

RADIO *& Television* RETAILING

CALDWELL - CLEMENTS, INC. ★

AUGUST 1945

For Newest
**ELECTRICAL
APPLIANCES**
See pp 46-47

WATCH
YOUR
STEP

75
MILKING
MACHINES
HOLD
YOUR OWN

Busy Days Will Soon Be Here Again!

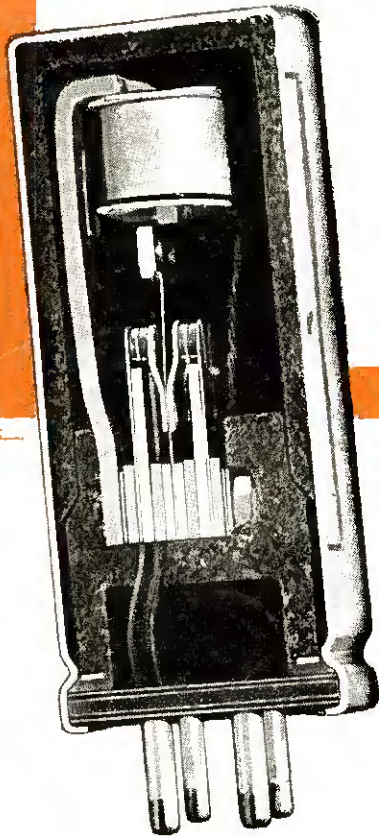
Latest News of Radios, Appliances, Servicing, and Records

HERMETICALLY SEALED

.. *To Combat Moisture*

.. *Corrosive Fumes*

.. *Low Atmospheric Pressure*



THE outbreak of war necessitated something new in radio parts—a vibrator that could withstand extreme conditions of moisture and corrosion: one, moreover, that would operate efficiently in high altitudes but not deteriorate in tropical warehouses.

As the first and largest manufacturer of vibrators, Mallyory was assigned to solve this problem. The result was the Mallyory Hermetically Sealed Vibrator—another in a long list of Mallyory "firsts."

Now this revolutionary type of vibrator is available for civilian use. It carries its own moisture-free air, tightly sealed in at normal atmospheric pressure, and carefully tested against leakage and contamination. Here is a vibrator completely immune to moisture, corrosive fumes and low atmospheric pressure.

Several stock types of "Hermetically Sealed" vibrators are available where a can size 1½" in diameter x 3¼" in length may be used. Just see your Mallyory Distributor or write direct for recommendations. For other replacement needs, your Mallyory Distributor carries standard Mallyory vibrators which, under all normal operating conditions, can be depended upon for long life and trouble-free performance. He will also be glad to give you a copy of the Mallyory Vibrator Standardization Chart. This Chart will show you how 65 Mallyory Vibrators now replace 101 different types—and how 90% of your replacement needs can be met with only 12 vibrators!



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

More than ever—
ALWAYS
INSIST ON

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

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

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

* Trademark

ALL SIGNS POINT TO...

Admiral
YOUR NAME

ADMIRAL
RADIO-REFRIGERATORS

REFRIGERATORS
Admiral
RADIOS

America's Hottest Sign Deal!

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

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

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



Admiral
RADIOS-REFRIGERATORS

Admiral
RADIOS - REFRIGERATORS
DEALER'S NAME

Admiral Corporation CHICAGO 47, ILLINOIS



ADMIRAL RADIOS • DUAL-TEMP REFRIGERATORS • ELECTRIC RANGES • HOME FREEZERS

RADIO & Television RETAILING • August, 1945



RETAILERS WINNING *Double Header*

Foresighted American retailers are out to better their *bond-selling* record with a higher bond buying average. Improve your payroll savings plan now!

Here's Why:

- Helps curb inflation
- Builds a larger future market for your goods
- Inspires employees to sell more Bonds.
The best salesman is sold on his product.

Here's How:

Through personal contact ask every employee to sign up for regular payroll savings each week. Keep it up until you get at least 90% participation and 10% of payroll applied to the purchase of War Bonds.

OUTSTANDING RETAILERS PROVE IT:

	<i>% employees participating</i>	<i>% total payroll savings</i>
Department store	98.	10.5
Clothing store	100.	10.0
Food store	91.	10.1
Drug store	94.	10.3
Specialty store	90.	10.0

The Treasury Department acknowledges with appreciation the publication of this message by

RADIO & Television RETAILING

This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and War Advertising Council.

To Save Life

RAYTHEON TUBES ARE USED IN NEW ELECTRONIC STETHOSCOPE

The conventional "acoustic stethoscope," used by doctors since the horse-and-buggy days, now gives way to a revolutionary electronic stethoscope called the "Stethetron."

Human lives are saved by making diagnosis easier and more accurate with the "Stethetron" made by The Maico Company, Inc. Of particular interest to you is that miniature Raytheon High Fidelity Tubes are used in this remarkable device because of their complete dependability and precision performance.

This is just one more example of the superiority of Raytheon Tubes—the line that you should feature to give your customers the best possible service.

Feature Raytheon Tubes now—for greater profits—and watch for the Raytheon merchandising program designed especially for established radio service dealers who want to lead the field in postwar volume in their communities.

Increased turnover and profits, plus easier stock control, 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

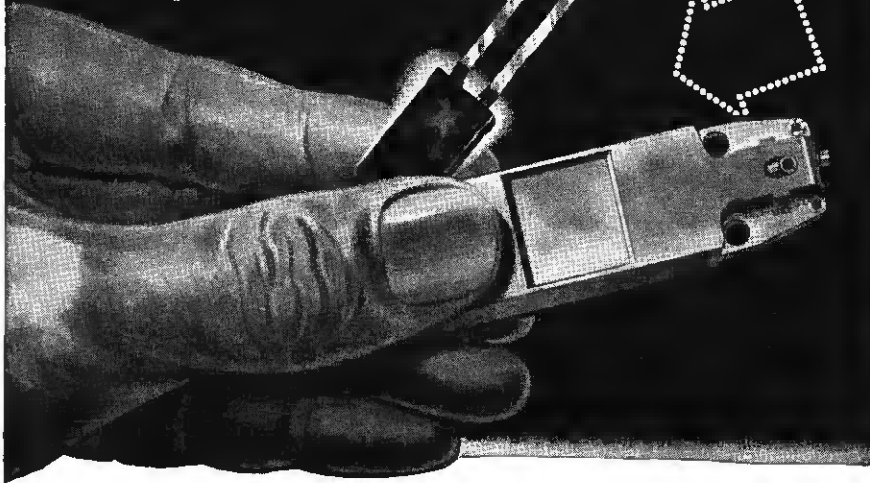
Radio Tubes

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

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

This TINY PICKUP can give a *Mighty Lift* to your business...



IN every community throughout the country, there are many fine radio-phonograph combinations that aren't giving the superb record reproduction of which they are capable. They need rejuvenation . . . they need the new life which replacement of an old pickup with a new high-fidelity Webster Electric Pickup will bring, quickly and surely.

Replacement of unsatisfactory or "tired" pickups—those tiny, delicate devices that control tone quality and range in record playing—can be a large factor in the business of retailers who specialize in Webster Electric Pickups. Good will is built . . . customer confidence is strengthened . . . substantial profits are added with every pickup replacement.

Webster Electric Pickups are acknowledged to possess the right balance and pressure, and to be designed and built to reproduce sound at its very best. We of Webster Electric are making every effort to supply these vitally needed pickups as rapidly as possible.

Send for our Service Chart RC-147. It will help you select the right Webster Electric Pickup for replacement use.

Let's All Back the Attack
Buy Extra War Bonds



(Licensed under patents of the Brush
Development Company)

WEBSTER ELECTRIC

Racine, Wisconsin, U.S.A. • Established 1909 • Export Dept.: 13 E. 40th Street, New York (16), N. Y. Cable Address "ARLAB" New York City

"Where Quality is a Responsibility and Fair Dealing an Obligation"

RADIO * Television RETAILING

Including Radio and Television Today

MEMBER AUDIT BUREAU OF CIRCULATIONS

AUGUST, 1945

COVER—First of new merchandise is now going to retailers. How to allot these still scarce items is a problem dealers are facing at this time. (See story on p. 28.)

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

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Telephone PLaza 3-1340

480 Lexington Avenue, New York 17, N. Y.

ONLY MECK HAS THE COURAGE TO KEEP TELLING THIS STORY TO YOUR CUSTOMERS

Buy Your New Radio from Your Radio Dealer



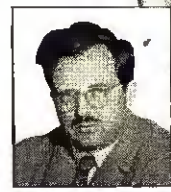
**EVERY MECK ADVERTISING
DOLLAR** sells the Public
on the
Independent Radio Dealer

Meck advertising in leading national magazines keeps telling one big important story—

Month after month these ads are seen by millions of sure prospects for the first postwar radios. Meck helps the independent dealer keep the radio set business.

The Meck Preferential Dealer Plan means—**DELIVERIES—SALES—CO-OPERATION.** See your MECK distributor today for full details—or write us.

John Meck



 **MECK RADIOS**
JOHN MECK INDUSTRIES, Inc., PLYMOUTH, INDIANA

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



Gentlemen:
 We would like to become Majestic
 dealers, and are writing to . . .

How many radio dealers recognize the advantages of the Majestic franchise? How many realize that—

- Majestic is one of the best-known names in radio, with customer-recognition of 88.2%.
- Majestic management is young, vigorous, sales-minded, mindful of dealers' problems.
- Majestic engineering can be depended on for basically sound design, tied to exclusive features that build "one-brand demand."
- Majestic's Controlled Distribution Plan gives dealers an opportunity to operate on a sound, profitable basis.

How many radio dealers know these Majestic franchise advantages? You should see the applications and letters of inquiry

received every month by Majestic, and by Majestic distributors!

Only a small percentage of these applications can be acted upon favorably. We are sorry for this—sorry that so many fine dealers must be disappointed. And yet, if the Majestic franchise were awarded to all, or even to a large proportion of those who request it—then it would lose much of the special value which it now possesses.

In other words, *the very fact that the Majestic franchise is not lightly awarded is one thing which makes it so valuable.* Dealers who have the Majestic franchise can rest easy in the knowledge that there won't be too many other Majestic dealers in their territory

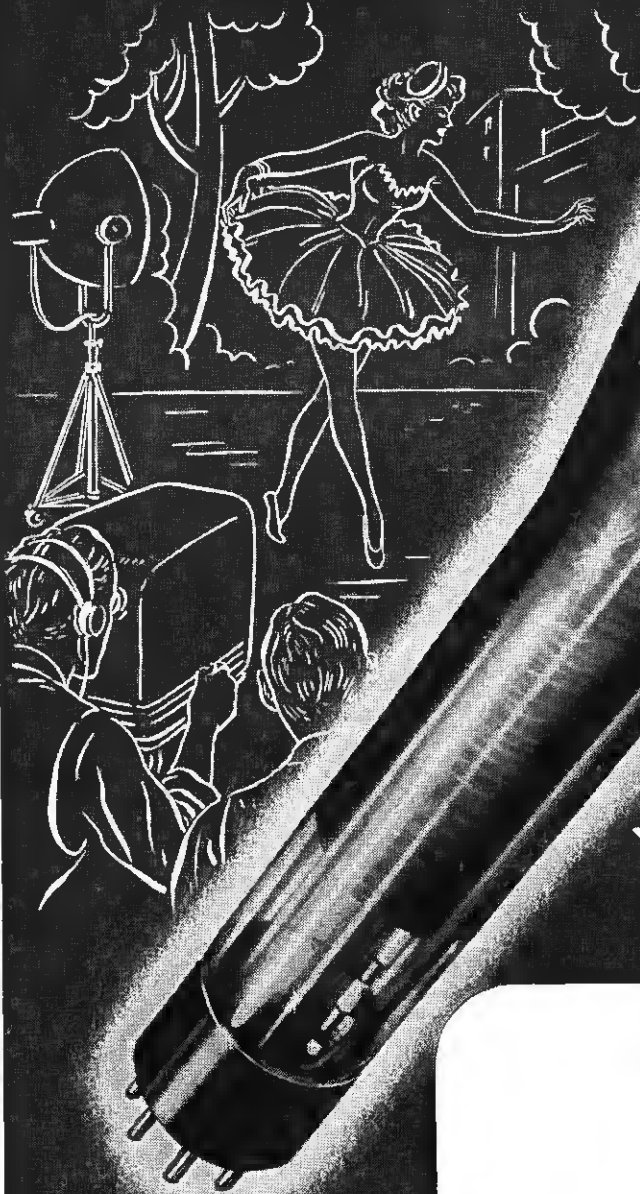
—that they won't suffer from that "over-competition" on the same brand which inevitably reduces profit opportunities.

It's all a part—but only a part—of Majestic's unique Controlled Distribution Plan. Does it sound like the way you would like to operate? *Majestic Radio & Television Corporation, St. Charles, Illinois.*



KEN-RAD

CATHODE-RAY TUBES



*Better
than ever*

► Pictures are clear, sharp, and lifelike when projected by Ken-Rad Cathode Ray Tubes . . . Now new research, new engineering facilities assure still further advances in Ken-Rad quality and performance. A big new market for Ken-Rad tubes will open up with television set owners. Consequently, the Ken-Rad dealership is more valuable than ever.

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

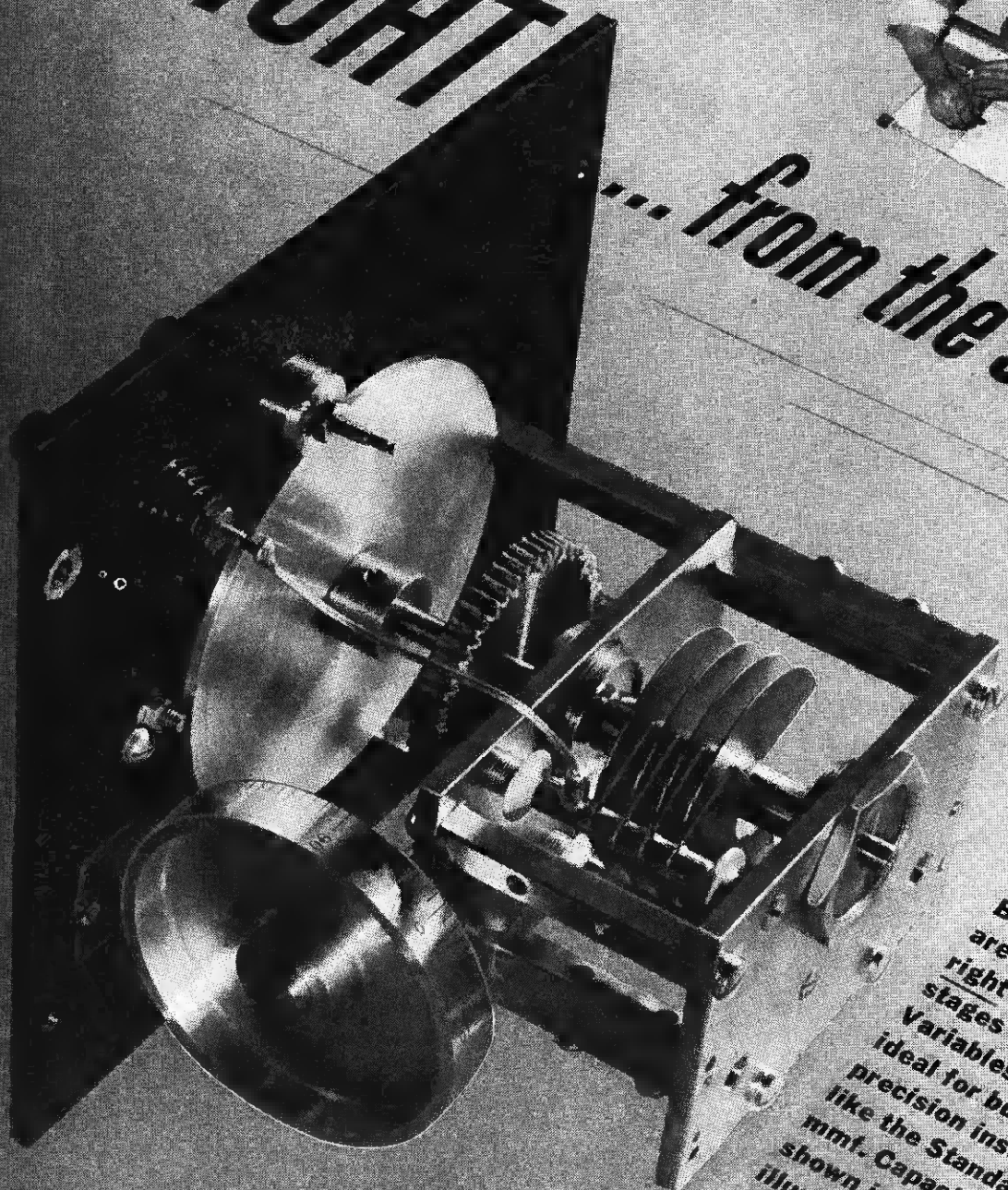
178-07-885

KEN-RAD

OWENSBORO, KENTUCKY

RIGHT

... from the start



Because they are designed right in their early stages Hammarlund variables are ideal for building into precision instruments like the Standard 25 mmf. Capacitor shown in the illustration.



HAMMARLUND

THE HAMMARLUND MFG. CO., INC., 460 W. 34TH ST., NEW YORK 1, N. Y.
MANUFACTURERS OF PRECISION COMMUNICATIONS EQUIPMENT

**AFTER THE WAR—
MORE THAN BEFORE!**
... FROM NATIONAL UNION TO YOU ...



MORE instruments, meters and tools ... an improved version of the famous N. U. Equipment Plan that was OK'd 60,000 times by service dealers before the war.

MORE dealer advertising ... newspaper mats, telephone book advertising, signs, window displays to make your business prosper!

MORE technical data ... in the form of Service Engineering Bulletins, manuals, charts and other up-to-date information prepared by N. U. scientists.

MORE sales appeal ... through a striking new package design, styled to make National Union a recognized emblem for quality merchandise.

MORE business helps ... new and tested ideas for store layout, stock arrangements, workbenches, inventory record keeping, and business forms.

MORE tubes and parts ... to capitalize on the increased use of radio, communications, television and electronic appliances and equipment in homes and industries.

YES, a greater peacetime profit plan is coming ... to build new business for radio service dealers and parts jobbers. This plan to build more business for you is backed by the resources of a great and growing company, with front rank engineering and production facilities. National Union can and does assure you ... *"After the War, More than Before!"*

NATIONAL UNION RADIO CORPORATION
NEWARK 2, NEW JERSEY



**NATIONAL UNION
RADIO AND ELECTRON TUBES**

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



old man Centralab
can supply you with plenty of
RADIOHM REPLACEMENTS

CENTRALAB Radiohms are always available on your jobber's shelves.

For more than twenty years Old Man Centralab has stood for **QUALITY** in volume Controls, and today more than ever before, the familiar blue and white carton is your guarantee of goodness. These are desperate days in the replacement business . . . which is all the more reason why it is gratifying to know that Centralab parts are as dependable as ever . . . so if you want to be doubly sure . . . **ALWAYS SPECIFY CENTRALAB.**


Centralab

Division of **GLOBE-UNION INC.**, Milwaukee

Producers of: Variable Resistors • Selector Switches • Ceramic Capacitors, Fixed and Variable • Steatite Insulators and Button-type Silver Mica Capacitors.

SYMBOL

of freedom...

To men and women in every corner of the earth, radio has become a vital symbol of freedom; a promise of the brave new world of tomorrow.

Fada is proud of its achievements in radio over a period of many years. And — as quickly as Government restrictions are modified, Fada's great productive capacities will be diverted to making the finest in radio receivers available, once more, to civilians.

Fada dealer franchises are available now. If your jobber has not told you about Fada's profit-building merchandising plans, we suggest that you contact him — or write to us directly.

PLACE YOUR FAITH IN THE

FADA Radio

OF THE FUTURE

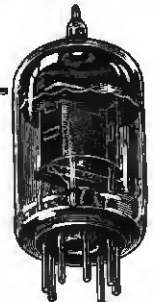
Famous Since Broadcasting Began!



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



more efficient
...in miniature



ACTUAL SIZE

In a blow, it was not unusual to put two husky men on the wheel of an old "wind-jammer." Yet today one man easily steers a vessel ten times the tonnage, in any weather, with a wheel about half the size. Modern engineering has made this possible.

So it is with miniature electronic tubes. They are not only smaller, hence more convenient and more economical to use, but they offer many other advantages especially apparent in high-frequency circuits. In all applications the shorter elements of miniatures are more rigid and are less prone to distortion as the result of vibrations.

TUNG-SOL Miniatures have numerous advan-

tages for set manufacturers. Many manufacturers are planning to use miniature tubes wherever possible

in their latest designed sets. As soon as these sets are on the market, TUNG-SOL Jobbers and Dealers will be in position to furnish miniatures as well as the G-Gt's-metal and large glass tubes for serving every type of equipment.

TUNG-SOL
vibration-tested
ELECTRONIC TUBES



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

Your Future
with
PHILCO

The Most SOLID DISTRIBUTION IN THE APPLIANCE FIELD!

YES, TODAY, after three and a half years of war, the nationwide organization of Philco distributors presents a solid front that spans the country . . . the strongest distributing organization in the appliance field.

Philco is particularly proud of the record of those distributors during the trying days that taxed their ingenuity and resources. What they have accomplished under extremely difficult conditions to render service to Philco users . . . what they have done to help their dealers stay in business . . . all this is brilliant testimony to their initiative, their

enterprise and their resourcefulness.

Today, that solid, strong, successful organization of Philco distributors is one of Philco's most important assets for the future. They are making their plans now to fulfill the opportunities and the obligations of the *Greater Philco of Tomorrow*. When the "Go" signal is given, they'll be ready to serve their dealers in every section of the country with their seasoned experience in the appliance field and their intimate knowledge of Philco merchandising, promotion and service.

That, too, is Philco Leadership!

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

MARKET in the MILLIONS

FOR G-E ELECTRONIC TUBES AFTER V-DAY



To you as a dealer this big market spells PROFITS!

Few products have as many friends as G-E Mazda lamps. Countless millions of these familiar bulbs have been sold. When again available, *millions of new General Electric electronic tubes will be sold by radio dealers and service men—and for the same reasons: quality, dependability and long life.*

To 38,000,000 readers, to 28,000,000 radio listeners, G-E tubes are being advertised regularly. The impetus of this wide publicity, added to the favor long enjoyed by G-E Mazda lamps and other G-E home products, assure a market of impressive proportions for G-E electronic tubes. So plan *now* for the larger income

that awaits you! Write for the name of your nearest G-E tube distributor to *Electronics Department, General Electric, Schenectady 5, New York.*

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

GENERAL ELECTRIC



176-02-0050

Acclaimed as the "Sweetest" Sales Building Idea in the Past 10 Years

GAROD IMPROVED PERMATONE PHONO NEEDLES

... PACKED IN SMART, BEAUTIFUL, SELF-SELLING DOUBLE-PURPOSE PLASTIC CASES ... *At no increase in cost!*

Designed for
BEAUTY and
UTILITY

THESE NEW PLASTIC CASES COMPLETE THE RICH, BRILLIANT TONE OF GAROD PERMATONE PHONO NEEDLES

These colorful plastic cases are just about the gayest, most practical idea in needle packaging in the past ten years. In addition to serving as a showpiece for the Permatone needle, they have in the "Superior" and "De Luxe" styles, a felt brush on the reverse side for cleaning records. They may also be used to hold pins and small jewels. All-plastic, even to the protective, transparent lucite window, these cases come in three different styles in four different colors. Equally important, they are provided at no extra charge.

Special Note! All Garod Permatone Phono Needles are provided with a flat on their shafts for easy installation in all record-playing instruments.

PERMATONE

"DE LUXE"

Precious "osmium" tipping. Bent shank for easy riding. Spring action. Specially designed shank to minimize shock and surface scratching. Double-purpose plastic case, with "built-in" record brush.

\$1.50

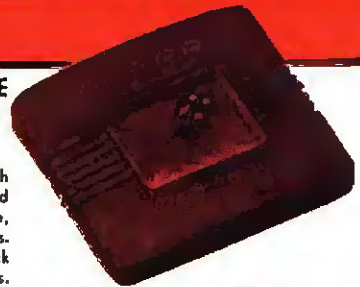


PERMATONE

"SUPERIOR"

Bent shank makes for smooth sailing through record grooves. Non-corrosive, precious metal alloy tips. Filter trap absorbs shock and reduces scratches. Spring action. Double-purpose plastic case, with "built-in" record brush.

\$1.00



PERMATONE

"STANDARD"

Scientifically designed to provide finer tonal qualities with minimum surface noises. Tailored to fit perfectly into the record grooves. Packed in plastic case.

50c



FREE! Built-in Record Brush on back of each "Superior" and "De Luxe" package.

FREE! Four-color counter cards.

Three-color consumer folders.

