE 1916 . . .

Phonola

ACOUSTIC AND ELECTRONIC PHONOGRAPHS

... WILL BE MORE FAMOUS
WHEN WAR RESTRICTIONS
ARE LIFTED!

• Though war has interrupted the flow of Phonolas to your customers, we haven't stopped manufacturing sound reproduction and electronic equipment. The radar we're building . . . the special Phonolas we're making for the Armed Forces . . . are enriching our 28 years of phonograph experience with new

techniques in sound reproduction—and that will mean better-than-ever Phonolas for you!

Because we've stayed on the job, we'll be *ready to deliver* phonographs the moment restrictions are lifted. And as materials are released, we'll bring you more and more of the improved features we've developed to make tomorrow's Phonolas even much finer instruments—phonographs you'll be proud to offer to your customers!

WATERS CONLEY COMPANY
ROCHESTER, MINNESOTA

MIDWESTERN SALES OFFICE:
224 So. Michigan Ave., Chicago, HAR. 1880

EASTERN SALES OFFICE:
17 E. 42nd Street, New York City, VA. 6-2079

TELEVISION NEWS

DuMont Polls Listeners On Favorite Programs

The Allen B. DuMont television station in New York, WABD, sends out weekly rating cards for listeners to judge shows in the order of their appeal. A program rating sheet is then made up of the week's responses. A Sunday show, "Thrills and Chills," with Doug Allen as master of ceremonies, was rated highest during one typical week. Other popular shows included the "Magic Carpet," "Night Stars Over Broadway," "Wednesdays at Nine," and newsreels.

Many Video Stations

During the first year after manpower and materials are free, the FCC expects about 150 commercial television applications, according to testimony given by Commissioner E. J. Jett of the Federal Communications Commission before the House Appropriations Committee.

Photographing Tele Images

Editor, Radio & Television Retailing:

In taking pictures of the images on the screen of my 9-inch GE television set, I find that Agfa Super Pan Press film is the best, used at f 6.3 or bigger, at 1/10 second. By turning the "contrast" to a minimum and the "brightness" well up, and over-developing the negative, best results are had.

WM. A. J. DEAN

5942 S. Maplewood Ave.,
Chicago, Ill.

FM-Television Course For Servicemen

The Philadelphia Radio Service Men's Assn. has set up a course in FM and Television at Temple University in Philadelphia for their members so that they will be prepared to sell, install, service and repair all types of television equipment.

This course will consist of a review in theory and mathematics and then step into broadcast, FM and television receivers. Both theory and actual practice will be taught so that the men will be able to do any type of service required. This course was initiated by PRSMA in connection with the War Manpower Training Commission and will take approximately a year to complete on an evening school plan.

Fly and Austrian Speak At Press Club Meeting

At a meeting of the Television Press Club in New York, James L. Fly, former chairman of the Federal Communications Commission, said he believes that television will move up above 400 megacycles in the course of the next few years. He predicted that video broadcasting would then remain there, eventually providing facilities for full color.

Mr. Fly, now in private law practice, praised the services rendered by the FCC in its recent extensive hearings on the reallocation problems.

Ralph B. Austrian, executive vice-president of RKO Television Corp., spoke on building television circulation, and described in detail a plan he has originated.

He suggests that manufacturers and dealers should assume some of the costs of programs in certain areas. He declared that these programs could consist of "Telereels," the name RKO has given films designed for its use.

Tall Tale from Philly

Editor,

Radio & Television Retailing:

Regarding your discovery of electrified snowflakes falling in Connecticut (as reported on page 124 of your February issue), I beg to communicate the following science note from Pennsylvania.

A trolley snow-sweeper has just gone past here. Its trolley pole had been removed and a hive of bees substituted in its place. The sweeper was being operated by electricity received over the bees' antennae, taken from the electrified snowflakes that covered the tracks to a depth of ten inches.

Talk about perpetual motion!

Kindest regards.

FRANK VERACIOUS BURTON
Adelphia Electric Co.
125 N. Tenth St.
Philadelphia, Pa.

Reduced Teleset Size Envisioned by RCA

Smaller home radio receivers and compact radio-television-record player combinations are foreseen as postwar possibilities as the result of new miniature electron tube developments in the laboratories and engineering departments of the Radio Corp. of America, Camden, N. J. This was revealed at the winter technical meeting of the Institute of Radio Engineers in New York City.

The results of recent investigations indicate, it was reported by R. L. Kelly, of the RCA Victor tube and equipment department, that the development of power output amplifier tubes and rectifier tubes in miniature envelopes for home receivers has distinct possibilities.

It was pointed out that the development of these tubes will complete the necessary complement of miniature tube types, other required types having already been accounted for.

Raytheon Tele License

The Raytheon Mfg. Co., Newton, Mass., has filed an application with the Federal Communications Commission for permission to erect a commercial television station in New York City. The application requests assignment of the proposed new Channel No. 1 on frequencies between 44 and 50 megacycles.

Publicizing the Video Art

SEASON PASS

ADMIT *Mr. & Mrs. Timothy McDuff, and family*

WALDEN WOODS TELEVISION THEATRE

Catrock Road & Bible Street, Cos Cob, Conn.



Showings Every Evening at 8 P. M. by Appointment

(Please telephone Greenwich 1748)

MARY H. NORRIS
Receptionist

O. H. CALDWELL
Chief Usher

MILDRED B. CALDWELL
General Manager

Dr. O. H. Caldwell, editor of RADIO & Television RETAILING, has sent "engraved invitations" to a number of friends and associates who are interested in television, but who may have no receivers of their own. Dealers with sets available can do their part in stimulating video interest, building goodwill and a substantial prospect list by sending out similar "invites" to neighbors and customers.

If You Have TELEVISION On Your Mind



Many enterprising dealers will make a bankful of money out of television — and have a barrel of fun doing it. Right now, alert dealers are awaiting DuMont's television blueprints of merchandising policy, cost and profit data.

DuMont has experience . . . gained through 14 years in the forefront of electronic progress . . . gained through the manufacture, distribution and servicing of prewar DuMont Television Receivers. On April 30, 1939, DuMont advertised the first television sets placed on the American Market. Today, DuMont national advertising is continuing to create millions of postwar customers for television sets . . . customers

who will demand the very finest sight-and-sound reception quality—obtainable in DuMont-engineered receivers!

It is important that you plan your television future with DuMont and be ready to anticipate your peacetime customers' demand for the sharpest, clearest picture reception available. DuMont will have the answers ready *on time*. DuMont quality in any style or size of postwar cabinet will be tops!

Write or telephone . . . Consumer Products Division, Allen B. DuMont Laboratories, Inc., 515 Madison Avenue, New York 22, N. Y. to be listed to receive this valuable information as it is released.

Copyright 1945, Allen B. DuMont Laboratories, Inc.

DUMONT



Precision Electronics and Television

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES, 2 MAIN AVE., PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.

ADMAN

IN WONDER LAND



This Is My America

by Maurice Maeterlinck

...When they return home, the heroes will recall that wings are needed not for our bodies, but for our souls. They will understand the meaning of this war which they have won amid acclamations and gratitude. Every one of them has learned that his country is an inn on the border of the eternal roads of the ideal. The heroes' eyes have been opened . . .

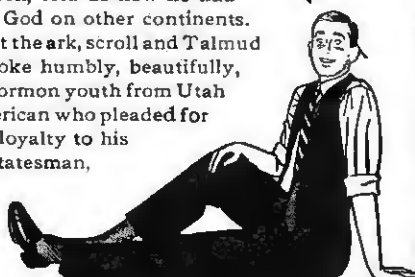


I'm That Country Parson's Wife

by Mrs. A. Ritchie Low

...What happens here in our little church, in Johnson, Vermont? A Catholic priest spoke in our Protestant church, told us how he had preached the word of God on other continents. A Jewish rabbi brought the ark, scroll and Talmud Torah of his faith, spoke humbly, beautifully, and convincingly. A Mormon youth from Utah spoke; a Japanese-American who pleaded for a chance to prove his loyalty to his birthland; a Chinese statesman, a Hawaiian...

THIS IS GETTING CURIOSER AND CURIOSER



Mady Soyka

HITLER'S FAVORITE WOMAN SPY

by Princess Amelie Karapow

...“I've found her,” Goebbels reported, “the Mata Hari of World War II. She is cold, but clever and devilishly greedy for money. And she can make men love her.” “Her greed,” replied Hitler, “will be convenient for our purposes.” So Hitler summoned Mady. “I am interested only in what you can do for the Fatherland,” he told her. “And I am interested only in money.” They understood each other...

WHO'S THE EDITOR? THE WALRUS?



NEVER EXPECTED THIS

MY VALENTINE

by Gladys Martin

Some Valentines are fragile things
With frilly lace where Cupid sings
And doves fly out on satin wings.

My Valentine is a silver star,
A banner flung in lands afar
To save and keep the dreams that are.

My Valentine is a lonely lad
Stained with dust and khaki clad,
Tall and brave as Galahad.

Do you really *know* True Confessions? The sample here represents the *character* of True Confessions. The motto on the cover calls it “Your Magazine for a Better Life.” It is.

There's bigness in every issue—and that *shouldn't* be news to you.

“I...Never Walk Again?”

by Nana Gollner

Prima Ballerina, Ballet Theatre

...“For infantile can and will be conquered—especially now when we're all fighting it together. This is a day of miracles! Who should know it better than I? At four I had Infantile paralysis.”...

WONDER WHY I EVER THOUGHT...



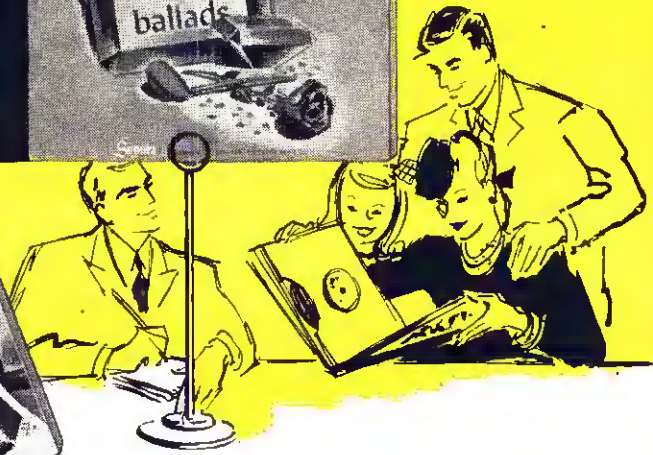
TRUE CONFESSIONS

Bought at newsstands by 2,000,000 women a month for the living service it gives.



Melodies That Will Live AND SELL Forever!

Here's perpetual motion for you—the way these SONORA "Melodies That Will Live Forever" keep moving off your shelves! Order these nationally advertised SONORA albums from your SONORA distributor today!



IRISH BALLADS: Sure, and it's that lilting tenor Frank Connors, singing *Mother Machree, My Wild Irish Rose, Kathleen Mavourneen, Dear Little Town, Little Bit of Heaven, When Irish Eyes Are Smiling, Rose of Tralee, You're Irish and Beautiful.*

POLKA TIME: Stanislaw Mroczek's baton makes modern magic with gay old-world rhythms in dance tempo. *Pennsylvania Polka, Clarinet Polka, Victory Polka, Mother Goose Polka, Ruby Polka, Helena Polka, Blackberry Polka, Saturday Night Polka.*

LULLABIES: Eddy Brown, his string ensemble, and singers Crys Holland and Jean Merrill woo the sandman with *Love's Old Sweet Song, Sweet and Low, Brahms Lullaby, Berceuse from Jocelyn, Ma Curly Headed Baby, Lullaby from Erminie, That's An Irish Lullaby, Sleep, Baby, Sleep.*

SONGS OF THE WEST: Red River Dave rides herd on *Old Faithful, Wagon Trail, Red River Valley, The Last Round-Up, Empty Saddles, Take Me Back To My Boots and Saddle, Is The Range Still The Same Back Home, Home On The Range.*

DINNER MUSIC: Kel Murray's orchestra smoothly interprets melodies of the masters. *Sevenade, Toselli; To a Wild Rose, MacDowell; Andante Cantabile, Tschaikowsky; Souvenir, Drdla; Traumerei, Schumann; Minuet in G, Paderewski; None But The Lonely Heart, Tschaikowsky; Intermezzo from Cavalleria Rusticana, Mascagni.*

Sonora Records

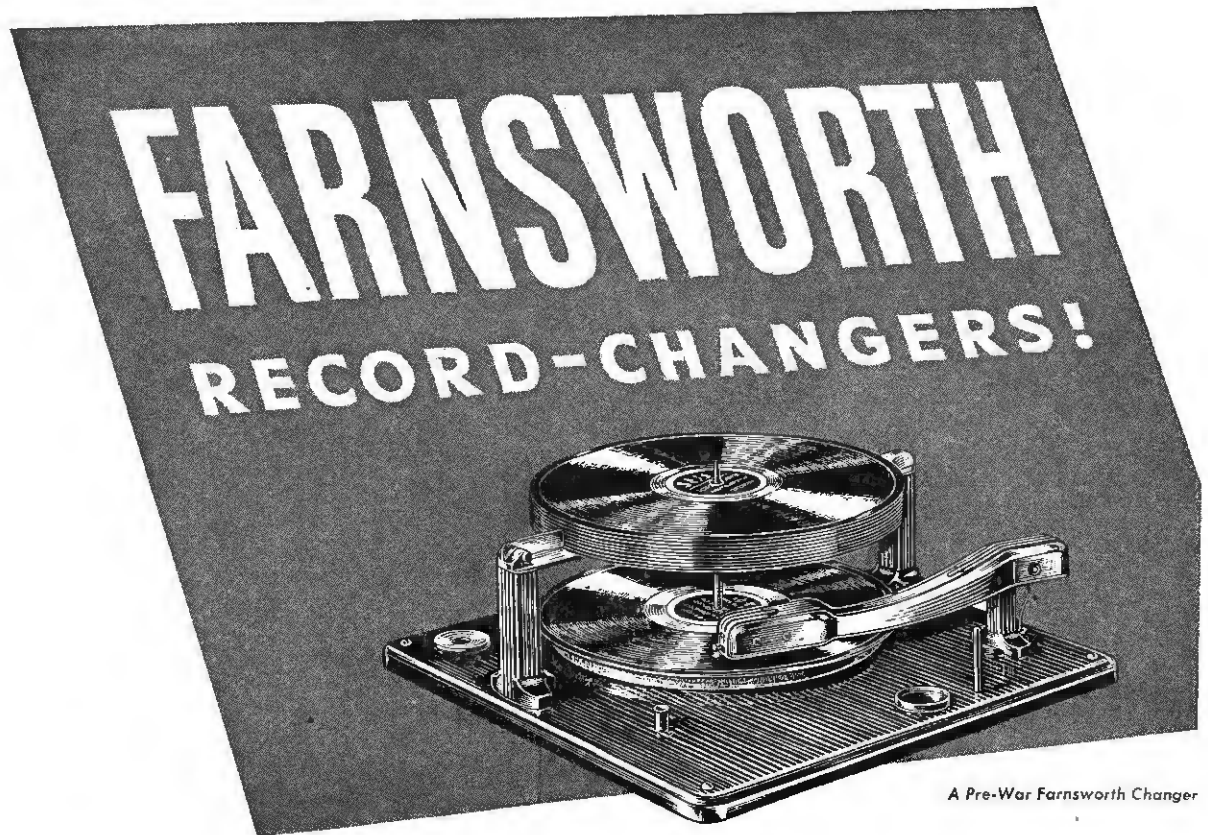
Clear as a Bell

SONORA RADIO & TELEVISION CORP.
325 N. Hoyne Avenue • Chicago 12, Illinois

RADIOS • TELEVISION SETS
RECORDS • PHONOGRAPHS • RECORDERS

• HOME ENTERTAINMENT AT ITS BEST •

★
★
INSURE YOUR LEADERSHIP WITH THE NEW POST-WAR
★
★
★
★



A Pre-War Farnsworth Changer

★
★
FOR YEARS, dealers and customers have been saying: "Farnsworth has the most dependable record-changers."

But wait 'till you sell the *new, improved*, post-war Farnsworth record-changers! They set a new high in simple construction, long-lasting, trouble-free, automatic operation.

But this is only one of the many good things in store for you. Farnsworth radios, phonograph-radios, and television sets, each new model in cabinets of distinctive styling and with superlative tonal refinements, will await your inspection.

Remember, the new Farnsworth line will be handled on a *selected dealership* basis... provides *profitable volume at established prices and proper margins*.

Back of this dealership is the pioneering research and development work of the Farnsworth engineering staff. This gives you *product leadership*—and a supporting campaign of hard-hitting advertising will help give you *sales leadership*.

The Farnsworth post-war sales plans are all set—right now. And right now is the time for you to get the complete details from your Farnsworth distributor.

F A R N S W O R T H
Television · Radio · Phonographs

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



TO thousands of service engineers here in America, Mallory owes a debt of gratitude. For a long time now many of you have preferred to use Mallory Vibrators. But quite often during the past two years, our distributors have been unable to fill your orders.

Of course there has been good reason for this. With the outbreak of war, radio components for military use were needed in enormous quantities. Quality considerations too, were of the utmost importance.

Our vibrators were able to meet the most exacting tests. We were also the largest producers. As a result, our facilities were taxed to the utmost; we were unable to keep up with civilian demands.

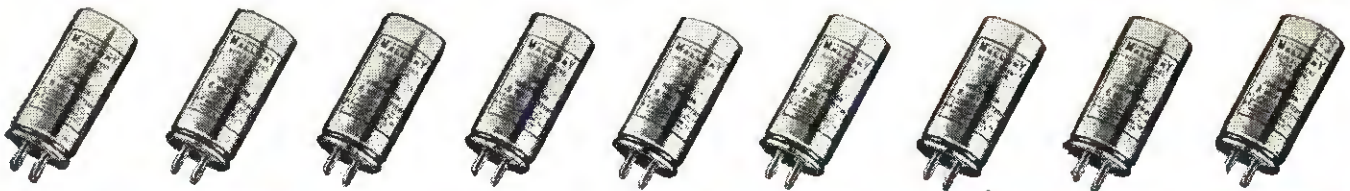
We think you will be glad to know that today Mallory vibrators are in planes, tanks, portable radios and many other types of equipment on every fighting front. Not only are they serving American forces, but those of all our allies. These are the vibrators you did *without*.

Now, with production several hundred percent greater than in 1942, Mallory vibrators are again available for civilian use. Always noted for dependable performance, they are today even better *than ever*. So look for the familiar orange and blue carton on your distributor's shelves. You've had a long wait for Mallory vibrators—but the wait has been worth while!

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



Distribution of Mallory vibrators is being made as rapidly as possible. If your distributor has not yet received his supply, please bear with him.



<p><i>More than ever— ALWAYS INSIST ON</i></p>	<p><small>P. R. MALLORY & CO. Inc.</small> MALLORY APPROVED PRECISION PRODUCTS</p>	<p>VIBRATORS • VIBRAPACKS* • CONDENSERS VOLUME CONTROLS • SWITCHES • RESISTORS FILTERS • RECTIFIERS • POWER SUPPLIES</p> <p><small>ALSO MALLORY "TROPICAL"™ DRY BATTERIES, ORIGINALLY DEVELOPED BY MALLORY FOR THE U. S. ARMY SIGNAL CORPS, NOT PRESENTLY AVAILABLE FOR CIVILIAN USE.</small></p> <p><small>* Trademarks</small></p>
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Centralab STANDARD, MIDGET AND ELF Radiohms

● For more than two decades the name CENTRALAB on a volume control has been a synonym for QUALITY.

The long wall-type resistance sector, the smooth performance and the satisfactory operation of these controls are in no small measure responsible for the fame of Centralab. Whether for original equipment or replacement always specify

CENTRALAB Radiohms



Centralab

CR

Division of GLOBE-UNION INC., Milwaukee

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



"HE WAN'STA KNOW
WHY THEY CALL THIS
THA' PACIFIC
THEAYTER"

WHAM!

SWISH

ZING

Fine instruments produced in volume with quality first . . . to last.

Triplett



ELECTRICAL INSTRUMENT CO.
BLUFFTON, OHIO

DISTRIBUTOR NEWS

C. R. Rogers to Handle Universal and Duo-Therm

C. R. Rogers Co., 5434 Penn Ave., Pittsburgh, Pa., long-established distributors of Philco products in this area, will also wholesale Universal (Landers, Frary, and Clark), and Duo-Therm (Motor Wheel Corp.) lines when goods become available.

The Universal merchandise to be handled includes electric ranges, hot water heaters, washers, ironers, vacuum cleaners, and table appliances. In the Duo-Therm line are gas ranges, water heaters, oil space heaters and oil furnaces.