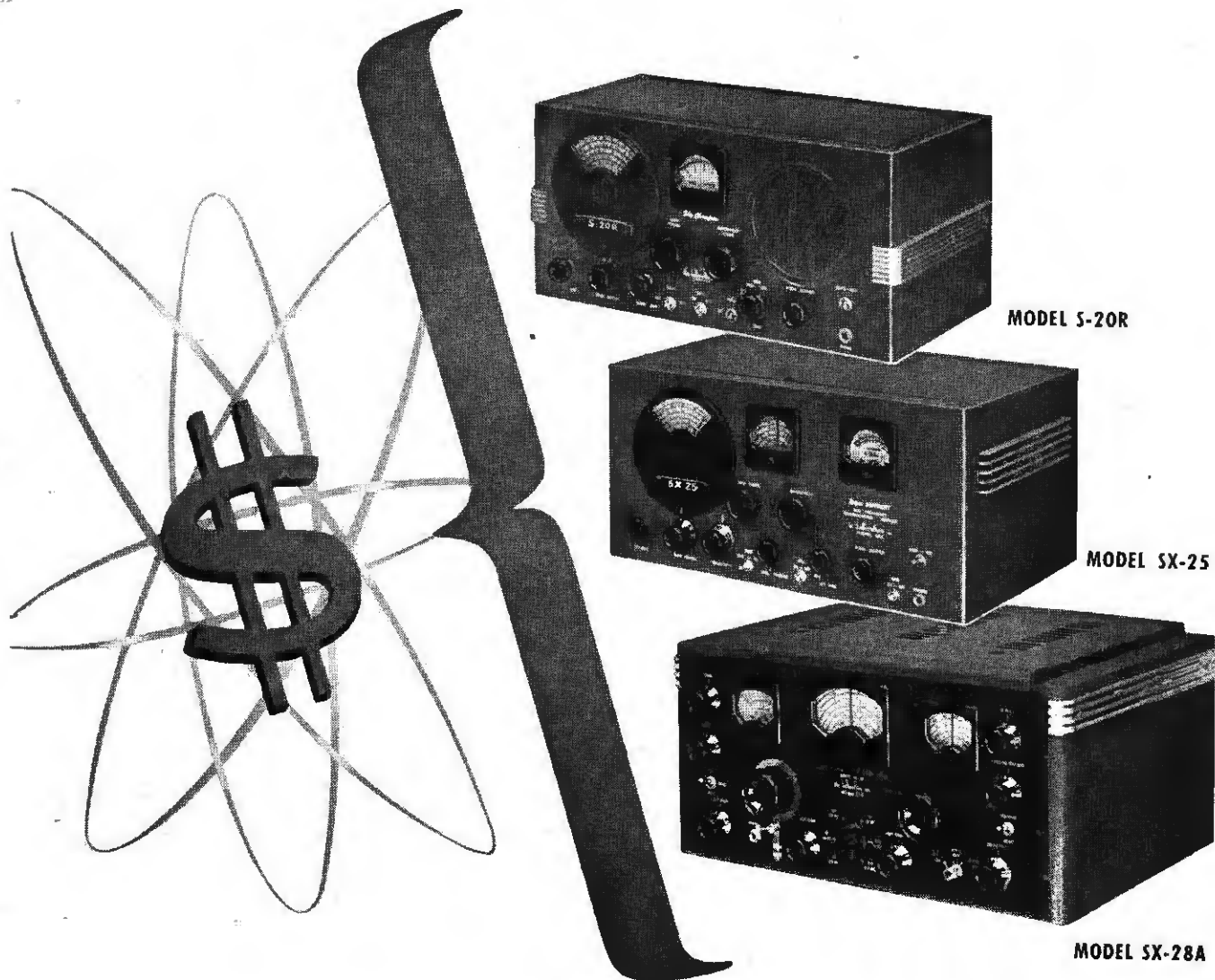


GAROD



RADIO

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



A Special, **VERY IMPORTANT SECTION OF THE RADIO MARKET MUST CONSIDER HALLICRAFTERS**

We mean the amateur market—the thousands and thousands of radio pioneers who know and demand the best. This market is growing—swelled by the rapid strides in communications training brought about by the war. The post war amateur market will be bigger, better than ever—with more than 186,000 amateurs expected to apply for licenses, according to recent FCC testimony by the American Radio Relay League. To this primary market Hallicrafters will be able to offer a line of high frequency receivers and transmitters that will be the most complete ever offered for amateur use.

hallicrafters RADIO.



BUY A WAR BOND TODAY!

THE HALLICRAFTERS CO., WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF SHORT WAVE RADIO COMMUNICATIONS EQUIPMENT, CHICAGO 16, U. S. A.

COPYRIGHT 1945
THE HALLICRAFTERS CO.

**IT WON'T
BE LONG NOW!**

Phonola

**ACOUSTIC AND ELECTRONIC
PHONOGRAPHS**



● Now that restrictions on acoustic phonographs are beginning to lift, it won't be long before we can give you and your customers the Phonolas you've been waiting for. Many materials are still unavailable, but the moment we can get them, we'll be coming your way —because we've kept our facilities intact making special Phonolas and communications devices for the Armed Forces.

● You can expect a big demand for Phonolas . . . for playrooms, small apartments, classrooms . . . as extra record players in large homes. And you'll fill this demand with pride when you offer the improved postwar Phonola—the result of 29 years of building fine phonographs.

WATERS CONLEY COMPANY
ROCHESTER, MINNESOTA

Eastern and Export Sales Office
17 E. 42nd Street, New York City, VA. 6-2079

Midwestern and Western Sales Office
224 S. Michigan Ave., Chicago, HAR. 1880

SPRAGUE TRADING POST

A FREE Buy-Exchange-Sell Service for Radio Men



OVER 8,000 TRADING POST ADS!

Over 8,000 individual advertisements have been handled free of charge in The Sprague Trading Post for members of the Radio profession! Convincing evidence that this unique service is still going strong is supplied by the above photo. Here Sales Manager Harry Kalkor (center) assisted by Research Engineer Leon Podolsky and Secretary Mrs. G. I. Denoyan give personal attention to a day's accumulation of Trading Post correspondence.

FOR SALE—Jensen 15 in. coaxial speaker with or without Jensen BR enclosure and Audax D3811 microdyne pickup. Robert E. Woolf, 1821 Pearl St., Jacksonville 6, Fla.

WANTED—Small radio sets, phonographs and hard-to-get radio tubes. S. Burgman, 19 Newport St., Brooklyn, N. Y.

FOR SALE—44 new tubes—2A3, 89, 55, 80, 70, 2A5, 1Q5, 1B5, 3Q5, 58, 2A6, 39/44, 12K7, 1A7, 6L6G. \$45 for lot. Broadway Radio & Electric Service, 693 N. Broadway, E. Providence, R. I.

SELL OR TRADE—Fischer portable diathermy apparatus with accessories, can be converted into transmitter. Want test eqpt., portable typewriter, tubes or what have you? M. K. Breck, P. O. Box 737, Osborn, Ohio.

FOR SALE—Late tube tester; V-O-M and portable tube tester. Associated Radio, 98 Main St., Watertown 72, Mass.

WANTED—Hallcrafters SX-28 and speaker. Wm. G. Doulong, 3804 Pait Ave., Baltimore 24, Md.

FOR SALE OR TRADE—Colls, condensers, tube tester, V-O-M, etc. Write for list. Cash or tube for S-29 receiver; 200 watt bleeders; relays; or 500 watt mod. xformer. Bill Benner, 145 S. Maple Ave., Webster Grove 19, Mo.

FOR SALE—Two battery radios complete except for easily obtained batteries. Estes Radio, Box 324, Fountain, Colo.

FOR SALE—Chassis and parts for 5-tube superhet radio; 2-tube, 4-band short wave and BC receiver with built in code practice oscillator. George Maxey, 536 Talbot Ave., Albany 6, Calif.

FOR SALE—Amplifier with two 12 in. speakers, microphone and phone pickup; also 6-tube Musicaire 6v battery set. Ferdinand Zirbel, Chaseley, N. Dak.

WILL TRADE—New 6SA7GT/G, 12SQ7-GT/G and 84/8Z4 tubes. Want 1A7, and 1B5 tubes. Russ Webb, Mountain View, Ark.

URGENTLY NEEDED—Hallcrafters Sky Buddy, Sky Chief or Echophone DC2. Have few 12SA7, 12SQ7, 6SK7, 6H6, 5Z4, 6A8, 1A5 and 1H5 tubes for sale or trade. Cpl. Herbert C. Wright, Box 6166, Sqdn. "C", CAAF, Carlbad, N. Mex.

WANTED—1A5, 1A7, 1N5, 1T5, G or GT and type 30 tubes. Guy Germany, Meadville, Miss.

WANTED—Tuner with RF stage and all-wave, combination console cabinet; volt-ohmyst; sig. gen. with built-in microvolt indicator and data drawings, etc., on fidelity audio amplifiers. Ward Lantis, c/o Munroe Radio, 215 Commerce St., Kingsport, Tenn.

SELL OR TRADE—15-watt amplifier with speaker and microphone; 25' of mic. cable and mic. stand with 25' speaker cable. Want RCA volt-ohmyst or other portable ohmmeters. Worth Warnicks, 135 E. Palmer Ave., Collingswood, N.J.

FOR SALE—Hallcrafters SX-28; 2 1/2 meter receiver with built-in speaker and Superior VTVM and analyzer. All guaranteed. Twilley Radio, 505 Riverside Drive, Essex 21, Md.

FOR SALE—Large stock used radio tubes including hard-to-get types. 50 per cent off O.P.A. ceiling. Send for list. Bill's Radio Service, Pulaski, N.Y.

FOR SALE—Radio and Television course and many other radio books and magazines. Write for list. Edward J. Lessard, Route No. 2, Waterville, N.Y.

WILL TRADE—Bruno Velotron microphone for 3 in. oscilloscope in good condition. Radio Electric & Service, P.O. Box No. 32, Northumberland, Pa.

URGENTLY NEEDED—Signal generator and Rider's 8-14. James C. Rice, Jr., 811 Withers St., Lynchburg, Va.

FOR SALE—Information on replacements including 50L6. Sykes Radio Service, 1915 E. Van Buren St., Phoenix, Ariz.

WANTED—Late model tube tester and record player motor. A. F. Baumgartner, P.O. Box 336, Brunswick, Ga.

SELL OR TRADE—RCA 3 in. oscilloscope and Clough-Brengle oscillator. Want range-finder, view cameras or other photo eqt. R. D. Schwartz, R.R. No. 3, Marion, Ind.

WANTED—P. A. system, 35 to 100 watts. C. Moore, Box 547, Gooding, Idaho.

FOR SALE—Microammeter; wire wound resistors; Admiral record changer with built-in amplifier and speaker; cathode ray tubes; Supreme analyzer, audio oscillator. Modern Design, 148 Winthrop St., Brooklyn 25, N. Y.

SELL OR TRADE—High impedance ribbon mike. Want 10-12 tube chassis for bookcase installation. L. B. Mundy, Clifton Forge, Va.

FOR SALE—Teco generator with built-in output meter; Superior sig. gen.; Supreme analyzer with pocket VOM and I.R.C. resistance analyzer. Forster's, 2476 North Holton St., Milwaukee, Wis.

URGENTLY NEEDED—Tube tester and VOM. D. McKinns, 523 Reno St., Rochester, Pa.

FOR SALE—Philco home recording kit No. 45-2820 with crystal recorder, playback pickup and microphone. Want magnetic pickup. Charles J. Parker, 141 Colfax, Lexington 17, Ky.

FOR SALE—Adapters and tubes to match. Send for list. P. N. Dittenhafer, 3767 Admiral Way, Seattle 6, Wash.

URGENTLY NEEDED—Multimeter, all-wave sig. generator and emission type tube tester. O. K. Pyle, 720 South 11th St., Birmingham 5, Ala.

FOR SALE—Many hard-to-get tubes at O.P.A. list. Bela B. Paine, 1186 Lexington Ave., New York, N.Y.

FOR SALE—Rider Manuals No. 6, 7, 8, 12, and 14. \$50. Benjamin Sakowitz, 74 E. 52nd St., Brooklyn, N. Y.

SELL OR TRADE—Sparton 110A; Utah loud speaker; 2 super audio formers; No. 310A Majestic radio and assorted screws and bolts. Want test equipment. J. Israel, 2320 Ocean Ave., Brooklyn 29, N.Y.

WANTED—for overseas soldier, communication or SW receiver, 6v operation. Pfc. George Whitten, 31284151, c/o Postmaster, N.Y.C.

FOR SALE—New Superior multimeter 4 1/2" meter to 10 meg. \$39.95. Morris Gilland, 811 N.W. 20th Ave., Miami, Fla.

WANTED—RCA No. 95-T receiver in any condition, with or without tubes. J. M. Slueck, Box 66, Springdale, Pa.

FOR SALE—Hickok BFO-4 oscilloscope \$60. Want Philco 030. G. Popdavid, 1255 Shadyside, S.W., Canton 4, Ohio.

WANTED—Late model tube tester and sig. gen. Martin Lalda, 25 Cayuga St., Auburn, N.Y.

WILL TRADE—RCA ACR-136 communications receiver for oscilloscope or Rek-kot lath-type feed recording mechanism or other radio apparatus. What have you? George Kerstenbaum, Hazelton Br. Box 1103, Rome, N. Y.

FOR SALE—Clough Brengle OA test service oscillator, ac-dc. \$15. Less test leads. Frank Nekoruk, 1579 Mill, Lincoln Park 25, Mich.

FOR SALE—Supreme No. 506 tube tester A-1 condition. C. E. Hinesman, Rudolph, Ohio.

SELL OR TRADE—Hickok Dynamic Radio tube tester AC-51 \$25 or will trade for good sig. gen. Howard Blair, Radio Service, 3908 Southern Ave., Baltimore 8, Md.

YOUR OWN AD RUN FREE

Sprague will gladly run your own ad free of charge in the first available issue of one of the six radio magazines in which The Trading Post appears. WRITE CAREFULLY or print, hold it to 40 words OR LESS, and confine it to radio subjects. Sprague, of course, reserves the right to rewrite ads as necessary, or to reject those which do not fit in with the spirit of this service.
HARRY KALKOR, Sales Manager

Dept. RRT-85—SPRAGUE PRODUCTS CO., North Adams, Mass.

(Jobbing Distributing Organization of Products of the Sprague Electric Company)



SPRAGUE CONDENSERS KOOLOHM RESISTORS

TM, REGISTERED U. S. PATENT OFFICE

Obviously, Sprague cannot assume any responsibility, or guarantee goods, services, etc., which might be exchanged through the above advertisements

HOWARD *Radios*

with

*Acousticolor Tone**



EAR APPEAL

EYE APPEAL

SALES APPEAL

Get Set with **HOWARD** Radio for a Smash at the Heart of the Post-War Radio Market

The Howard selling franchise provides for plenty of pre-sold customers to assure you fast, profitable turnover. In big mass circulation magazines read by millions of "I-want-a-new-radio" prospects and by hundreds right in your own trading area, Howard consumer advertising keeps on telling about the matchless performance, beauty and desirability of these superlative radio receivers. The new Howard post-war line will provide a sustaining source of profits to every Howard dealer. If you want a radio line with which you can build permanent, post-war business, you will want to be in with Howard when radios are first available. Line up with Howard now and get your share.

**An Exclusive*
HOWARD *Feature*
of Tonal Beauty

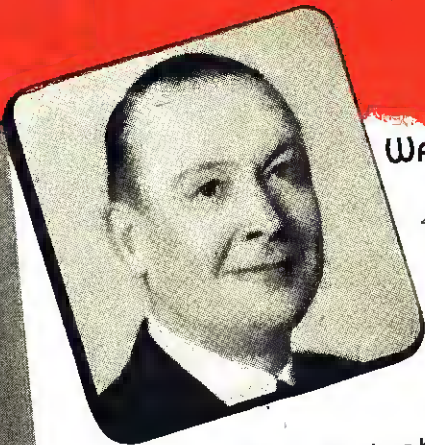
Millions will want the new Howard FM-AM Radios with Acousticolor—the exclusive electronic development that makes it possible to recreate the full tonal balance and brilliance of the finest music right in the listener's own home. Acousticolor Tone provides truly an exciting musical adventure. It will mean ready sales and profits.

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

HOWARD RADIO COMPANY
1731 - 35 BELMONT AVENUE • CHICAGO 13, ILLINOIS

America's Oldest Radio Manufacturer

TO THE DEALER WHO IS BUILDING HIS POSTWAR FENCES TODAY:



WARWICK MANUFACTURING CORPORATION

4640-50 W HARRISON STREET



TELEPHONE ESTEBROOK 2727

CHICAGO 44, ILLINOIS

Almost two years ago—long before VE Day was in sight—CLARION, in the midst of war production, developed a 6-point program as the basis of peacetime operations. Here it is again:

1. To direct CLARION RADIO sales through independent appliance distributors and dealers, assuring them adequate merchandise to meet public demand.
2. To apply to civilian production the engineering and designing skill gained through our work for the armed forces—plus our years of experience in building fine radios.
3. To produce a complete, carefully planned line of table models, portables, farm sets, table combinations, consoles and console combinations that will enable the Distributor and Dealer to satisfy his customers' demands with a minimum inventory.
4. To produce only those models of radios which careful analysis on dealers' floors has shown that the public wants.
5. A franchised line that will have continuous public demand because of well-developed selling features and trouble-free performance.
6. To insure public acceptance of our product through liberal sales promotion and advertising help.

Today, despite the fact that it was a long view ahead, CLARION RADIO'S 6-point program requires not a single amendment.

Time has only served to confirm the fundamental soundness of CLARION RADIO planning. From it has sprung a strong national Distributor organization.

Should you become a CLARION RADIO dealer you will enjoy affiliation with a friendly organization that knows exactly where it is going and how to get there.

Cordially yours,

Reau Kemp

Reau Kemp
General Sales Manager

YEARS OF PROVED PERFORMANCE



AT LAST
a Real
 STANDARDIZATION
 PLAN!

4 E-L VIBRATORS
 MEET 95% OF ALL
 AUTO-RADIO
 REPLACEMENT NEEDS

Think what this means! Only 4 models to stock for serving the 1122 auto-radio models which comprise 95% of the market. It means lower stock investment, faster turnover, no more dead wood in your inventory! It *guarantees* greater profits for distributors and dealers. E-L streamlined standardization is the result of an extensive, careful analysis of auto-radio vibrator requirements.

Superior Quality . . . 33% Longer Life

The design and every exclusive feature of these outstanding vibrators has been thoroughly proven in the most rugged wartime service. E-L has developed and perfected a vibrator of the balanced resonance type with 8 contacts instead of 4—twice as many as other vibrators

Complete Auto-Radio Vibrator Replacement Guide Is Ready for Service Men

This E-L Guide is a handy, hang-up wall card. You can tell at a glance which E-L Vibrator to use for most makes and models of auto-radios as far back as 1936. Available from your E-L distributor when you order your supply of E-L Vibrators.

of this type. This means 33% longer vibrator life, with output voltage and starting voltage requirements maintained virtually constant at all times. Thus, E-L Vibrators not only assure longer life, but maintain the characteristics necessary for satisfactory auto-radio operation.

Available Now

Order your E-L Vibrators from your nearest E-L distributor. He will fill all orders as soon as possible, and in the order of their receipt. Naturally, the supply of vibrators available for civilian needs will depend upon military demands. See your E-L distributor today—order your E-L Vibrators and get your copy of the new E-L Auto-Radio Vibrator Replacement Guide!



Electronic
 LABORATORIES, INC.
 INDIANAPOLIS





Sonora Brings in the Customers!

Your customers know Sonora — the name that has been famous for tone-engineering for more than 30 years.

Sonora's powerful national advertising is keeping the fame of that name alive, telling all America about SONORA tone quality, SONORA value.

Sonora advertising boldly challenges your customers to compare any SONORA — for tone — with any other radio in its price class.

This straight-from-the-shoulder adver-

tising, by inviting comparison, is sure to build store traffic for SONORA merchants. It's sure to build business, because *tone* makes the *sale*, and SONORA's "Clear as a Bell" tone will demonstrate to your customers new peaks of tone perfection!

Check with your Sonora distributor now. Get all the facts about the SONORA franchise. Sign up with SONORA . . . the line that brings in the customers! SONORA RADIO AND TELEVISION CORP. 325 N. Hoyne Ave., Chicago 12, Ill.



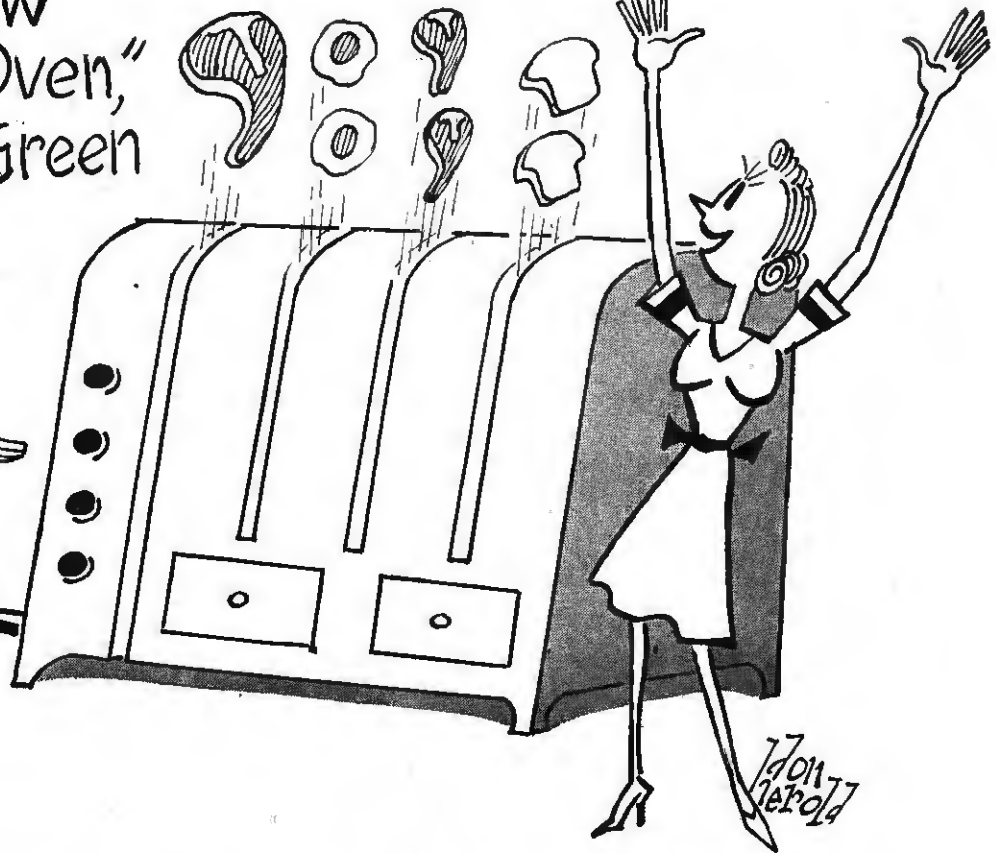
Sonora

Clear as a Bell

HOME ENTERTAINMENT AT ITS BEST

RADIOS • TELEVISION SETS • RECORDS • PHONOGRAPHS • RECORDERS

It's our new
"Toaster Oven,"
Mrs. Green



**TELL and SELL through this NATIONAL SHOW for
your product for \$37,200 a year complete**

**REDBOOK advertising
is "Smart Money"**

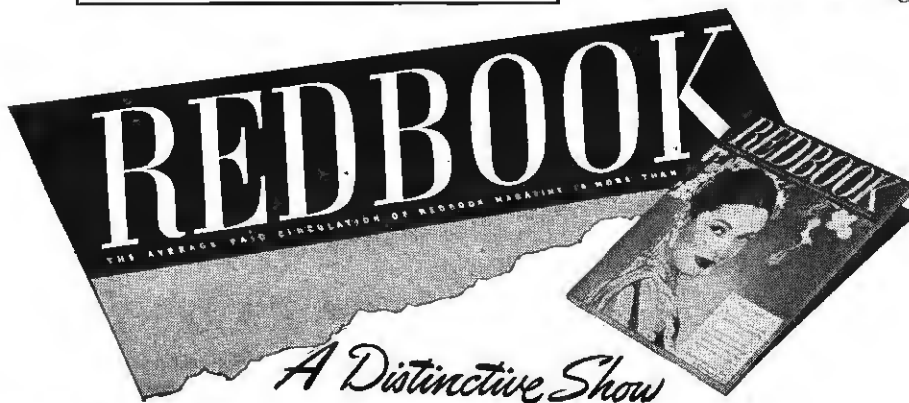
- REDBOOK buyers pay 25¢ an issue — *buy to read!*
- High editorial percentage helps create cover-to-cover interest.
- Monthly issues guarantee longer life.
- Reader Research assures constant appeal.

YOU know that the electrical industry is busily engaged in preparing post-war innovations. Obviously you're not planning a "toaster oven", but competition on new products, in reaching new markets and re-establishing trade names and trade-marks will call for the expenditure of "smart dollars" to get your money's worth.

So consider the advantages of *outsmarting* instead of *outspending* competition. Consider REDBOOK'S NATIONAL SHOW FOR YOUR PRODUCT FOR \$37,200 A YEAR COMPLETE.

Before a cohesive and important audience of 1,500,000 families who enjoy *fine fiction* (certainly indicative of good taste) your story is given both VISUAL and EXPLANATORY presentation, that answers the inevitable "WHAT" and "WHEN" of new — or established — post-war appliances.