In addition, the firm will also distribute a line of frozen food lockers in its expanded territory, which now includes several more counties in Western Pennsylvania.

The company is making a survey among its dealers to determine what merchandise will be in demand postwar, and the price ranges in which retailers are most interested. This should aid the firm materially in supplying and correctly gauging dealers' wants.

In the future, the organization will continue its policy of dealer cooperation, and its program will include sales promotion helps, salesmanship training, etc. The C. R. Rogers Co. has its dealer plans all readied, and will be all set for merchandising when the time arrives.

Distributor Names Etkin

Arthur Etkin has been appointed radio and appliance manager of the Clinton Square Auto Supply Co., Newark, N. J., distributors of Stewart-Warner home radios. Etkin is well-known in New Jersey for his long experience in the appliance field.

WESCO Appoints Hall

The appointment of Eric Hall to the position of New Jersey division manager, with offices at Newark, N. J., has been announced by H. B. Tompkins, eastern district manager of the Westinghouse Electric Supply Co.

Previously, Mr. Hall sold appliances in the Seattle territory for six years, and then became district appliance manager of the North Pacific district of the company in 1941.

Stern & Co. Announces Changes in Personnel

In line with postwar expansion plans, Francis E. Stern, head of Stern & Co., wholesalers, announces four major personnel changes in the home office at Hartford, Conn.

A new position, general manager in charge of all operations, has been created to which J. Donald Cohon has been appointed; Felix Aronson, advanced from charge of inventory stock control to purchasing agent; Isadore "Izzy" Goldman, promoted from inside manager of the record department to field manager in charge of all salesmen and sales activities of this department, and Nathan Solomon has been named as assistant to Mr. Goldman to handle the inside functioning of the record section.

Eureka Advisory Group

To help formulate more effective postwar marketing policies, the Eureka Vacuum Cleaner Co., Detroit, Mich., has established a distributor steering committee, George T. Stevens, vice-president in charge of sales announced. The functions of this group will be to suggest

ideas, make recommendations, and to consult with the company on sales policies and distribution problems.

Atwater Joins New Firm

Frank Atwater, who has been associated with the Southern Equipment Co., one of the prominent distributors of radios and appliances in the southwest, resigned from the firm to accept a partnership in the newly-formed Southwest Co. at Houston, Texas.

This newcomer firm to the appliance field will distribute York air conditioning and refrigeration products in the Houston territory.

Prior to joining the Southern Equipment Co., Mr. Atwater was at one time regional supervisor for the York Corp. in the southwestern district.

New Missouri Jobber

A new distributing organization has been formed, which is already engaged in business, known as the 4-States Radio & Supply Co., 907 Main St., Joplin, Mo. LeRoy Duke is president of the firm, and Harry Reed is secretary-treasurer and purchasing agent.

Kurzon Firm to Handle Olympic Line in N. Y.

Joseph Kurzon, Inc., New York electrical equipment and appliance distributor, has been appointed as exclusive metropolitan distributor for Olympic Radio and Television, according to Jack F. Crossin, director of sales for Hamilton Radio Corp., New York.

In line with this move, the Kurzon organization is substantially expanding the scope of its operations, both in personnel and physical equipment.

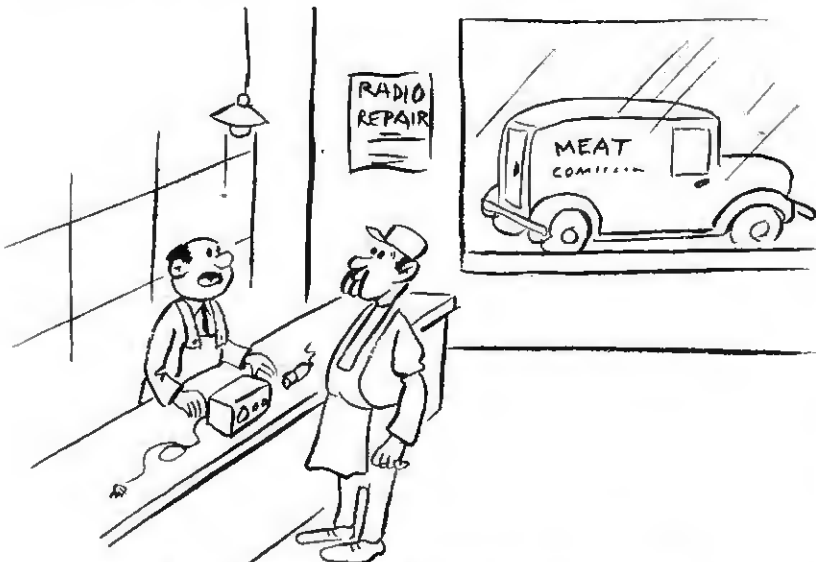
Fred J. Greene, who was recently sales manager of General Electric Supply Corp.'s traffic appliance division, became the firm's general sales manager. Kurzon's normal staff of 12 men, contacting radio and appliance outlets in the five Boroughs, Nassau, Suffolk, and Westchester, will be augmented, Greene reports, to provide retail cooperation and promotion throughout the area.

Hamburg Bros. Add Steel Cabinets to Line

Hamburg Bros., 305 Penn Ave., Pittsburgh, Pa., distributors of RCA, Servel, Electrolux, Thor, and Estate products in western Pennsylvania, Ohio and W. Va., has added a line of American Central Kitchen Cabinets to its established distribution, according to E. A. Hamburg.

The firm has its dealer organization all set and is prepared to merchandise when Victory arrives.

(More Jobber News on page 123 and following pages.)



"Tell you what I will do. I'll trade you a new tube for a steak!"



* Hands that
Capture the
Future

* **FOR THE RADIO OF TOMORROW**

War-trained hands . . . fingers educated in accuracy and speed . . . guided by new facts wrested from the widening frontiers of electronics research . . . hands that will create unsurpassed values in "Detrola-built" Radio Receivers . . . Television Receivers . . . Automatic Record Changers, and other electronic instruments.

KEEP YOUR EYE ON DETROLA

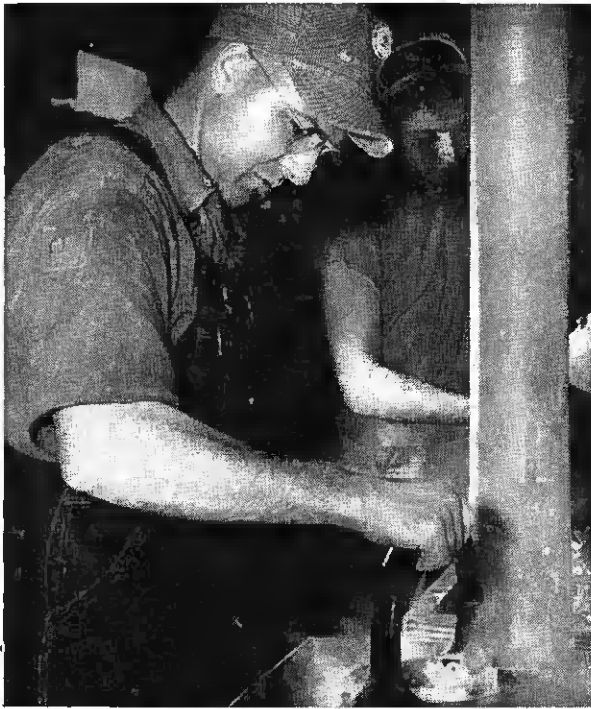
DETROLA RADIO

DIVISION OF

INTERNATIONAL DETROLA CORPORATION

BEARD AT CHATFIELD • DETROIT 9, MICH.

KEEP ON BUYING AND KEEP THOSE WAR BONDS



Youth and Experience—That's one combination that enables Meissner "precision-el" to produce the quality electronic equipment for which Mt. Carmel is gaining national recognition, for skill in electronics is rapidly becoming a tradition in this little city on the banks of the Wabash.

"PRECISION-EL"

You'll find it
in Mt. Carmel, Illinois

Yes, here at Mt. Carmel, the men and women of Meissner bear the name of "precision-el" proudly. It is an honor and responsibility—an honor to be ranked with the most skilled craftsmen in an industry that is precision itself; a responsibility to uphold the Meissner standards of quality, accuracy and dependability.

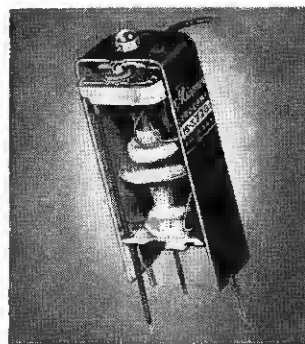
On this page you will meet a few of the hundreds of men and women in Meissner's employ. Remember that they are your guarantee of performance when you use Meissner products, precision-built by "precision-el."



Light, Airy workrooms like this make any job pleasant. And when it's a precision job in electronics, like those jobs these men and women of Meissner are doing, no wonder they are able to merit the name "precision-el" for their pride in an exacting job well done.



No part is too small to merit the concentration and precision workmanship that characterizes Meissner precision-built products. Here a member of Meissner's "precision-el" shows why the name is so well deserved by the men and women of Meissner.



"Step Up" Old Receivers!

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

MEISSNER

MANUFACTURING COMPANY • MT. CARMEL, ILL.

ADVANCED ELECTRONIC RESEARCH AND MANUFACTURE

Export Division: 25 Warren St., New York; Cable: Simontrice

RADIO & Television RETAILING • March, 1945

Sentinel

REPORTS

with an Eye to your Future

First is the business of Victory... then, as war demands relax, we will be free to announce postwar plans, now in preparation... and to reveal to you topnotch Sentinel designs that are ready for production when V-Day arrives.

To establish and hold a sales beachhead for its army of dealers

in tomorrow's markets—Sentinel continues to advertise nationally... Magazines of large circulation... Radio on nation-wide programs.

You can depend on SENTINEL for quick deliveries (matched by ready consumer acceptance)

... a sound, constructive plan for sure profits for you

Sentinel RADIO

QUALITY RADIO SINCE 1920

SENTINEL RADIO CORPORATION, 2020 Ridge Avenue, Evanston, Illinois



LISTEN...
TO SENTINEL'S
NATION-WIDE
RADIO PROGRAM
John W. Vandercook every
Saturday afternoon, 5:30
to 5:45 E.W.T. over NBC
analyzes the news for
Sentinel Radio. See your
newspaper ads for the local
time and station.

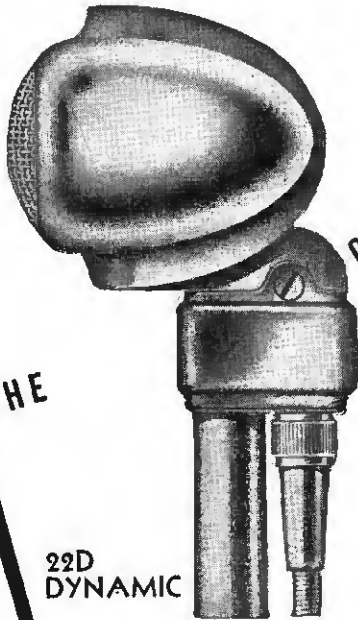


TURNER Microphones

PIONEERS IN THE

COMMUNICATIONS FIELD

A
♠



22D
DYNAMIC

♥
A

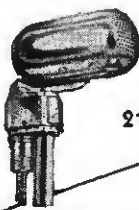
Ace High In Performance

Modernly styled, ruggedly built, yet precision engineered to deliver accurate transmission of any given sound with unfailing dependability, TURNER 22D Dynamic microphones have won world-wide reputation for ACE HIGH performance under any climatic or acoustic condition. In demand today for essential communications, 22D has wide application in military and industrial areas as well as for critical recording, P.A. or broadcast work.

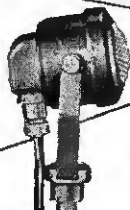
When you build or design electronic communications equipment it will pay you to investigate . . . and TURN to TURNER for ACE HIGH performance. Write today for Free TURNER Catalog giving pertinent information on all TURNER Microphones.



9D



211



99

Free Turner Catalog.
Write for your copy.



The **TURNER** Company
CEDAR RAPIDS, IOWA

Salesmanship

(Continued from page 45)

proximately 3 to 4 per cent of their budgets for this purpose. The enterprising radio retailer *must* employ one or more of the following media: Telephone directory, newspapers, direct mail, billboard, radio, theatre program, etc.

If a car or truck is used for pickups or deliveries, make certain that the firm's name is clearly visible to people in the street. This type of roving advertising can be very effective, so an effort should be made to have the advertisement on the vehicle interesting and eye-catching.

Prestige for the Dealer

Sponsoring groups or events can be a relatively inexpensive form of retail showmanship. One merchant sponsors a soft ball team, and finds this type of promotion very effective. Another dealer supports and pays for local concerts, and although this costs him money, added business more than offsets the cost involved.

Since people are known by names, and are identified with those names, interesting and unusual names—though not necessarily extreme—will excite interest and arouse curiosity. The same circumstances apply and are operative in the title of the store. Why should any merchant make things more difficult, and handicap himself by selecting a dull, uninteresting, and unappealing name for his establishment, when an attractive title will pay dividends?

Good Title for Store

It is good retail showmanship to choose a name which at the same time is more than merely that. The use of the words, "center," "laboratory," "hospital," "clinic," etc., in the store's title will do much more than simply identify it. The employment of one of these, or similar names, will lend dignity to a business, and associate it with efficiency, precision, cleanliness, and spaciousness. For the repair business, "Joe Doakes Radio Laboratory" is a name which *means* something, and certainly sounds better than "Joe Doakes Radio Shop." In a nutshell: the firm's title should be *suggestive* of something desirable.

If the radio and appliance dealer is going all-out for business when merchandise once more becomes abundant, he will give some thought to retail showmanship—that is, if he wants to be one step ahead of his competitor. While it is now a bit premature to actually apply the *ideas* suggested in this article, their use postwar should mean more profits and more prestige.

LOYAL AMERICANS MADE THIS FLAG



... an example of Democracy at work!

The coveted Army-Navy "E" Pennant flies at the Edgewater Works of National Carbon Company. Its recent hoisting was a salute to a great team of men and women workers... a pennant-winning team from the word "go."

Manufacturing schedules of fighting equipment have been met and exceeded, for months on end. Every employee can take personal pride in this concerted effort toward total victory. His or her contribution is surpassed only by that of those former employees serving on the battlefronts of the world.

The tremendous war assignments given to the various plants of National Carbon Company obviously rule out practically all manufacture for civilian needs. But when war needs decline, the American public will discover that they can get radically new and even finer National Carbon Company products, in quantity.

NATIONAL CARBON COMPANY, INC.[®]

Unit of Union Carbide and Carbon Corporation

Atlanta

Chicago

Dallas

Kansas City



New York

Pittsburgh

San Francisco

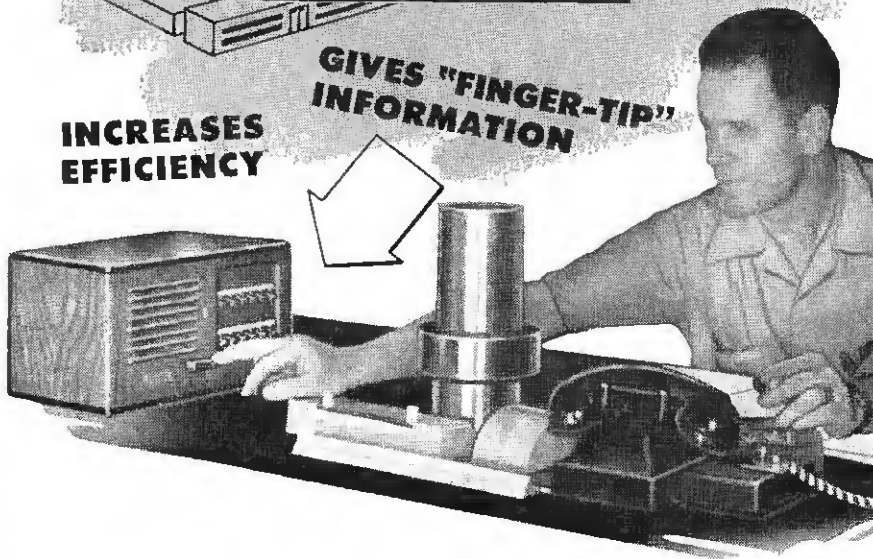
SAVES MANPOWER

SPEEDS UP PRODUCTION



INCREASES EFFICIENCY

GIVES "FINGER-TIP" INFORMATION



These are the comments of busy executives on what Teletalk Intercommunication Systems have meant to them in these war-busy days.

"Teletalk saves 50 to 100 trips a day . . . ten miles of walking," — an Iowa foundry.

"Teletalk makes all our plant operations more efficient," — a laundry machinery manufacturer.

"Teletalk gives us the speed which is the essence of all our contracts," — a New Jersey concern.

"Teletalk instantly provides 'finger-tip' information to answer 150 long distance telephone calls a day," — an Illinois company.

These are important problems. Scores of busy concerns in your vicinity are faced with them today. Teletalk provides an effective way to increase your sales volume by showing them Teletalk, the solution to these time-saving problems.

Teletalk gives quick, voice-to-voice contact with every department of a business. It is easy to install, requires little or no service. Teletalk takes its power from the electric light circuit.

Now is the time to increase your revenue and build for future business by selling Teletalk . . . the modern answer to inter-office and inter-plant communication. Let us send you full information on its profit-making possibilities. Write us today.

Let's All Back the Attack
Buy Extra War Bonds



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

WEBSTER ELECTRIC

Racine, Wisconsin, U.S.A. • Established 1909 • Export Dept.: 13 E. 40th Street, New York (16), N. Y. • Cable Address: "ARLAB" New York City

"Where Quality is a Responsibility and Fair Dealing an Obligation"

Service Pays

(Continued from page 46)

chant, and is aiding him in building a reputation.

Despite a large volume of business, this radio and appliance retailer and his employees keep their store in neat condition. Daily attention is given to the matter of cleaning, and to the placing of articles in their respective places. Arrandale and his staff maintain that it is much more convenient to work when the previous day's debris is entirely cleaned away. Their high repair output per month bears testimony to this statement.

Gets New Location

Early in 1944, this enterprising dealer began to plan for the postwar period. He realized that the appropriate time to obtain a good downtown location was when store space was available. Upon investigation, he found the building most suited to his needs, and discussed terms with the proprietor. It was agreed that rent for the remainder of the war was to be a stipulated amount, increasing proportionately when the dealer could obtain merchandise postwar.

The deal was consummated, with the result that the Arrandale Appliance Co. has a splendid downtown location today in Moberly, and is prepared to accommodate future sales.

Moberly is a city of 13,000 inhabitants. It is a large railroad center, and also possesses a number of small industries. Nearby is an excellent agricultural community. After Victory, this population will be eager to purchase new radios and appliances, and Arrandale is prepared to get his share of business.

Killed in Plane Crash

Lieut. (j.g.) Harry F. Folsom, son of Frank M. Folsom, vice-president in charge of the RCA Victor division, Radio Corp of America, Camden, N. J., was killed in a plane crash near Jacksonville, Fla.

Hallcrafters' Sales Up

The Hallcrafters Co., Chicago, Ill., is currently experiencing one of its heaviest production periods. According to the company's announcement, the demand for air-borne radio equipment is increasing, reflecting the expanded American operations against the Japs in the Pacific.

3rd "E" for Willard

Under Secretary of War Robert P. Patterson announces that the Willard Storage Battery Co. has won for the third time the Army-Navy "E" award for high achievement in the production of war material at the firm's Cleveland plant.

THE *ECA* RADIO FRANCHISE *means* PROTECTED PROFITS *for* SELECTED DEALERS

Based on a 21-year background in radio . . . developed in close collaboration with leading retailers . . . designed to help the dealer build soundly and profitably for years to come . . . the ECA RADIO FRANCHISE offers an extraordinary opportunity for steady sales and longer profits!

ECA Radios will be SOLD DIRECT—to SELECTED, NON-COMPETING DEALERS . . . assuring protected sales and profits. ECA Radios—table and portable models, consoles, personal sets, radio-phonographs, FM—are being "pre-sold" to consumers through extensive advertising and unique publicity, NOW!

Shipments of ECA Radios will be allocated ONLY to the limited number of franchised ECA Radio dealers. Mail the coupon for YOUR franchise application—TODAY!

CHECK THESE PROFIT-PRODUCING FEATURES OF ECA RADIO'S UNIQUE SALES PROGRAM!

- Complete line of radios and radio-phonographs
- Advanced styling by top-flight designers
- Latest electronic features
- Priced to fit every purse
- Protected dealer profits
- Extensive advertising
- "Pre-sold" consumers
- Distribution to limited number of dealers
- Assured deliveries

ECA

RADIOS

HARMONY IN SOUND AND DESIGN



ECA Radio presents WILLIAM S. GAILMOR, 5 nights weekly, over WJZ, key station of Blue Network. Free offer of booklet "A Plan for America at Peace" is helping "pre-sell" thousands of potential customers, who are sending in their reservations for post-war ECA Radios.