Although Redbook space is sold out at the moment, smart advertisers are making plans for the future *today!*

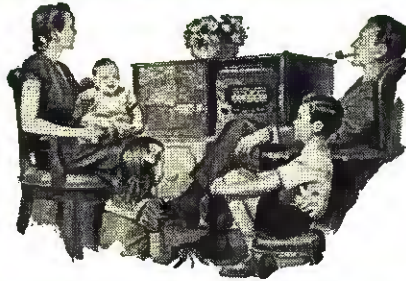


**To nearly 1/5 of America —
A program of proven Sales Power**

Redbook, Cosmopolitan, and American, THE 6 MILLION GROUP, reach almost six million families with less than 15% duplication — approximately one out of every 5 in the United States. *And a full page in every issue of all 3 magazines costs only \$160,000 a year.*

Since there's nothing finer than a Stromberg-Carlson

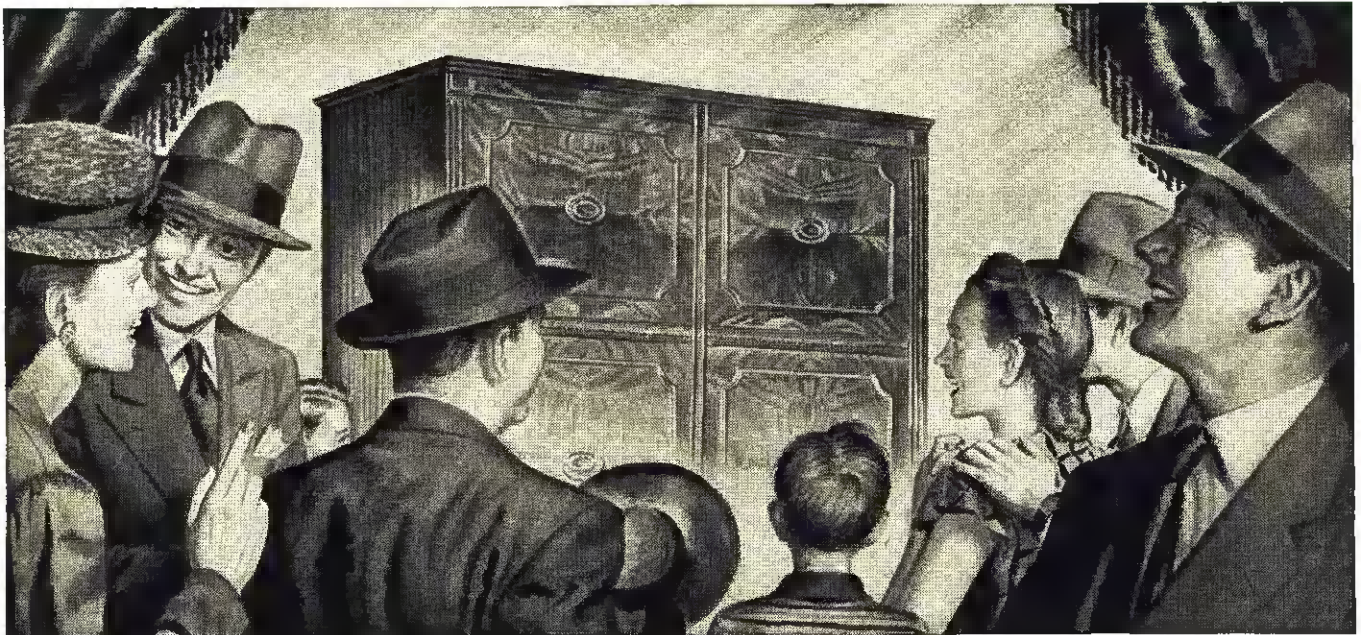
for the Main Radio



in any home

There's nothing finer than a Stromberg-Carlson

for the Main Radio Line in your showroom!



THESE SEVEN WORDS, "There's nothing finer than a Stromberg-Carlson" have aptly summed up Stromberg-Carlson leadership for 51 years. Today, by the millions, America is swiftly swinging to the conviction that the *main* radio in any man's home should be as fine a musical instrument as its owner can possibly buy.

Stromberg-Carlson is the main choice for the *main* radio in whatever price range—whether table model, console, or radio-phonograph combination. And its superiority as a musical instrument is carried to the public through vigorous national advertising with some 475,000,000 impressions in thirteen leading magazines during 1945.

Ask your Stromberg-Carlson distributor for details

of the very favorable Franchise Agreement now being offered, or write us directly. For Stromberg-Carlson is:

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

Become an Authorized Dealer now, and organize your postwar business around the Stromberg-Carlson *main radio*—a consistent profit maker whether in an outstanding table model, console, or radio-phonograph combination.

STROMBERG-CARLSON

ROCHESTER 3, NEW YORK

RADIOS . . . RADIO PHONOGRAPHS . . . AND TELEVISION

RADIO & Television RETAILING • August, 1945

RADIO & Television RETAILING

Including Radio and Television Today

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

The LION'S Share for the Independent Retailer!

Independent radio-appliance retailers who are leaders in their communities, and most of whom throughout the United States make up the reader audience of this magazine, possess **right now** prospects for securing the lion's share of coming sales. And they've earned the right to expect the **most** because they've given the **most** in sticking at their job on the home-front.

Notwithstanding their firmly entrenched positions, these independent retailers are not willing to take too much for granted. They are preparing now to **fight** for business. They know that it is smart psychology on their part to realize that now as always, they want the customer's **money** more than the customer wants their goods.

Real Bid for Business

The independents, far from being asleep at the switch, are **streamlining** their businesses now.

Many "armchair economists" are worrying about the threat that newcomer merchandisers hold out against the independent.

However, we feel that the sane and optimistic viewpoint should be that the **independent** is the chap who's offering the threat—and a very real one—to any and all "experimenters" bidding for said independents' share of business.

The independent will continue to account for the bulk of the radio and appliance sales because he has been quick to accept new ideas and new trends for the benefit of his **old** customers and for the attraction of **new** ones to his store.

Future Sales Volume Assured

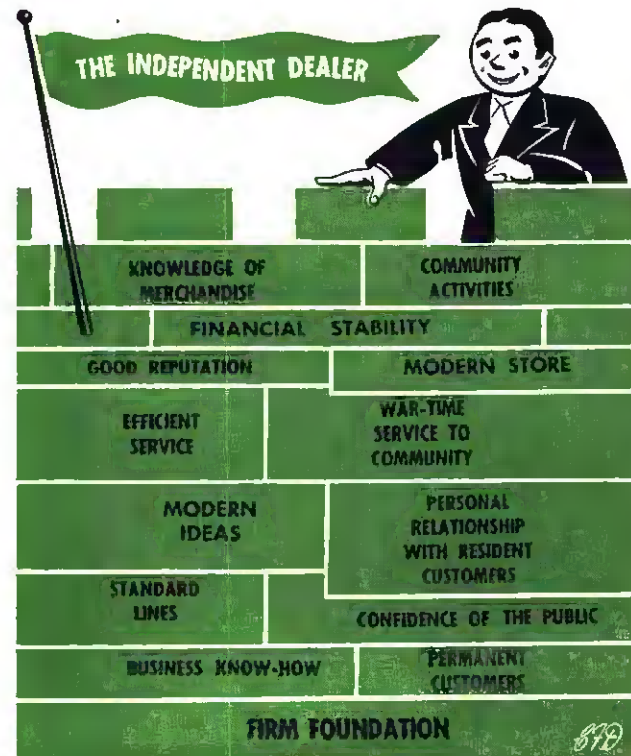
Talks with leading retailers throughout the country show that a great many of them are modernizing their stores, planning vigorous selling and advertising campaigns and have their franchises already completed. Many are active now in renewing contacts with customers.

In other words, the independent retailer is ready. He has the customers and he has the sort

of establishment necessary to handle and service a large portion of coming sales.

Last month's issue of this magazine carried mention of one independent merchant whose disc sales alone run over six figures and of a Texas dealer who has sold more than 30 million dollars in merchandise during the past 50 years. A New Jersey merchant had been selling about 1,700 refrigerators per year before the war. A New Hampshire retailer sold more than 15,000 sets—serviced 50,000 in past 19 years.

Total sales by independents in this field represented the lion's share before the war. Now the independents are geared to surpass their previous records. **More than the lion's share** is their goal.



RADIO, Electrical Appliances,

"SPOT AUTHORIZATION" RADIO instructions for building home sets issued by WPB under terms of Priorities Regulation 25. Makers need not list controlled materials, hardware, etc., on Form 1000, which now calls for details of but seven critical parts including tubes, fixed and variable condensers and resistors, loud speakers, switches, sockets and transformer reactors (excluding intermediate frequency and radio frequency coils). New rules will also make it easy for a manufacturer to use idle or excess inventories.

42-50 CHANNEL WILL BE CLOSED to FM operation, as soon as FM receivers covering 88-106 megacycle band are generally available in territories now receiving FM coverage, FCC has announced.

SENTINEL'S VEST-POCKET RADIO, with case not much larger than a package of cigarettes, and ear-phone cord doubling as its antenna, is expected to start a rush of announcements of similar tiny radios from other makers known to be working along same lines. What a boon for business men in case of another newspaper strike!

WHEN NEW FM TRANSMITTERS ARE BUILT for performance in the higher frequencies, that will be the time for the public to purchase converters for present FM sets, declares Dr. W. R. G. Baker, GE vice-president in charge of the electronics department. As new transmitters may not be operating for many months, present FM stations will probably continue to function for some time, he stated.

DUMONT \$150 TELE SET DENIED—Rumors that DuMont Laboratories would produce a postwar \$150 television receiver are denied by Dr. Allen B. DuMont who declares his organization is not planning anything in that price class at the present time.

ELECTRICAL APPLIANCE MEN NOT WORRIED by reports of new very-hot circulating liquid developed by John B. Pierce Foundation for operating kitchen ranges, appliances, and other home devices from house furnace. Liquid does not boil up to 817 deg. Fahr. Hot liquid, while undoubtedly effective, would hardly make for hot-weather comfort with 800-deg. pipes running through the house!

BENDIX ADDS TO LINE—Home ironers and dryers will be companion appliances to the postwar Bendix automatic washer. The latter device has 14 improvements over the last machine made in 1942. Production of Bendix automatic laundry equipment started July 1, and it is expected that 8,000 dealers will be supplied with floor demonstration units by early fall, according to H. K. Lyons, director of distribution.

HOT JAZZ RIGHT FROM THE JUNGLE! Harry Bank, president of Cosmopolitan Records, Inc., New York, bought the Frank Buck Jungle Camp near this city, and set up a pressing plant there. When fully equipped, its output, according to Mr. Bank, will be 65,000 discs per day. His first record: Wang Wang Blues, featuring Henry Busse. The public also wants waltzes, claims Mr. Bank, so he has signed Oscar Strauss. Other headliners: Joan Edwards, Barry Wood, Jerry Wayne, Gertrude Niesen. National distribution is being speedily readied.

COMMERCIAL CREDIT COMPANY will make available insurance on the lives of their installment consumer customers who purchase refrigerators, radios, washing machines, etc., according to A. E. Duncan, board chairman.

CROSLY WIDENS WASHING MACHINE LINE—James H. Rasmussen, general sales manager for Crosley, has announced that the firm will market a complete line of new washers. These appliances will be made for the company by the Appliance Mfg. Co., Alliance, Ohio.



NEW MANPOWER SOURCE—Dealers, manufacturers and jobbers of radios and appliances confronted with manpower problems should get in touch with their regional Veterans Administration office. This new set-up, operating under Public Law 16, provides disabled veteran trainees through arrangements that are attractive to both the employer and the ex-serviceman. Some of the veterans available have received special training in trade schools. All are given aptitude tests before being placed in private industry.

RCA-PHILLIPS PATENT agreement postpones Senate subcommittee investigation, probably until fall. A new agreement between the two companies remains in effect until 1954.

NEW SEWING MACHINE featuring 27 improvements will be launched by Domestic. The firm will also stress new cabinet designs.

CLEANERS THIS MONTH?—According to Albert E. Kramer, vice-president in charge of sales for Health-Mor, Inc., this company hopes to make first shipments of Filter Queen cleaners to the trade some time during August.

Records, and Television, **TODAY**

CONSUMER INCOME TURNS DOWNWARD

—A drop in farm income, coupled with initial cut-backs in munition production, has produced the first drop-off in total U. S. consumer income. The turn-down is slight, but portends further drops to come. Consumer income for 1945 is 2½ times the average for the 1935-39 period.

ADMIRAL'S PRODUCTION CAPACITY will be

greatly increased, according to L. H. D. Baker, vice-president, and will be approximately: 10,000 radios daily, as compared with 5,500 per day, pre-war; 6,000 record changers daily as against pre-war total of 1,500; 1,000 refrigerators a day compared with Stewart-Warner's production of 500. The Admiral organization is geared to produce 50,000 ranges per year.

RADEL MANUFACTURING CO., Cleveland, new-

comer in the field, will make auto radio aerials, radio parts and equipment. Firm is headed by Sidney Ludwig, veteran of 25 years in the radio field.

APEX POSTWAR PLANS are underway to present a

postwar appliance line "revolutionary in design and embodying many new mechanical features." Field tests are now being made on the Apex fully-automatic washer.

BIG BUSINESS FOR CHICAGO! Projected sales over two-year period for Chicago indicate tremendous sales ahead for appliances in first two postwar years according to Commonwealth Edison survey:

	1st Year	2nd Year
Refrigerators	100,000	125,000
Washing machines	50,000	75,000
Electric ranges	16,000	37,000
Room coolers	1,000	2,000
Home freezer units	50,000	90,000
Water heaters	5,500	13,500
Dish washers	2,500	4,500
Clothes dryers	2,000	4,000
Electric blankets	7,500	15,000

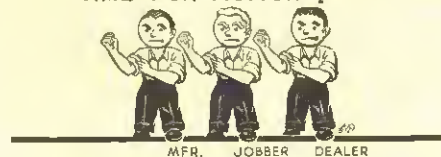
Radio sets and tele units are not included, but authorities predict that makers will sell all that can be made during the two-year period.

URGED TO KEEP SET PRICES DOWN—"The American public is ready to immediately purchase upwards of 5,000,000 new home radio receivers and possibly 10,000,000 replacement receivers, and with this in mind OPA can see a serious danger of inflation unless the radio and electronic industry exerts every possible means in keeping the prices down." This statement was made by James F. Brownley, OPA assistant administrator for prices, in response to a request from the industry for a sweeping relaxation of price control.

BANK AIDS RETAILERS—The County Trust Co.,

White Plains, N. Y., is offering to act as trustee in accepting deposits from retailers's customers as "advance sale" contracts for purchase of radios, appliances, etc. The bank's offer has been sent to all members of the Westchester Gas & Electric Dealers Assn.

TIME FOR ACTION!



DYNAMIC, BARE-HANDED SELLING rather than

a complacent attitude based on over-optimistic surveys, production of "dream products," etc., is needed according to authorities in fields of distribution, now holding clinics sponsored by the National Assn. of Manufacturers. Howard E. Blood, president Norge division, Borg-Warner Corp., is chairman of the committee. Don Mitchell, vice-president Sylvania Electric Products Inc., is one of the vice-chairmen.

"FROZEN FOOD FAMILIES"—Two million of 'em,

are being supplied by more than 5,000 refrigeration locker plants established since 1938.

VACUUM-PACKED MIDGET BATTERY is so small

it can be held in palm of hand yet delivers enough current to light car fog lamp for an hour or more. Developed by Willard Storage Battery Co.

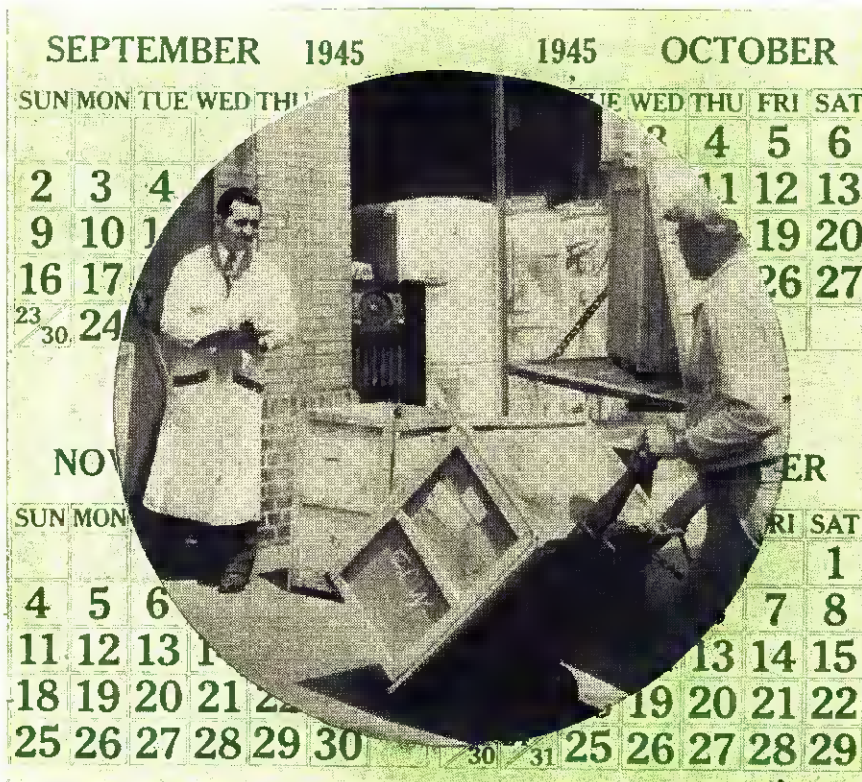
NEWLY-ADOPTED FM AND TELEVISION CHANNELS

New		T	Am	T	T	T	NON-GOVT FIXED MOBILE	T	T	ED. FM	FM	FAC	
	44	50	54	60	66	72	76	82	88	92		106 108	
PRESENT	Ed FM	FM	T	Am	T	T	G	T	T	G	AERO	T	T
	42 43	50	56	60	66	72	78	84	90	93 94.5	96	102	108

Relationship between present utilization of radio spectrum between 42 and 108 mc and newly adopted allocation (representing a modification of the original Alternative No. 3 proposed by FCC) are charted for comparison: T—Television; Am—Amateur; G—Government; Fac—Facsimile

How Will You Allocate

First



Distribution of the first radios and appliances to his customers is new problem facing retailer.

You Must Keep Good-Will of All Customers Though Initial Shipments Will Not Be Enough to Go Round

• When the first few radios and appliances begin to trickle into his store, the retailer is going to be placed on a spot. The allocation of the first sought-after merchandise to his customers is going to require diplomacy on the part of the merchant in order that his precious good-will may be retained.

According to merchandising experts, retailing of radios and appliances is facing a three-stage era, as follows:

1st stage: Customers will come to the dealer's store pleading for the scarce goods.

2nd stage: Customers will still come to the dealer's store, but will require some salesmanship assistance,

and will have a tendency to "shop around."

3rd stage: Supply will catch up with demand, and competitive selling will have to be employed.

The butcher, the baker, the cigar store man and the grocer have had, and are still having their headaches in the allocation of merchandise to their customers.

Since the radio-appliance retailer had no new merchandise to sell during the war, and since he has been very fortunate in holding the good-will of his customers through efficient repair service, his day with allocation headaches has not yet arrived—but it's near at hand.

The retailer will know how to

handle the second and third stages of the coming business, but the first phase is something posing a real problem.

Retailers are now upon the threshold of the first stage in the resumption of selling, and it is a most important phase indeed since repeat sales are directly involved. The wise merchant should lay careful plans now—distribution plans to employ in his store. These plans should be aimed at accomplishing the following ends:

Prevent Customer "Shifts"

1. Fair distribution, with a view toward eliminating "sore spots."
2. Placing of the goods into the hands of the people who need them the most, and who will appreciate the services of the merchant.
3. Distribution which will insure future business for the retailer.

In contemplating the coming sales picture, the merchant must take into consideration the fact that the public has been exposed to "under-counter" tactics for a long time. In many businesses there have been large patronage shifts on the part of consumers. Fortunately in our business these shifts have not been experienced to any great extent because all through the war radio-appliance dealers have been rendering valuable maintenance service to their customers.

However, when new goods are once more available—and in limited quantities—retailers in our field are going to find themselves subjected to the same tests which have been imposed upon the grocer, the butcher, the cigar store owner and numerous other merchants.

The radio-appliance merchant, facing the coming acid-test in merchandising, should train his sights on the target he wishes to hit, and that target is the goal to shoot for—the pleasing of as many people as is possible; the retaining of old customers and the securing of new ones.

The radio-appliance merchant may

Your Merchandise ?

be able to gain much valuable information from talks with merchants in other lines—merchants who had no services to sell during this period of scarcities.

The writer talked with a cigar store owner recently. The latter said that he had made a number of policy changes in the operation of his business. When the shortage of cigarettes became a reality, this merchant decided that he would adopt a system of "first come, first served." He found that groups of "hungry" strangers gobbled up his daily supply, and that his regular customers became peeved when he was forced to tell them that a had "no more cigarettes left." He commenced noticing a big loss in patronage on the part of his former old customers and a big gain in new cus-

Three Plans—to Hold Old Customers, and Win New Ones!

Radio-appliance retailers, in allocating first goods, will face real problem.

Valuable good-will of old and new customers will be at stake.

Dealer must plan now—before the rush starts.

Ingenuity will be taxed to utmost as retailers in this field face same problems long harassing butchers, grocers, cigar store dealers, etc.

Now is the time to decide on methods to employ in preventing good-will "turn-over."

Three ways are open to dealer in distributing first merchandise—First come, first served basis—Holding back goods for old customers—"Priority" plans.

Which one will you use?

tomers. At this point he changed his tactics and commenced working upon an "under-counter" policy. He sold cigarettes only to persons he knew and found that "strangers" no longer besieged his store, and that his new customers, and the few remaining old ones, continued to pay regular visits to the store, with very little "turn-over." Several butchers and grocers have had similar experiences in the doling out of their products.

What pattern in goods allocation shall the astute radio-appliance merchandiser follow is the question of the hour. It isn't an easy question to answer in this field, but it is a fact that most merchants will want to make every effort to hold their old customers—and most will be totally unwilling to gamble on being able to retain as permanent customers the newcomers who will be only too eager to grab everything they need from the first dealer they encounter.

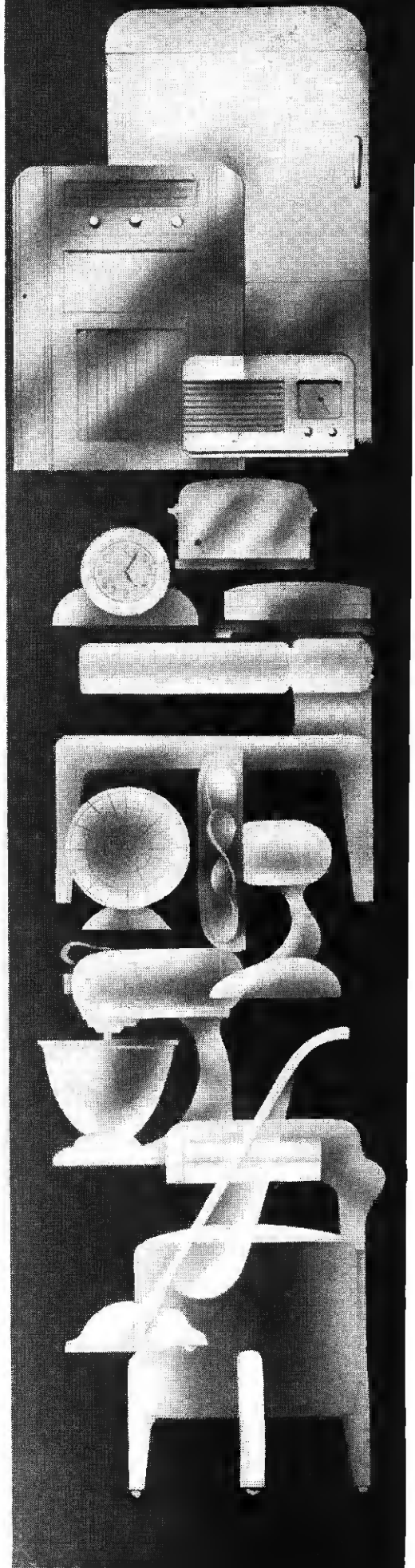
Today some dealers are quizzing their customers in order to get ideas on distributing the first goods fairly, and in many instances customers are quizzing the dealer—asking him when the first new appliances and radios are expected and what methods the dealer will employ in selling these radios and appliances.

Should Decide Now

Since the retailer will not want to face the prospects of antagonizing his steady customers, nor will he want to ruin his chances of interesting new persons, he realizes that now is the time to take the bull by the horns and decide upon a definite course—perhaps one of the three following: 1. Announce publicly that first merchandise will be upon a first come, first served basis. 2. Reserve all new radios and appliances for his regular customers. 3. Immediately put into effect a "priority" plan, or re-examine an existing "priority" plan in an effort to foresee how it will work out.

Each radio-appliance merchant will

(Continued on page 130)



Swank Settings and "Prestige" as Factors in Creating De Luxe Business in Sets and Appliances

• Rabson's Inc., 111 West 52nd St., occupying expansive quarters in the heart of New York's Times Square, boasts a reputation in which it takes great pride. Meyer Rabson, president of the firm, explained that prestige is the keystone of the business.

Housed in a large two-story building, Rabson's Inc. makes a very striking impression. Its large facade bears an attention-getting inscription: "Radio-Television-Sporting Goods."

Due to the store's central location, near New York's "Great White Way," sales here have taken a national as well as an international complexion. Purchases made by people from all over the country; foreign customers, too—when traveling was a convenient and pleasant affair—have boosted the sales volume of Rabson's Inc. This does not mean that local accounts have been neglected. Far

from it. People like this shop and keep coming back.

Major appliances, too, have played an important role at the store. A great many of these items were sold in pre-war days and will continue to be featured when they are once again available. No one can minimize the value of the future demand for this merchandise, and Rabson's is aware of that fact. This lucrative market will not be overlooked by the firm.

Quality Goods Stressed

Attractive window displays always guarantee a crowd of interested spectators in front of the store. The lack of merchandise, which makes window-dressing more difficult today, has not detracted from the store's "window appeal." One window displays a variety of record albums; another, an assortment of photographic equipment; a third exhibits sporting goods.

Now, as in pre-war days, only merchandise of high quality is for sale

Eye-appealing stairway leads from street floor to receiver and record departments.

Plant for Postwar



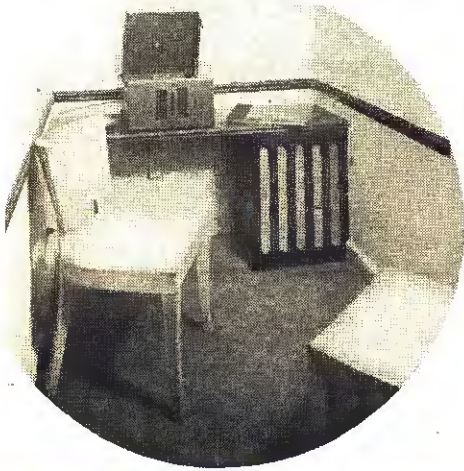
at Rabson's. The store handles lines of radios, radio equipment, records, sporting goods and sports apparel, cameras and camera accessories, and various other items. "Despite shortages and the complete disappearance of some merchandise, we have taken on very few sidelines," Rabson says.

Meyer Rabson is a firm advocate of advertising. The store is a constant advertiser in the daily and Sunday newspapers as well as in national magazines.

An attractive circular stairway leads to the second floor where we find the radio and record section. The sale of records, in this department, is going at a lively pace these days. Most of Rabson's customers prefer the classics, and a large volume of these discs are sold. This floor also contains the sporting goods and musical instrument departments, which should prove to be very busy once the manufacture of these items is resumed.

Meyer Rabson, right, helping disc customer. Listening stations on left provide comfort.

The service department, a very important adjunct to the firm, makes a specialty of big jobs; particularly on de luxe sets. When interrogated on the question of service, Rabson declared that this branch of the retail



Profits

Above, left, shows interior of record "listening post." Rich surroundings are helping to boost the volume on discs. Above, imposing storefront is a sure-fire attention arrestor. Adequate window space facilitates the building of attractive displays. Below, fine pianos (when available) are also sold. Radio-tele demonstration rooms are at left.

business will continue to play an important role after the war.

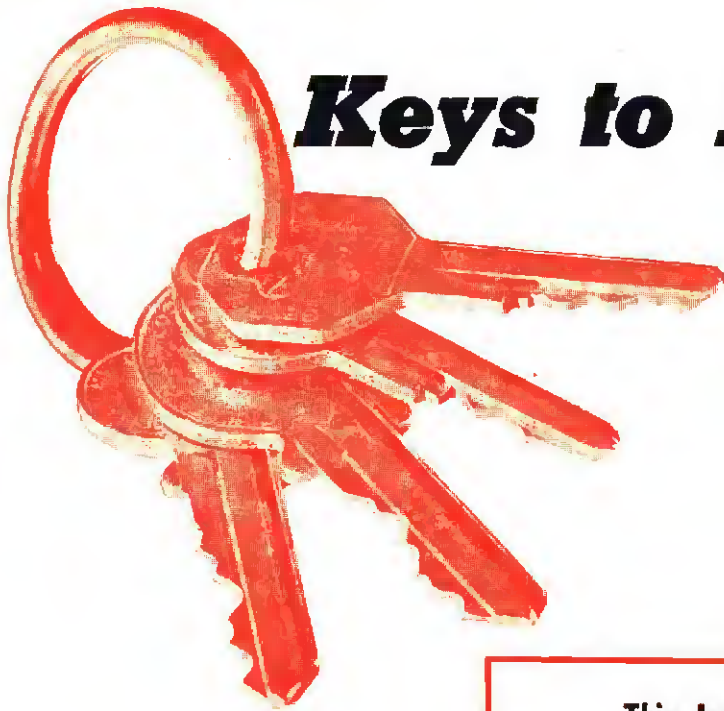
In pre-war days, this store did well with FM. Rabson insists, as do other dealers, that for improved tone-quality and natural music, FM is incomparable. The firm has great plans and hopes for both FM and television for future merchandising.

Selling Suggestions

Meyer Rabson is an astute business man. His long record of successful retailing is an enviable one. On the question of business practice Rabson said: "Don't sell simply for the sake of making a sale and, above all, relax your customer and make him feel comfortable." He also asserted that "a policy of discouraging discounts to customers and encouraging more service is a good one, and will be beneficial to retailer and consumer."

The postwar picture is a bright one for Rabson's Inc. With stock once more available, and a handsome store at their disposal, it is a certainty that the firm can't "miss."





Keys to Future Home

**Electrical Household Equipment Firm
Program. Base Large Future Volume on**

• The Schneider - Kaiser Co., Fort Wayne, Ind., operates a profitable appliance business under a steadfast policy consisting of eight basic factors. These are:

(1) Sell quality products of recognized merit—nationally advertised, in order to reduce sales resistance by the consuming public.

(2) Handle a complete line of home appliances, radios and small accessories for the home.

(3) Combine sales with a repair service so complete and thorough that buyers gain maximum use of their purchases, at the lowest possible cost to use, through the factor of long-life.

(4) Combine the foregoing factors with *courtesy* and a *friendly* attitude toward all customers.

(5) Sell high quality merchandise and reliable repair service at a profit.

(6) Firmly, but courteously, ask a fair price which will afford an adequate return of profits upon the principle that the customer who invests hundreds of dollars with you for a complete electrified home, or one who buys a minor \$5 item, is entitled to have uninterrupted service throughout the life of such items.

No High Pressure

(7) Employ competent people in sales and repair departments, and train them to develop the basic qualities of courtesy, patience and efficiency.

(8) Use no high pressure tactics in selling. A customer who buys a

This Indiana Dealer's Goal Is High Postwar Profits. Here Is How He Plans to Do It:

**Give Customer a Square Deal
No Rash Promises Which He Can't Meet
Takes No Orders Until Appliances Arrive
Will Sell Only at a Fair Profit
Hard Work and Close Customer Contact**

refrigerator or other major unit under protest usually turns out to be a dissatisfied customer who may harm the dealer's reputation.

These are the basic factors which carried the business for 25 years—through the pioneering era of electrical appliance sales development; through the bitter depression years, and through the ordeal of "frozen" merchandise during the war.

Owner Former Employee

All of this operation had been under the careful management of H. A. Kaiser, who retired in April, 1945. Kaiser sold the business to one of his trusted employees, C. W. Cutshall. Cutshall worked here for 15 years, five years as a floor salesman, and 10 years as service manager. In the latter capacity, he never relinquished his ardor for sales work, and during spare hours kept actively in contact with store visitors, helping consummate profitable sales of merchandise when available, and important service jobs to keep old units in operating condition.

Dealer Cutshall, speaking with the

C. W. Cutshall, proprietor, demonstrates an electric range to a customer. 20 buyers sought this appliance when it first arrived.

authority gained through 15 years' experience with Kaiser, puts courtesy in first position in order to reach the goal of high postwar sales and profits. Every future sale, every dollar of profit will hinge on courtesy, he said,



Appliance Sales

Has 3-Point Selling Courtesy, Good Service

adding that its value as a future business builder is greater now than ever before. There is too little of it in daily business contacts, he asserted.

Cutshall went on to say that his problem right now is to prepare for the time when prompt delivery of all major appliances, radios and supplies will be here again. "Competition will return, and we plan to meet it successfully through the powerful force



The store's owner is shown testing a small washer motor while customer watches. Repair work is not accepted too far in advance.

of good-will, established by fair treatment and good service," declares this merchant.

Despite encouraging reports on the



Tom Hageman, high school student shown working on a washer, is employed part time.

future outlook on merchandising, *conservatism* in sales management policies will be the watchword with the new owner. Cutshall said: "Our policy will be one of careful avoidance of super promises, and taboo of all high-pressure tactics. For example, we will take no orders for major appliances until the time *when deliveries can* be obtained. Very often a customer asks us if we will take his name for the purpose of notifying him when the desired appliance comes in. This we are glad to do, but we tell the customer the truth.

"Don't raise false hopes, don't take deposits on future orders that may be held up for months on end," advises Cutshall.

"There are some dealers who have hurt themselves with this 'priority' technique. One lady came in and said she had made a deposit of \$150 on a refrigerator and a range, and said the dealer had held the deposit for a year and a half . . . yet she had expected to have delivery last fall. As present



The technician has completed rebuilding an appliance. He is operating a buffing unit.

conditions show, it may be at least 3 or 4 months more before the dealer can make delivery," Cutshall declares.

"We have schooled ourselves in the art of saying 'no'—firmly, but with the utmost courtesy. A curt refusal is a costly, and ruthlessly destructive force in business," asserts this retailer. "A polite explanation of delays either in delivery of some new unit, or a repair job, will have the desired result—it will satisfy the customer, and insure his return to your store when you will need that business.

Servicing Speeded

"With our limited help, my own service, and the help of two high school students who work afternoons and holidays, we find we can almost double our efficiency by refusing to accept job too far ahead.

"Major appliances are picked-up in the city limits, but repair jobs from out of town must be brought to the shop, and called for when completed. We charge for repair work by the hour, plus cost of parts.

"We carry ample parts stocks for all types of appliances. This has been a good-will building policy throughout many years.

"We run a small advertisement each week in Fort Wayne newspapers. All the advertisement says is: 'Repair washers, sweepers, radios, refrigerators, etc.' This is all we need to keep our shop filled with repair orders.

"From these old customers, we have a clientele of prospects for new units which we anticipate will exceed all pre-war volume for many years to come."

Speeds Turn-Over Rate!

Radio-Appliance Dealer Streamlines Merchandising— Highlights Customer Contact Value to Salesforce

• Marshall T. Miles, proprietor of the Miles Music Co., 38 W. Bosca-wen Ave., Winchester, Va., calls his establishment the "Radio-Music Store of Tomorrow." Having at his disposal a policy of aggressive merchandising, a modern, attractive store, this owner is setting his business sights for large profits.

The store possesses the reputation of being one of the finest in the state. From a distance of more than half a city block, its elaborate store-front is clearly visible. The roomy front windows do not carry cluttered, hap-hazard displays of knick-knacks, or assorted odds and ends, but a well-planned exhibit of available radios, records, pianos, and other musical instruments.

The effective window arrangement compels interest, and immediately impresses the onlooker with its neatness and balance. Each article displayed seems to be individually featured, and

to urge the prospective customer to walk into the store.

As the front displays are unobstructed, the interior of the establishment is clearly visible to passers-by. Thus, the attractiveness of the store can excite interest in the casual observer.

Streamlined and modern design are incorporated into the store's fixtures and interior displays. There are no weird arrangements, however, and simplicity of style is the keynote of the establishment's interior.

Pleasant Surroundings

Green and peach, accented with black, is the color scheme of the store's walls. The ceiling is cream-colored, and offers a pleasing contrast to the counters and fixtures which are finished in black and trimmed with chrome.

Well-lighted by fluorescent lamps, the over-all effect given by this place

of business is one of warmth and comfort. The object of the management is to supply an atmosphere which is conducive to radio-music purchasing. The firm's excellent sales record is ample proof that it has succeeded.

When this publication's representative visited this store, his attention was directed to the display arrangement by Robert F. Gaines, manager. According to Gaines, every effort is made to put the customer at ease; high-pressure selling is definitely out.

The center of the floor is keyed to traffic convenience. Browsing is encouraged. By filling out empty spaces on the floor with available musical merchandise, prospective purchasers are made to feel that there is no shortage of merchandise here. The "days of plenty" appearance is preserved, and the impression is created that there is ample supply of fine goods.

Comfortable chairs are placed near displays of records, sheet music or books relating to music. Catering to the customer's comfort can be quite profitable, the firm has discovered.

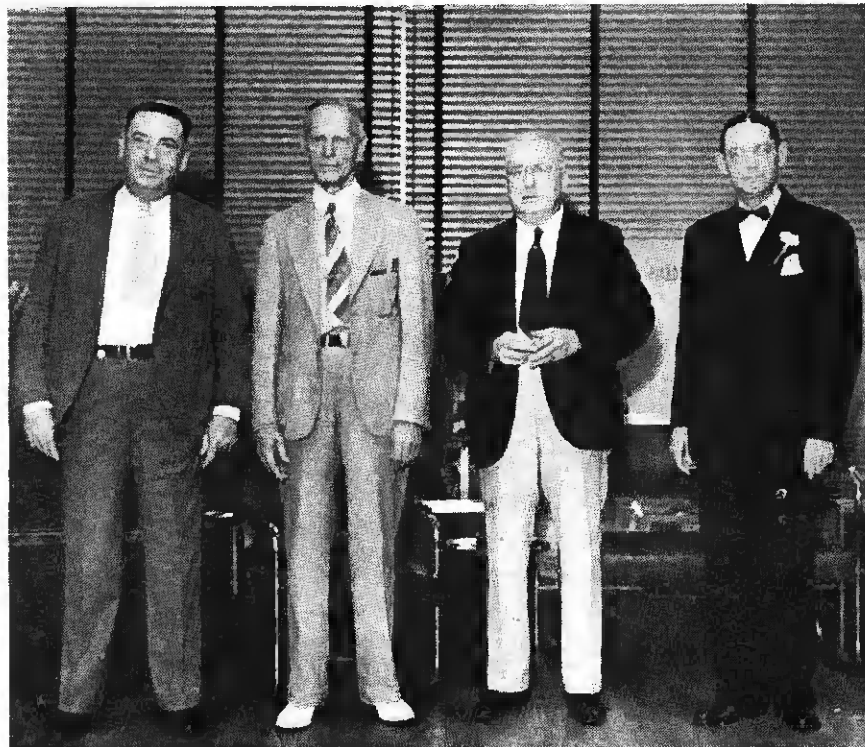
As the purchaser enters the store, his glance is directed to exhibits of discs in the store's "record bar", which is located at the left of the entrance. Following this novel record merchandising display are several listening stations, where music lovers can hear their favorite classics away from store-traffic noise. In addition, there are booths for the display of band instruments, accordions, string instruments, etc.

Store Promotes Music

At the right of the entrance are self-service racks of records and sheet music. Reconditioned pianos are displayed on this side, and extend to the rear of the establishment.

In pre-war days, sales were booming in the radio department. Such well-known brands as Admiral, RCA, Emerson, GE, Zenith, Magnavox, etc., have been sold here. Radio and television receivers will be actively merchandised in post-conversion days, and sales of these goods will be constantly stressed.

Marshall T. Miles, extreme right, owner, is active in the affairs of his community. He is shown with A. Bell and C. P. McVicar of the local chamber of commerce, and Mayor C. R. Anderson.





Pleasing store-front layout permits clear view of interior. "Record bar" on left promotes the sale of discs. Musical instruments are sold, too.

Promoting the love of music in children is both a hobby and a business to Dealer Miles. The store cultivates the idea that music is the birth-right of every child. With this in mind, recordings of nursery rhymes are dramatically featured to stimulate in the child the desire to sing or to play a musical instrument.

Salesmanship Training

Salesmanship training occupies a prominent spot in the firm's activities. Miles contends that 21 years of experience in the radio-music fields supports his conviction that salesmen should have a thorough working knowledge of sales methods and of the products they sell. Salesmanship technique and customer-psychology are familiar to the personnel of the store.

This retailer has devoted time to visiting manufacturing plants in order to acquaint himself with the products he sells "from the ground up." In the future, he plans this same groundwork training for his radio and television sales staff.

In addition to believing that training is a basic requirement for efficient selling, the firm is convinced that

radio technicians as well should be familiar with the fundamentals of salesmanship.

Manager Robert Gaines has stressed this policy in the selection of the store's employees. At the present time, the staff is under the competent guidance of Alfred Morgan, sales manager; Mrs. Mary Fogel, in charge of the record and sheet music department; and Virgil Whitmire, head of the radio service department.

Contributing to the establishment's income is receiver repair work. This branch of the business occupies the extreme rear of the first floor.

On the balcony, in the rear of the store, are three music studios, which in normal times will be devoted to music instruction.

In view of its enthusiastic interest in everything musical, the company has been named as the headquarters for the membership drive of the community concert group. This helps to keep the firm well-advertised.

Plans are already being formulated for active participation in the postwar market. As soon as it becomes feasible, a second floor will be opened for the merchandising of appliances. This

new department, which is the same size as the main floor, will carry complete lines of Norge, Admiral, and GE appliances, in addition to radios. There is "gold" in the postwar appliance "hills", and the firm is ready to stake its claim.

When the company is able to stock merchandise in quantity, salespeople will be trained in specific types of appliances. Each salesperson will know either radios, or refrigerators, or washing machines, etc., thoroughly. This will enable the salesman to analyze the needs of customers, as well as helping him to overcome sales resistance. Comfort, convenience, and courtesy will continue to be the firm's policy.

Keeps Priority List

In order to distribute new radios and appliances equitably to customers, the store maintains a priority list. Prospective purchasers are listed together with articles desired. No deposit is required from customers.

In addition to the Winchester establishment, the firm also operates stores in Harrisonburg and Staunton, Va., with the same aggressive policies.



about

Industry leaders see "food-conscious" consumers ready to buy chests and refrigerators with storage compartments now. First of two articles—second will appear in September.

Manufacturers Reveal Ambitious Plans—Trends Indicate Rural, Urban Demand—Size Important Factor—Price Set-Ups Announced



• What about the home freezer market? Here is the story as gathered from appliance manufacturers in this field.

There are so many factors involved in the merchandising of home freezers that a majority of the manufacturers contacted seem to feel that the essence of farsighted policy is to hold a watching brief on public reaction to home freezing, especially after homemakers realize there is more to using one than, as an executive put it, "dumping everything in and closing the lid."

While some manufacturers feel that urban sales in freezers will be low, and farm and suburban sales high in electrified rural districts, others foresee a big city market in basement slot-operated lockers as well as for refrigerators having storage sections. Frozen food compartments will be the big new selling features of domestic refrigerators.

General Electric Company, according to A. M. Sweeney, manager of sales, major appliances, will make a line of freezers for the city and farm markets. Five models are contemplated, including those with 4, 8, 12, 25 and 37 cubic foot capacities. Additional models as required are planned, but the before-mentioned

sizes will be the first to come off the assembly lines. The 4 and 8 foot models will be horizontal, while the others will be uprights. GE finds that the upright type freezer presents more difficulties and is more expensive to make and operate. A GE message to utilities calls the food freezer "The Fair-Haired-Boy" of the postwar appliance field. A second booklet named "Just for Joe" was sent to all dealers explaining the sales opportunities for home freezers. The company's consumer institute director, Dr. D. K. Tressler, urges retailers to get busy with planning on selling of freezers. He strikes a new note of interest to appliance merchants when he says, "Maybe you'll want a demonstration booth for the actual freezing of fresh foods."

New Type Is Readied

Admiral Corp., Chicago, has completed engineering tests on an entirely new vertical type home freezer which will undoubtedly come on the market shortly after the first of the year. This freezer will be built in two sizes, approximately 6 and 8 cubic feet. L. H. D. Baker, Admiral vice-president, provides RADIO & Television RETAILING with this statement:

"First of all, we at Admiral feel that in Dual-Temp we have a refrigerator which will, because of its large,

built-in frozen food locker, fill the need for many families as far as home freezing equipment is concerned. Within Dual-Temp you can maintain entirely satisfactory temperatures for the processing and storing of frozen foods, and in the nine cubic foot size we afford two cubic feet of low temperature storage space.

"Because of this probably we are somewhat conservative in our views with regard to the market of home freezers of large size. Our feeling is that the sales of home freezers will

HOW FREEZERS OPERATE

In addition to acquainting himself with methods of freezing and storing foods, the retailer will want to familiarize himself with the operation of freezers in general. Like the electric refrigerator, the freezer and storage apparatus is used to remove thermal units from the food, to prevent the growth of bacteria, etc. Zero temperature is maintained in storage compartments. On the freezing surfaces, temperatures range from about 10 degrees below zero to 20 degrees below. It will be necessary to defrost less frequently than in an electric refrigerator. It is estimated that home freezer operators will open their cabinets on an average of only once or twice a day, and that therefore defrosting need be done only once every six to nine months.

FOOD FREEZERS

run approximately 10 per cent of the normal domestic refrigerator sales. I will admit that this is a surprisingly low estimate in view of the many predictions which I have heard and which seem to indicate that sales will spiral upward until they reach the approximate level of refrigerator sales."

At the start, Admiral plans to manufacture a six cubic foot size, which will include a 2 foot special compartment for fast freezing. Mr. Baker goes on to say that "we are going to provide four baskets in the storage compartment for the segregation and easy handling of foods. A locking device will be made part of the hardware and an alarm system will be installed in such a manner that the consumer will be advised of any dangerous temperature changes. The cabinet will be vapor sealed, and will have extra heavy insulation. The refrigerator will be carried through coils wrapped around the liner, and the mechanism will consist of a 1/6 HP hermetic unit with a large over-size condenser. Use of a fan is therefore eliminated."

Since prices are now in the process of being set by OPA, Admiral officials were unable to announce prices on the various models. "However," declares Mr. Baker, "you may assume that we will be highly competitive as far as price is concerned."

Admiral home freezers will be marketed through 72 already established distributors throughout the country.

Sees "Unlimited Market"

R. V. Newbell, speaking for "Deepfreeze", manufactured by Motor Products Corp., Chicago, announces that the company's distribution plans have practically been completed under direction of F. F. Dugan, general sales manager. About a hundred wholesalers will handle this product. "So that we may place as many of our units on the market as soon as possible when civilian production is resumed," Mr. Newbell states, "we plan to manufacture one model, the Deepfreeze double unit at

SIX WAYS DEALERS CAN GET SET TO SELL HOME FREEZERS

1. Analyze trading area for potential market.
2. Study food processing, storage and other techniques to aid sales.
3. Get assistance from frozen food distributors, and work with them.
4. Contact potential users, including consumers, grocers, diners, bars and grills, etc.
5. Get aid from local chambers of commerce, health departments, etc. Urge them to advocate use of home freezing equipment.
6. Appeal to persons and institutions interested in special diets.

least for the first few months of production. After that time we will go into various types of units and are in a position to manufacture practically any type and styles that the public shows a desire and need for. The double unit will hold approximately 7½ to 8 cubic feet."

Declaring that the subject of market estimates on food freezers has been "batted" back and forth so much that he wonders if anyone can give an accurate estimate, Mr. Newbell nevertheless holds an optimistic viewpoint. "We do know that a consensus of all the consumer surveys which have been made seems to show that better than 50 per cent of the home makers in the country want home freezing equipment. During the first few postwar years it seems logical to assume that almost all manufacturers of appliances including home freezers will easily be able to sell all the merchandise they are able to produce.



"There are approximately 20,000,000 refrigerators in use in this country today. There are perhaps 50,000 to 60,000 home freezers in use, including home made equipment. By this you can see that the market for home freezers is practically unlimited," continued Mr. Newbell. "Besides the home freezers in use, there are more than a million families who are using locker service.

These people know about the many benefits of quick freezing and will be definite prospects for home freezing equipment."

Portable Elevator Mfg. Co., Bloomington, Ill., whose refrigerator division makes "Freez-All," announces that its postwar approximate prices are as follows: 6 cu. ft., \$225; 8 cu. ft., \$325; 16 cu. ft., \$475. Cabinets are equipped with hermetically sealed condensing units. They have a minimum of 5 in. efficient fiberglass insulation. This manufacturer emphasizes that all Freez-All cabinets can be moved through a standard 30 in. door.

Many Models Announced

Wind Power Mfg. Co., Newton, Iowa, announces its line of cabinets, equipped with hermetically sealed Freon condensing units, as follows:

Model 4— 4 cu. ft. \$185 list.
Model 6— 6 cu. ft. \$245 list.
Model 8— 8 cu. ft. \$280 list.
Model 16— 16 cu. ft. \$395 list.

Tyler Fixture Corp., Niles, Mich., has 12, 15 and 21 cu. ft. cabinets.

The Coolerator Co., Duluth, Minn., is readying two models. One is the F65 home freezer, 6.58 cubic feet, and the other is Model F155, farm freezer, having a capacity of 15.10 cubic feet. The Coolerator farm freezer will be operated by a 1/3 HP motor; the home model with a 1/6 HP motor. Compressors for both units will be made by Tecumseh,

(Continued on page 126)

Sales Pointers on

Public Address Work Proves Lucrative; Active Salesmanship, Fast Installation, Builds Profits



Corley goes after the PA business.

concessions on the grounds sold beer made only by this company. The brewery that paid this technician for arranging the sound system used the sound service for spot advertising and for regular announcements.

Alert to New Events

Permission for the installation of sound equipment had to be obtained from the brewery, but this presented no difficulty. The arrangement worked out very well for a period of more than 5 years, after which the beer company was sold.

In order to keep posted on coming events, this dealer joined a rodeo association, and other similar organizations which keep him informed. This gives him time to arrange for

the installation of his sound systems.

When Corley learns of a proposed coming event he sends an attractive circular, designed by himself and printed on silver stock, to the person in charge of the function. This piece of direct mail advertising carries full information concerning the sound work that he has to offer, and is illustrated with photographic reproductions of other sound jobs which he has previously handled.

Corley contacts executives in charge of every event in the territory that he covers, extending from Pueblo, Colo., on the north, to central Kansas on the east, and including all of New Mexico.