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

ELECTRONIC CORP. OF AMERICA
45 West 18th St., New York 11, N. Y.

Gentlemen: Please send full details on the ECA Radio Franchise, without obligation.

Store Name _____

Address _____

City _____ State _____

T-2



NOW AVAILABLE
{without priority}

Duotone Aluminum Base Recording Blanks!

Retailers are invited to avail themselves of this new, improved, high-quality aluminum base, nitrate coated recording blank—now available for the first time without priority! Duotone's mass production facilities place us in the position of accommodating your requirements without delay. Write today for specific prices and literature. Immediate deliveries.

RELATED PRODUCTS: *Duotone Cutting Needles* for better cutting quality; *Duotone Hardening Fluid* which preserves the recording; the *Duotone "Star" Sapphire*; *Shadowgraphed Transcription Needles* for quality playbacks.

Duotone

DUOTONE COMPANY, 799 BROADWAY, NEW YORK 3, N. Y.

Makers of the Five Dollar "Star" Sapphire Needle

Aerovox Corporation Aids Jobber and Dealer

Despite the fact that the Aerovox Corp., New Bedford, Mass., is on an all-out war production basis, its civilian customers are not "forgotten men." All through this trying period of manpower and material shortages, Charles Golenpaul sales manager, has kept close to the civilian distribution problem, and the company's representatives have continued calling on the trade.

Aerovox sends frequent messages to its distributors, keeping them posted on various government regulations, advising them about available capacitors, etc. "We are doing our very best to serve the civilian trade while playing fair with the urgent needs of our fighting men," declared Mr. Golenpaul in a statement to this magazine. "We are operating under severe handicaps. Materials are highly restricted. Manpower shortage is very serious. Our facilities are practically 100% on war production, and winning the war is our first concern. Yet here and there we are endeavoring to produce more items for the jobber without detracting from our war production commitments. These jobber items are being equitably distributed."

Goodwill Adjustment

The busy Aerovox staff somehow still finds time to maintain its enviable reputation in the radio field by continuing to offer technical advice and to make goodwill-building adjustments. To cite an example, the following letter recently went out to a radio man:

"After having submitted your problem to our engineering department, we were advised that while there may have been a possibility that the condenser caused the rectifier tube and transformer to burn out, there is also a probability that there was some other cause for the breakdown of these components. Here's why: If the filter had been altered, such as by changing to a new value of filter capacitance, an extremely high voltage might be impressed upon the plate of the 42 and that would blow the tubular capacitor, which would result in the damaging of both the transformer and rectifier tube.

"However, we are willing to give you the benefit of the doubt, and we are extending you the privilege of purchasing Aerovox capacitors of your own choice, amounting to \$6.95, which we will be glad to ship you on a no charge basis."

Burgess' Second "E"

Burgess Battery Co., Freeport, Ill., has received its second Army-Navy "E" award, entitling the company to add its first white star to the pennant flying above the firm's plants.

NAB Cancels Meeting

J. Harold Ryan, president of the Nation Assn. of Broadcasters, Washington, D. C., declared that the organization's annual convention had been cancelled in compliance with the government's request to limit travel.



**UTAH'S "PRECISION PLUS" MANUFACTURE
... SPEAKS FOR ITSELF!**

Vitreous enamel resistors, plugs, switches, and other component parts for electronic applications.

Utalins* at work... welding... and proud as punch at the technique they've developed. They know welding is just one of several steps in the production of Utah's radio parts and electronic devices. But they give it that "precision plus" accuracy that Utah demands all the way.

Every phase of manufacture that is produced in Utah's own factory is to perfection standards.

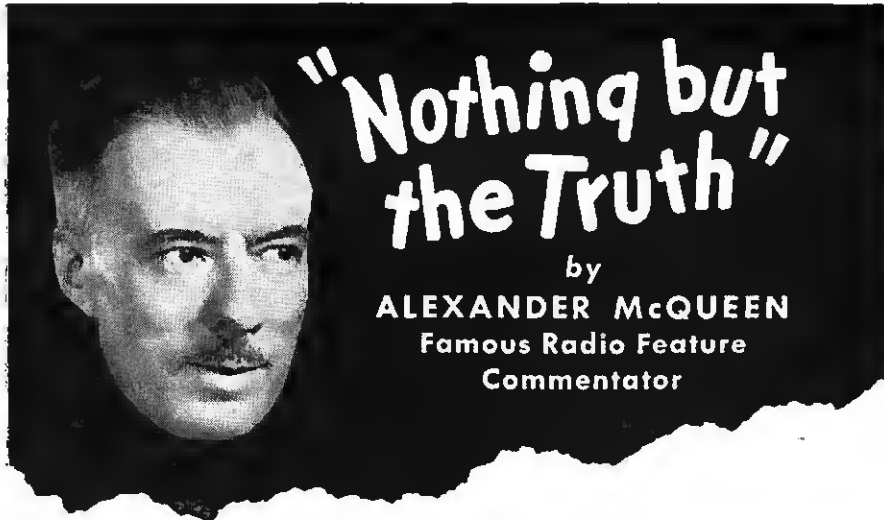


First comes the careful purchase of quality raw materials. Then Utalins make the tools that make the Utah products. The modern methods of production, the testing, the supervision, even the infinite care in shipping all add up to Utah's comprehensive process—an infallible system of manufacture that enables Utah—and you—to be proud of the finished products.

Utah products finally become hidden parts of your radio, and the world listens—with pleasure—as Utah performance speaks for itself!

**Utalins—Utah's helpers*

Utah Radio Products Co., 820 Orleans St., Chicago 10, Ill.
Utah Products (Canada) Ltd., 300 Chamblay Rd., Longueuil, Montreal (23) P. Q.



"Nothing but the Truth"

by
ALEXANDER McQUEEN
Famous Radio Feature
Commentator

A Monarch Fact Story

HOW DID TESTING START?



The women of ancient Rome were forbidden to drink wine while their husbands were away. To check on their abstinence, it was the custom for the husband, upon his return, to "taste" the lips of each woman in the household. Originally this was called "tasting" but eventually it became known as "TESTING"

... and that's
"NOTHING BUT THE TRUTH"

... BUT TODAY

For the exacting measurements and tests required in all phases of radio and electronics, engineers prefer

MONARCH

MEASURING • TESTING • CALIBRATING

Equipment

... and that's "nothing but the truth"



2014 N. MAJOR AVE. • CHICAGO 39, ILL.

Selling Plan "Clicks" ECA Sales Head Says

Editor

Radio & Television Retailing:

Trade reaction to ECA Radio's previously announced direct-to-dealer distribution policy has been overwhelmingly favorable.

Letters from prominent dealers have poured into the home offices of Electronic Corporation of America, 45 West 18th St., New York City, makers of ECA Radios. The company feels strongly confirmed in its decision.

The letters indicate that dealers also have spent considerable time and thought on planning for the future. They mince no words about past grievances.

Dealer Response

"We welcome your announcement about franchised dealers and direct sales," wrote the owner of a substantial jewelry-radio outlet in the Midwest. "We are fed up with putting our name, advertising and selling savvy behind a line and waking up to find that every Tom, Dick and Isabelle is pushing the same set at a cut price."

Dealers from Philadelphia and Youngstown, Ohio, both felt that the new plan would help to establish the dealer's confidence in the product.

"When I know," wrote the Philadelphia dealer, "that I will be dealing direct, I think I will have a greater respect for the manufacturer and his product. Since the mid-twenties, when we first got into radio, I think I have learned a good deal about both the faults and the tricks of the trade. I have learned to resist, after bitter experience, getting loaded up with over-gadgets models with spurious heavily advertised features. If you have a close and friendly relationship with the dealer, you will see the need of supplying the dealer with a well engineered product that a high grade house can stand behind 100 per cent."

Manufacturer Policy

These and dozens of other letters from dealers serve to confirm our belief that the dealer in the radio field not only believes in a modern merchandising policy, but that under leadership of a progressive manufacturer is prepared to follow such a policy.

By selling direct to the retailer, we will give him the protected mark-up he needs to make a reasonable profit. There will be no "back door" sales of ECA Radios, but there will be full value for the consumer. The ECA line will be complete, making it unnecessary for the dealer to carry an excessive number of makes in order to have a full range of models to sell. The ECA Radio franchise helps protect the dealer against "footballing" and ruinous competition. It gives him the kind of harmonious teamwork he must have in order to make the most of his postwar opportunities.

JACK GEARTNER

Sales Manager,
Electronic Corp. of America,
New York City

Your Future
with
PHILCO

The Highest Average Unit Sale in the Industry!

Yes, year after year, Philco maintained a unit sale that was 40% higher than the average of the radio industry!

IF THERE is any one factor in the long and unbroken history of Philco leadership that has the greatest significance to the radio dealer, *it is this!*

Year after year, not only leadership in *units* and leadership in total *dollars* . . . but consistently the *highest average unit sale* in the industry. One year it hit as high as 59%. And over the years, the average has held at *40% higher than the industry.*

Why do we say that's important to you, the radio dealer? Because it

represents not only a record *but a policy.* It signifies a method of merchandising that produces *more dollars per sale.* And every radio dealer knows . . . that means more profit, *more dollars in the till!*

That's a fundamental of Philco merchandising. And because Philco enjoyed a higher average sale, dealers who concentrated on Philco also enjoyed a higher average sale. It's the logical result of leadership in every price bracket of the radio business.

After Victory, Philco engineering and merchandising will be devoted again to the *policy* of giving Philco dealers higher volume *plus* a higher dollar margin.

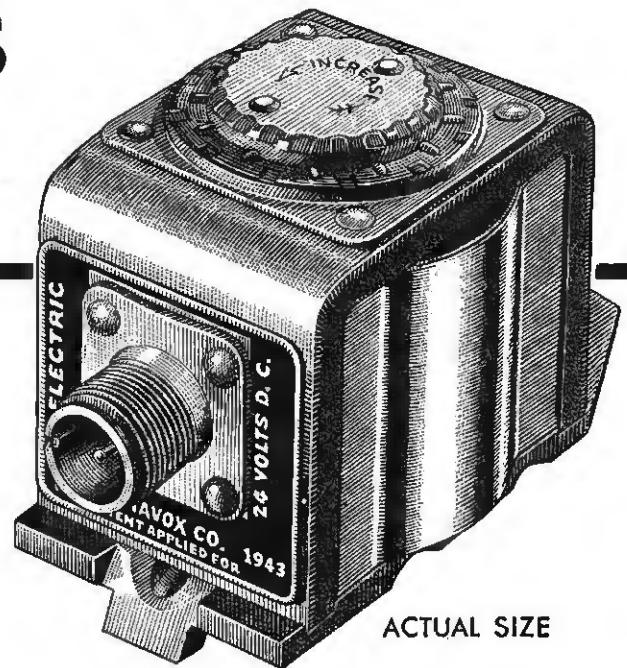
After Victory, Look to
PHILCO for Leadership!

MAGNAVOX IS ALSO HEADQUARTERS FOR SOLENOIDS

THIS is the youngest of the Magnavox family, but like the other members is on top of the heap.

Did you know: That every solenoid used by any branch of the armed forces—firing all automatic weapons from .30 calibre machine guns to 105 m. m. cannon—was developed by Magnavox?

- That Magnavox has been providing every type of solenoid—fifty different models?
- That the production of solenoids by Magnavox during the war has been greater than that of all other manufacturers combined?
- At present we can only consider inquiries for quan-



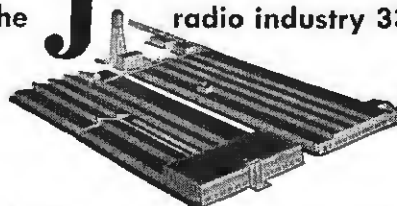
ACTUAL SIZE

tity production, but that situation will change. If you have any solenoid problems, we suggest that you consult our technical department. Their skills are at your service, plus the outstanding facilities of our completely modern six-acre plant.



The Magnavox Company, Special Devices Division, Fort Wayne 4, Indiana.

Magnavox
has served the radio industry 33 years



SPEAKERS • CAPACITORS • SOLENOIDS • ELECTRONIC EQUIPMENT

PREVIEW OF A STARTLING NEW FARM TYPE BATTERY



OLD

The present No. 748 1½-volt "A," 90-volt "B" A-B Pack
Dimensions, 15 13/16" x 6 15/16" x 4 15/32"
Weight, 23 lbs., 11 oz.



NEW

The New No. 758 1½-volt "A," 90-volt "B" A-B Pack
Dimensions, 10 11/16" x 6 13/16" x 4 1/8"
Weight, 16 lbs., 13 oz.

30% SMALLER, LIGHTER -BUT SAME CAPACITY!

THIS GIVES YOU an advance look at the latest "farm-type" radio battery to be developed by National Carbon Company. A revolutionary construction makes this smaller, lighter "Eveready" "Mini-Max" battery a reality. Actually it is a good 30% more compact than the present No. 748 A-B Pack. Yet not one bit of capacity has been sacrificed in achieving a valuable reduction in size and weight.

The advantages of this more compact battery will be obvious to you. The way is paved for smaller, less expensive battery-operated radio sets. And these sets will have the advantage of being far easier to move about from room to room. The way is likewise paved for sets of the present size utilizing the space saved by the new battery to use larger speakers giving improved receptivity and tonal qualities. Both add up to a greater demand for farm-type radios and an important increase in business for you.

This newcomer, known as the "Eveready" No. 758 A-B Pack, is only one of many improved types of "Eveready" bat-

teries which will appear after the war. Look to National Carbon's exclusive construction, used in the "Mini-Max" battery, for more and equally important news to the trade.

"EVEREADY"

MINI-MAX
TRADE-MARK

RADIO "B" BATTERIES

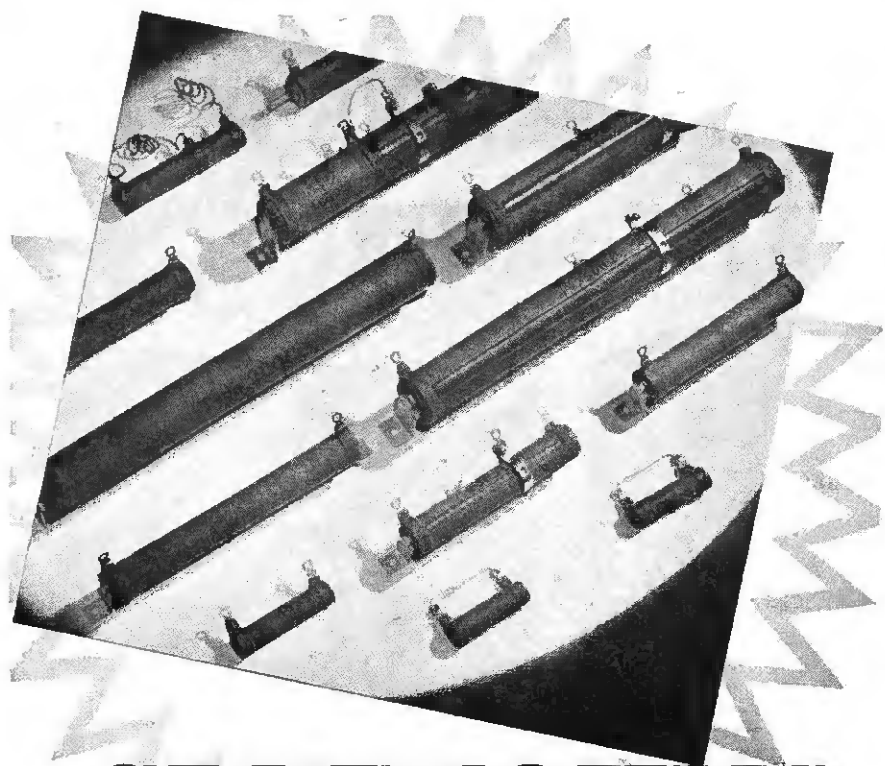
NATIONAL CARBON COMPANY, INC.

Unit of Union Carbide and Carbon Corporation

UCB

General Offices: NEW YORK, N. Y.

The trade-marks "Eveready" and "Mini-Max" distinguish products of National Carbon Company, Inc.



GREENOHMS



Products of
"THE HOUSE OF RESISTORS"

Standard 10 and 20 watt fixed resistors. 1-50,000 and 1-100,000 ohms, respectively.

Standard adjustable resistors. 25 to 200 watts. 1-100,000 ohms. Brackets furnished. Additional sliders available.

Greenohms feature the exclusive Clarostat cold-setting inorganic cement coating. Won't flake, peel, crack, even under serious overload.

Greenohms can take an awful beating. Handle heavy overloads without flinching.

Also available in widest range of windings, terminals, mountings, taps, etc., on special order and high priorities.

★ GREENOHMS—those green-colored cement-coated Clarostat power resistors—definitely "stay put". You can positively bank on their resistance value. Proof? The fact that they are now found in the finest assemblies—quality instruments, radio transmitters, electronic equipment. The resistance is *right* to start with. And it stays *right*, even after years of use and abuse.

Recently we had occasion to check a batch of Greenohms that had been lying around in a warehouse for years—part of one of our radio show displays. Each and every Greenohm checked "right on the nose". And they make out even better in use and under real abuse. Just try GREENOHMS!

★ See Our Jobber . . .

Order your Greenohms from him. Ask for the Clarostat Interim Line Catalog which tells you what to use for wartime servicing and maintenance. Or write us direct.

Controls and Resistors

CLAROSTAT MFG. CO., Inc. - 285-7 N. 6th St., Brooklyn, N. Y.

Babkes Named Purchasing Agent for Lear Radio

E. Joseph Babkes, formerly in charge of scheduling distribution of radio test equipment of the War Production Board, has been appointed radio purchasing agent for Lear, Inc., Chicago, Ill., as announced by Elmer R. Crane, general manager of the radio division.

Mr. Babkes has been associated with Fada, Emerson, and RCA, and has served as a radio engineer with the Army Signal Corps. He will have his headquarters at the downtown plant of Lear at Grand Rapids, Mich.

Sentinel Sales "Rep"

R. A. Adams, factory sales representative, 18288 Appoline Ave., Detroit, Mich., has been appointed by the Sentinel Radio Corp., Evanston, Illinois. The territory to be served by Mr. Adams and his organization, when merchandise begins to move, includes the entire state of Michigan, and the Toledo, Ohio, area.

Mr. Adams is a member of the National Assn. of Music Merchants, The Electrical Assn. of Detroit, The Representatives of Radio Parts Manufacturers and the Electrical Manufacturers Representatives Assn.

Square D Appointments

L. W. Mercer, vice-president of the Square D Co., Detroit, Mich., has announced the following appointments: T. B. Martin, director of advertising for the firm's Detroit and Milwaukee electrical divisions; Dwight A. Roehm, advertising manager, Detroit division; J. Clifton Carr, advertising manager of the Kollman division; and Frank Roby as sales manager of the industrial controller division.

Farnsworth Net Profit

E. A. Nicholas, president of Farnsworth Television & Radio Corp., Fort Wayne, Ind., announced a net profit of \$741,854 for the nine months ending January 31, 1945, after estimated taxes and reserves for possible renegotiation.

Horace H. Silliman



Appointed district sales manager New York State and New England for Bendix radio.



REMEMBER NATIONAL UNION SERVICE DEALER ADVERTISING

AFTER THE WAR MORE THAN BEFORE

OF COURSE, you remember the cooperative advertising plans that National Union offered you before the war. Radio service dealers all over the country built up their business at minimum cost, using this powerful N. U. plan. They obtained free electros, mats and copy for telephone book and newspaper advertisements—a handsome four-color metal highway display at very low rental—a generous advertising allowance. National Union gave

radio service dealers all this in *addition* to the plan that equipped their shops with 60,000 pieces of fine test equipment *free!*

After Victory, look for more and better N. U. cooperative advertising to back you up. *Count* on N. U. to bring you more business—more profits—**MORE** than before.

NATIONAL UNION RADIO CORPORATION, NEWARK 2, N. J.
Factories: Newark and Maplewood, N. J., Lansdale and Robesonia, Pa.



NATIONAL UNION RADIO AND ELECTRONIC TUBES

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

Proven!

25,000 OHMS PER VOLT
PUSH BUTTON OPERATED
SPEED TESTER
SUPREME MODEL
592



- * Design proven by over 5 years production
- * Dual D.C. Sensitivity—25,000 ohms per volt and 1000 ohms per volt.
- * Matched resistors of 1% accuracy
- * Push button operated—no roaming test leads
- * Open face—wide scale 4 1/4" meter. 40 microamperes sensitivity.
- * 1 Microampere first scale division.