After waiting for about a week from the time the advertising litera-

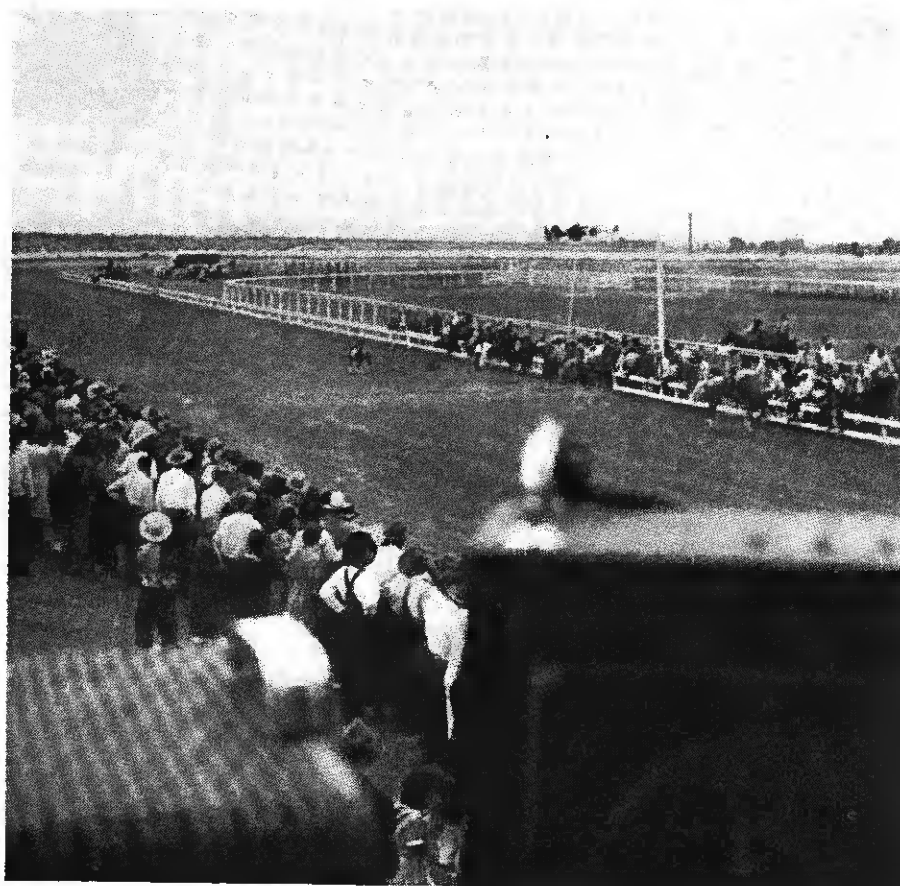
"Sound" sales tip from Corley—solicit consistently. Rodeo time is profit time for this dealer.

- Offering a public address service to the public has proven to be a bonanza for H. L. Corley, owner of the Corley Radio Service, 108 N. Maple St., Trinidad, Colo. Despite the fact that this activity is carried out on an average of but three to four months out of a year, it returns in dollars and cents more than the rest of the radio service brings in for the entire 12 months. In addition to being profitable, this phase of Corley's business has a great deal of advertising value.

Had Contract with Firm

When this firm was established 17 years ago by its present proprietor, there were 5 other radio service men operating in this community. Today the store has but one competitor. Prior to the war, Corley was assisted in operating the business by his two sons, H. L. Jr., and Gene, who are now serving in the armed forces.

The public address service, which was initiated several years ago, has become an important part of the firm's business. For a time, Corley had a contract with a local brewery which authorized him to arrange for public address service at fairs, rodeos and other events, provided that all



"Sound"

ture was sent out, and if no response is received, this enterprising dealer makes his next move. He then writes a personal letter reminding the sponsors of the event of the advantages in using sound programs which the Corley Radio Service can provide.

If the circular or the letter brings a reply, Corley visits the promoter of the affair. On these personal calls, he doesn't take any equipment with him, but he does show the prospective customer a scrap-book, which makes



Profit pointer—lay out "sound" jobs in advance; keep equipment up to par. Corley can cover audience of 10,000 with 8 speakers. 3 views of Corley "sound" trucks.

a novel sales presentation.

The scrap-book is a loose-leaf one about the size of a standard letter-head. It contains photographs of past events serviced, newspaper accounts, letters of appreciation and telegrams.

This dealer averages about 60 per cent returns from the circular and personal letter mailings, and from this total two-thirds results in contracts. This is considered an excellent return for any sort of direct mail advertising with a personal follow-up.

Gives Speedy Service

Corley has sufficient equipment on hand to enable him to handle three large jobs at the same time, without removing apparatus from one location and setting it up on another.

In addition to being able to cope with three sound orders for the same day, he can tear down sound equipment used on a job in an evening, and have it on the grounds, up and work-

ing in another state the next day—and on time, too.

It is this ability to render fast and efficient service, no matter how fast or numerous the orders are, that has given this retailer the edge on the public address business in this section of the Southwest. The largest job ever handled in his locality was set up and placed in working order in less than five hours, which includes the entire layout from start to the "talking" finish.

A great asset in rendering this service from year to year is the file of sketches and layout of the grounds Corley makes, which indicate the locations of all sound equipment, wiring, etc., used on previous jobs. Whenever an event is held again in the same area, all the necessary information for installation is immediately available. This has greatly aided Corley in getting work finished on time.

At a typical installation, Corley's sound equipment is capable of covering an audience of 10,000 people. This system uses eight large trumpet type speakers which are mounted on a twenty-foot field tower. He has three towers and enough speakers to mount eight on each tower.

The amplifiers which drive these speakers are capable of delivering 300 watts of undistorted audio power and each tower is individually and separately operated from the main control panel. This panel houses the amplifier, the microphone and phonograph mixing facilities, and as many as six microphones and two phonographs can be mixed simultaneously.

Used Mobile Unit

The Corley Radio Service is a pioneer in public address installation in Trinidad. Long before these systems were generally known and used in this section of the Southwest, this aggressive dealer had sound equipment placed in his car, which he used very successfully in the streets of the city to advertise all sorts of local events, from store sales to special bills at the local moving picture theatres.

From this small beginning, he has branched out until he became well known in the public address field in this area. When Corley says: "Say it with sound," he knows what he is talking about.

Selling Days in Sight

RADIO

APPLIANCES

RECORDS

MERCHANDISING

SERVICE

FM

GLENDALE, Ariz.—In the course of one year, George E. Teters of 801 E. Glendale Ave., has built a trade which gives good promise of high merchandising expectations for the future. "As soon as sets are available," Teters says, "I want two good standard brands of radios and combinations." He explains that, "With not too many lines, you get to know your merchandise better from the service angle. Two lines also help a dealer because he always gets something in one good manufacturer's line that he doesn't get in another's. If you have a top-notch line you are usually able to break down sales resistance."

Teters advises that anyone contemplating entering business should take a special course before launching such enterprise, and should have a sufficient reserve of capital to fall back on in case of emergencies.

CHICAGO, Ill.—The Easy Service Shop, 3130 N. Cicero Ave., a relatively new establishment operated by proprietors David Siegel and Edwin Thomas, stresses electrical repairs now to insure appliance sales later. They are preparing for future business by building their clientele now. The owners plan to handle leading makes of radios, refrigerators, washing machines, and ironers.

READING, Pa.—An enlarged record department, and increased emphasis on music lessons are the aims of the Zerwitz Music House, 860 Penn. St., during merchandise shortage days. Bill Zerwitz, Jr., says that customers made in war-time, will form the reservoir from which post-war purchasers will come.

DAVENPORT, Iowa—"After the war, I am going to make a determined effort to promote radio-phonograph combinations," declares S. A. Saas, proprietor of the Saas Bros. Music Co., 311 W. 3rd St. This radio-music merchant has done very well with his stock of records, which he values at \$20,000 at wholesale prices, and he intends to tie-in sales of discs with radio-phonograph purchases post-war.

Saas' enthusiasm for the record business is quite understandable, as this phase of his store's activities has doubled in volume within the past three years. For the comfort and convenience of disc customers, six record listening booths are available in this establishment.

This dealer believes in keeping his name in the public's eye constantly. To achieve this purpose, he advertises daily in the local newspapers. In order to attract the attention of passers-by, an eye-

catching, revolving display of musical instruments is on exhibit in the store's window.

Formerly, this radio-music dealer was actively engaged in teaching music throughout the state of Iowa, but this branch of the business has been abandoned. Saas also operates another store at Moline, Ill.

BALTIMORE, Md.—In business for the past 27 years, the Fred C. Walker Music Shop, 327 N. Howard St., has a complete plan ready for its postwar modernization program. The front displays will stress records, although radios, pianos, musical instruments and sheet music are all carried in the store. In line with his record specialty, Walker puts out a popular record catalog which he compiles according to his current best seller lists. Also featured are the "Linguaphone" language courses on records. Walker will specialize in radio-combinations when they are available.

WASHINGTON, D. C.—More than 1,300 persons from the armed forces have been taking advantage of Kitt's Music Store, 1330 G St., generous offer of free music lessons, each month. Miss Dorothy Jones, manager, feels that the advertising and good-will resulting from these free lessons will aid materially in maintaining business in the future.

ARLINGTON, N. J.—Since 1939, the Arlington Radio & Television store, 834 Kearny Ave., has been exhibiting a television receiver in operation in its windows. Crowds of as many as four hundred people have gathered to watch the telecasts. A recent complaint about the size of the crowds has forced Joseph Woroble, the proprietor to move his video set to a side street window, and finally, at the insistence of the police, inside his store. Woroble had to put shades on his display windows so that onlookers would not congregate on the sidewalks, and his tele audience is now limited to the capacity of his store.

"The television set is my way of advertising my radio and appliance business," Woroble said. "I don't think it is fair to prohibit me from showing the tele set in the window. What will I do after the war when radios, tele sets and appliances are available? If I cannot display a video receiver in the windows today, how will I display other electrical goods for the benefit of passers-by?"

Woroble asks whether other dealers have also experienced his difficulty.



LOS ANGELES, Cal.—The Wilshire Music Center utilizes a clever merchandising idea for pushing record sales. Good features are large size and attention-getting elements of the display. New twist is added to selling angle by inclusion of classic records in "popular" display.

for Nation's Retailers

TELEVISION

REFRIGERATORS

WASHERS

REPAIRS

SIDELINES

POSTWAR PLANS

ATCHISON, Kan.—Warren B. Levin, proprietor of Levin's Home Appliance Co., believes that the service section of a store is essentially part of the sales department, and should be utilized as such. Levin sets aside 2 per cent of his gross sales for the maintenance of an excellent service department for the repair of items bought in the establishment. Because of his "different" method of financing, this dealer does a great deal of free servicing. Levin feels that the public good-will and appreciation more than compensates for lost revenue, and that customers will return to buy their radios where they can get service free of charge.

NEW YORK, N. Y.—There may be a shortage of some merchandise at the Walters Electric Co., 740 3rd Ave., but there is no lack of courtesy and considerate customer handling. W. H. Walters, proprietor of the establishment, feels that war-time hardships should not prevent dealers from exercising care and tact in their relations with customers.

A card placed over the store's counter, and bearing the title "War or No War," informs the purchaser that he is entitled to pre-war, good-tempered dealing. The text of the message reads: "You need no priority to receive courteous treatment. . . . This always has been, and always will be, our aim. . . . If you think that we are missing our mark, please tell me so personally."

AUGUSTA, Ga.—A well-known appliance store which has been closed for the past three years, the Johnson Radio Repair Service, has recently reopened under a new name as the Augusta Electronic Co. G. W. Johnson, who recently received his Army discharge, is the proprietor. Service on home and auto radios, coin-operated music machines, organs, sound movies, and PA systems are Johnson's specialty now. His store remodeling provided for separate rooms for radio and refrigerator repairs.

ST. PAUL, Minn.—"The best band in town needs a good loud-speaker system," was the slogan that netted a large number of loud-speaker system sales for the Len Thole Radio and Electric Co., Inc., 783 University Ave. This company features sound and radio engineers on its staff, and specializes in the sale and service of factory and office intercommunication systems.

KALAMAZOO, Mich.—In 1942, Howard Gideon, proprietor of Howard's Radio Shop, 925 S. Burdick, was offered the opportunity to buy out the complete stock of toys from a department store in his community. With the outlook for radios and appliances being very dark at that time, Gideon "took the plunge" into the toy business.

This new venture prospered so well that Gideon converted his entire store into a modern, high-type toy establishment. Servicing of radios and appliances is continued today in a store which is immediately adjacent, but only to established customers.

After the war, the store in which repair work is currently being done will be remodeled into an up-to-date radio-appliance center. The toy business will be continued postwar, as this enterprise has proven to be a lucrative field for this aggressive merchandiser.

DULUTH, Minn.—Clarence L. Opie, proprietor of the Master Radio Service, 30 W. First St., devotes his window space to featuring government posters. Opie took in no substitute lines once his radio stock was depleted, and since he is now exclusively a service dealer, feels this is the best way to put his empty window display space to use. When merchandise is obtainable, Opie intends to expand his store by taking over the space next door, and increasing his electrical appliance line. Small items such as toasters, percolators, food-warmers, irons, etc., will be carried, along with an enlarged radio stock.

CHARLESTOWN, W. Va.—ing radios is the specialty of the Jefferson Electric Co., Jacob Smallwood, proprietor. Sidelines of fluorescent lamps and electric light fixtures have been added to the store's pre-war stock to supplement diminishing lines. Smallwood contends that good service plus sales of present available products will provide enough satisfied customers to form a substantial prospect list.

MONTICELLO, Iowa—The Rem Electric Service, owned by R. E. Monk, rents store space in the center of J. H. McNeil's hardware store. A picket fence separates the electric department with its specialized merchandise and facilities, from the rest of the store. Both dealers find they profit from the increased traffic which they jointly attract.

OGDEN, Utah—S/Sgt. Ed. Hersovitz, after three years' service with the armed forces, has returned to assume management of the appliance department of the Reliable Furniture Co.

HEBRON, Ill.—R. E. Okeson, owner Hebron Hardware Co., has bought the building adjacent to his hardware establishment, and is presently engaged in remodeling his new store into an up-to-date electric appliance company. He plans to



Okeson's portable pipe-threading machine is electrically operated.

stock and sell a complete line of appliances, as well as electric brooders, pumping systems, electric milkers and other items. Okeson has a pipe threading machine mounted on wheels and powered by an electric motor, which he finds very useful for threading pipe in farmyards, and for use in installing water systems.

INDIANAPOLIS, Ind.—The Lee Electric Co., 2825 E. 10th St., L. E. Blume, proprietor, makes a specialty of servicing vacuum cleaners. This establishment carries a full line of equipment with which to service these appliances.

Many retailers in this area who are overburdened with repair work, or who are not equipped to handle vacuum cleaner servicing, farm out this work to Blume. Approximately 25 per cent of vacuum cleaner work comes to the Lee Electric Co. from this source.

This organization is a newcomer to the appliance field. After the war, Blume plans to merchandise radio and appliances. The good-will which he is creating today by keeping vacuum cleaners in good operating condition should serve him well in the days following victory.

Good Location Plus

New Long Island Deal After Studying Trading

● In launching a radio-appliance retailing enterprise at this time dealers should possess, in addition to the required capital, foresight, courage and experience. Then, too, the larger the business undertaking the more exacting these qualifications become.

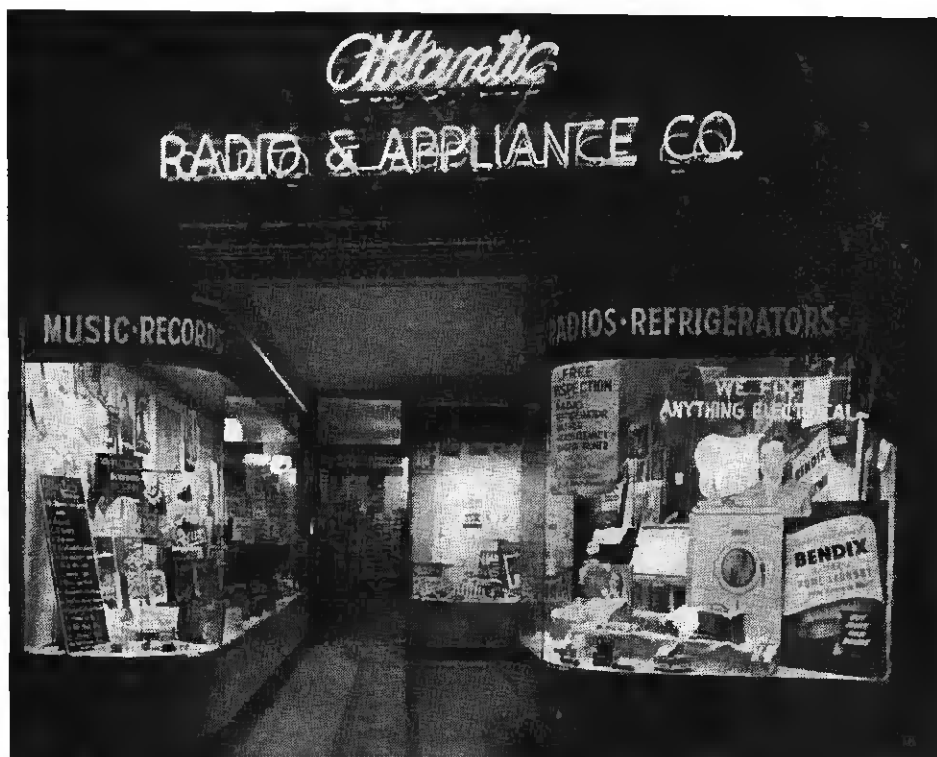
Fully cognizant of the responsibilities imposed upon them and confident that they are capable of making a strong bid for business in a wealthy section of Nassau County, New York, M. Sternstein and Taley Galucci have opened two large retail stores. Under the name Atlantic Radio & Appliance Co., Inc., one store, located at 32 Atlantic Ave., Lynbrook (in operation since last October), and the other at 4 N. Village Ave., Rockville Centre, opened its doors in April of this year.

Both locations were chosen with the utmost care. It helped a great deal, of course, that both men knew the territory thoroughly, but before making any final decisions, they surveyed the business sections from all angles. The Lynbrook store is in the heart of that village's most important trading area. The pedestrian and auto traffic is heavy at most times. The population of Lynbrook is about 15,000, composed chiefly of homeowners, many of whom are commuters. This store's location was also chosen because it is a few steps away from a large community-operated free parking lot, opposite a Woolworth store; across the street is a theatre and a half-block away is another. A bus stop is nearby.

Attractive Appearance

Rockville Centre, adjoining Lynbrook on the east, has a population of nearly 19,000. Like Lynbrook, it is a community of homes, and many of its residents commute to New York. Here, Sternstein and Galucci took over a large store which had been occupied for a number of years by a chain drug store. The entrance is on N. Village Ave., the town's principal business street.

Before the Atlantic Radio & Ap-



Situated in the heart of Lynbrook's shopping center, Atlantic's show windows are designed to stop the passerby and invite him inside. Records and repairing are present-day sources of revenue for new firm. Advertising attracts business.



Store Modernization

Appliance Store Opens in Two Towns Plans Aggressive Selling.

Appliance Co.'s partners opened the doors of the new stores for business, they made sure that interior and exterior modernization work was completed. Both stores maintain attractive and frequently changed window displays, and the exteriors are well-lighted and modern in appearance.

Current revenue is brought in through the sale of records, record accessories, sheet music and the servicing of radios and appliances. Newspapers are constantly used to carry advertising stressing the sale of available merchandise, and for promoting repair work.

More Sales the Theme

Groundwork for future sales is being laid through the rendering of first class service on home equipment. The service department is in charge of A. Stoye, a radio engineer having many years experience in the field.

These men have had many years' experience in retail merchandising. Mr. Sternstein is a veteran chain store salesman. He has won prize trips awarded by Philco and was at one time a GE sales "topper" in the metropolitan New York territory. Galucci has spent ten years as a retailer of sporting goods.

Years spent with "chains" will stand Retailer Sternstein in good stead in operating this new business. He will employ some of the "chain" techniques, but will discard many others. For example, his stores will have a friendly, personal atmosphere under which the customer will feel at ease. Such atmosphere, he feels, is often lacking in the chain store.

The owners of this firm plan to carry many lines when merchandise becomes available, and will always be looking for new items and new ideas.

Aggressive selling will be on the store's program when radio receivers and appliances are ready for the civilian market. This new firm plans to employ salesmen to canvass door-to-door, and to back them up with modern merchandising methods, top lines and consistent advertising.



Atlantic Radio & Appliance Co. opened two stores at "peak" of shortage era. Above the Rockville Centre storefront invites business from heavy-traffic district. Below, the attractive interior will display complete line of postwar radios and appliances.



Showcase Technique

Window-dress Your Ideas to Sell More Records. Move the "Sleepers" with the "Winners."

• The summer season at its height finds the outdoor bands for dancing under the stars, and the concerts in the nation's many beautiful parks doing a complete job on making people of all ages more music-conscious.

With the public so thoroughly conditioned to music buying, and the problem of selecting records for ordering for that first fall selling, now is the time to take stock and think about moving the "slow-movers."

Strategic Display

Now is the time to get them out and place them strategically with your current discs. One large dealer who found he had a number of opera selections left over, displays these albums vertically at the base of his open-face display rack for the latest releases, at the front of his store.

The summer concerts, because they play to large audiences of varied tastes, do a lot to popularize and return to the minds of the record-buying

public, the old standby's that sometimes dealers find an excess of on their shelves at this time of the year.

Window displays are an opportunity to tie-in with your local summer outdoor concerts, and the older show tunes can be grouped in with the newer releases.

Hot Jazz Leader

Meanwhile, the new populars are plentiful. Decca has long since recognized the sales qualities of its Eddie Heywood recordings. His newest "Please Don't Talk About Me When I'm Gone" backed by "Blue You." Both of these are favorites of the jazz-musicians. (No. 23427.)

Decca's Connee Boswell and the Paulette Sisters claim "There Must Be a Way," and Connee sings with The Satisfiers to ask "Who'll Lend Me a Rainbow." (No. 18689.)

Glen Gray couples "Gotta Be This or That" with "While You're Away" on 18691.

Decca's latest show album is "Carousel" and it is expected to go over as well as Decca's recording hit, "Oklahoma!"

This new show-hit recording taken from the New York Broadway musical of the same name, boasts the complete cast, and includes dialogue from the show, interwoven with the music.

Victor has signed Russell Case, radio musician and arranger as popular music director of Victor and Bluebird records. On his first two discs he conducts for Betty Jane Bonney in "They Can't Take That Away From Me" backed by "While You're Away," and for Perry Como in "I'm Gonna Love That Gal," coupled with "If I Loved You." Case was at one time in his career trumpet arranger for Paul Whiteman.

Novelties Popular

Tony Pastor is heard on Victor 20-1693, "José Gonzalez" and "Please No Squeeza Da Banana," two novelty recordings.

Victor 20-1696 combines "Bedford Drive" with "Tabu," an Artie Shaw release, and strictly in the groove with the typical Artie Shaw rhythm.

Larry Stevens of radio fame on the Jack Benny show does "Stars in Your Eyes" on Victor 20-1695 from the RKO picture "Pan Americana," backed by "I Don't Want to Be Loved."

The Victor album M-996 is a collection of religious songs sung by Jeanette MacDonald, which were favorites on tour of the Army camps and over the radio.

More on Gershwin

Victor plans an extensive record merchandise tie-in with the national release in late September of the Gershwin film, "Rhapsody in Blue" (Warner Bros.) (See pages 44 and 45 of RADIO & Television RETAILING, July, 1945). Three new Victor Showpiece albums include "Rhapsody in Blue" by the Boston "Pops" orchestra; Dinah Shore in "Gershwin

G. Schirmer Music Shop, Los Angeles, got cooperation of local nut company, and the lowly peanut did much for this eye-catching display.



for Discs

Show Tunes"; and Charlie Spivak in selections from "Porgy and Bess." The Indianapolis Symphony Orchestra's recording of "Porgy and Bess" is a Red Seal Album and features orchestrations by Robert Bennett.

One of Columbia's popular releases ties in with radio favorites on the "Hour of Charm" program—"Favorite Melodies From the Hour of Charm," featuring Phil Spitalny's All Girl Orchestra. (Set C-108.)

Selections in this set include "The Battle Hymn of the Republic," "National Emblem March," "Onward Christian Soldiers," "The Lord's Prayer," "The Rosary," "Love's Old



Portion of a Les Brown window points up his personal appearances in connection with his Columbia recordings.

Sweet Song," "Ave Maria," and "The Lost Chord."

Frank Sinatra is heard on Columbia 36825 "If I Loved You" and on the flipover all the gals will enjoy hearing his assurances that "You'll Never Walk Alone."

Columbia 36827 features Harry James, "Carnival" and "11.60 P.M."

Columbia's August list is an all-



La Martin steals the show in a Lyon & Healy, Chicago, window for Decca's "One Touch of Venus" album. Note while this album display is highlighted, it is combined with other numbers, such as "Three Caballeros" and the Fred Waring Glee Club album.

Gershwin affair. It includes "Rhapsody in Blue" and "Preludes Nos. 2 and 3" played by the Philadelphia Orchestra conducted by Eugene Ormandy and featuring Oscar Levant as piano soloist. "Porgy and Bess" will be presented as a symphonic picture by the Pittsburgh Symphony Orchestra, Fritz Reiner conducting. Artur Rodzinski will conduct the Philharmonic - Symphony of New York in "American in Paris."

Capitol also ties in with the Gershwin theme in its album BD-10, "Gershwin" a selection of "songs you can't forget" which include "Oh Lady Be Good," "Somebody Loves Me," "Someone to Watch Over Me," "Maybe," among others. This album features Billy Butterfield, his trumpet and his orchestra.