SPECIFICATIONS

D.C. MICROAMPERES:
0-70-700 microamperes

D.C. MILLIAMMETER:
0-7-35-140-350 milliamperes

D.C. AMPMETER:
0-1-4-14 amperes

D.C. VOLTS, 25,000 OHMS PER VOLT:
0-3.5-7-35-140-350-700-1400 volts

D.C. VOLTS, 1000 OHMS PER VOLT:
0-3.5-7-35-140-350-700-1400 volts

A.C. VOLTS, 1000 OHMS PER VOLT:
0-7-35-140-350-700-1400 volts

OUTPUT VOLTMETER:
0-7-35-140-350-700-1400 volts

DECIBEL METER:
0 db to plus 46 db

OHMMETER:
0-500-5000-50,000-500,000 OHMS
0-5-50 MEGOHMS

POWER SUPPLY
Battery Operated

With the above specifications the Supreme Model 592 Speed Tester meets today's requirements for general laboratory use, assembly line tests and inspection, radio and other electronic repair and maintenance.

SUPREME

TESTING INSTRUMENTS

SUPREME INSTRUMENTS CORP.
Greenwood, Miss., U. S. A.

Sarnoff Accorded Honor

Speaking at the American Nobel Center's "One World" dinner, at which he was awarded the "One World" citation for achievements in civil and military life, Brigadier General David Sarnoff, president of RCA, declared that "television, greatly improved by wartime research, looms as a new link in a better understanding between nations." The function was held in honor of the late Wendell Wilkie.

Stromberg Prediction

The little red schoolhouse of the early postwar era will be wired for sound. The prediction of the general use of sound in schools was made in a booklet published by the Stromberg-Carlson Co., Rochester, N. Y.

Operadio Broadcasts Promote Good-Will

The "Radio Bulletin Board," a special program of world news, war news and plant news, sponsored by the Operadio Mfg. Co., St. Charles, Ill., and broadcast twice daily over radio station WMRO, Aurora, has proven to be an effective method of creating better employee and community relations.

The broadcasts are scheduled for Operadio's morning and afternoon rest periods, six days a week. Picked up by radio, the programs are immediately relayed to workers in the two Operadio St. Charles plants through the plant-broadcasting system made by the company.

Lear Commends Youth

The part that youth has played in the development of technical triumphs is largely unsung, according to John Allwood, Jr., executive vice-president of Lear, Inc., Grand Rapids, Mich. "During these high-pressure times, I've been amazed at the achievements accomplished by young people," he declared. Mr. Allwood points with pride to the young engineers employed by the company.

L. W. Howard to Assn. Post

L. W. Howard has been elected vice-chairman of the Los Angeles Council of the West Coast Electronic Manufacturers Assn. Mr. Howard is vice-president in charge of engineering and sales of the Peerless Electrical Products Co., Los Angeles, Cal.

Other officers elected were Howard Thomas of Packard Bell Co., chairman, and James L. Fouch, Jr., Universal Microphone Co., treasurer.

Mother's Day Promotion

The National Committee on the Observance of Mother's Day, 393 Seventh Ave., New York, urges all dealers to plan their Mother's Day promotional events now. Attractive display items such as: posters, cards, card toppers, gummed stickers, etc., are available from the organization at small cost. An 18-unit set can be purchased for \$2.65.

Cosgrove Pays Tribute to Progress of Radio

R. S. Cosgrove, vice-president and general manager, manufacturing division, the Crosley Corp., Cincinnati, Ohio, and president of the Radio Manufacturers Assn., represented the nation's radio industry when he appeared as a guest speaker on the coast-to-coast Mutual radio network program "Your America," sponsored by the Union Pacific Railroad Co. Mr. Cosgrove discussed the amazing growth of the radio industry, and the great contribution it has made to the successful prosecution of the war.

Named by Westinghouse

Westinghouse Electric Supply Co., Pittsburgh, Pa., has announced the appointment of Earl W. McBratney to the position of North Pacific district sales promotion manager, according to W. M. Jewell, district manager. Mr. McBratney will maintain headquarters in Seattle.

F. L. Jacobs Co. to Make Home Laundry Equipment

F. L. Jacobs Co., Detroit, Mich., which is entering the major appliance field, is now preparing, through Robert H. Roden, its postwar merchandising and distributor franchising program.

The standard-bearer of the line will be a completely automatic home laundry unit, which the company has developed. Some of the features claimed for this new product are its washing action, washability performance, and modern cabinet design.

According to a statement issued by the firm, its thirty years of experience gained in manufacturing for the automotive industry provides it with an excellent background for the development and manufacture of this automatic home laundry unit.

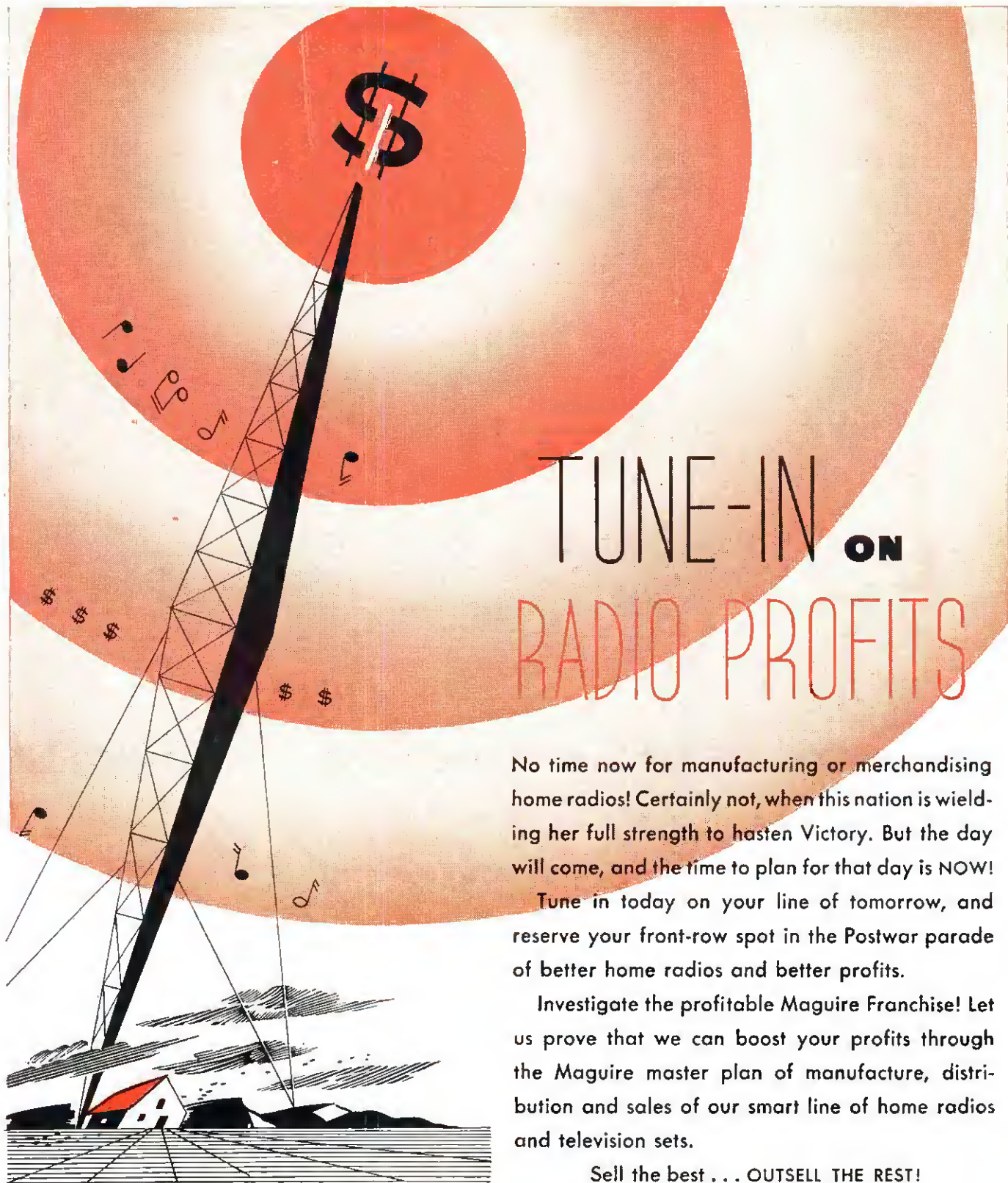
Proctor Issues Booklet On Its Jobber Policies

Proctor Electric Co., division of Proctor and Schwartz, Inc., Philadelphia, Pa., has issued a comprehensive brochure entitled "The Distributor Goes to Proctor," which is being furnished Proctor distributors to acquaint them with the policies and postwar planning of the company.

The organization declares that its relationship with the jobber guarantees: (1) A profitable franchise; (2) A distributor policy that protects; (3) No low profit deals to reduce margin; (4) The backing of factory service on all products; (5) Enthusiastic Proctor advertising and merchandising help.

Espey Reconversion Plans

"Because we can switch from full wartime production to the manufacture of television sets with a minimum of retooling, only 72 hours, from the time parts are available, will be required to complete our first postwar set," predicted Michael H. Ross, newly-appointed merchandising manager for the Espey Mfg. Co., Inc., New York.



TUNE-IN **ON** RADIO PROFITS

No time now for manufacturing or merchandising home radios! Certainly not, when this nation is wielding her full strength to hasten Victory. But the day will come, and the time to plan for that day is NOW!

Tune in today on your line of tomorrow, and reserve your front-row spot in the Postwar parade of better home radios and better profits.

Investigate the profitable Maguire Franchise! Let us prove that we can boost your profits through the Maguire master plan of manufacture, distribution and sales of our smart line of home radios and television sets.

Sell the best . . . OUTSELL THE REST!



Maguire
INDUSTRIES INCORPORATED
ELECTRONICS • DIVISION



Enchanted by the Magic of Meissner

As He Listens, Wilfred Pelletier Dreams of the Great Voices of Tomorrow

The voices of Kirsten Flagstad and Lauritz Melchior reached the end of the famous duet from "Tristan." This had been a perfect performance . . . even Wilfred Pelletier, conductor of the Metropolitan Opera, could only whisper "Bravo" in admiration. But this music that left him breathless was recorded! This was his audition of the famous Meissner electronic radio-phonograph.

"Yes, what has been said about this Meissner is true. Never have I heard such reproduction. This recording, played on the Meissner, is a perfect performance. Nothing is missing."

Thus did Wilfred Pelletier, conductor of the "Met," famous for his widely broadcast radio programs, "The Metro-

politan Opera Presents," "Vacation Serenade" and "World of Song," add his praises to those of other famous artists. For more than an hour he had listened . . . spellbound by the ability of this new instrument to reproduce the full range of voices he knew and loved.

And as he listened, Wilfred Pelletier dreamed of the great voices of tomorrow. Now he could listen to the recordings of thousands of new voices . . . catch that quality always before a "missing element" in recorded music.

☆ ☆ ☆

In recorded music played by the Meissner, you, too, will find new musical thrills . . . you will be able to enjoy more than two hours of continuous entertainment, thanks to the Meissner Automatic Record Changer that plays both sides of any record in sequence

. . . and you will explore new listening horizons with the Meissner's AM, FM and Super Shortwave radio reception.

This amazing Meissner was perfected just before the war. The only model is now on loan to the high school of Mt. Carmel, Ill. After victory, thousands of counterparts of this great instrument will bring the magic of the Meissner to music lovers everywhere.



← ← ← ← ←

YOU

MAY BE THE

MEISSNER

RADIO-PHONOGRAPH

DEALER

IN YOUR COMMUNITY

Yes, your name may be the answer to many of the men and women who write to Meissner each month asking "Where can I buy this new Meissner radio-phonograph after victory?"

Judging from their letters, they are the discriminating men and women of your community who expect—and purchase—quality. If you number them among your clientele, and if you have the experience, financial strength and the facilities to sell this quality radio-phonograph, an exclusive Meissner dealer franchise is waiting for you.

This is not "just another dealership." With it, you become the sole Meissner representative in your area. You associate your name with an instrument that has been praised by the world's greatest musicians for its perfect reproduction of recorded sound. And you get valuable sales help from a national advertising and promotional campaign that is attracting nation-wide attention with advertisements like that reproduced on the opposite page.

Interested? Write to our Chicago office today for further particulars. An executive of our company will arrange to contact you at the earliest possible date.

MEISSNER
MANUFACTURING COMPANY • MT. CARMEL, ILL.

Please Address Your Inquiries
to Chicago Office:

1629-B PALMOLIVE BUILDING
CHICAGO, ILLINOIS

"Universal" Line Being Readied for the Market

Executives of Landers, Frary & Clark, manufacturers of "Universal" products for the home, described the firm's aggressive plans for participation in the post-war market, at a meeting in New York. The speakers included B. C. Neece, vice-president in charge of sales; W. J. Russell, vice-president in charge of engineering and W. J. Cashman, director of promotion and publicity.

In addition to spending millions of dollars now on product redesigning and new manufacturing equipment, Universal is actively at work implementing dealers and jobbers with selling tools via its "U Plan."

Universal has also announced that it will have an automatic washer, newly-designed wringer types and floor and table model ironers. The vacuum cleaner line will include motor-driven brush models, tank and hand cleaners. New model electric ranges and water heaters will be featured. In the small appliance field Universal will include a completely redesigned line of electric irons, coffee-makers, toasters, mixers, sandwich grills and waffle irons, as well as a new automatic toaster and heating pads and portable stoves.

In a recently issued booklet entitled "Forward March to Market," dedicated to its dealers and distributors, Universal describes its policies, products and manufacturing facilities, and devotes a section to a "futurama" view of new products.

Frigidaire Names Two for New Departments

Lee A. Clark, assistant general sales manager, Frigidaire division, General Motors Corp., Dayton, Ohio, has announced the appointment of James F. Pedder as advertising manager. The naming of Ellsworth Gilbert as sales pro-



James F. Pedder

motion manager was simultaneously made public.

Mr. Clark explained that these appointments are in line with the new policy of combining the promotional activities for Frigidaire products into two recently created departments—advertising and sales promotion.

Jobber Appointments

CARTER MOTOR CO., Chicago, Ill., has appointed J. M. Cartwright & Son, Memphis, Tenn., to handle its line of rotary power equipment in the state of Tennessee.

LANDERS, FRARY & CLARK, New Britain, Conn., makers of Universal products, have named the following distributors: Brady Electric Co., Elmira, N. Y. • D & H Distributing Co., Wilkes Barre, Pa. • Prudential Distributors, Inc., Spokane, Wash. • Hills Gas & Appliance Co., Rapid City, South Dakota.

HAMILTON RADIO CORP., N. Y., have named the Chicago and Minneapolis branches of Butler Bros., as franchise distributors for Olympic Radio & Television.

NOBLITT - SPARKS INDUSTRIES, INC., Columbus, Ind., has released a partial list of distributors for its revised line of Arvin radios. Included are: Gulf States Distributing Co., Birmingham, Ala. • Standard Equipment Co., Phoenix, Ariz. • Lester Distributing Co., Sacramento, Cal. • Radio Specialties Co., Los Angeles, Cal. • State Electric Supply, Oakland, Cal. • Tom Killian, Inc., Denver, Colo. • Morley Radio Company, Sarasota and Miami, Fla. • Pace Tire & Battery Co., Jacksonville, Fla. • Alexander-Seewald Co., Atlanta, Ga. • A. S. Hatcher Company, Macon, Ga. • Furste

Auto Supply, Mattoon, Ill. • Lynn Stewart Co., Chicago, Ill. • Tri-City Radio Supply, Rock Island, Ill. • Schacht-Tuck Co., Rockford, Ill. • Colfax Manufacturing Co., South Bend, Ind. • The Gibson Co., Indianapolis, Ind. • Basham Appliance Co., Wichita, Kan. • Myer-Bridges Co., Louisville, Ky. • Modern Appliance & Supply Co., New Orleans, La. • Arvin-Salmanson Co., Baltimore, Md. • Arvin-Salmanson Co., New England, Boston, Mass. • Automobile Equipment Co., Detroit, Mich. • Madison Electric Co., Detroit, Mich. • Fitzpatrick Electric Co., Muskegon, Mich. • C. E. Hamlin Co., Jackson, Mich. • Standard Electric Co., Pontiac and Saginaw, Mich. • Marshall-Wells Co., Duluth, Minn. • Lawrence Ryan Co., Jackson, Miss. • Brown Supply Co., St. Louis, Mo. • Interstate Distributing Co., Kansas City, Mo. • Marshall-Wells Company, Billings, Mont. • The Korsmeyer Company, Lincoln and Omaha, Neb. • Stephens Wholesale Co., Albuquerque, New Mexico • Albany Hardware & Iron Co., Albany, N. Y. • Arvin-Salmanson Co., New York, N. Y. • Group Parts, Inc., Syracuse, N. Y. • Southern Tier Electric Supply, Binghamton, N. Y. • Hough-Wylie Co., Charlotte, N. C. • Hayes & Hopson, Asheville, N. C. • Keilson Cigar Co. (Appliance Division), Cincinnati, Ohio • Keilson Cigar Co., Dayton, Ohio. • Purse & Co., Okla-

(Continued on page 127)

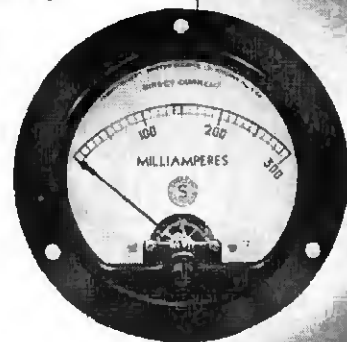


**What's
Going on
Here?**

The *what* we can tell you about. The *how* is one of those many little secrets about instrument manufacture Simpson has learned through more than 35 years of experience. This particular operation has to do with the making of pivots, those critical parts around which the accuracy of any electrical instrument revolves. Only by means of this and other Simpson-developed processes can we make pivots which in strength and hardness, and in their perfect contour, measure up to Simpson's standard. The Simpson plant is full of such refinements and shortcuts—all aimed at the twin purpose of improving performance and reducing cost. Added to the basic superiority of the patented Simpson movement they provide the fullest measure of accuracy and stamina, and dollar value. Only Simpson's long familiarity with the problems of instrument manufacture could achieve so many noteworthy solutions. Nothing less can promise so much for the electrical instruments and testing equipment you will use in the years to come.

SIMPSON ELECTRIC CO.
5200-18 W. Kinzie St., Chicago 44, Ill.

Simpson
INSTRUMENTS THAT STAY ACCURATE





BECAUSE Arvin sales policies are the outgrowth of 25 years of successful experience in providing the fullest support to the dealer. Arvin radios are liberally advertised—nationally and at point-of-sale. Attractive prices provide adequate profit margin for the dealer on every model—and a competent, energetic promotional organization works with Arvin dealers for maximum sales success.

ARVIN MEANS RADIO SALES SUCCESS

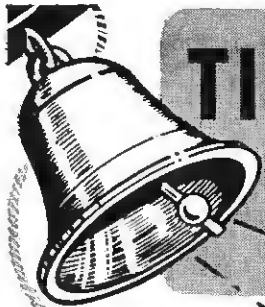
Others of the Many Reasons Why You'll Profit with Arvin Top Flight Radios

● **Top Flight KNOWN NAME**—*Because* Arvin products have been backed by national consumer advertising every year for 20 years—and all during the war years. Arvin is a radio name well-known to millions—a name with consumer acceptance that makes it easy for radio dealers to quickly re-establish a profitable business in days ahead. You will serve more customers, faster—with Arvin.

● **Top Flight NATIONAL ADVERTISING**—*Because* Arvin Radios will be advertised in The Saturday Evening Post, Collier's Weekly, Life, and other leading national magazines. Dominating, full-page space will be used—supported by local newspaper campaigns. Other dealer sales-helps will include floor displays, counter cards and consumer folders—exactly what you need to build sales.

● **Top Flight MERCHANDISING**—*Because* Arvin dealer merchandising support is aggressive and effective—directed by G. W. (Tommy) Thompson and other experienced radio men. These men have ably demonstrated that they understand the dealer's problems and his methods of getting business. They can help you. With Arvin you can count on really effective merchandising cooperation.

NOBLITT-SPARKS INDUSTRIES, INC., COLUMBUS, INDIANA



TIE UP with BELL for POST-WAR "SOUND" PROFITS

Now is the time to tie up with BELL for "sound" post-war profits. The complete BELL line of sound systems makes every business your prospect. Wartime urgencies have widely demonstrated the time-saving efficiency of BELL Inter-com systems and Voice Paging equipment, and when wartime restrictions are lifted thousands of business and industrial firms both large and small will be ready prospects for the BELL line. Be in a position to capitalize on this business . . . get ready NOW!