New Capitol display in white and gold, effective for window use, is available to retailers.

A real stopper is Capitol's "Bell Bottom Trousers" backed by "I Cried for You" sung by Jerry Colonna (No. 204). Freddie Slack plays "A Kiss Goodnight" on Capitol disc 203.

Sonora offers a new "Songs of Love" album including many of the old favorites that will always be popular. Some of them: "Oh Promise Me," "I Love You Truly," "When I Grow Too Old to Dream," etc. Frankie Connors sings them to the accompaniment of Bob Stanley's orchestra.

Musicraft comes up with several Hot Jazz releases: "Gotta Be This or That" and "Southern Comfort," Joe Marsala Septet (328), is an outstanding one.

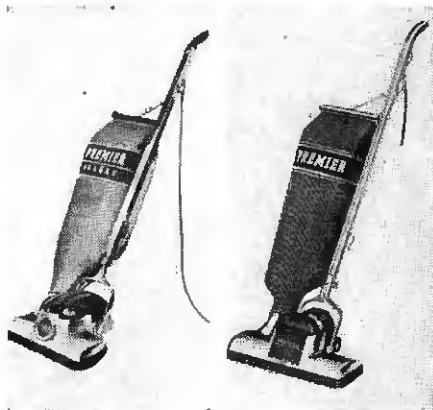
Musicraft's Phil Brito is back on discs after his army tours and one of the first of these is 15038 "Ill See You In My Dreams" backed by "After All This Time."

Newest in Electrical

Premier VACUUM CLEANERS

Model 21 features the Duo-Matic nozzle, which automatically adjusts itself on all but the thickest rugs. Slight turn of adjuster where necessary facilitates efficient operation. Two-speed, ball-bearing motor and double-action, motor-driven brush. Vibrates rug and cleans thoroughly. Attractively finished in durable black crinkle and polished aluminum. Pre-war price of \$54.50, expected to be substantially lowered during postwar.

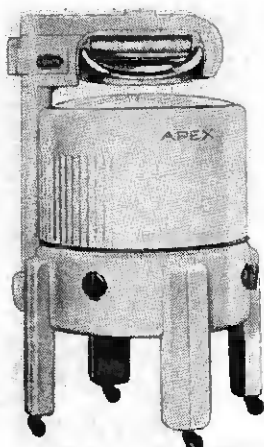
Exclusive feature of the de luxe model is the Matho-Matic nozzle that assures sci-



tifically exact adjustments of cleaner to any floor covering. Adjusts automatically to the correct distance above rug, making combination of powerful suction and motor-driven brush agitation effective to the maximum. In operation, the Premier de luxe lifts rug from the floor and seals it to the nozzle, where rug is vibrated, and brushed free of dirt. Re-tailed for \$74.50 pre-war, but will be substantially less postwar. Electric Vacuum Cleaner Co., 1734 Ivanhoe Rd., Cleveland, Ohio.—RTR

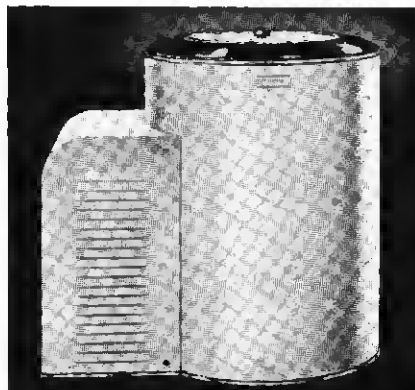
Apex WASHER

Wringer type washer, reversion model, with long life "free running" mechanism, and Apex "Spiral Dasher" agitator. Apex Electric Mfg. Co., 1067 E. 152nd St., Cleveland, Ohio.—RTR



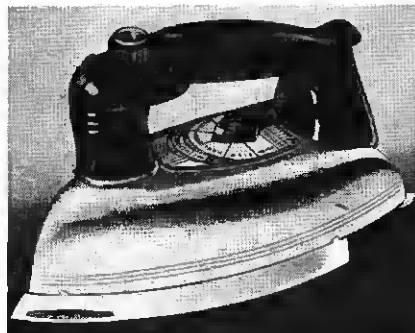
Deepfreeze FOOD STORAGE UNIT

Single unit model. 1/4 H.P. motor; silent-valve head compressor; F12 (freon) refrigerant. Outside dimensions: height 37", length 37", width 26 1/2". Deepfreeze division, Motor Products Corp., N. Chicago, Ill.—RTR



GE IRON

Can be used for steam and dry ironing. Has slots to facilitate ironing around buttons, a thumb-rest, and is made of lightweight metal. Steaming feature can be used on all fabrics,



and flow of steam can be closed by shutting valve and using iron dry on same garment. For steaming iron should be filled with distilled water. Temperature easily regulated. GE hopes to have irons available by January. General Electric Co., 1285 Boston Ave., Bridgeport, Conn.—RTR

Hankcraft BABY ITEMS

Electrical aids for bottle warming, sterilizing, and cough remedy vaporizing are available. Bottle warmer which may be plugged into any AC outlet, brings baby's bottle to feeding temperature, and when water in base is gone, shuts off automatically. Vaporizer attachment makes it possible to convert warmer to vaporizer. Model No. 1013 A, retails at \$1.95.

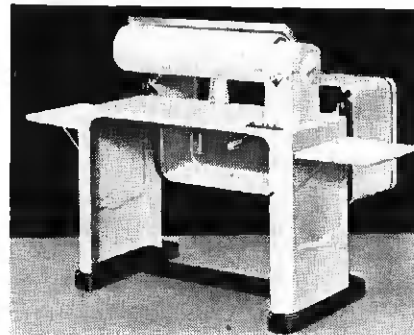
Automatic-electric bottle sterilizer holds seven bottles and nipples in live steam. Avail-

able in limited quantities. Model No. 872, retails for \$5.95.

Major vaporizer for heavier colds and croup and for adult use, produces a medicated steam. Cool grip facilitates handling. Model No. 891, \$3.50 retail. The Hankcraft Co., Madison, Wis.—RTR

Apex IRONER

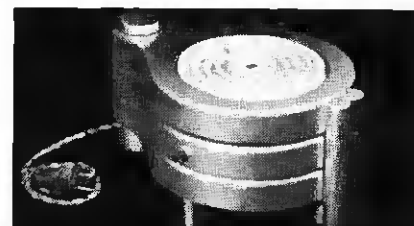
Cabinet type ironer, reversion model, with two-speed floating roll and finger tip



control. Apex Electric Mfg. Co., 1067 E. 152nd St., Cleveland, Ohio.—RTR

Camco PORTABLE TABLE RANGE

Range when compacted is 8" wide, 11" long, 5 1/4" high, and weighs approximately 6 pounds. When opened to operating position, with all three burners ready for use, the range covers an area of only 14" x 20". Units and switches are operated on household current. Top burner becomes alive, even when range is folded, as soon as switch is turned on. Two lower burners cannot be turned on when range is compacted. Individual burners can be turned on and off. Top

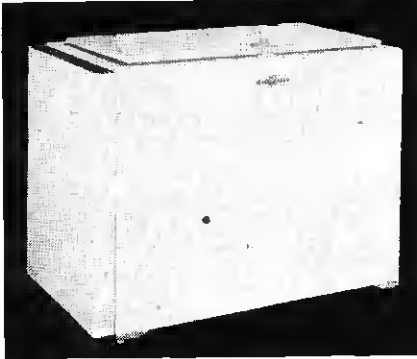


burner draws 600 watts, middle burner 500, bottom burner, also a "warmer," carries 220 watts. Camco range will sell for approximately \$24.75, with conventional trade discounts. Camco Products Inc., 57 William St., New York, N. Y.—RTR

Appliances for the Home

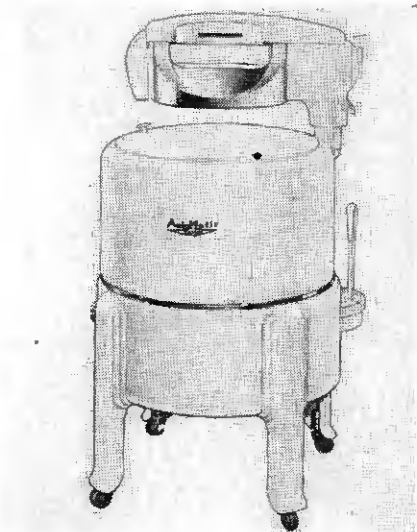
Coolerator HOME FREEZER

Model F65. Capacity 6.58 cu. ft.; 1/6 H. P. motor, natural draft condenser Measures 28 3/8" wide, 47" in length, 37 3/8" in height. The Coolerator Co., Duluth, Minn.—RTR



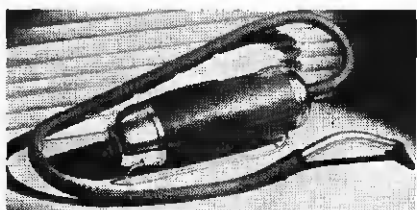
Automatic WASHER

Model 413; one of washer types Automatic will sell postwar. Automatic Washer Co., Newton, Iowa—RTR



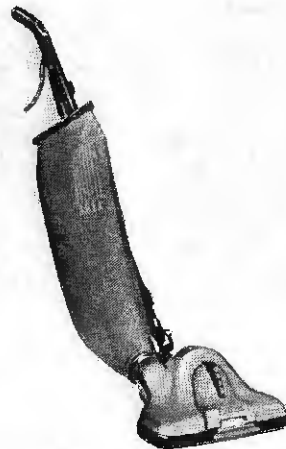
Apex CYLINDER CLEANER

Cylinder type cleaner, reversion model, with toe-tap switch control and powerful high-speed oil-less ball-bearing motor. Apex Electric Mfg. Co., 1067 E. 152nd St., Cleveland, Ohio.—RTR



Apex VACUUM CLEANER

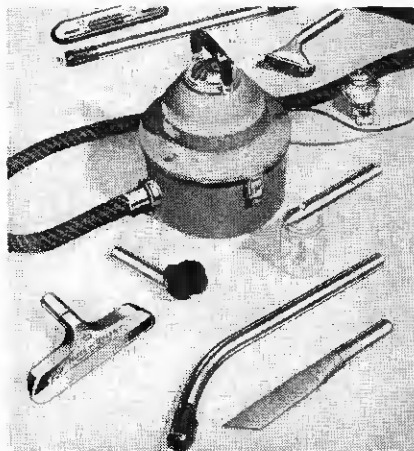
Electric vacuum floor cleaner, reversion model, with adjustable brush agitator. Cleaner



is light-weight and can be used with attachments by removing front panel. Apex Electric Mfg. Co., 1067 E. 152nd St., Cleveland, Ohio.—RTR

Filter Queen VACUUM CLEANER

Bagless vacuum cleaner, has dust receptacle concealed beneath filter in power unit. By releasing side latches and inverting, dust receptacle can be emptied. Swivel nozzle with



sweep action floating brush can be used on furniture, drapes, for moth proofing, and other unusual cleaning jobs. Health-Mor, Inc., 203 North Wabash Ave., Chicago 1, Ill.—RTR

Dormeyer FOOD MIXER and JUICE EXTRACTOR

Vertical model 3000, electrical food mixer, is furnished complete with motor driven unit on adjustable stand, with revolving ball-bearing turntable, two plaited glass mixing bowls, two beaters, juice extractor bowl with

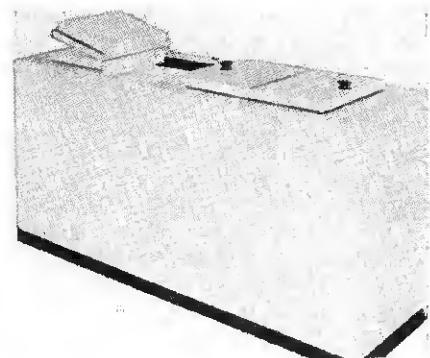
reamer and juice directing spout. Retail at \$18.75, (including Federal excise tax), Den-



ver and West \$1.00 extra. Units available in limited quantities through appointed distributors to dealers. Dormeyer Corp., 4300 N. Kilpatrick Ave., Chicago 41, Ill.—RTR

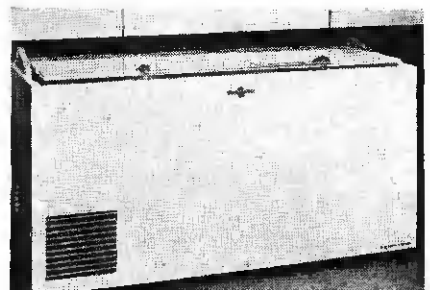
WinPower FROZEN FOOD CABINETS

Four models available. Model 4, capacity 4 cu. ft., \$185.00 list price; model 6, capacity 6 cu. ft., \$245.00 list price; model 8, capacity 8 cu. ft., \$280.00 list price; model 16 (shown), capacity 16 cu. ft., \$395.00 list. Wind Power Mfg. Co., Newton, Iowa.—RTR



Coolerator FARM FREEZER

Model F155; capacity 15.10 cu. ft.; hermetically sealed, 1/3 H.P. motor, fan cooled condenser. Measures 30 3/8" wide, 72" in length, 38" in height. The Coolerator Co., Duluth, Minn.—RTR



(For more new merchandise, see page 82)

Good Music -MADE EVEN BETTER!

SOON THE NEW

RECORDIO



Whether it's music, drama, or the baby's first words, don't be satisfied with the ordinary in tone reproduction. The true-to-life recordings made by the soon-coming new post-war RECORDIO will surpass your fondest dreams. Set your sights high, expect the impossible—then listen to the impossible come true.

Until the new RECORDIO arrives, do the next best ... sell RECORDIO DISCS and *Recordio* NEEDLES, two "RECORDIO QUALITY" products made available by Wilcox-Gay engineers, designers of RECORDIO, the first successful home recorder.

"SELL RECORDIO ACCESSORIES for MORE PROFIT IN YOUR POCKET"

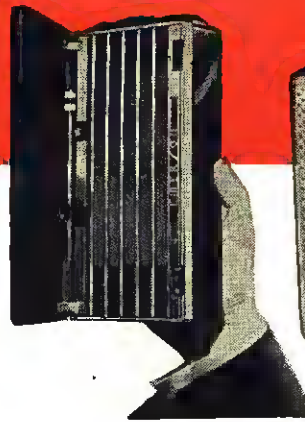
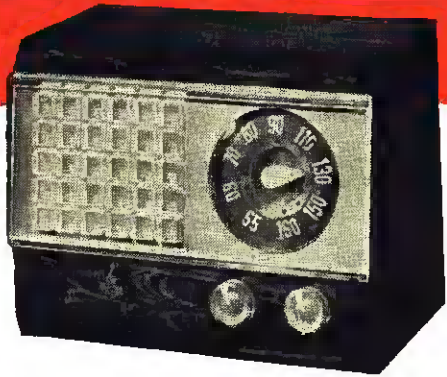


RECORDIO

Recording instruments for home, commercial and professional use.

MANUFACTURED BY
WILCOX-GAY CORPORATION
CHARLOTTE MICHIGAN, U. S. A.

Head Start for



Booking Orders NOW For the Forerunners of America's No.1 Small Radio

The drive begins! The first step in a great dealer-consumer campaign to reaffirm Emerson's LEADERSHIP in Small Radio—to hasten the delivery of goods when the "GO" signal is given.

With amazing new designs—new cabinet materials—new performance features—models for every purpose and every purse—the new Emerson line will be in all ways sensational.

Price and discount policies will be liberal. National and cooperative advertising and sales promotion will focus public interest on Emerson FRANCHISED Dealers and lead logically to post-war prosperity.

*Only a Few Franchises Open.
Call Emerson Distributor Today*



Emerson Radio and Television

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

Emerson Franchised Dealers!

COMING... TO THE MILLIONS
WAITING FOR EMERSON RADIOS

New Miracles of Engineering

ORDER NOW for Extra Delivery

**THE NEW POST-WAR
Emerson Radio**

Come In
ORDER NOW

Miracle Sets of Tomorrow!

WORLD'S LARGEST MAKER OF SMALL RADIO

MIRACLE RADIOS OF TOMORROW!
Emerson Radio and Television

By the WORLD'S LARGEST MAKER OF SMALL RADIO

Backed by the Biggest Campaign in Emerson History

All of America is awaiting this NEWS—and all of America will get it in big doses—continuously from now on. In leading magazines, newspapers, billboards and other media. Ask for copy of big broadside which tells the entire story.

Emerson Radio and Television



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



Melvin Lemmer, owner, second from left, is getting set for future radio-appliance sales. Record merchandising is current business-builder.

Stimulating Sales NOW

Dealer Sponsors "Record Club" to Boost Disc Volume; Builds Prospects

• One dealer who has not "thrown in the sponge," as far as aggressive salesmanship is concerned, is Melvin Lemmer, proprietor of Mel's Radio Service, 1222 Harrison St., Davenport, Iowa. While searching for a method which would keep customers interested in his establishment, sell more of his available goods, and build an excellent prospect file for future radio-appliance business, he hit upon the idea of a "record club."

Each time a purchase is made by a member of "Mel's Record Club," a card is punched. Spaces for 16 punches are printed on the card.

When the club member has made the 16 purchases, he is entitled to a premium. Usually the purchaser receives the privilege of making his own recording, or else he may choose some article equivalent in value.

A new customer brought in by a club member entitles the member to a free card punch. At the present time there are about 600 membership cards in circulation.

Preparing for Future

This method of building current sales, and keeping the store well-advertised, is effective, and is achieved with a minimum of cost. Each of this dealer's club members represents a potential customer for postwar sales of radios and appliances. When "M Day" (merchandise delivery day) rolls around, and competitive selling sets in, Lemmer will be in a firmly entrenched merchandising position.

When civilian goods began to dis-

appear from the market in 1942, Lemmer took in lines of discs. Two reasons prompted him to deal in records: (1) He felt that he was principally a merchandiser, not a service dealer; (2) He foresaw a good and ever-increasing demand for records.

Many of the radio retailers in Lemmer's trading area went into the furniture business when receivers and appliances gave way to manufacture of war goods. However, this dealer "stuck to his guns," and insisted that he was in the radio-appliance-record business, not in the furniture field.

Lists Discs Available

From the very outset, Lemmer did well with records. To make disc selection easy for the prospective purchaser, each compartment, in which discs are displayed on the record rack, is tagged with an identification number. A typed list which indicates the records in stock, and what number compartment each disc is in, is placed on the counter for the customer's convenience. Thus, the purchaser can tell at a glance whether the platter he wants is in stock.

When all the records of one particular recording are sold, the name of the disc is removed from the typed list. When new platters are received, they are placed on the list next to the numbers which corresponds to the ones appearing on the record rack. The list is completely retyped periodically, for the sake of legibility and neatness. This arrangement has worked out in a satisfactory manner.

Recording is an additional source of revenue for this dealer. Besides being used as a premium for those belonging to his record club, this retailer has found that disc-cutting is a profitable business. Lemmer makes 8 and 10 inch recordings, and hopes to do even better with this phase of his activities in the future.

Again placing the accent on merchandising, this store has sold (and sells today—if the goods can be obtained) such items as radio cabinets, record cabinets, small electrical appliances, coffeemakers, antennas for car radios, phonograph needles, irons, etc.

A particularly good item with this establishment is the home microphone. Sales of this merchandise have been repeatedly satisfactory, and continue to augment the store's income. Small and inexpensive goods, such as flashlight batteries, which are also sold, help to keep profits up, in addition to creating store traffic.

Ads Get Results

Lemmer advocates newspaper advertising, and firmly believes that this type promotion brings definite results. Used in conjunction with his merchandising of discs, frequent ads in the newspapers have proven effective.

Lemmer is making plans to modernize and remodel his store to make room for postwar radios and appliances. An improved and modern-looking store, together with the modern merchandising methods which he has been using, will give this merchant the "edge" over competition.



A helluva fix
for a
radio dealer

Today the woods are full of them—radio brands, not tigers.

But choose the wrong one and you've got a tiger by the tail—a brand you won't want to hang onto and yet won't dare to let go of once postwar selling gets down to bare-knuckle competition.

Best way to avoid that is by making the right choice now—and the only thing you can be sure of from past history is this: In postwar years a lot of new brands go up

to the top, oldtimers often have trouble holding their own.

Get the facts . . . *all* the facts . . . then your decision is on safe ground. And for some of the most thought-provoking facts about the future of radio selling, get the just-published Olympic Radio brochure, "A Man Has To Think Twice." Backed by more than 10 years' leadership in the export radio field, Olympic now makes an announcement of unusual significance for you.

Just mail the coupon below. You'll receive the brochure pronto.



MAIL THIS COUPON TODAY!

Olympic Radio & Television Division
Hamilton Radio Corp.
510 Sixth Avenue, New York 11, N. Y., R-85

Please send me the Olympic Radio brochure, "A Man Has To Think Twice."

Name _____ Title _____

Store Name _____

Street Address _____

City _____ State _____

IT'S FUN to live and work in MT. CARMEL, ILL.

Johnny Beauchamp, a supervisor at the Meissner factory in Mt. Carmel, is typical of Meissner's *precision-el*. The camera has recorded Johnny's day . . . a combination of work and play that's a big reason for the high quality you'll find in Meissner products—"precision-built by *precision-el*."



Here's Johnny at work. He's "tops" with subordinates because he's never too busy to give the other fellow a "lift" . . . help make the job easier.



A five-minute walk at noon takes Johnny home for lunch. Usually Connie Sue, his 6-year-old daughter, meets him at the corner. Johnny owns his own bungalow in this attractive section of Mt. Carmel.



There's a smile on his face as he leaves the factory at 4 p. m., but smiles are the rule, *precision-el* . . . ten



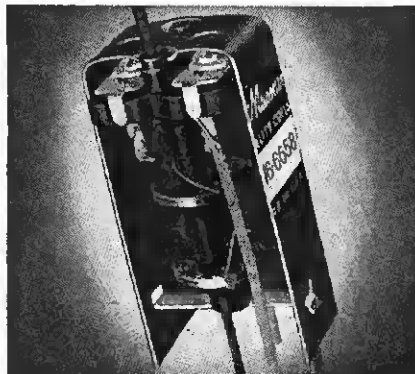
minutes later he's ready to apply Meissner precision to the golf game that has won him several trophies.



Flying is another of Johnny's hobbies. He and other members of Meissner's *precision-el* have organized the Mt. Carmel Flying Club, built a hangar, laid out the field. Here a group listens to a student being briefed before the takeoff.



Like most fathers, Johnny finds the baby more interesting than a tender morsel of chicken. After dinner, Johnny may go back to the plant to work out the following day's schedule.



"Step Up" Old Receivers!

These Meissner Ferrocart 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

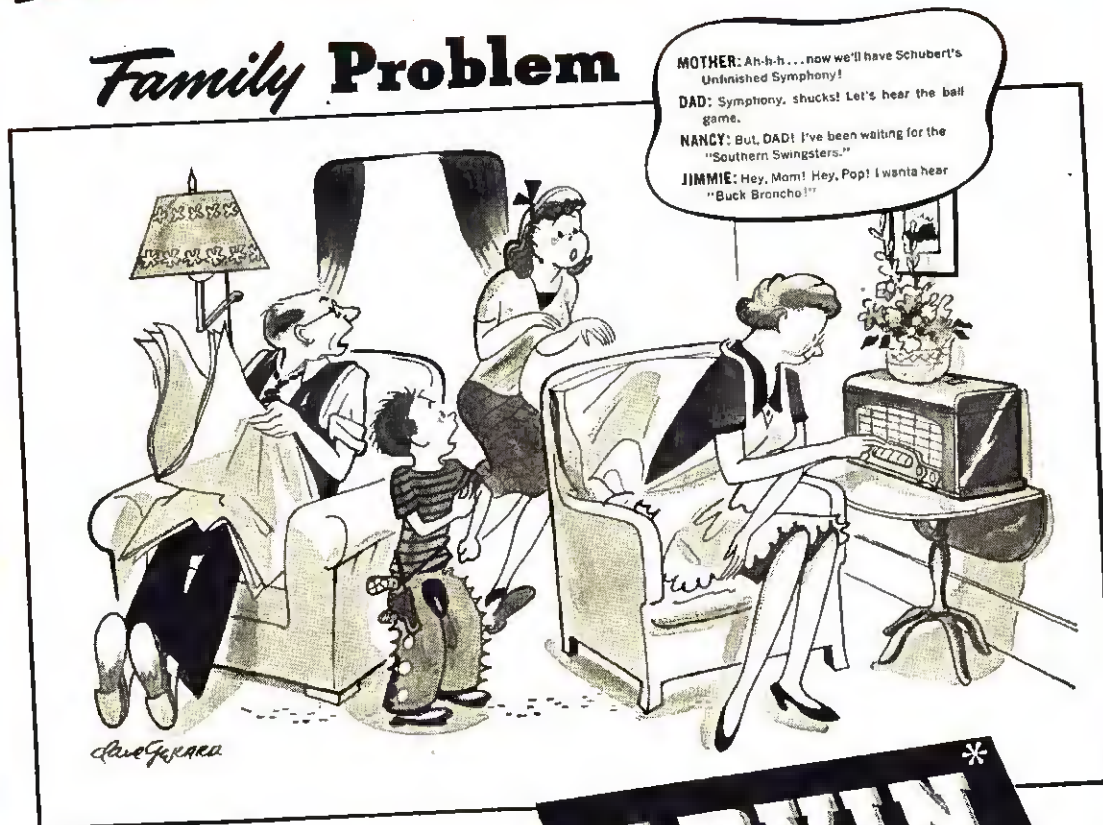
Export Division: 25 Warren St., New York; Cable: Simontrice

RADIO & Television RETAILING • August, 1945

Depend on
ARVIN
for Fast Sales

Family Desires for the coming Arvin Top Flight Radios are being pre-sold to customers for you — through a series of full pages, like the one reproduced below, appearing in current issues of *The Saturday Evening Post*, *Collier's Weekly* and *Better Homes and Gardens*. All this pre-selling effort will add up to fast sales for Arvin dealers later.