BELL Sound Systems include everything you need to sell factories, commercial offices, retail stores, warehouses, hospitals, restaurants, schools, professional offices, auditoriums and many others. They will emerge from the war better than ever before and newly styled. We can't announce post-war models yet; our effort goes to filling war needs now. But later . . . WATCH BELL. Lay your plans now for these "planned for the future" BELL Sound Systems.

You will find a BELL representative near you, listed below. Contact him now and prepare for profitable post-war action in BELL Sound Systems!



— A new approach to "Sound" equipment sales!

BELL REPRESENTATIVES

- ATLANTA, GA., Henry W. & Abby N. Burwell, 105 Forest Ave. N.E.
- BOSTON 9, MASS., H. A. Chamberlin, 31 Milk St.
- CHICAGO, ILL., Paul H. Miles, 333 N. Michigan Ave.
- CLEVELAND 3, OHIO, C. O. Brandes, 4900 Euclid Ave.
- CLEVELAND, OHIO, Olsen & Anderson, 1456 Waterbury Pl. Lakewood
- DETROIT 26, MICH., J. P. Davenport, 404 Kerr Bldg.
- FORT WAYNE 3, IND., B. L. MacPherson, 1724 Alabama Ave.
- HOUSTON, TEXAS, G. G. Wiljison, Tex-O-La Sales Co., West Bldg.
- KANSAS CITY 6, MO., Maury E. Bettis & Co., Rm. 400, B.M.A. Bldg.
- LOS ANGELES, CALIF., Harry A. Lasure, 2216 W. 11th St.
- MEMPHIS, TENN., J. M. Cartwright, 1276 Peabody Ave.
- MINNEAPOLIS, MINN., M. E. Foster, Andrews Hotel
- NEW YORK, N. Y., Wesley Scharp, 67 W. 44th St.
- PHILADELPHIA, PA., J. E. McKinley, 628 Terminal Bldg., 401 N. Broad St.
- PORTLAND 1, OREGON, Dale G. Weber, 7026 S.W. Capitol Highway
- SAN FRANCISCO 3, CALIF., Hodges and Glomb, 1264 Folsom St.
- TORONTO ONT., CANADA, Howard N. Reid, Cahoon and Co. Ltd., 2271 Danforth Ave.



BELL SOUND SYSTEM, Inc.

1186 Essex Ave. Columbus 3, Ohio

Export Office: 4900 Euclid Ave., Cleveland 3, Ohio



Majestic Records, Inc., New Disc Company

The new company, Majestic Records, Inc., New York, enters the phonograph recording industry as a wholly owned subsidiary of the Majestic Radio & Television Corp., Chicago. The formation of Majestic Records was announced by Eugene A. Tracey, president of Majestic Radio & Television, and is in line with Majestic's plans for expansion.

James J. Walker, former Mayor of New York, has been elected president of



Left to right: James J. Walker, Eli Oberstein and Eugene A. Tracey discuss business at organization meeting.

the new firm. Other officers include: executive vice-president, Eli Oberstein, New York; vice-president, Parker Erickson, Chicago; treasurer, C. E. Underwood, Chicago; secretary, Curtis Franklin, New York.

To form Majestic Records, Inc., the parent company contracted to purchase three established concerns in the recording field—all headed by Eli Oberstein, who has been associated with the recording industry since 1924. The three companies involved are: Transcriptions, Inc., New York; Classic Record Co., New York; and New Jersey Plastics, Inc., Newark, N. J. The facilities of the latter, a factory, makes possible a pressing capacity that assures Majestic early establishment in the industry.

Admiral Lines Up Home Economy Dept.

L. H. D. Baker, vice-president of the appliance division, Admiral Corp., Chicago, Ill., has made public the appointment of Miss Willie Mae Rogers as director of the newly-formed home economics department.

Miss Rogers will conduct demonstrations of Admiral's refrigerators, electric ranges, and home freezers among the firm's distributors and dealers throughout the country.

Now located at 444 Lake Shore Drive, Chicago, the home economics department will eventually move to the home office, 3800 West Cortland St., where facilities will be constructed to accommodate a modern home economics department. This will include product testing, sales training, and demonstrations.

SERVICE TO SERVICEMEN . . . THAT'S STANCOR'S RECORD

Standardize
ON

STANCOR

Call your nearest Stancor Jobber...
or write us for his address

Transformers

STANDARD TRANSFORMER
1500 N. HALSTED STREET • CHICAGO



CORPORATION

(Continued from page 123)

homa City, Okla. • Marshall-Wells Co., Portland, Oregon • Everybody's Supply Corp., Philadelphia, Pa. • Joseph Woodwell Co., Pittsburgh, Pa. • Byrum Music Co., Greenville, S. C. • C. D. Franke & Co., Charleston and Columbia, S. C. • Auto Bearings & Parts Co., Nashville, Tenn. • Southern Furniture Sales, Knoxville, Tenn. • Peden Iron & Steel, Houston, Texas. • Purse & Company, Dallas and San Antonio, Texas. • Good House-keeping Shop, Div. of Jackson Investment Co., Salt Lake City, Utah. • Benj. T. Crump Company, Richmond, Va. • Marshall-Wells Company, Spokane, Wash. • Valley Equipment Company, Charleston, W. Va.

TEMPLETONE RADIO MFG. CORP., New London, Conn., makers of Temple radios, have named the following as distributors: • Eastern Wholesalers, Inc., Baltimore, Md. • Littlefield-Green, Inc., Boston, Mass. • Roehr Distributing Co., St. Louis, Mo. • Appliance Distributors, Inc., Omaha, Nebraska • Northern Air Conditioning Corp., Newark, N. J. • Dixie Radio Co., Charlotte, N. C. • The Peck Co., St. Johnsbury, Vt. • American Distributors Co., Providence, R. I. • Nut-Tred Tire Co., Peoria, Ill.

APEX ELECTRICAL MFG. CO., A. C. Scott, vice-president in charge of sales, has announced two new distributors. • Georgia Appliance Co., Atlanta, Ga. • Cate-McLaurin Co., Columbia, S. C. They will handle the complete Apex line of washing machines, ironers, and vacuum cleaners.

BARLOW & SEELIG MFG. CO., is completing postwar distribution setup for Speed Queen washers and ironers. The company will continue to sell direct throughout the middle west, but will sell through distributors in other sections of the country. Recent appointments include: Broome Distributing Co., Syracuse, N. Y. • H. D. Taylor Co., Buffalo, N. Y. • M. P. Myers & Co., Plattsburg, N. Y. • Ferrell-Wight Co., Albany, Ga. • Brown Distributing Co., Atlanta, Ga. • Morey Mercantile Co., Denver, Colo. • George A. Lowe Co., Ogden, Utah • Sues-Young Co., Los Angeles, Cal. • Gough Industries, San Diego, Cal.

BENDIX AVIATION CORP., Leonard C. Truesdell, general sales manager for home radios of the Bendix radio division, announces four new distributors. • Graybar Electric Co., San Francisco, Cal. • General Utilities Distributors, Inc., Milwaukee, Wis. • Republic Distributing Co., Providence, R. I. • D. K. Baxter, Co., Sioux City, Iowa.

GALVIN MFG. CORP., Chicago, Ill., has named the following distributors for the full line of Motorola radios. • The Oakes Battery and Electric Co., El Paso, Texas. • Davis Radio Co., Fresno, Cal.

Solar Volume at New High

With 1944 sales of its radio and electronic devices up 25.6 per cent to a record high, net income of the Solar Mfg. Co., New York, rose to a new peak, it has been announced.

HANDLE MORE JOBS IN A LOT LESS TIME!

THE GREATEST TIME SAVER IN SERVICING HISTORY

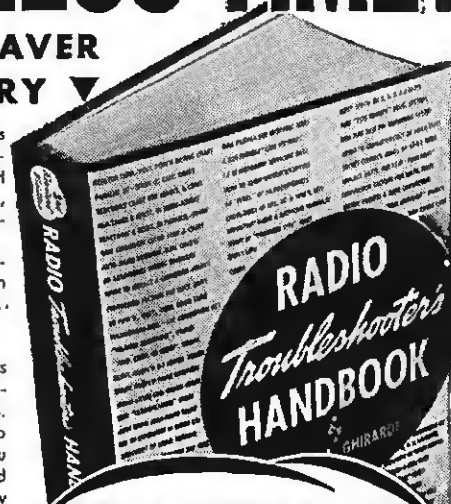
Radio servicemen everywhere say that A. A. Ghirardi's **RADIO TROUBLESHOOTER'S HANDBOOK** (3rd Edition) helps them **TURN OUT TWICE AS MUCH WORK IN A GIVEN TIME!** Four times out of five, it tells exactly how to repair a set—without any elaborate testing whatever!

Actually, this big 4-pound, 744-page manual-size Handbook is a complete guide to quick, easy repairs on **PRACTICALLY EVERY RADIO RECEIVER NOW IN USE.**

4,800 DIFFERENT RADIO MODELS

Its 404-page Case History Section gives full details on common trouble symptoms, their causes and remedies for **OVER 4,800 DIFFERENT RADIO MODELS.** It describes the trouble exactly, tells exactly what to do to repair it. It eliminates much testing—helps you do **TWO OR MORE** jobs in the time normally required for one—repair cheap sets profitably—train new helpers, etc.

Equally important are hundreds of other pages specifically geared to today's needs—dozens of hints on the proper substitution of tubes and parts; i-f alignment peaks for over 20,000 superhets; transformer troubles, etc., and hundreds of graphs, tube charts, data, etc.—all carefully indexed so you can find what you need in a hurry. Price only \$5 complete (\$5.50 foreign) on our **UNRESERVED 5-DAY MONEY-BACK GUARANTEE!**



NOT A STUDY BOOK!
You don't study this Handbook! Simply look up the radio's Make, Model, and the Trouble Symptom—and go to work! Eliminates useless testing on 4 JOBS OUT OF 5!
ONLY \$5 COMPLETE

The Only Complete Guide to MODERN PROFESSIONAL RADIO SERVICE WORK

Test Instruments, Troubleshooting, Repair

Once in a blue moon a technical book is written that is so important, so complete, and so easy to understand that it is used and recommended universally by members of a profession! A. A. Ghirardi's **MODERN RADIO SERVICING** is that kind of a book—AND MORE!

Actually, it is the only single, inexpensive book giving a complete course in modern Radio Repair work in all its branches. Explains all necessary test instruments . . . even how to build your own; how to troubleshoot ALL makes of receivers, analyze their circuits, test components; make adjustments; repairs, etc.—all step-by-step. Used for reference, it serves as a beautifully cross-indexed volume for "brushing up" on any type of work that may puzzle you. 1300 pages, 720 self-testing review questions, 706 illustrations and diagrams. \$5 complete (\$5.50 foreign) **5-DAY MONEY-BACK GUARANTEE.**

See Money-Saving Offer Coupon

5-DAY MONEY BACK GUARANTEE

MURRAY HILL BOOKS, Inc.
232 Madison Ave., New York 16, N. Y.
Dept. RRT-35, Technical Division

Enclosed find \$. . . for books checked (send postpaid) or send C.O.D. (in U.S.A. only) for this amount plus postage. If not fully satisfied, I may return the books in 5 days for full refund.

- RADIO TROUBLESHOOTER'S HANDBOOK**
\$5 (\$5.50 foreign)
- MODERN RADIO SERVICING**
\$5 (\$5.50 foreign)

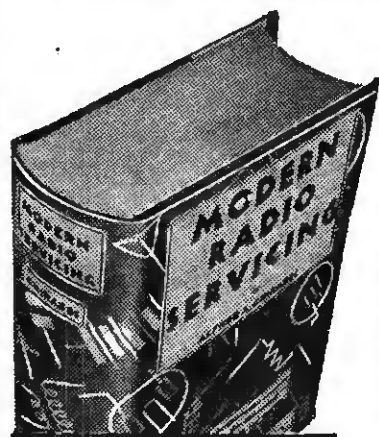
MONEY-SAVING COMBINATION—Both books (over 2040 pages of invaluable service data) for only \$9.50 (\$10.50 foreign).

Name

Address

City & Dist. No. State

Please print or write plainly.



EVERY CONCEIVABLE SERVICE SUBJECT!

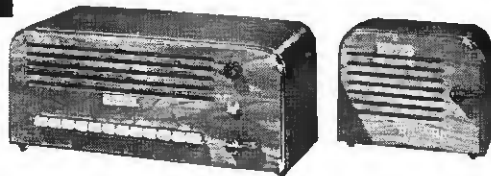
Milliameters, ammeters and voltmeters; Methods and instruments for measuring resistance; ohmmeters; How to build your own instruments; Tube checkers; Set analyzers; Point-to-point testing; Test oscillators; Preliminary trouble checks; AVC and QACV circuits; Troubleshooting; Testing components; Repairs; Obscure radio troubles; Aligning and neutralizing; Auto radios; All-wave radio servicing; Marine radio; Interference reduction; How to start and operate a Radio-Electronic service business, etc., etc.



Why Let Profitable Trade Slip Through Your Fingers?

Talk-A-Phone, the World's Most Complete and Advanced Line of Inter-Communication "Has Everything" it takes to promote quick sales. "Everything" to satisfy the most discriminating buyers and to keep them satisfied.

There's a Talk-A-Phone unit for every requirement. Every prospect a live potential customer. Good deliveries now. Rigid jobber policy gives your sales right iron-clad protection.



Write
for
details.
Address
Dept.
3-A

Talk-A-Phone Mfg. Co.
1512 So. Pulaski Rd. Chicago 23, Ill.

WOMAR

Manufacturers of
RADIO, ELECTRICAL AND
ELECTRONIC COMPONENTS

ELECTRONIC PRODUCTS MFG. CORP.
DEXTER, MICHIGAN

Distributors Visit Emerson Headquarters

Joseph R. Good of the Electrical Appliance Distributing Co., Altoona, Pa., and Raymond Goldman of Electrical Products, Inc., Baltimore, Md., recently made a personal visit to Emerson Radio in New York.

Primary among the matters discussed with vice-president Charles Robbins was their progress with the promotion of Emerson's "P. D. Q." postwar building program. Both Mr. Good and Mr. Goldman report constant vigilance by their organization in keeping up radio service in their territory by full cooperation with dealers and servicemen in the matter of repair and replacement parts.

Aerovox Officials Retire

In an atmosphere saturated with reminiscences of almost a quarter century of closest teamwork, S. I. Cole retiring president, and Samuel Siegel, retiring vice-president of the Aerovox Corp., New Bedford, Mass., were feted by their associates at a banquet held in the New Bedford Hotel. Colonel Emanuel Cohen, U. S. Signal Corps Reserve, third member of the original owners and management, could not be present, but was represented by Mrs. Cohen.

Brown Instrument "E"

The fourth Army-Navy "E" award presented to the Brown Instrument Co., Philadelphia, Pa., a division of the Minneapolis-Honeywell Regulator Co., was accepted by a group of honorably discharged veterans of World War II on behalf of their fellow workers and management of the company.

"Rep" for Two Decades

On March 15, Fred R. Ellinger completed his first twenty years as manufacturers' representative. Every year of this long period has been spent merchandising and selling radio parts and



Veteran Fred R. Ellinger

accessories, so that this score makes him an old-timer in a very young business.

On the first day of 1933, Mr. Ellinger started in business for himself under the name of Ellinger Sales Co., Chicago, and has been at that stand ever since.

Hytron Gets Set For Future Expansion

Lloyd H. Coffin, president of Hytron Corp., manufacturers of radio receiving tubes, announces the intention to double Hytron's working capital to prepare for its participation in the expanded postwar market.

Hytron has plants totaling 2,600 employees at Salem, Newburyport, Beverly, and Lawrence, Mass. It has been making radio tubes since 1921. Future plans of the company include expanded production of both receiving and special purpose electronic tubes.

Freed Radio Wins "E"

Freed Radio Corp., New York, N. Y., was the recipient of the Army-Navy "E" award at impressive ceremonies held at the Waldorf-Astoria Hotel in this city. In accepting the honor, Arthur Freed, vice-president and general manager of the firm, paid specific tribute to the splendid cooperation of the company's employees.

RCA Sales at New Peak

The Radio Corp. of America in 1944 reached new highs in production of radio and electronic equipment, and completed more than 100 research projects for the Armed Services, it was made public in the RCA 25th annual report released by Brigadier General David Sarnoff, president. Net profits of the company in 1944 were \$10,263,291, compared to \$10,192,452 in 1943.

Ansley Urges Dealer Caution in Postwar

Arthur C. Ansley, president of the Ansley Radio Corp., Long Island City, N. Y., cautions dealers when planning for postwar to be intent on establishing their businesses on a sound and permanent basis, and to consider the problems that beset radio retailing. One of the foremost of these problems is that of obsolescence, and Mr. Ansley urges dealers to build not a "seasonal" trade, but a permanent one by association with those manufacturers whose products are technically of high standard, and decorative designs equally sound.

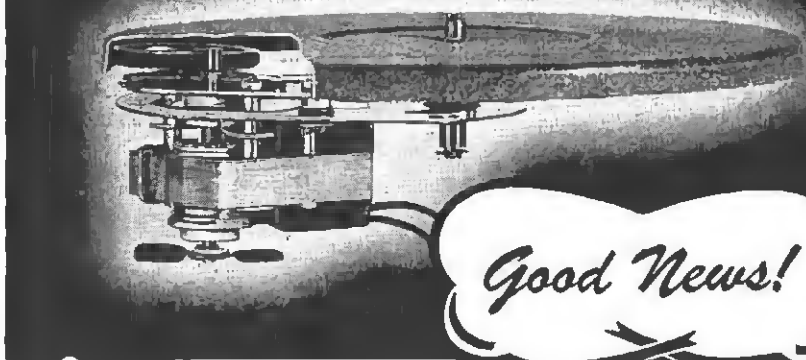
Miniaturized Sonora Manager

Joseph Gerl, president Sonora Radio & Television Corp., Chicago, has appointed Bruce L. Miniatur works manager. Mr. Miniatur was formerly factory manager for Lear, Inc., and prior to that was associated with the Galvin Mfg. Corp.

Bendix "Flying Lab"

Bendix radio division of Bendix Aviation Corp., Baltimore, Md., employs a specially equipped airplane, which the company calls a "flying laboratory," to test the airworthiness and performance of automatic radio compasses, instrument landing systems, direction finders, and other instruments which the firm manufactures, according to W. L. Webb, director of research and engineering.

ALLIANCE "Even-Speed" Phono-motors



ALLIANCE RESUMES PRODUCTION on One Standard Model

• We are now able to return to production of one standard variation of Alliance Model 80 Phono-motor, according to the following definite specifications and on the production plan explained below.

STANDARD SPECIFICATION No. 811—Turntable No. Y-278-S2; 110 Volt, 60 cycle, 9" Model 80

Production must be on the following practical basis under present conditions where there are no large volume priority orders—namely, by accumulating a sufficient quantity of small orders with necessary priority and making periodical single production runs at such time as the quantity of accumulated orders is enough to make this practical. Priority orders (currently only orders of AA-3 or higher, with GOVERNMENT CONTRACT NUMBER and MILITARY END USE, or where certified to be used in Sound Systems, Intercommunicating or Paging Systems, as exempted from order M-9-C) must allow delivery time required to obtain a minimum practical production run; to procure material for all orders in hand, and make one production run of the one type standard unit only, for shipment on the various accumulated orders. • Check the above against your requirements, and if you have proper priority, communicate with us.

REMEMBER ALLIANCE—Your Ally in War as in Peace!

AFTER THE WAR IS WON, WE WILL TELL YOU ABOUT SOME NEW AND STARTLING IDEAS IN PHONO-MOTORS

ALLIANCE MANUFACTURING COMPANY
ALLIANCE, OHIO

NEW RADIO SERVICE

Flat Rate Schedule
For \$2.25 Per Hour for Labor

This book has 234 different rates in alphabetical order, 160 cross references, 372 rate quotations, 236 new time ratings, 215 reminders about other charges that might otherwise be overlooked, 352 detailed instructions, and also an enlarged tube section which contains over

2500 SUBSTITUTIONS

arranged alphabetically and numerically with complete socket change notations, filament changes and many instructions, etc. Data is with each tube. 176 pages.

\$3.00 each

SECOND EDITIONS

\$2.50 and \$3.00 Schedules

These two books also have the same flat rate information and the tube sections contain 1095 substitutions with change over data.

These two books are \$1.00 each.

ALSO AVAILABLE

Eleven different Flat Rate Books without the large tube sections based on the following rates per hour for labor,

\$1.00	\$1.75	\$2.50	\$3.25
\$1.25	\$2.00	\$2.75	\$3.50
\$1.50	\$2.25	\$3.00	

These books are 35c each or 3 for \$1.

Order from your jobber or us.

RADIO EQUIPMENT CO.

1415 W. FRANKLIN AVENUE
MINNEAPOLIS 5, MINN.



4 STANDARD TYPES

of Amperite Regulators replace over 400 types of AC-DC Ballast Tubes now in use.

Amperites are real REGULATORS... have patented Automatic Starting Resistor which prevents initial surge and saves pilot light.
... Ask Your Jobber.

AMPERITE

THE *Simplest*
WAY TO REPLACE

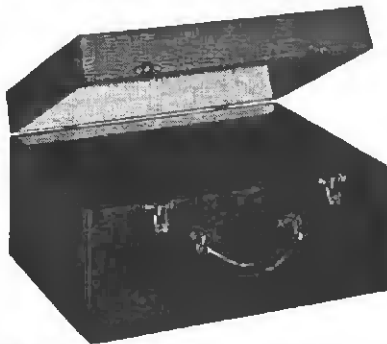
BALLASTS

WRITE FOR REPLACEMENT CHART

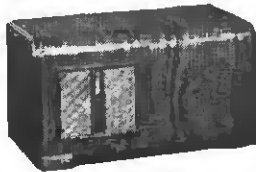
AMPERITE Co. 561 BROADWAY, NEW YORK, N. Y.

LAKE

Radio Cabinets and Parts



Portable Phonograph case, of sturdy durable plywood, in handsome brown leatherette finish. Inside dimensions 16½" long, 14" wide, 9¼" high. Has blank motor board. As illustrated above, specially priced at..... **\$6.95**



\$8 cabinet

Also blank table cabinets of walnut veneer in the following sizes, with speaker opening on left front side: (*Note: *7 has center speaker grill.)

#1	— 8½"	L x 5½"	H x 4"	D \$1.95
#2	— 10¼"	L x 6¾"	H x 5"	D \$2.75
#3	— 13½"	L x 7¾"	H x 6½"	D \$3.25
#7*	— 10¼"	L x 7"	H x 5½"	D \$2.50
#8	— 17"	L x 9"	H x 9¾"	D \$4.50
#9	— 21"	L x 9¾"	H x 10½"	D \$5.50

*Speaker Opening in center of front side. Cabinets available in ivory color and Swedish Modern. Write for prices.

POWER TRANSFORMERS

4, 5, or 6 Tube—6.3V at 2 amp. 50 Mill Power Transformer....	\$2.45
7, 8, or 9 Tube—6.3V at 3 amp. 70 Mill Power Transformer....	\$2.65

- * **CONDENSERS**—
all types of by-pass and electrolytic condensers in nationally advertised brands.
- * **RESISTORS**—
insulated carbon and wire-wound.
- * **TRANSFORMERS**—
output, input, and large assortment of power transformers.
- * **SPEAKERS**—
all sizes in both field-coil and PM types.

All types of radio parts available in today's market can be obtained at Lake's money-saving prices. Large stock listed in our catalog.

Write for Our Free,
New Illustrated Catalog!

Lake Radio Sales Co.
615 W. Randolph Street
Chicago 6, Ill.

Webster Products Bought by Webster-Chicago

Announcement has been made by R. F. Blash, president, that Webster-Chicago Corp., Chicago, has purchased Webster Products, of the same city. Prior to the war, the latter firm was one of the largest producers of automatic phonograph record changers. The Webster Products organization and its facilities will be retained intact, and will operate as the electronics division of the Webster-Chicago Corp. Personnel at the parent company remains unchanged.

The new division is now turning out goods for the war program. In peacetime, it will resume manufacture of Webster record changers. Several new, but related products are reported to be designed and ready for postwar production.

The Bloomingdale plant of the Webster-Chicago Corp. will continue to produce laminations for motors and transformers primarily for the radio industry.

Rider Advanced to Lieutenant Colonel

John F. Rider, who entered active service in the U. S. Army on May 1, 1942, with the rank of Captain in the Signal Corps, was recently promoted to Lieutenant Colonel.

From June 1, 1942, to November 17, 1943, Colonel Rider was stationed at the Southern Signal Corps School, Camp Murphy, Fla. Here he organized and became the director of the training



Promoted by Signal Corps

literature division. On November 6, 1942, he received his Majority.

Transferred to Fort Monmouth he organized the radar literature section at the Signal Corps Publication Agency of that Fort. Here Colonel Rider was subsequently advanced to executive officer of this organization, and is at present deputy director in charge of all operations of the unit. At Fort Monmouth is prepared literature covering all Signal Corps equipment procurements as well as special non-equipment Signal Corps technical and field manuals.

FIFTH EDITION WARTIME RADIO SERVICE

75 Pages
Over 1500 Tested Tube Substitutions

The only book of its kind—will save you many times its cost in time saved—though you know the substitution it will save the time lost figuring the changes.

The last thirteen pages contain a very complete tube characteristics chart with clear base views.

Repairing burned out tubes
Changing 1.4 v & 2.0 v Farm Radios for Electric Operation
Best methods for making adaptors

price \$3.00 postpaid

Get this money making time saver from your distributor today or order from

CITY RADIO COMPANY
the RADIO CITY OF PHOENIX, ARIZONA
EAST WASHINGTON AT FIFTH ST.
Distributors Airmail Today for Proposition

WANTED

Advertising manager
for one of America's
five leading manufacturers of radio sets

This is a job involving large-scale postwar expansion—an exceptional opportunity for an exceptionally able man. Must have wide and successful experience in advertising and merchandising of radio sets.

Write in full to Copy Chief
Grey Advertising Agency, Inc.
166 West 32nd Street
New York 1, N. Y.

Magnavox States Its Merchandising Program

Frank Freimann, executive vice-president of the Magnavox Co., Fort Wayne, Ind., in a recent interview said that his company will continue in the postwar period with the same merchandising program which it has used successfully before the war: "non-competitive, selective distribution through America's fine stores."

Mr. Freimann said the company's policy was based upon the following philosophy: "Radio merchandising and distribution can be classified into two categories. The one most commonly used offers manufacturers large potential distribution through thousands of outlets, which range from the radio service shops to large chain outlets.

"The other method is distribution restricted through a relatively few quality institutions of established integrity and responsibility, which is the course Magnavox chose when it reentered the consumer field in 1937. In fact, this company proved by increased sales each year that it was a successful method.

"In the future, Magnavox will continue its policy of developing and manufacturing instruments of quality, and to strive for improvement in performance."

Kirschner Appointed To Sales Post

John W. Kirschner has been named sales representative for the east in the equipment sales section, according to an announcement by L. W. Teegarden, general manager of the RCA tube and equipment department of the Radio Corp. of America, Camden, N. J.

For the past five years, Mr. Kirschner has been sales representative in RCA's Cleveland regional office. Prior to this, he was connected with the company's tube engineering and manufacturing activities at Harrison, N. J., for eight years.

Walker-Jimieson Expands

Walker-Jimieson, Inc., Chicago, Ill., has completed expansion of its office and warehousing facilities. Its modern offices now occupy the third floor of its building at 311 S. Western Ave. Operadio communication equipment, which the company distributes, is used to provide contact with various parts of the organization.

Sylvania Survey for Listener Reaction

A recent survey of radio listeners conducted by Sylvania Electric Products, Inc., discloses that less than one out of every twenty U. S. radio-listener families, less than 2% of the American public, can be reached regularly by Axis propaganda. The survey revealed that about 52 out of every 100 sets now in use may be tuned to short-wave, although 37% of them are never used for this band. Radio set owners in various income groups all over the country were interviewed so that listening habits could be determined as a guide to what the public will want most in the postwar.

Truesdell Announces Four Bendix Appointments

The naming of Earl L. Hadley as director of advertising and sales promotion for the company's forthcoming line of AM and FM radios and radio-phonograph combinations was revealed by Leonard C. Truesdell, general sales manager for home radio, Bendix division of Bendix Aviation Corp., Baltimore, Md.

Concurrent with this announcement, was the naming of Horace W. Royer, as product manager; William R. Albright, western merchandise manager; and Claude Leach, merchandise manager for the eastern territory. He will also handle special cooperative retail outlet assignments.

Philharmonic Booklet

Philharmonic Radio Corp., New York, has published an interesting brochure entitled "What My Ears Await," which describes the features and characteristics of the company's radio-phonograph line, to be merchandised postwar.

Premier Features Nozzle

The Electric Vacuum Cleaner Co., Inc., Cleveland, Ohio, has added a feature to its Premier vacuum cleaner called the "Premier Matho-Matic Nozzle." Designed to adjust automatically to the correct distance above the rug, the new Premier lifts the rug slightly from the floor and seals it to the "Matho-Matic Nozzle," where the rug is vibrated on a cushion of air and brushed free of dirt, which is then drawn into the bag.

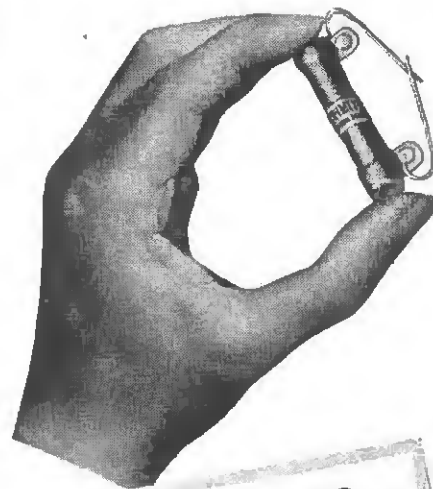
New Universal Position

Dee Breen has resigned as western division sales manager of the El Monte, Cal., plant of Littelfuse, Inc., to become sales manager for the Universal Microphone Co., Inglewood, Cal. Cecil L. Sly, vice-president and sales manager for Universal, now becomes director of sales, a newly created post.

Ohio Music Merchants Discuss Future Plans

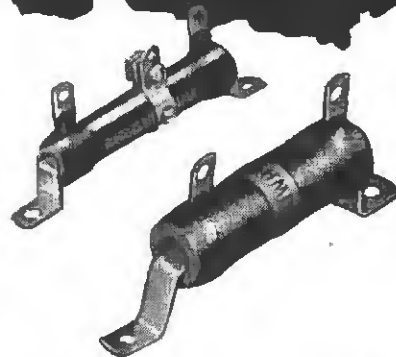
As its contribution to adequate employment by private industry after the war is won, the music industry must set its goals to double the sales of radio-phonograph combinations, pianos, organs, and other musical merchandise, according to William A. Mills, executive secretary of the National Assn. of Music Merchants, Chicago, Ill. The statement was made at the mid-year meeting of its affiliated group, the Ohio Music Merchants Assn., which met at Columbus, Ohio.

Mr. Mills outlined a four point program to "merchandise music," and urged the dealers to improve their selling techniques, expand their service facilities, modernize their stores, and promote an expanded interest in music. He went on to say that "the ten million new housing units to be built in the years immediately following the war will represent the greatest mass market for musical equipment the nation has ever known."



In Resistors...

**OHMITE
EXPERIENCE
MAKES A
DIFFERENCE**



You get the benefit of Ohmite experience in meeting many different requirements . . . in pioneering new developments . . . in producing a wide range of types and sizes to best meet each need. Add to this, the long service-record of Ohmite Resistors . . . their proved ability to function under the most severe operating conditions. Such experience is invaluable in helping you solve your resistance-control problems.

Send for Ohm's Law Calculator

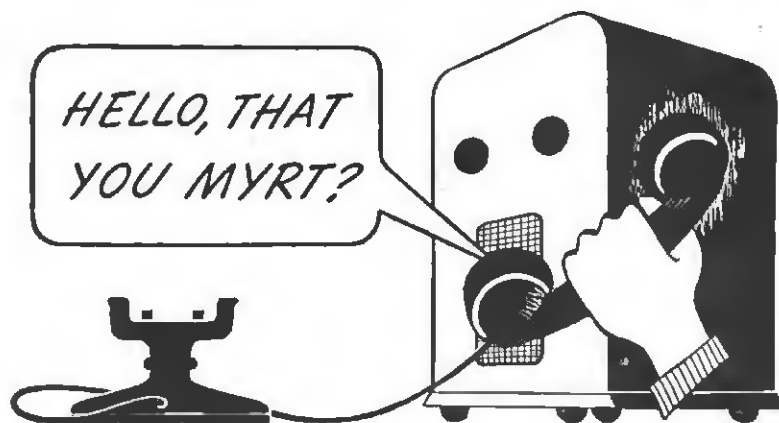


Figures ohms, watts, volts, amperes—easily. Solves any Ohm's Law problem with one setting of the slide. Send only 10¢ in coin.

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4872 Flournoy Street • Chicago 44, Illinois

Be Right with OHMITE
RHEOSTATS • RESISTORS • TAP SWITCHES

RIDER VOLUME XIV COVERS 1941-42 RECEIVERS



One of the first programs I carried as a new radio, four long years ago, was that of "Fibber McGee" saying "How's every little thing?" Of course he was talking to "Myrt" and not to me, though I felt fine at that time.

But if he asked me now! After the way I've been worked since 1941 I'd lay down and quit if it weren't that I have my war job to do. And there are no newer receivers to take my place. But I'm not the only one—most of my

contemporaries are wheezy, or lying quiet in repair shops right now.

It's a good thing Rider Manual Vol. XIV came out recently. It enables radio servicemen to diagnose the ills of we 1941-42 receivers quickly, easily and accurately. That gets us out of shops and back into homes where we're needed.

If you can't get immediate delivery on Volume XIV from your jobber please be patient—paper restrictions, you know.

- RIDER MANUALS (14 VOLUMES)**
 Volumes XIV to VII . . . 12.50 each volume
 Volume VI 9.50
 Abridged Manuals I to V (1 vol.) 15.00
Automatic Record Changers and Recorders 7.50
OTHER RIDER BOOKS YOU NEED
 The Cathode Ray Tube at Work
 Accepted authority on subject 4.00
 Frequency Modulation
 Gives principles of FM radio 2.00
 Servicing by Signal Tracing
 Basic Method of radio servicing 4.00
 Servicing Superheterodynes 2.00

- The Meter at Work
 An elementary text on meters 2.00
 The Oscillator at Work
 How to use, test and repair 2.50
 Vacuum Tube Voltmeters
 Both theory and practice 2.50
 Automatic Frequency Control Systems
 —also automatic tuning systems 1.75
 A-C Calculation Charts
 Two to five times as fast as slide rule . . . 7.50
Hour-A-Day-with-Rider Series—
 On "Alternating Currents in Radio Receivers"—
 On "Resonance & Alignment"—
 On "Automatic Volume Control"—
 On "D-C Voltage Distribution" 1.25 each

JOHN F. RIDER PUBLISHER, INC. 404 FOURTH AVE., N.Y. 16, N.Y.
 Export Division: Roche-International Corp. 13 E 40th Street New York City Cable: ARLAB

RIDER MANUALS *are complete* **IN 14 VOLUMES**

NATION-WIDE MAIL ORDER DISTRIBUTORS SINCE 1928



RADIO AND ELECTRONIC
 DEVICES For Trade . . . Industry . . . Vocational
 . . . Communication . . . Public Utility and Ex-
 perimental Applications

BURSTEIN-APPLEBEE CO.
 1012-14 McGee St. Kansas City 6, Missouri

Stromberg Output High

Production at the Stromberg-Carlson Co., Rochester, N. Y., rose to an all-time company high mark of \$54,000,000 in 1944, it was revealed by Wesley M. Angle, president. The fifty-one-year-old firm's year of almost total war production exceeded by more than a third the 1943 record of \$40,000,000 of communications equipment.

Silex Sales Executive

J. H. Townsend, former assistant to the general sales manager of the Silex Co., Hartford, Conn., home appliance manufacturers, has been named assistant sales manager.

RCA Sales Manager

The appointment of Milton A. Romney as sales manager for RCA 16mm equipment in the Cleveland area was announced by Harold Winters, Cleveland regional manager for the RCA Victor division. Mr. Romney will make his headquarters in Cleveland, and his territory will include Ohio, Michigan, W. Virginia, Kentucky, and western Pennsylvania.

Bagless Vacuum Cleaner

Heath-Mor, Inc., 203 N. Wabash Ave., Chicago, Ill., is preparing to market its Filter Queen bagless vacuum cleaner as soon as restrictions on production are lifted. According to the company, this new cleaner represents a departure from the conventional model of this type of appliance, and claims improvements over prewar vacuum cleaners.

Galvin Workers See Movie

The Galvin Mfg. Co., Chicago, Ill., makers of the Motorola "Handie Talkie," was host to its employees at the Chicago preview of the new movie hit, "Objective Burma."

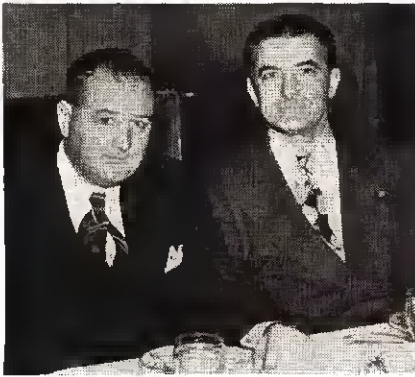
In a brief address before the showing, Paul V. Galvin informed the workers of the many ways in which the equipment they manufacture is used by the armed forces. The picture graphically illustrated the importance of radio in warfare.

Martin Joins Sylvania



Named sales manager of Sylvania's mid-eastern division is Howard J. Martin, shown above.

Aid Red Cross Drive



Richard Dooley, treasurer Admiral Corp., and Joseph Gerl, Sonora president, meet to map plans for Chicago drive for funds for Red Cross.

Radio Stocks Show Spectacular Increases

Records compiled by J. Cosin, of RADIO & Television RETAILING's Reader Service department, show that radio stocks have in many cases spurted to amazing new highs under the stimulus of the war effort going on during the past few years. By and large, the whole list as published here, has increased by something over two and one-half times in value, considering the low point of '41 and the current high for which the stocks are selling. In by far the majority of cases, though, gains have been far more spectacular and run from a conservative doubling to the case, for example, of Raytheon which increased in value no less than fifty-eight times. It is unlikely that any other industry can point to such gains. Following are figures as reported for February 9, 1945.

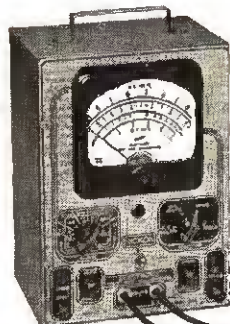
Firm Name	Price—2/9/45	High-Low 1941
Admiral	10 1/2-11	*
Aireon Mfg.	7 1/2-7 3/4	2 1/2-1 1/2
Amer Tel & Tel.	162 1/2-162 1/2	168 1/2-115 1/2
Amer Type Fndra.	15 1/2-15 1/2	7-8 3/8
Argus, Inc.	9-8 7/8	2 1/2-7 1/2
Belmont Radio	17-17 1/2	6-2 1/2
Bendix Aviation	53 1/2-53	41 1/2-32 3/4
Callite Tungsten	7 1/2-7 3/4	2 1/2-1 1/2
Cornell-Dubilier	20 1/2-20 1/2	9 1/2-7 1/2
Crosley Corp.	38 3/4-37 3/4	9-4 3/8
Davega Stores	13 1/2-13 3/4	5 1/2-2 7/8
Decca Records	35 1/2-35 1/2	9 1/2-5 1/2
Dumont Labs, A. B.	8 3/4-8 3/4	*
Emerson	20 1/2-21 1/2	*
Fairchild Camera	12 1/2-12 1/2	12 1/2-7 1/2
Farnsworth	15 1/2-15 1/2	*
General Electric	39 1/2-39 1/2	35 1/2-24 3/4
Hazeltine	32 1/2-32 1/2	26 1/2-14
Int. Detrola	17 1/2-18 1/2	*
Int. Tel. & Tel.	24 1/2-23 1/2	8 3/4-1 1/2
Ken-Rad	80 1/2-80 1/2	5 1/2-3
Kingston Products	4 1/2-4 1/2	1 1/2-1
Magnavox	12 1/2-13	\$1.20-\$0.80
Maguire Industries	5-5 1/2	*
P. R. Mallory Co.	31-31 1/2	*
Natl. Union Radio	6 1/2-6	3 1/2-1 1/2
Nobilt-Sparks	38 1/2-38 1/2	32 1/2-19
Philco Corp.	35 1/2-35 1/2	12 1/2-8 1/2
RCA	12 1/2-12	4 1/2-2 1/2
Raytheon Mfg.	53-57	4 1/2-10 1/2
Sangamo Electric	23 1/2-24 1/2	22 1/2-13 1/2
Solar Mfg.	8 1/2-8	1-1 1/2
Senotone	8 1/2-3 1/2	2 1/2-1 1/2
Sparks-Withington	8-7 1/2	2-1
Sperry Corp.	28 1/2-28 1/2	39 1/2-27 1/2
Stewart-Warner	17 1/2-17 1/2	8 1/2-4 1/2
Sylvania	31 1/2-31 1/2	19 1/2-13 1/2
Tung-Sol	7 1/2-7 1/2	2 1/2-1
Utah Radio	10 1/2-9 1/2	1 1/2-1 1/2
Westinghouse	120 1/2-119 1/2	105-71
Weston	34 1/2-34 1/2	34 1/2-27 1/2
Zenith Radio	40 1/2-40 1/2	15 1/2-8

*Not available

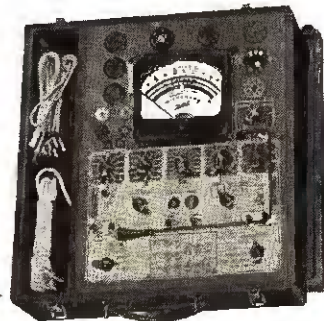
THE STANDARD
OF QUALITY
FOR A THIRD
OF A CENTURY

HICKOK INSTRUMENTS

Electronic and Radio Service Equipment



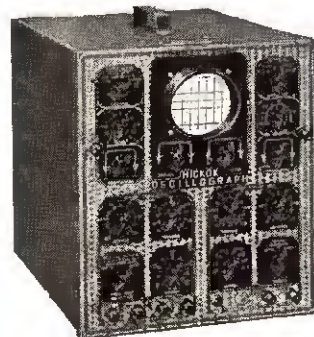
Volt-Ohm-Milliammeter



All-Purpose
Tube and Set Tester



Signal Generators



Oscillograph

● HICKOK Instruments have long been known as the ultimate in scientific development. Illustrated here are but 4 of our 36 leaders in the Radio Service field. Thousands of Radio Service men have preferred HICKOK Instruments because of their unusual accuracy and dependability.