Family Problem



Answer...

THE ANSWER, of course, is Arvin Top Flight Radios—plenty of Arvins... one for each member of the family... Arvins upstairs, downstairs, all through the house—and outdoors, too. Then there'll be no conflicts, or arguments or disappointments. Somewhere in the home there'll be an Arvin for each person. Mother can get the program *she* wants. So can Dad and Nancy and Jimmie. As Mother does her daily household tasks, she'll find an Arvin in almost every room to cheer her as she works.

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



*THIS NAME IS
GETTING BIGGER
ALL THE TIME

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

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



BENDIX RADIO ADDS NATIONWIDE POSTER SHOWINGS TO ONE OF THE BIGGEST NATIONAL ADVERTISING CAMPAIGNS IN THE INDUSTRY

BUILD BEST WITH BENDIX . . . FOR

ANOTHER REASON WHY

QUALITY DEALERS ACCLAIM BENDIX RADIO

*The franchise
with a future!*

Because Bendix Radio believes that actions speak louder than words, it is forging ahead on all fronts with one of the biggest advertising and merchandising programs in the history of radio. As an *added feature* of the Bendix million and quarter dollar program, the Bendix message will appear on the streets, highways and byways of America in a nationwide poster campaign. This is the kind of backing you want in the months and years

ahead. This is the kind of backing you *must have* when competition gets keen. And Bendix Radio dealers will have it today and *tomorrow* because Bendix sights are fixed on the years ahead. Get the whole Bendix Radio story. Like everything else about this world-famous organization *it's big, sound, exciting*. Write direct to Bendix Radio Division, Bendix Aviation Corporation, Baltimore 4, Maryland.

Listen to "MEN OF VISION" Sundays 7 P.M. E.W.T. CBS



Bendix
THE REAL VOICE OF
Radio



PRESTIGE . . . PROFITS . . . PERMANENCE!



Yes...the "Lab" work is *Complete!*

OUR post-war plans, policies and perfected line of Eastern sound equipment have long ago passed the stage of draft-board design and laboratory tests! We're "in the groove"—ready to go! Based on our many years of experience, the new Eastern equipment incorporates the many

wartime techniques which we have been building into *quality* units for Uncle Sam.

For details and information please fill out and mail the Coupon today. Eastern Amplifier Corporation, 794 East 140th Street, New York 54, New York.

EASTERN AMPLIFIERS

This is Your Ticket

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

EASTERN AMPLIFIER CORPORATION, Dept. 8A
794 East 140th St., New York 54, N. Y.

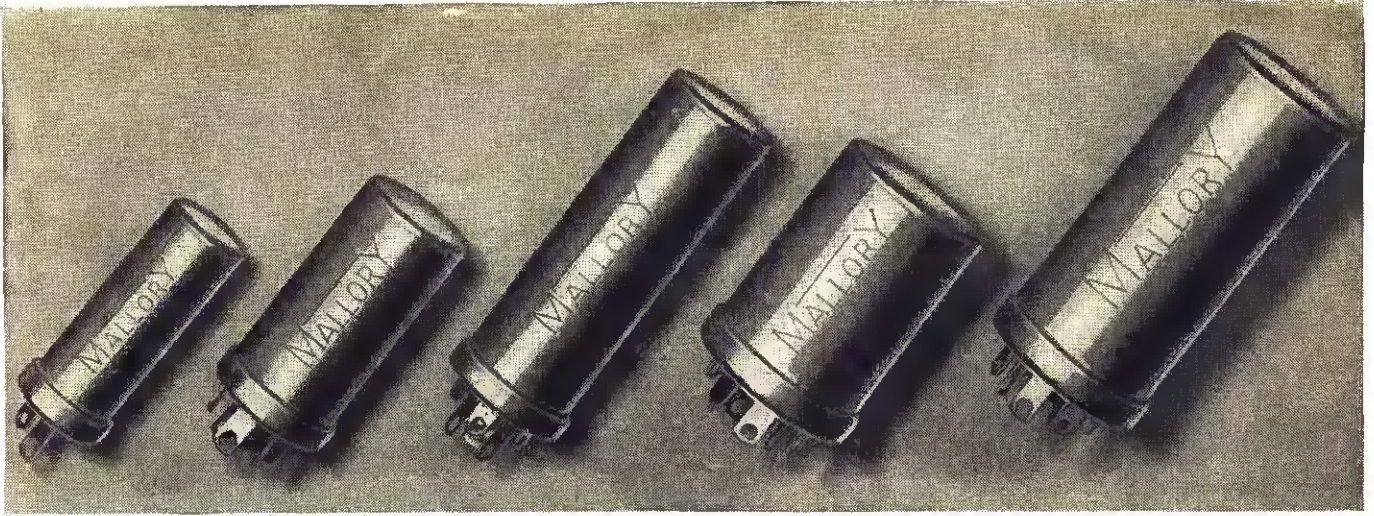
We are JOBBERS, DEALERS, A SERVICE ORGANIZATION, SOUND SPECIALISTS. We're definitely interested in your post-war line, your policy, your proposition. Mail us complete information, without obligation.

COMPANY NAME

ADDRESS

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

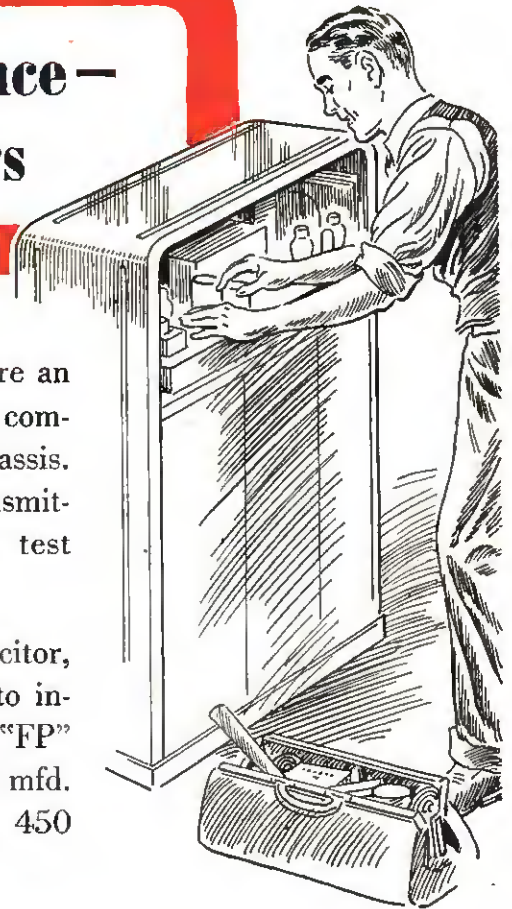
INDIVIDUALTITLE.....



To Earn Customer Confidence— Use Mallory "FP" Capacitors

COMPACT, precision-built, hermetically-sealed, they're an official standard of the RMA. No other capacitors can compare with them for vertical mounting on top of the chassis. That's why you'll find them in so many radio transmitters and receiving sets — in laboratory equipment, test instruments too!

So when it comes time to replace an "FP" type capacitor, make sure a Mallory "FP" goes in. Long on life, easy to install, no other capacitors do the job so well. Mallory "FP" Capacitors are available in ratings from 10 mfd. to 3000 mfd. at operating voltages from 10 volts (3000 mfd.) to 450 volts. See your Mallory distributor!



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

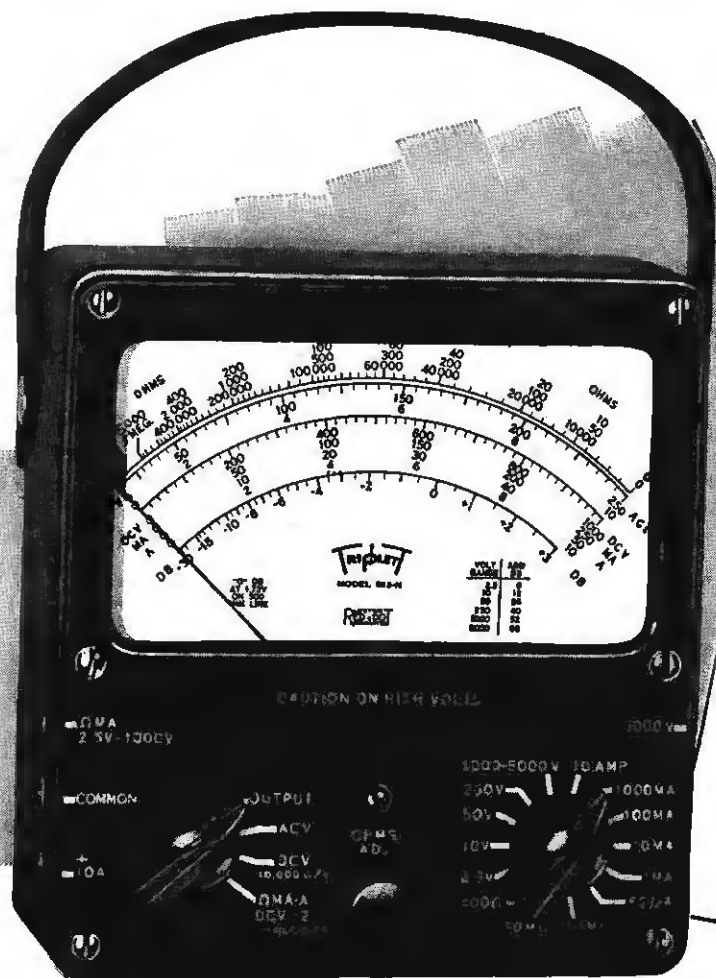
*More than ever—
ALWAYS
INSIST ON*

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.

*Trademarks



HERE'S THAT NEW
TRIPLETT
625-N

LONG SCALE, WIDE RANGE VOLT-OHM-MILLIAMMETER

DOUBLE SENSITIVITY D. C. VOLT RANGES

0-1.25-5-25-125-500-2500 Volts,
at 20,000 ohms per volt for greater accuracy on
Television and other high resistance D.C. circuits.

0-2.5-10-50-250-1000-5000 Volts,
at 10,000 ohms per volt.

A. C. VOLT RANGES

0-2.5-10-50-250-1000-5000 Volts,
at 10,000 ohms per volt.

OHM-MEGOHMS

0-400 ohms (60 ohms center scale)
0-50,000 ohms (300 ohms center scale)
0-10 megohms (60,000 ohms center scale)

DIRECT READING OUTPUT LEVEL DECIBEL RANGES

-30 to +3, +15, +29, +43, +55, +69 DB

TEMPERATURE COMPENSATED CIRCUIT FOR ALL CURRENT RANGES D. C. MICROAMPERES

0-50 Microamperes, at 250 M.V.

D. C. MILLIAMPERES

0-1-10-100-1000 Milliamperes, at 250 M.V.

D. C. AMPERES

0-10 Amperes, at 250 M.V.

OUTPUT READINGS

Condenser in series with A.C. Volts for output
readings.

ATTRACTIVE COMPACT CASE

Size: $2\frac{1}{2}$ " x $5\frac{1}{2}$ " x 6". A readily portable, completely
insulated, black, molded case, with strap handle.
A suitable black, leather carrying case (No. 629)
also available, with strap handle.

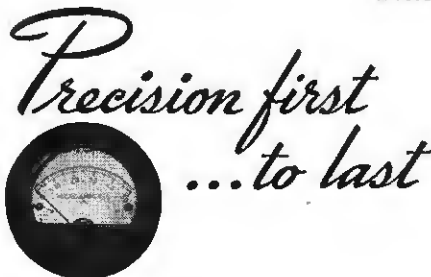
LONG 5" SCALE ARC

For greater reading accuracy on the Triplet
RED • DOT Lifetime Guaranteed meter.

SIMPLIFIED SWITCHING CIRCUIT

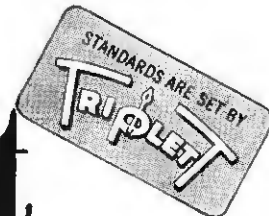
Greater ease in changing ranges.

Write for descriptive folder giving full technical details

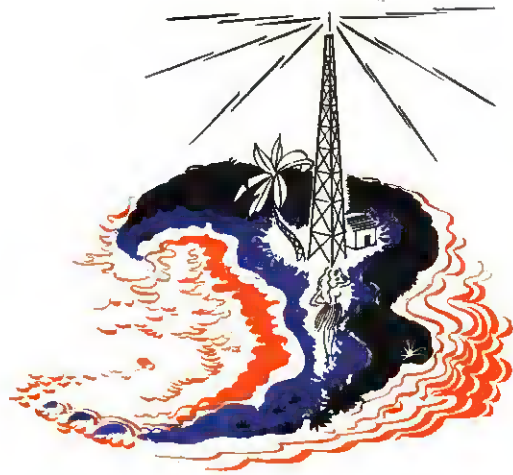


Triplet

ELECTRICAL INSTRUMENT CO.



60% Better



All of the advanced knowledge gained during the war will be incorporated in Stewart-Warner radio receivers at the start of civilian production. The result will be top

performance estimated at 60% better than in prewar sets

A blue rectangular graphic with white text. At the top, "STEWART-WARNER" is written in a bold, sans-serif font. Below it, "Radios" is written in a large, elegant cursive script. Underneath, "CHICAGO 14, ILLINOIS" is written in a smaller, sans-serif font. At the bottom, there is a logo featuring a shield with the letters "SW" inside, flanked by the words "STEWART" and "WARNER" on either side, with wings extending from the shield.



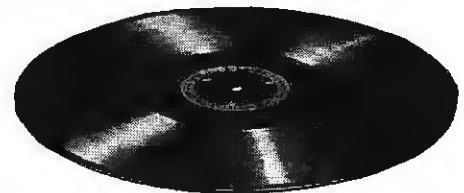


"I like to know how I'm doing

*... and a Presto recording
tells me frankly!"*

"A Presto recording is my severest critic," says Hildegard, radio's fabulous singing star. "I have each of my Raleigh Cigarette programs transcribed so that after the show I can check my voice and delivery. When you use Presto equipment—with its accurate reproduction and fidelity to musical tones—you know you're getting the truth!"

Major broadcasting stations all over the country have found that Presto produces high quality work—consistently. What's more, busy recording studios know that Presto equipment can take it, year in and year out, and still remain in perfect operating condition over long periods without adjustment. For every Presto unit is a precision instrument embodying fine materials and workmanship and the highest operating skill. Write for complete information.



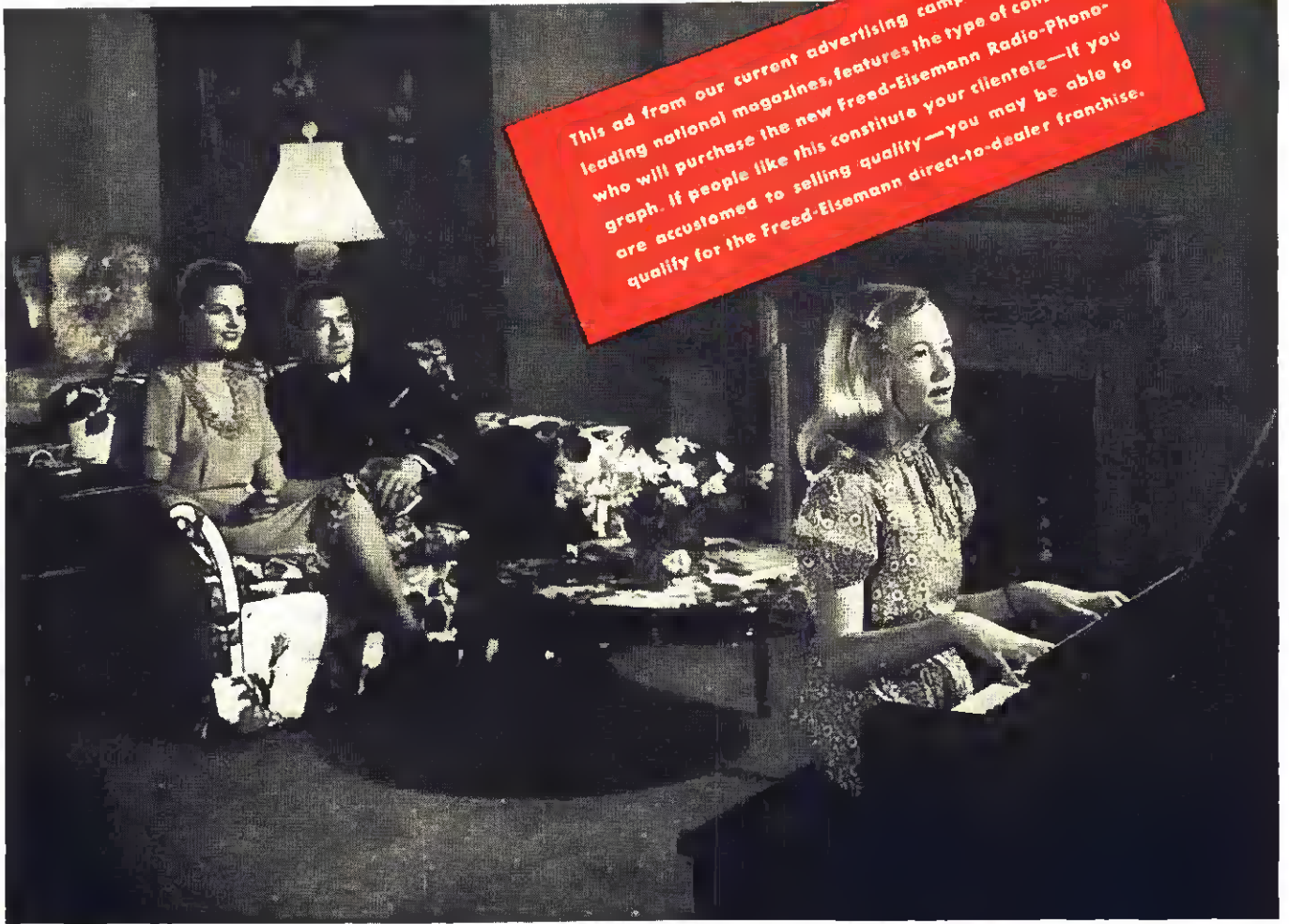
PRESTO

RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y.

Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS



This ad from our current advertising campaign in leading national magazines, features the type of consumer who will purchase the new Freed-Eisemann Radio-Phonograph. If people like this constitute your clientele—if you are accustomed to selling quality—you may be able to qualify for the Freed-Eisemann direct-to-dealer franchise.

"HOME IS THE SAILOR... HOME FROM THE SEA"

TO A HAVEN GRACED BY MUSIC AND CHARM

Home on leave! In this place that holds so much to be remembered, they again, for a little while, spend happy hours enriched all the more by cherished music. Some fine day, when he returns for good, they will fulfill their dreams for this talented daughter and this lovely home. One of those dreams includes the postwar Freed-Eisemann Radio-Phonograph.

With eyes on the future and hands long experienced, Freed-Eisemann engineers and craftsmen have planned for this family and you a *new* radio-phonograph—preeminent in performance and design. This instrument

will bring you magnificent war-born advancements... in FM (Frequency Modulation)... in international shortwave... in standard radio reception... in reproduction of recorded music... living—ringing true!

The new Freed-Eisemann Radio-Phonograph will seem to annihilate distance and take you right to the scene of the broadcast! You'll hear the surge of orchestral crescendo—each tone clear and pure. You'll hear the lowest bass and highest treble. You'll recognize and enjoy all the subtle nuances that make great artists great.

As distinguished in design as in musical reproduction, this thrilling new instrument

will come to you in both period and contemporary cabinets—in models which will express the talents of leading decorators and furniture craftsmen. These cabinets will, inevitably, "belong" in homes of distinction and gracious charm.

As in the past, expect great things from Freed-Eisemann—a name which, since crystal-set days, has marked quality radio. And expect the postwar Freed-Eisemann Radio-Phonograph to be a musical instrument which will adorn your home and enhance your enjoyment of life. Freed Radio Corporation, New York 13, N. Y.

BUY MORE WAR BONDS



Freed-Eisemann

ONE OF THE WORLD'S GREAT RADIO-PHONOGRAPHS

Manufacturers to the Dealers' Aid

**While Factories Are Still All-Out for War
Production, Reconversion Is on the Horizon**

•With the Pacific War still to be won, manufacturers everywhere maintain war production at its highest needed pitch, if only to save one life or to shorten the ordeal by a single day.

Nevertheless, reconversion is daily coming closer, and radio and appliance builders are doing everything within their power to give the dealer as much help as they can to prepare him for his return to selling. Some are doing it with booklets and suggested sales aids, others endeavor to give the retailer what glimpses they can of their own preparations for the return to pre-war manufacturing.

Westinghouse reports that postwar planning for its home radio and television division provides for the assembly of 3000 to 5000 units per day on a high-speed conveyorized line system in its new modernized 7-acre plant at Sunbury, Pa. It also reports that this kind of production may be reached within 60 to 90 days after the restrictions on men and materials have been lifted.

Stromberg-Carlson is keeping its dealers informed through an attractive and informative advertising campaign. Formal notification has been given by this company's vice-president, Lloyd L. Spencer, that the firm is ready to take the first major step toward eventual peacetime production of radio, FM and television receivers, and that franchises for dealers are now ready.

Complete Kitchen Plan

Hotpoint's vice-president, Ward R. Schafer, brings up a few pointers for appliance retailers regarding the advisability of selling electric appliances for the home via the "complete kitchen" method. Complete kitchens in retailers stores will not only strengthen a dealer's identity in the home electrical appliance field, but will tend to eliminate the more costly home demonstrations and door-to-door crew selling. A suggestion for kitchen remodeling in cooperation

with the local plumbers, electricians and building supply concerns is advocated. In addition, planned demonstrations of the complete kitchen, it is pointed out, will make possible the viewing of the postwar models by large groups of women at one time, thereby increasing potential dollar volume in sales per demonstration. That only the high money bracket families will be interested in the installation of new "complete kitchens" will be a thing of the past, postwar, as complete kitchen units will be available for as little as \$400, list, after victory. Also Hotpoint suggests, complete kitchens do not need to be bought all at one time, but a program for progressive buying can be worked out for the customer by the retailer.

Merchandising Helps

RCA lines up the sales value of sound installations for dealers, postwar—in industry, institutions and commercial organizations. The many uses of sound systems in various types of hookups are illustrated by a series of block diagrams in a recent booklet compiled by RCA. Typical installations for manufacturing plants, schools, hospitals, penal institutions, hotels, business offices, department stores, railroad terminals and airports, are listed for the dealer's information.

International Resistance Co., Philadelphia, has prepared new "Service Catalog No. 50," released through its distributors. Of standard file size, it is easy to read, clearly indexed, and this 12-page volume is designed to bring dealers up to date on new radio parts developments; features for the first time the smaller sized types BTA (one watt) and BTS (one-half watt) and the entire BT and BW line in preferred RMA ranges.

In answer to dealer fears that the radio industry will be in highly competitive shambles producing price-cutting and throat-cutting among dealers with the entry of many newcomers to the set manufacturing

arena after the war, Sonora's Joseph Gerl at a dealer dinner meeting in St. Louis, predicts short life for many of these new entrants. "Unless the newcomers are willing to take their places in the ranks and follow the accepted practices of production and pricing, we fear that they will be with us merely for a short duration," concluded Mr. Gerl.

National Electrical Wholesalers Assn., New York, has made available an attractive poster "To All Ex-Service Men," to be displayed in dealer windows. The poster urges all former members of the armed forces to register at the store for employment in the electrical industry.

National Company, Inc., Malden, Mass., announces that it will have sets for civilians within 90 days after it receives the "go ahead."

Chicago's Hallicrafter Co., producers of short-wave radio equipment, have filed application with WPB and OPA for spot authorization to manufacture 250,000 FM converters. These devices will enable pre-war FM sets to receive on the new 88 to 106 megacycle band, established in June by FCC.

Trade Activities

Gordon C. Brittan, vice-president of Warwick Mfg. Corp., makers of Clarion, in outlining his company's policies toward its dealers, stresses quality, sales helps and attractive price. He says: "Clarion will be a good radio, staunchly built—priced right for ready sale."

In short, although the manufacturers cannot give their dealers delivery dates and specific prices at this time, they are constantly aware of the retailer's problems and are doing what they can to keep him informed as they progress, albeit slowly due to war-time restrictions, toward the day when civilian merchandise will be released. For the most part, manufacturers are far advanced with their plans for speedy reconversion.

(Continued on page 125)



60,000,000 chances for profit

Why RCA Metal Tubes Give You a Chance to Get the Largest Share of a Backlog Market for 60,000,000 Renewal Tubes

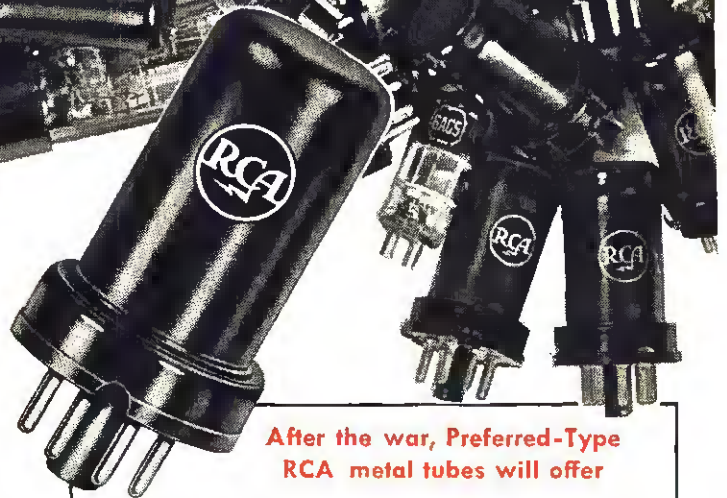
AUTHORITIES estimate that there is a backlog of demand for 60,000,000 tubes needed as renewals for civilian radio sets. This tremendous market *already exists*—it awaits only the release of the necessary tubes.