HICKOK pioneered in Dynamic Mutual Conductance Tube Testing Equipment. In the field of Signal Generators, Traceometers, Vacuum tube Voltmeters, Oscillographs, Zero Current Testers, Volt-ohm-milliammeters and Industrial Analyzers the name HICKOK is assurance of excellence.

PRECISION CALIBRATED • LASTING ACCURACY

THE HICKOK ELECTRICAL INSTRUMENT COMPANY

10523 Dupont Avenue

Cleveland 8, Ohio

Philco Gets 18th "E"

In recognition of their war production records, the Philadelphia plant of Philco Corp. and the Simplex radio division of Philco in Sandusky, Ohio, have been granted the 17th and 18th Army-Navy "E" awards, according to word received from the Hon. Robert P. Patterson, Under-Secretary of War.

Tube Conversion Manual Offered by Sylvania

To help radio technicians during wartime tube shortages, a comprehensive 20-page manual providing practical replacement tube data has been compiled by the commercial engineering department of Sylvania Electric Products, Inc., Emporium, Pa. The booklet gives full information for the adaptation of available tubes to different types of radio receivers, which may otherwise become inoperative through the failure of original tubes, which cannot be immediately obtained.

The manual is distributed free to radio servicemen through Sylvania distributors, or directly from the plant.

DeNike Sales Manager

Ed DeNike, who has been director of public relations of the National Union Radio Corp., Newark, N. J., is now sales manager of the distributor division of the company, it has been made public by H. A. Hutchins, general sales manager.

Walkie-Talkie Show



Jeanno Strongin entertains submarine builders at Electric Boat Co., Groton, Conn. Uses portable RCA mike. Prizes are war stamps for workers interviewed on the weekly quiz show.

New Jensen President

Thomas A. White has been made president and general manager of the Jensen Radio Mfg. Co., located at 6601 South Laramie Ave., Chicago, Ill. Mr. White joined the company in 1928 in the capacity of sales manager, and became its vice-president in charge of sales and advertising in 1940. He is also vice-president of the Radio Manufacturers Assn., and chairman of its amplifier and sound equipment division.

ECA Issues Brochure

As a contribution to the constructive thinking that is being given to the problems of international security and full employment postwar, the Electronic Corp. of America, 45 West 18th St., N. Y., has prepared a 44-page booklet, profusely documented with color graphs and charts, entitled "A Plan for America at Peace." The brochure will be sent gratis upon written request made on firm letterheads.

Magnavox Pamphlet

The Magnavox Co., Fort Wayne, Ind., has issued an interesting booklet, which deals with the enjoyment and understanding of music, entitled "Music—A Priceless Heritage." This brochure, written by the music authority Sigmund Spaeth, may be given free to customers by Magnavox dealers.

Westinghouse Booklet

Westinghouse Electric and Manufacturing Co. has issued a new 20-page booklet which describes and pictures seven types of bi-metal thermostats for safe, accurate, automatic control of temperatures up to 650 degrees F., for radio equipment, irons, and numerous other applications.

Copies of the booklet may be had by writing to the company at P.O. Box 868, Pittsburgh 30, Pa.

WAR vs PEACE



RADIART in devoting most of its energies to war work . . . shipments of RADIART Electronic Devices for government orders are being made according to schedule.

But that part of each month's production that is available after government schedules have been met is devoted to the manufacture of RADIART VIBRATORS for civilian use.

With WPB permission, RADIART plans to continue to furnish their jobbers with RADIART VIBRATORS on this contingent basis.

Radiart Corporation

3571 W. 62nd. St.

CLEVELAND 2, OHIO

JONES 300 SERIES PLUGS AND SOCKETS



P-306-CCT



S-306-AB

A high quality line of small Plugs and Sockets adaptable to a thousand uses. All Plugs and Sockets are Polarized. "Knife-switch" Socket contacts are of phosphor bronze, cadmium plated. Bar type Plug contacts are of brass, silver plated, with a cross section of 5/32" by 3/64". Insulation is of BM 120 molded Bakelite. Caps are of metal with formed fibre linings. Made in 2 to 33 contacts. Although designed for 45 volts at 5 amperes, these Plugs and Sockets can be used at considerably higher ratings where circuit characteristics permit.

For complete information write today for catalog No. 14 showing the Jones line of Electrical Connecting Devices—Plugs, Sockets, Terminal Strips.

HOWARD B. JONES COMPANY

2460 W. GEORGE ST. CHICAGO 18

Raytheon and Belmont Merger Being Planned

That tentative negotiations are under way to combine the forces of the Raytheon Mfg. Co. and the Belmont Radio Corp. was announced by Lawrence Marshall, president of Raytheon, and Parnell Billings, president of Belmont. The two firms currently have total annual volume in excess of \$200,000,000.

Belmont, one of the country's largest producers of private brand radio receivers sold through mail order houses, chain stores and other retail outlets, has its plant in Chicago. Raytheon, a leading manufacturer of electronic tubes, operates plants in Newton, and Waltham, Mass.

The contemplated move to unite the firms will combine their large research departments for the development of both radios and tubes. In addition, it would add the Belmont sales organization to Raytheon's distribution facilities.

At the present time both companies are engaged almost entirely in military production, much of which is under security restrictions.

The combination would pave the way for postwar expansion of the joint production facilities in home radio receivers and in tubes, as well as in micro-wave communication, frequency modulation, industrial electronics and television.

Admiral Sales Increase

Ross D. Siragusa, president of the Admiral Corp., Chicago, revealed that sales of his company during the year 1944 amounted to \$45,397,733 before voluntary refunds, as compared with sales of \$15,899,512 in 1943.

Andrea Radio Wins "E"

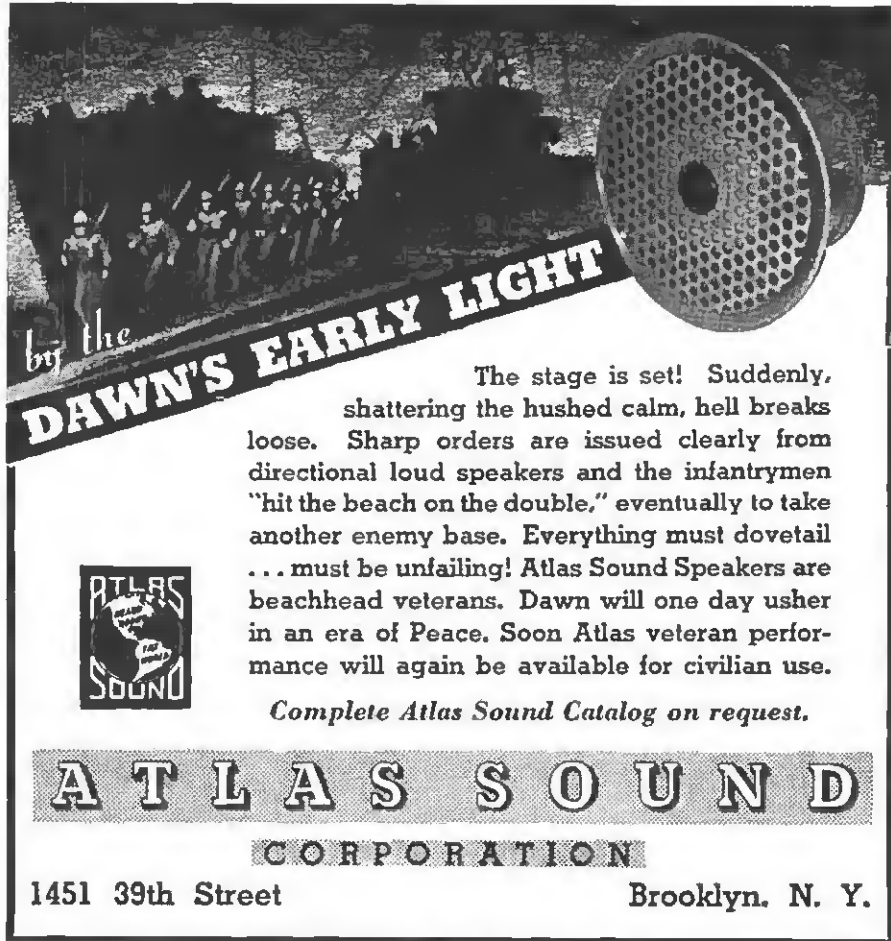
Andrea Radio Corp., Long Island City, N. Y., was awarded the coveted Army-Navy "E" award at ceremonies held at the Waldorf-Astoria Hotel in New York. F. A. D. Andrea, president of the firm, accepted the honor on behalf of the company and its employees.

RCA Executive's Speech

Speaking before members of the Los Angeles Electric Club, Charles B. Brown, advertising director of RCA Victor, asserted that "production and trade are the real foundation of a sound and prosperous economy. The cornerstone of our economic system," he continued, "is the fullest possible productive employment, and we must seek to gear our production on an annual basis wherever possible, in order to make such employment continuous throughout the year."

Eureka Ad Campaign

Eureka Vacuum Cleaner Co., Detroit, Mich., will disclose the new features of its home cleaning system, and its cordless electric iron, in advertisements scheduled to appear in national magazines. To augment the promotion of this merchandise, which will be manufactured when war conditions permit, ads will also be inserted in trade periodicals.



by the **DAWN'S EARLY LIGHT**

The stage is set! Suddenly, shattering the hushed calm, hell breaks loose. Sharp orders are issued clearly from directional loud speakers and the infantrymen "hit the beach on the double," eventually to take another enemy base. Everything must dovetail . . . must be unfailing! Atlas Sound Speakers are beachhead veterans. Dawn will one day usher in an era of Peace. Soon Atlas veteran performance will again be available for civilian use.

ATLAS SOUND

CORPORATION

1451 39th Street Brooklyn, N. Y.

Complete Atlas Sound Catalog on request.



AMCON

AN AMERICAN SOLUTION TO YOUR CAPACITOR PROBLEMS

ALL TYPES - BY PAPER AND ELECTROLYTIC

DATA SHEETS ON REQUEST

AMERICAN CONDENSER CO.

4410 No. Ravenswood Ave. Chicago 40, Ill.

Check These Exclusive

KWIKHEAT

SOLDERING

IRON Advantages!



- ★ SAVES TIPS
- ★ SAVES TIME
- ★ SAVES EFFORT
- ★ SAVES WEIGHT
- ★ SAVES CURRENT
- ★ SAVES THE IRON

**HOT IN 90 SECONDS
READY FOR USE . . . !**

Its many exclusive features put the Kwikheat Soldering Iron in a class by itself. That's why it wins enthusiastic praise from those who use it—why Kwikheat is fast becoming America's most talked-about iron—why you certainly want to stock it . . . lists at \$11. Write today for complete information.

6 TIP STYLES
Interchangeable



Kwikheat
THERMOSTATIC SOLDERING IRON
A Division of
Sound Equipment Corp. of California
3903 San Fernando Rd., Glendale 4, Calif.

... WRITE FOR DETAILS

Emerson President Backs Reallocation of FM

Taking issue with almost the entire FM broadcasting industry in the current controversy over the new frequency allocations recommended by the Federal Communications Commission, Emerson Radio & Phonograph Corp., New York, went on record as favoring the FCC proposal to move FM to a higher frequency band.

In a statement by Benjamin Abrams, president of Emerson, it was pointed out that this inevitable change, if made now instead of later, would save the public billions of dollars instead of costing millions as has been claimed by those opposing the commission's findings.

"Probably the biggest talking point in favor of FM over standard broadcasting," Mr. Abrams said, "has been the claim that FM is free from interference. Yet, everyone in the industry must admit that FM broadcasting has suffered from interference, and this type of interference is much more serious than that which affects standard broadcast reception. Moreover, this interference is bound to get worse as more and more channels are allocated within the present frequency band."

Detrola Sales at Peak

Sales of International Detrola Corp., Detroit, Mich., during the 1944 fiscal year were \$30,504,700, and exceeded all previous figures, according to the company's annual report. Net profit for the year ending October 31, after deductions, was \$1,103,300, or \$2.25 per share.

Philharmonic Merges

The Philharmonic Radio Corp., makers of de luxe radios and "combinations," New York, a subsidiary of the American Type Founders, Inc., has announced its consolidation with the parent company's remote control division. Zeus Soucek will be in overall charge. Avery R. Fisher, Philharmonic founder, will continue as vice-president and general sales manager.

New Jensen Booklet

Jensen Radio Mfg. Co., Chicago, Ill., has issued a pamphlet entitled "The Effective Reproduction of Speech," which is number 4 in a series of technical monographs issued by the company. Copies of the booklet may be had at twenty-five cents each from the technical service department of the firm at 6608 S. Laramie Ave., or any authorized Jensen distributor or dealer.

Named by Westinghouse

Appointment of Curtis W. Lehner as southeastern district manager for the home radio division, Westinghouse Electric and Manufacturing Co., has been announced by Harold B. Donley, manager of the division.

Mr. Lehner will maintain headquarters in Atlanta, Ga., and serve N. Carolina, S. Carolina, Georgia, Florida, Alabama, Louisiana, and parts of Tennessee and Mississippi.

Motorola Handie-Talkie



Neil F. Anderson, Pasadena, Cal., chief of police, stationed atop the Rose Bowl press box, directs traffic via the Motorola Handie-Talkie.

Sylvania Announces New Plant in New York State

The opening of another new plant, located in Jamestown, N. Y., has been made public by H. W. Zimmer, general manager of operations, radio division, of Sylvania Electric Products Inc., Emporium, Pa. The new plant covers approximately 48,000 square feet of space.

The latest of Sylvania's additions will be under the management of George B. Erskine, plant manager of all radio parts plants, with Rolf D. Ripley as resident supervisor. Production will begin in the near future, and the firm will produce parts for electronic tubes and other equipment.

NAMM Head Warns On Rising Costs of Business

In an informal discussion of industry and association problems at the mid-year meeting of the board of control of the National Assn. of Music Merchants, Chicago, L. G. LaMair, president of Lyon & Healey, Inc., and vice-president of the association, called attention to the necessity of anticipating postwar capital requirements now.

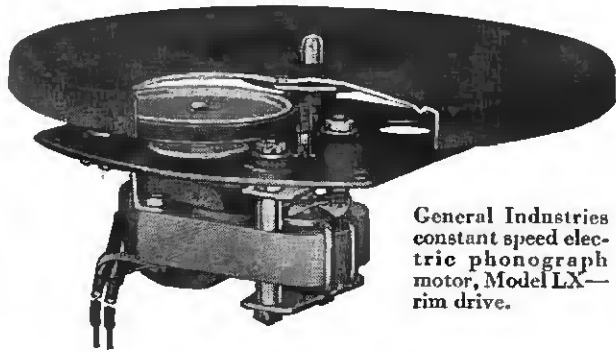
According to Mr. LaMair: "The cost of doing business in retail stores has been rising. In the case of the radio and music merchant, or any other kind of business, the squeeze is on, so that if we are going to survive as retailers, we must become better business men than we have ever been in the past."

Hold Farnsworth Posts

E. A. Nicholas, president of Farnsworth Television & Radio Corp., Fort Wayne, Ind., announced that the naming of Edwin M. Martin as vice-president and secretary of the company had been confirmed at the February meeting of the board of directors. Mr. Martin has been with Farnsworth as secretary and counsel since 1939, when the present organization was formed. In addition to his new duties, he will continue in charge of the firm's legal department. Mr. Nicholas also made public the appointment of Fred A. Barr as assistant secretary of the organization.

Smooth Power

M E C H A N I S M S
will match
the new phonographs



General Industries constant speed electric phonograph motor, Model LX—rim drive.

When final Victory has been won, and new phonographs become available once more, General Industries will be ready with matching mechanisms that will please manufacturers, dealers and users.

Our combination record-changers-recorders, recording assemblies and *Smooth Power* motors will have that same velvety smoothness and dependability that have always characterized General Industries equipment. They'll give equal fidelity to jive, grand opera or the latest tune hits.

That's the way General Industries has always built such equipment—so for your postwar selling you can continue to count on General Industries.

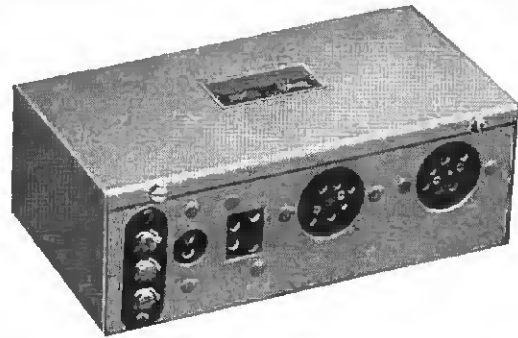


THE GENERAL INDUSTRIES COMPANY
DEPT. M ELYRIA, OHIO



Electro
ELECTRICAL AND RADIO EQUIPMENT

BATTERY ELIMINATORS



Announcing! Our New Models P and Q. They include every achievement of wartime ingenuity and lift battery radio reception to new heights of satisfaction. Cost but a few cents per hundred hours of operation. Sturdily constructed—no liquids or moving parts—operate in any position. Completely filtered, hum free and silent in operation. Universal plugs and sockets to fit any radio.

MODEL P—For use in any place where normal AC is available. Operates any 1.4 volt—4, 5 or 6 tube battery radio from 115 v. 60 cy. source.

MODEL Q—For use wherever AC lines are not available—Farms, cottages, camps, or in car, motorboat, etc. Operates any 1.4 volt—4, 5 or 6 tube radio from 6 volt DC source.

NOTE: Deliveries are necessarily restricted by war conditions but all orders will be filled as soon as possible in the sequence in which received.

ELECTRO PRODUCTS LABORATORIES
549 WEST RANDOLPH STREET CHICAGO 6, ILL.



The magnificent obsession of every mechanic is an unquenchable yearning for good tools. It is part of their make-up . . . it's the quirk in their mentality which drives them into mechanical pursuits.

Many have the same quirk but work at something else, and buy tools anyway. Whether they become engineers, artists, or surgeons, a special appreciation of balance and artistry finds expression in the pride of owning a fine tool . . . many fine tools.

VACO SCREW DRIVERS with gleaming Ambery handles have that fine quality and perfect balance which make them favorites of both "professional" and "amateur" users. There are 173 types of VACO DRIVERS, shock-proof and break-proof . . . each built to perform some certain task easier—better—faster. Write for catalog.

VACO PRODUCTS CO.

309 E. ONTARIO ST. • CHICAGO 11, ILL.
Canadian Warehouse: 560 KING STREET, WEST • TORONTO 2, ONTARIO



YOU
SHOULD KNOW

...the advantages of buying from a Complete Manufacturer, such as SNYDER.

Prompt Delivery
Better Price
Production Control
Maintenance of high Standards
When permissible SNYDER will be first.

ANTENNAE
by

SNYDER
MANUFACTURING CO. • PHILADELPHIA

COMPLETE MANUFACTURERS
FROM START TO FINISH

Tom Joyce Resigns as Head of RCA Division

Tom Joyce, general manager of the radio, phonograph and television department of the RCA Victor division of the Radio Corp. of America, at Camden, N. J., has announced his resignation from the company after 23 years of service.

Mr. Joyce will make known his future business plans about April 1st.

As a result of the advertising and publicity activities conducted under his direction during the past fifteen years, Mr. Joyce has become one of the best known men in the radio industry.

He is noted as an authority on the postwar commercial development of television. His work in this field is recognized as a leading factor in the upsurge



Merchandising Executive Joyce

of interest and activity in television during the past year and a half.

Mr. Joyce's enthusiasm for television dates from 1939. At that time RCA television receivers had been on the market for 5 months, and total sales were less than 150 receivers, when he was placed in charge. In a merchandising test, which took place under his direction in Newburgh, N. Y., RCA Victor succeeded in selling 100 television sets at a price of \$395 each, within 10 weeks, where only one receiver had been sold in the previous 6 months.

His contributions to RCA received recognition when, at the age of 29, he was made manager of advertising and sales promotion for the company's products. Four years later, he was elected a vice-president of the RCA Mfg. Co.

The sealed radio tube carton, on which Joyce was granted a U. S. Patent, was the basis for a sales and advertising campaign which effectively stamped out the "racket" of selling used radio tubes as new tubes.

Along with Edward W. Wallerstein, now president of the Columbia Recording Corp., Mr. Joyce was one of the first to foresee the come-back of recorded music. He supervised the development of a vigorous promotion campaign which played a large part in boosting industry record sales from ten million in 1934 to more than one hundred million today.

20 Years Ago

From the March, 1925, Issue of Radio Retailing

"AVERAGE RADIO SALES INCREASING"—In Dec., 1923, the unit or average sale in a certain group of five radio stores that keep careful records, was \$16.22. For Dec., 1924, one year later, the corresponding average sale had increased to \$51.83.

CAPITAL AND CREDIT SOURCES, for obtaining additional funds for expansion, "the dream of every retailer," are listed. Local banks, jobbers, relatives, friends, and newspaper want ads are included as best bets.

AVERAGE RADIO SALES CLERK IN AVERAGE RADIO STORE is 27 years of age; sells from \$500 to \$1,200 worth of radio per month in small towns, \$1,000 to \$2,500 in cities; receives from \$20 to \$25 in small towns, and \$25 to \$32 in larger towns and cities. Is usually paid a straight salary, sometimes also receiving a small commission.

RADIO IS "GOOD MEDICINE"—Many doctors are so "sold" on radio for keeping patient entertained and quiet, that they prescribe it. Get the doctor's attention by mail campaign, telephone, or visit to his office, to make him more aware of "therapeutic" qualities of radio.

MOUNTS LOUD SPEAKER ON AUTOMOBILE — Brainchild of Minnesota radio retailer is loud speaker, wired and used as an electric sign. Mounted on vehicle, the current is supplied from the car's storage battery. Clear reception audible for two miles is claimed.

RCA AD READS: "Genuine Radiotrons all \$3.00—for bigger radio sales—UV-199, WD-11, WD-12, UV-200, UV-201A."

THE STEWART-WARNER SPEEDOMETER CORP., Chicago, Ill., has placed on the market the Stewart-Warner "Aeromaster," a radio receiver embodying the tuned radio frequency circuit.

STATISTICS ESTIMATED that out of 26 million homes in 1925, 4 million homes had radios. These same statistics compiled by Radio Retailing, estimated that there would be 10 million radio receivers in use by 1930.

"Columbia" is a reliable source

RUBBER COVERED WIRE IMMEDIATE DELIVERY

Stranded Single Conductor

22 gauge—Per M Ft.	\$3.50
20 gauge—Per M Ft.	3.85
18 gauge—Per M Ft.	4.95
16 gauge—Per M Ft.	6.80
14 gauge—Per M Ft.	8.75

SPECIAL

#22 Solid R.C. Wire .010 wall—Per M Ft. \$1.95

Communication Wire—Round Rubber Jacket

2 conductor	\$10.50 M
3 conductor	\$15.90 M

Large Stock of Other Types of
WIRE—Gauges No. 22 to No. 12

CMP Priority Required

COLUMBIA WIRE & SUPPLY CO.

4104 N. PULASKI RD., CHICAGO 41, ILLINOIS

The Big Favorite

Recommend It

and you will be rewarded
with delighted customers,
a maintained reputation
for reliability—plus an
excellent profit!



**Fidelitone
Master**

FLOATING POINT
PHONOGRAPH NEEDLE



Each FM needle is packaged in
a useful record brush which
helps to prolong record life.

\$1.50

PERMO, Incorporated

6415 Ravenswood Avenue, Chicago 26

ELECTRICITY

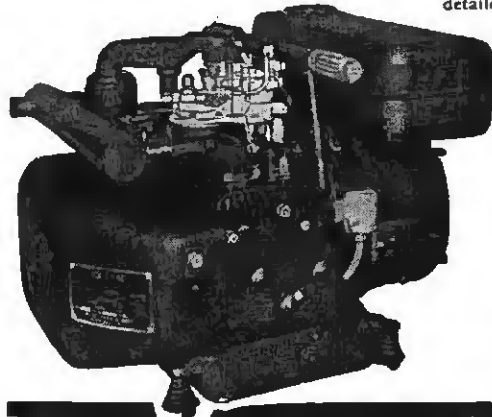
For Any Job — Anywhere

★ ONAN ELECTRIC GENERATING PLANTS supply reliable, economical electric service for electronics applications, and for scores of general uses.



Driven by Onan-built, 4-cycle gasoline engines, these power plants are of single unit, compact design and sturdy construction. Suitable for mobile, stationary or emergency service, intermittent or continuous.

Models range from 350 to 35,000 watts. A.C. types from 115 to 660 volts; 50, 60, 180 cycles, single or three-phase; 400, 500 and 800 cycle, single phase; also special frequencies. D.C. types range from 6 to 4000 volts. Dual voltage types available. Write for engineering assistance or detailed literature.



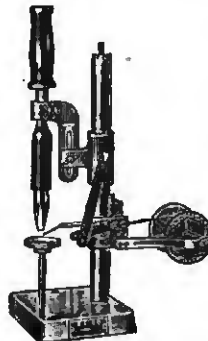
★

Plant shown is from lightweight OTC series; 1500 and 2000 watts, 115-volt, 60-cycle, A.C. and 2000 watts, 115-volt D.C.; Engine is 2-cylinder, 4-cycle, air-cooled.

D. W. ONAN & SONS 2029 Royalston Ave.
Minneapolis 5, Minn.

ESICO

REG. U. S. PAT. OFF.

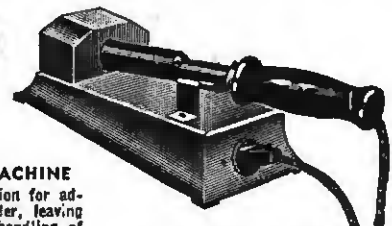


SPOT SOLDERING MACHINE
designed for treadle operation for advancement of iron and solder, leaving operator's hands free for handling of product.

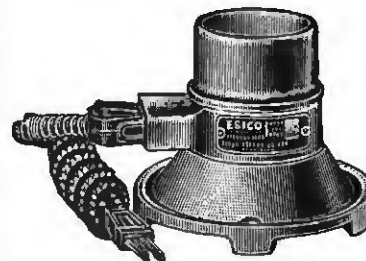


SOLDERING IRONS

are widely used in industrial plants throughout the country. They are designed to withstand the strain of continuous service required of factory tools.



SOLDERING IRON TEMPERATURE CONTROLS
prevent overheating of soldering irons between soldering operations. Irons do not deteriorate when being used. The idle period causes oxidation and shortens life.



SOLDER POTS

ruggedly constructed pots of various sizes designed for continuous operation and so constructed that they are easily and quickly serviced, should elements have to be replaced.

Write for Catalog

ELECTRIC SOLDERING IRON CO., INC.

2345 WEST ELM STREET, DEEP RIVER, CONN.

IMMEDIATE DELIVERY FROM STOCK

SPRAGUE - CORNELL DUBILIER AEROVOX CONDENSERS

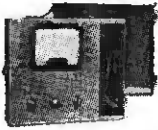


10 mfd 450v Tubular	50¢
16 mfd 450v Tubular	65¢
20 mfd 450v Tubular	70¢
40 mfd 450v Tubular	99¢
20 mfd 150v Tubular	44¢
30 mfd 150v Tubular	47¢
40 mfd 150v Tubular	50¢
20-20 mfd 150v Tubular	76¢
40-20 mfd 150v Tubular	82¢
30-30 mfd 150v Tubular	79¢
50-30 mfd 150v Tubular	94¢
10 mfd 50v Tubular	32¢
25 mfd 25v Tubular	35¢
.001 mfd 600v	12¢
.002 mfd 600v	12¢
.003 mfd 600v	12¢
.004 mfd 600v	12¢
.005 mfd 600v	12¢
.006 mfd	12¢
.01 mfd	12¢
.02 mfd	12¢
.05 mfd	15¢
.1 mfd	18¢

TEST EQUIPMENT!!!

Volt-Ohm-Milliammeters
GE UM-3 31.50
Superior PB-100 28.40

Service men's Priority
AA-5 MRO CMP5A
 Delivery—3 weeks.



PM SPEAKERS



4" Square 2 oz.	1.35
5" Round	1.25
6" Round 3.6 oz.	2.10
10" Round 20 oz.	7.20
12" Round 11 oz.	5.19
12" Round 31 oz.	10.14

TURNER MICROPHONES

Model	Type	Cord	List	Your Cost
BX	Crystal	7'	\$9.95	\$5.85
22X	Crystal	7'	18.50	10.88
33X	Crystal	20'	22.50	13.23
BD	Dynamic	7'	14.50	8.53
33D	Dynamic	20'	23.50	13.82



RADIART VIBRATORS

Type	Mallory Equal	Base	Size	Used in	Each
S-1	4-4	4 Prong	1 1/2-3 1/8	Universal	\$1.35
5300	294	4 Prong	1 1/2-3 1/8	Universal	2.09
5326P	509P	4 Prong	1 1/2-2 7/8	Philco	1.76
5334	868	4 Prong	1 1/2-3 1/8	Delco	2.09
5341M	901M	4 Prong	1 1/2-3 1/8	Motorola	1.76
5400	248	6 Prong	1 1/2-3 1/8	Truetone	3.50
5426	716	5 Prong	1 1/2-3 1/8	Buick	3.50

ORDER OTHERS BY MAKE AND SET-MODEL



TRIMM ACME DELUXE PHONES
 2000 OHM.....1.50
 Cannon-Ball Dixie.....1.56
 Brush Crystal Phones
 Type "A".....7.95

ASTATIC CRYSTAL CARTRIDGES

L40	2.35	LP6	4.70	M22	2.94
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PHILCO BEAM OF LIGHT

Selenium Cell only, no holder1.80

AC-DC RESISTANCE CORDS

Each	135-160-180-220-250-290 OHM	4.50
Each	ICA Universal 22-330 ohm	73¢
Each	560 ohm for 3-way Portable	73¢

BALLAST TUBES

K42B K55B L49C L55B
 100-79
 K49B K55C L49D 100-70
 100-77
 Each 45¢ 10 for 4.20
 Clarostat Universal 23-55A
 (octal) each.....59¢

20% deposit required on all C. O. D. orders. Orders of \$25.00 or more accompanied by payment in full, will be shipped prepaid. DON'T FORGET L-265 or AA-3 certificate.

RADIO SUPPLY & ENGINEERING CO., Inc.
 128 SELDEN AVE. DETROIT 7, MICH.

RECORDS

(Continued from page 43)

Little While," Les Brown, 36779. Woody Herman is newly signed by Columbia as an "exclusive." His first release will be a brand new tune said to be headed for popularity, "Laura," and is due for mid-March release.

Another Columbia special is Set C-107, "After Dark." These four 12" records contain a group of dance favorites played by Morton Gould's Orchestra. Shipments began March 5th. Columbia has pressed its version of "Rum and Coca Cola," Abe Lyman, 36775. New popular under the Okeh label: "Smoke on the Water," Bob Wills, 6736.

Window Contest

One of Columbia's distributors, Times Appliance Co., New York, is running a window display contest for dealers in their territory in and around New York City to be built around the double debut of Rodzinski and Ormandy on the Columbia Masterworks Sets M-MM-558 and 557—Tchaikovsky's 6th Symphony and Beethoven's 7th. Prizes are six pairs of free tickets to the Carnegie Hall performances of these two orchestras on Mar. 25th and Apr. 3rd.

Sonora Special

Sonora's April album release is a collection of old favorites among the Strauss waltzes. Included are the Blue Danube; Emperor; Wine, Women and Song; Tales of the Vienna Woods; and Voices of Spring. Played for good listening and for good dancing, as well. Bob Stanley and his orchestra are featured in this album. Dealer tie-in with radio is Bob Stanley's show on the air over Mutual's national network, "Sweet Swing-Time" and "Treasury Bond-Wagon" programs.

Majestic Forecast

Majestic Records will make their initial bow in the next 30 to 60 days. Majestic Radio & Television Corp.'s recent purchase of Transcriptions, Inc., Classic Record Co. (Hit and Classic labels) and New Jersey Plastics, Inc., will provide Majestic with a sizable line of fine recordings—work on which is taking place now. One of Majestic's stars will be Jack Smith, popular singer of South American and novelty populars, now appearing on the Prudential Hour over CBS's national hookup, Sunday afternoons at 5:00, EWT. Among his first waxings for Majestic will be "Evelina," from "Bloomer Girl," New York musical comedy hit.



Please stand by for further announcement

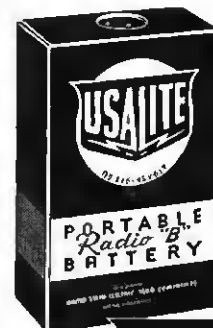
Right now, we haven't a consumer story to tell on USALITE Portable Radio Batteries, for our production is directed to essential war work.

However, please stand by for further announcement.

For just as soon as conditions permit, we'll be back with a line

of USALITE Portable Radio Batteries that you can rely upon for unwavering Quality and Performance.

Meanwhile....
BUY WAR BONDS



No. 640



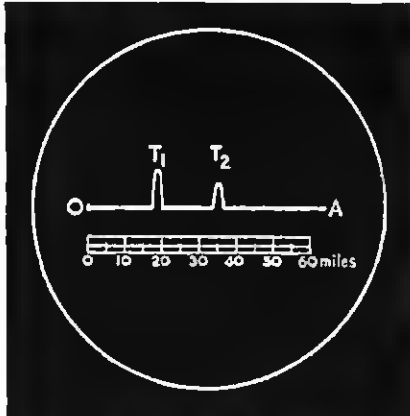
Portable Radio Batteries

UNITED STATES ELECTRIC MFG. CORP. Factory and Exec. Off.: New York 11, N. Y. Branch Off.: Chicago 7, Ill.

Radars

(Continued from page 66)

tion consists of a combination of a transmitter and receiver. The transmitting or sending portion emits radiation over a broad arc in the approximate direction it is desired to explore. When this radiation strikes an object having appreciable conductivity or dielectric (nonconductive) constant, some of the energy is reflected or scattered back towards the receiver, which is installed moderately close to the transmitter.



Cathode ray screen. Trace of pulses as pictured in "Wireless World."

"If the latter emits the radio waves in short trains or pulses, the time of transit of these to the reflecting target and back can be measured by displaying the received signals on the screen of a cathode ray tube."

Defining radar, the author says, "It may be described as the art of using radio waves for the detection and location of an object, fixed or moving, by the aid of the differences of its electrical properties from those of the medium adjacent to or surrounding it."

An important feature, the writer points out, is that no cooperation whatsoever is required of the object under observation; the latter, be it an airplane, ship, building, or human being, is merely required to reflect or scatter some of the radiation which reaches it from a radio transmitter forming part of the whole radar installation.

One diagram in the article purports to show the type of "picture" or reflection seen on a cathode ray tube screen when contact has been made with an object under observation. It consists of peaks in the cathode ray trace indicating the time (and distance) interval between the initial and reflected wave.

The distance figure must be supplemented by a determination of the direction of the arrival of waves in both directions.

Recognized as a highly important factor in war production, AMPLICALL has been continuously available to industrial firms having necessary procurement credentials.* AMPLICALL Paging and Two-Way Communications Systems are

known and preferred for their advanced electronic engineering, flexible design, superb tone quality and field record for dependable performance. These factors are helping RAULAND jobbers do an increased business these busy days.

* with suitable priority

THE RAULAND CORPORATION • CHICAGO 41, ILLINOIS

Electroneering is our business

BUY MORE
WAR BONDS



HOLD THE BONDS
YOU HAVE!

RADIO • RADAR • SOUND • COMMUNICATIONS • TELEVISION

Free!

RADIO & ELECTRONIC TEST EQUIPMENT
Availability & Bulletin

VOLT-OHM-MILLIAMMETER

RADIO & ELECTRONIC TEST EQUIPMENT AVAILABILITY BULLETIN

134¢

Contains detailed descriptions of models we're now making. We manufacture Volt-Ohm Milliammeters, Insulation Testers, Signal Generators and Tracers, Industrial Analyzers, Voltage Testers, etc.

SUPERIOR INSTRUMENTS CO.

Dept. 161
227 FULTON STREET
NEW YORK 7, N. Y.

Radio Warehouse
OLSON

REPAIR KIT

FOR RADIO CABINETS

Handy box with 9 shades of shellac sticks, light and dark stains, metal shading varnish, polish, Scratch Stick, alcohol lamp, alcohol, spatula, brushes, steel wool, sandpaper, felt, rubbing fluid, wiping cloth—everything you need to repair wood, plastic or bakelite cabinets, knobs, etc. A value!

\$2

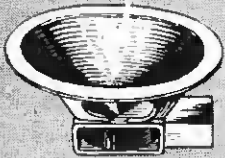
POSTPAID

MAIL TODAY

OLSON RADIO WAREHOUSE
73-C Mill St., Akron, Ohio

Please send me... Repair Kits at \$2.00 each. I enclose check money order.

NAME.....
ADDRESS.....



the excellence of your post-war radio engineering

will be faithfully interpreted for your customers by a **QAM Speaker**

QUAM-NICHOLS CO. 33rd PLACE AT COTTAGE GROVE, CHICAGO

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While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

**EARLIER CLOSING and
ISSUE DATES of**

**RADIO Television
RETAILING**

The new schedule of closing and issue dates effective immediately follows:

ISSUE	CLOSING DATE
April	April 1st
May	May 1st
June	May 24th
July	June 22nd
August	July 20th

These steps have been taken to have RADIO & Television RETAILING more closely synchronized with the month-by-month activities of the industry, and to guard against the continuing difficulties of manpower and transportation.

Your cooperation in observing this schedule will be greatly appreciated.

CALDWELL-CLEMENTS, INC., 480 Lexington Ave., New York 17

This is the first of the new 1945 Motorola full page national advertisements. It will appear in *The American Weekly*, *Saturday Evening Post*, *Collier's*, *Esquire*, *Newsweek*, *National Geographic*, and *Popular Mechanics*, reaching an audience of more than 40 million readers.

Ann Sheridan gets as much pleasure from her

Motorola Radio



... as you'll get from her performance in WARNER BROS' happiness hit "The DOUGHGIRLS"

Many of America's stars of stage, radio and screen enjoy the brilliant performance of Motorola Radio. These are experts who know good performance when they hear it.

On battle fronts throughout the world, Motorola Military Radio has performed brilliantly. The famous "Handie Talkie," an exclusive development of Motorola Radio Engineers, is affectionately called the "fight-

ingest radio" in the army. These same engineers, pioneers in electronics before the war and through it, will have exciting new developments in F-M and A-M radio for your Home and Car.

You have a right to expect improved radio performance in your Post War set and you can depend on Motorola to deliver it soon after Victory in Europe!

GALVIN MANUFACTURING CORPORATION • CHICAGO 51
"HANDIE TALKIE" ANOTHER MOTOROLA FIRST!



Motorola Radio
 FOR HOME & CAR

F-M & A-M HOME RADIO • AUTO RADIO • AUTOMATIC PHONOGRAPHS • TELEVISION • F-M POLICE RADIO • RADAR • MILITARY RADIO

**The Post-War Way of Better Living
Will Include Recorded Music in
Millions of American Homes!**



**... A New Line of
Dependable Seeburg Record Changers
Will Be Available to Radio-Phonograph
Combination Manufacturers After Victory.**

BUY WAR BONDS →

Awarded to the J. P. Seeburg Corporation
for outstanding production of war
materials in each of its four plants



J. P. SEEBURG CORPORATION · CHICAGO

Seeburg

FINE MUSICAL INSTRUMENTS SINCE 1909