Of the 60,000,000, metal tubes will represent a very substantial share.

Since RCA is by far the largest producer of metal tubes—RCA has made more than 150,000,000 metal tubes since 1935—the public, as well as the industry, has known and accepted RCA metal tubes as standard for a decade.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

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



After the war, Preferred-Type RCA metal tubes will offer

- ★ Stock-saving advantages of the RCA Preferred-Type Program.
- ★ High performance assured by the greatest experience in producing metal types.
- ★ Easier servicing.

Thus, when you go after your share of the 60,000,000 market, keep this in mind: If your metal tubes are *RCA*, they're already sold—they'll move through your stock automatically, and they're sure to satisfy your customers.



42-6635-95

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION • CAMDEN, N. J.
LEADS THE WAY... In Radio... Television... Tubes...
Phonographs... Records... Electronics

YES...

There's something in heredity...

THAT MEANS EXTRA PROFITS FOR YOU!

WHERE will you find a greater ally for your business than the technical leadership and long heritage of experience which RCA Victor alone offers? Here is *sales momentum plus*—already being “steamed up” in full-page magazine advertisements like the one at the right.

Nor is that all. Double-spreads in Time magazine are giving America the right

answers on television. And “The RCA Show” with Tommy Dorsey on NBC is adding new sales-making power to the greatest name in radio, week after week.

This great *concentration* of advertising has one basic purpose—to get you off to a flying start with RCA Victor radios, “Victrolas”* and television receivers the moment they're available!

America's leading stores will serve you better
THROUGH TELEVISION!

RCA Victor

EXTRA! RCA Victor's radio program, “The RCA Victor Show” is now in its second big year . . . reaching millions . . . paving the way for your coming sales of RCA Victor radios, “Victrolas” and television receivers.

*The RCA Victor Show
With Tommy Dorsey, M.C.*

EXTRA! Because Time readers are leaders in all walks of life and the most likely to have a hand in the expansion of television, RCA Victor is presenting its special “facts about television” campaign in Time . . . the right answers for the right people!



A simple reproduction of this illustration, suitable for framing, will be sent on receipt of 10¢ in coin (to cover postage and handling). Address: RCA Victor, Dept. C, Camden, N. J.



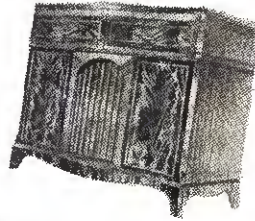
There's something in heredity . . .

CUTE PUPPIES are "a dime a dozen." They may be born of any kind of dog parents . . . But champion Collies can be produced only by the most careful selection from pedigreed Collie stock. Heredity counts!

Your first postwar radio set—whatever its name—will also be the result of the background and experience of its makers. And in engineering where you will find a background of achievement equal to that of the Radio Corporation of America? . . . In the whole field of recorded music where will

you find experience comparable to that of Victor?

As soon as radio sets are available, make your selection carefully . . . And at whatever price you decide to pay, you'll find added enjoyment and added pride in owning a set which bears the combined name of the acknowledged leaders in two fields—RCA Victor.



The new RCA Victor sets will include many great improvements—the result of experience gained in building 350 different types of war equipment, none

of it ever manufactured by anyone before . . . FM and television, of course. Radios and the famous Victrola (made only by RCA Victor) will range from excellent low-priced table models to fine automatic consoles. See your RCA Victor dealer before you buy.



RCA·VICTOR

RADIO CORPORATION OF AMERICA

HERE IS ANOTHER in the RCA Victor series of full-page advertisements currently appearing in the big-circulation national magazines . . . another reminder to your customers that their search for quality and performance means looking for the RCA Victor name.

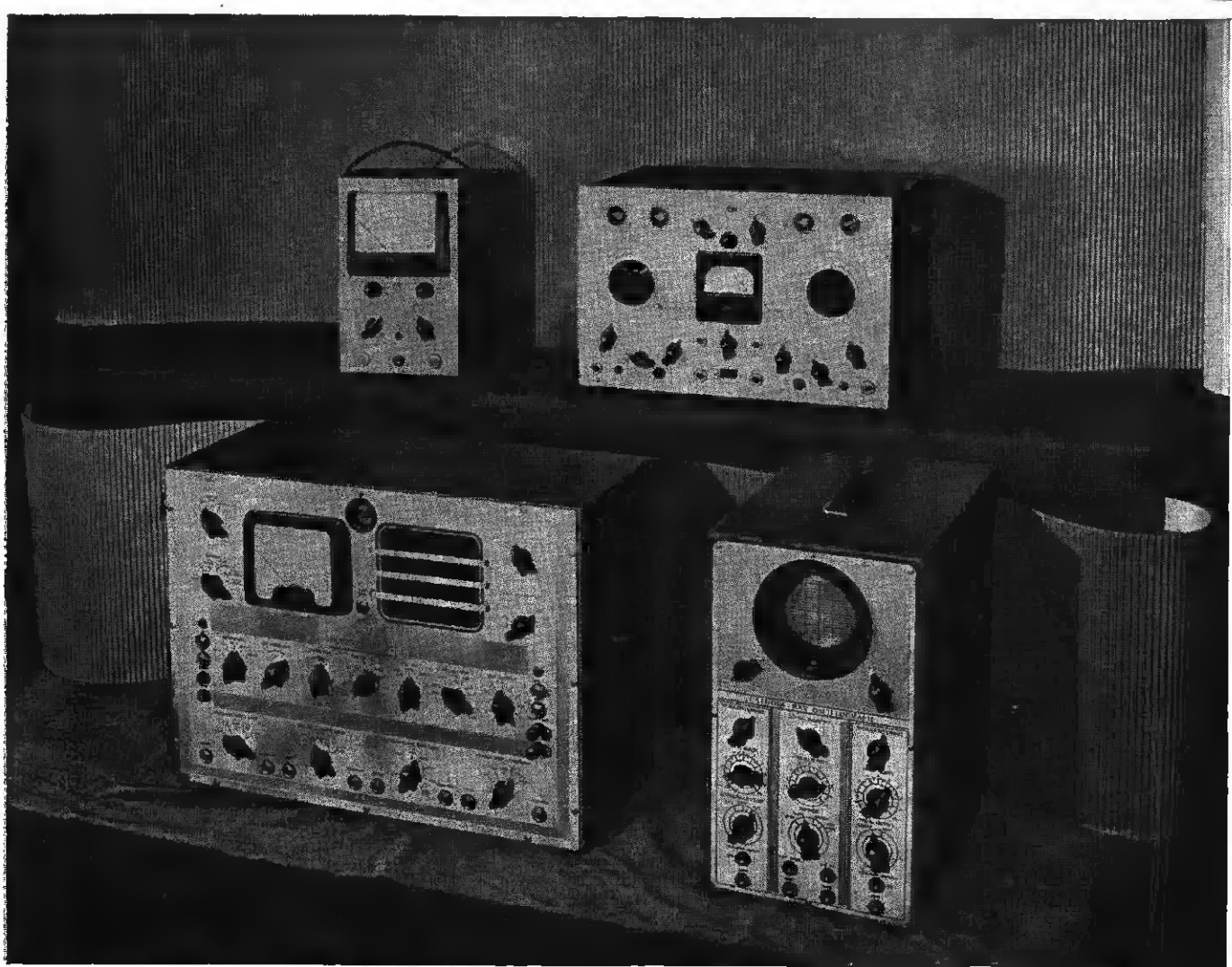


* "Victrola"—T.M. Reg. U. S. Pat. Off.

RCA·VICTOR

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

In Canada: RCA VICTOR COMPANY LIMITED, Montreal



Top: 195-A Voltohmyst—162-c Chanalyst

Bottom: 170-A Audio Chanalyst—155-c Oscilloscope

PREVIEW

HERE are the test equipment units service men will want after the war. New models of the well-known Voltohmyst, the Chanalyst, and the RCA 3-inch Oscilloscope, a favorite trio for r-f and general-purpose testing; and a new Audio Chanalyst for the sound specialist.

Radio men in the military services and in war industries are using these instruments today—getting the feel of them—learning their qualities firsthand. After the war, they'll want these well-designed, convenient, attractive-appearing equipments for their own shops.

And who wouldn't? For these units have all the proved advantages of prewar RCA equipments, plus many new features. And they've been tested by widespread wartime usage.

Today these equipments are available only on priority. But, as soon as restrictions are removed, your RCA distributor will be ready to fill your order with these new models, currently being manufactured. Why not ask him today for literature on them—or write Test & Measuring Equipment Section, RCA, Camden, N. J.

BUY MORE WAR BONDS



RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

NAMES in the NEWS

Eureka Appoints Three to New Sales Positions

George T. Stevens, vice-president and general manager of the Eureka division of the Eureka Vacuum Cleaner Co., Detroit, Mich., has made public the promotions of three of the company's executives.

O. H. Goldberg has been named sales manager of the western division of the firm; George H. Wilkens has been appointed sales manager of the eastern division; and George E. Wagner has been assigned to the post of sales manager of the central division.

According to Mr. Stevens, these appointments are in line with the organization's plans for an expanded postwar merchandising program.

New Majestic Treasurer

E. A. Tracey, president, Majestic Radio & Television Corp., St. Charles, Ill., has announced the election of John W. Mathews as treasurer of the corporation.

Toastmaster Names Davis

William E. O'Brien, general sales manager, Toastmaster Products Division, McGraw Electric Co., has announced the appointment of Harry B. Davis, Jr., as New York district manager. Mr. Davis' headquarters will be at 196 Lexington Ave., New York City.

Agent for Supreme Corp.

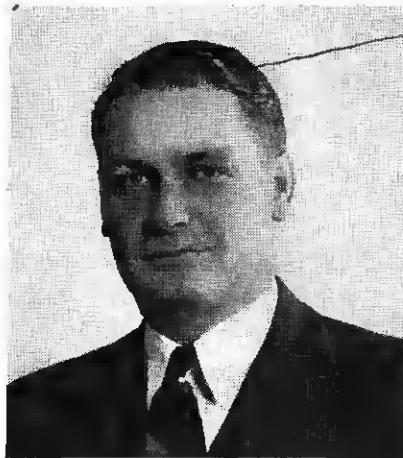
Supreme Instruments Corp., Greenwood, Miss., manufacturer of radio and electronic testing equipment has announced the appointment of American Steel Export Co., Inc., 347 Madison Ave., New York 17, N. Y., to handle the export sales of Supreme instruments.

To National Union Post



J. J. Clune, who has been named sales manager of National Union Radio Corp.'s distributor division. He joined the firm in 1930.

Hallcrafters' Official



Hallcrafters Co., Chicago, has appointed R. J. (Rollie) Sherwood to the post of sales manager, it has been announced.

Crosley Vice-President

Appointment of Frank A. Schotters of Alton, Ill., as vice-president of The Crosley Corp., in charge of production, has been revealed by R. C. Cosgrove, vice-president and general manager of the manufacturing division.

Mr. Schotters is widely known in manufacturing and industrial circles.

Guests at Meeting of Parts Manufacturers

Frank W. Mansfield, director of sales research for Sylvania Electric Products, Inc., was guest speaker at a monthly meeting of The Association of the Electronic Parts and Equipment Manufacturers. Mr. Mansfield gave some interesting highlights on the results of the Sylvania "continuous survey" on home radios and radio repairing for postwar planning.

Among those present at this meeting were: Bob Almy, Sylvania Electric Products, Inc.; W. A. Baldwin, The Turner Co.; Neal Bear, Radiart Corp.; J. A. Berman, Shure Brothers; J. M. Blacklidge, Standard Transformer Corp.; E. W. Butler, P. R. Mallory & Co., Inc.; H. W. Clough, Belden Mfg. Co.; N. E. Cohn, Cinaudagraph Speakers, Inc.; J. F. Crockett, Merit Coil & Transformer Corp.; F. S. Davis, Operadio Mfg. Co.; W. J. Doyle, The Astatic Corp.; G. L. Dryer, P. R. Mallory & Co., Inc.; F. R. Ellinger, Aerovox Corp.; Renald Evans, The Turner Co.; Lt. Burt Frauman, AAF—Shure Brothers.

Charles Golenpaul, Aerovox Corp.; Phil Gordon, The Phil Gordon Agency; R. M. Gray, The Rauland Corp.; C. A. Hansen, Jensen Radio Mfg. Co.; Ken Hathaway, Ward Leonard Elec. Co.; F. C. Hauser, Radio Mfg. Engineers, Inc.; J. Arthur Kealy; H. W. KaDell, P. R. Mallory & Co., Inc.; N. A. Koetke,

Standard Transformer Corp.; Roy S. Laird, Ohmite Mfg. Co.; V. Machin, Shure Brothers; P. H. Miles, The Astatic Corp.; W. J. Nezerka, The Turner Co.; M. C. Peppos, The Rauland Corp.

Harold Rainier, Sylvania Electric Products, Inc.; Howard W. Sams, P. R. Mallory & Co., Inc.; A. E. Schaar, Talk-A-Phone Mfg. Co.; R. T. Schottenberg, The Astatic Corp.; L. J. Seelig, General Transformer Corp.; E. G. Shalkhauser, Radio Mfg. Engineers, Inc.; S. N. Shure, Shure Brothers; D. T. Siegel, Ohmite Mfg. Co.; E. Singer, Alliance Mfg. Co.; R. E. Smiley, Continental Electric Co.; Oren H. Smith, Racon Electric Co.; H. A. Staniland, Quam-Nichols Co.; P. H. Tartak, Cinaudagraph Speakers, Inc.; H. H. Teplitz, Teplitz Adv. Agency; Fred D. Wilson, Operadio Mfg. Co.

Sayers Named Division Manager of Health-Mor

H. M. Sayers has been assigned as West Coast division manager of Health-Mor, Inc., and will assist West Coast distributors in developing their dealer organizations, according to Albert E. Kramer, vice-president.

"Mr. Sayers comes to our firm with a pre-war record as a distributor in the vacuum cleaner field," Mr. Kramer said. Mr. Sayers' headquarters will be in Seattle, where he will be assisted by his son, Lyman Sayers.

Calls on Astatic Jobbers

Ray T. Schottenberg, sales manager of jobber division of The Astatic Corp., Conneaut, Ohio, has returned from Baltimore and Philadelphia, where, with Frank B. Russell, district representative, he visited Astatic jobbers.

Stromberg Appointee



Assigned to Stromberg-Carlson's newly-created post of eastern district merchandiser is Charles M. Sherwood, veteran merchandiser.



the only DEALER FRANCHISE
with ALL these advantages

CHECK THESE ECA
RADIO FRANCHISE
FEATURES

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

can be all yours!

The ECA Radio Dealer Franchise was developed in collaboration with leading merchandisers—designed to help retailers make the most of post-war opportunities—devised to provide progressive dealers with many important advantages.

It offers you fine, precision-built radios . . . sold direct from the factory to you—F.O.B. your city . . . with heavier deliveries assured because a limited number of selected dealers will be appointed. That means more quality radios for you, just when you need them most.

It assures you maintained prices . . . customers pre-sold through national advertising . . . promotional help prepared by retail experts. That means plenty of customers for you—and a protected profit on each sale.

The ECA Radio Dealer Franchise gives you *all* of this—and much more. Dealers who qualify are being franchised now. Write for FULL details—TODAY.



"THE AMAZING ELECTRON" - Our program of pre-selling consumers is bringing in reservations for postwar ECA Radios every day. As another step in this plan, we are distributing to the public an interesting booklet, "The Amazing Electron" A copy is yours for the asking.



SEND THIS COUPON FOR DETAILS

ELECTRONIC CORP. OF AMERICA
45 West 18th St., New York 11, N. Y.

Gentlemen: Please send full details on the ECA Radio Dealer Franchise, without obligation.

Store Name

Address

City State TR

ELECTRONIC CORP. OF AMERICA

45 WEST 18th ST., NEW YORK 11, N. Y.

New!



ULTRATONE PHONOGRAPHS



Radio and record dealers will recognize the tremendous market for phonographs, a market pre-sold by millions of phonograph records. Besides, there's a greater profit in this higher unit of sale. The "ULTRATONE" line features phonographs for every need—non-automatic and automatic record changer models—portables—table models—battery amplified, spring driven models and wireless record players. WRITE TODAY FOR FULL DETAILS!

... No Radios ...
Phonographs Exclusively

Audio INDUSTRIES

MANUFACTURERS OF **ULTRATONE** PHONOGRAPHS • MICHIGAN CITY, IND., U. S. A.

Servicing Loudspeakers

Repairs on PM and Electrodynamic Units. Locating Field Coil Opens. Centering Voice Coils.

• Many radiomen do not relish loudspeaker repairs, and have been accustomed to either replacing a defective unit, or sending it out for service to a company specializing in this type of work. War-time difficulties in getting replacements or service, however, have made it necessary for radiomen, in many cases, to perform their own speaker repairs. Some pointers on this type of service will be presented in this article. Permanent magnet and electrodynamic speakers only will be considered, since these are the commonest ones in current use.

PM Repairs

PM speakers, because of the continuous action of their magnetic fields, have a marked tendency to accumulate metal filings and dust particles in their air-gaps. Gritty reception, decreased volume, and distortion frequently result, due to the scraping of the voice coil against these particles. "Freezing" of the voice coil by this obstructive matter is not uncommon.

Tapping the back of the speaker gently with a mallet may remove some of the particles. Filings may be scraped away with the blade of a thin screwdriver. The screwdriver blade should first be magnetized by rubbing it with a strong magnet, such as the core of a junked pm speaker. In some cases the edges of the speaker cone may have to be cut away from the voice coil form with a test prod point, to get all the dust out. They should, of course, be glued back again later. Wire-mesh dust caps are generally inefficient, and need not be re-installed after removal.

Vacuum cleaner suction has been recommended to clean out the air-gap. Care should be taken if this method is used to avoid damaging the voice coil.

The pm speaker core may, in many cases, be removed, and the air-gap cleaned thoroughly. Centering of the core after replacement, however, is not particularly easy, and the tedious adjustments often necessary place this method in the last-resort category.

The core of a pm speaker is sometimes jarred out of position. The

voice coil is thrown off-center, and its motion becomes limited as a result. Thin tone, and greatly reduced volume are usual symptoms.

If the core is a free-moving one, it should be pushed about till the tone and volume are satisfactory. Radio cement may be applied to the outside of the core, between the core and the outer housing, to reduce any tendency toward motion. If a screw is present at the back of the core for tightening purposes, radio cement is unnecessary.

When a piece of solder becomes wedged into the air-gap, the cone and voice-coil assembly may have to be removed to extract it. Sometimes,

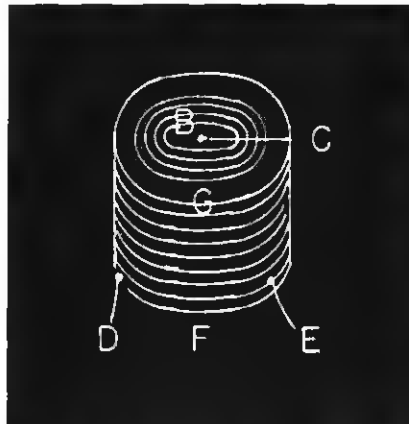


Fig. 1—An open winding anywhere in the coil will reach the surface between B and C. Its other end will terminate at D or E.

however, a less time-consuming procedure may be used. The author recalls one case where a solder lump was tightly stuck between the voice coil and the inner part of the field magnet, and resisted all attempts at extraction. The set owner was waiting to catch a train, and a hurried repair had to be made.

After much fruitless probing, the voice coil form was punctured, and a hole large enough to pass the solder lump through was made in it. The repair was successful, and damage to the voice coil was avoided.

Burnt-out field coils on hard-to-replace electrodynamic speakers are frequent headaches for radiomen. When the break is near the terminals, the mechanic is in luck, and hasn't

much of a job. When the break, however, is near the center, several procedures must be considered.

One method is the application of high voltage to the field coil terminals. This is reported to weld the break in some, probably a small minority of cases.

Another method is to buy a weight of wire equal to that of the burnt-out field coil, and of the same gauge, and wind it on a form similar in size to that of the original unit.

A third method is to unwind the field coil, find the break, repair it, and rewind. If the break is near the top, the loose section of wire may be discarded, and the end of the break used as a new terminal lead.

In the two last-mentioned methods, the turntable of a phonograph may be used to speed up the winding and unwinding process. An electric drill has been tried, but has proved too fast for use. The field coil is placed on the turntable center piece, and unwound onto a spool held by the mechanic. An extra man may be necessary to hold the wires and prevent them from entangling, and also keep the field coil steady.

Best Repair Method

One of the best methods for repairing a break in a field coil, particularly useful in cases where the coil cannot be removed from the speaker, is to proceed as follows: Consider the coil in Fig. 1. Wires in being wound go from the bottom to the top of the unit, and back from the top to the bottom. They also move more slowly from core to perimeter, or from B to C.

In the circular area at the top, whose radius is BC, two wires may

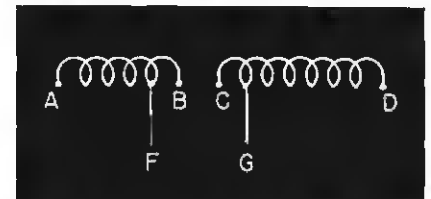


Fig. 2—Locating break in field coil by resistance tests. Two points closest to B and C should be looked for.

be found between which most of the coil is connected. In other words, if the coil originally was connected between A and D (see Fig. 2) two windings AF and GD should be searched for, which are almost equal in impedance or length, when added, to AD. Ideally, of course, AB and CD should be searched for. Practically, however, since locating the exact point of the break is not likely with the method to be described, AF and GD must be looked for instead.

Resistance Test

Connect one ohmmeter test prod to A. Probe top windings with the other test prod, searching for increasing resistance reading between A and other points. Scrape insulation off wires before contacting them with this second test prod. Make sure scrapes on wires are not adjacent, or turns may short together. If a fine-pointed test prod is used, it will not be necessary to remove the insulation, since the prod will penetrate it.

This search for an increasing resistance reading between point A and other windings should be kept up until a point is reached where an "infinity" or open reading is obtained, adjacent to a winding which gives a maximum reading.

The same procedure should be followed using the other terminal D as one of the test points, until point G is located. Now add the readings of AF and GD. If the total is approximately equal, or nearly equal, to the field coil value, join B and C together

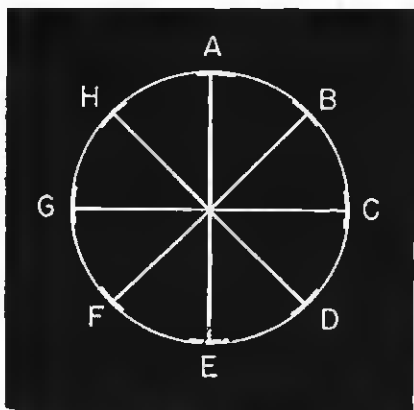


Fig. 3—If scraping sounds are heard when voice coil is moved in and out at any particular point, bend speaker frame outward at a diametrically opposite point to remedy.

with a wire. Insulate with tape after soldering.

Off-center voice coils on electrodynamic speakers may cause distortion and annoying rattles, either on high or low volume settings, sometimes on

Symptom	Trouble	Clue
Distortion	Off-center voice coil	Pressing cone in at certain points clears up distortion
Very low volume	Open field coil (on hook-ups where field is shunt connected)	No field pull
Very low volume	Voice coil frozen by dust or glue	Cone doesn't move freely when pressed
Hum	Off-center voice coil	Pressing cone in at certain points lowers pitch of hum.
Metallic rattle	Self-resonance in speaker	Rattle occurs only at certain high frequencies
Intermittent reception	Imperfect voice coil connection	Pulling gently on voice coil lead causes intermittent to occur

both. When no centering adjustments are present, the cone, voice coil and spider assembly has to be removed, and reglued. This is sometimes a long and rather painstaking procedure.

A much quicker method of centering voice coils may in some instances be used instead. This method will mar the appearance of the speaker somewhat; since the unit, however, is not

clarified by considering the speaker frame as divided into sections A, B, C, D, E, and F (see Fig. 3). If a scraping noise is heard only when the cone is pressed in at point B, the voice coil is shorting at that point. The speaker frame should be bent outward—i.e., toward the front of the radio—at F, the point diametrically opposite point B.

The torque applied causes the voice coil to clear the core (see Fig. 4). Warped voice coils may in many cases be restored to normal function by this method.

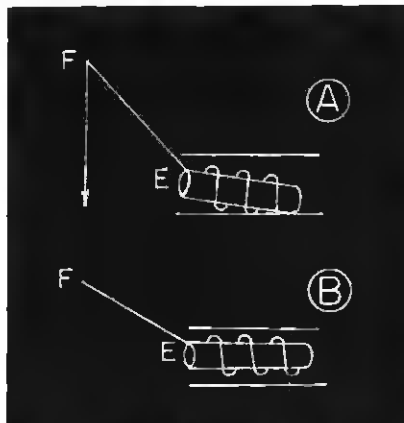


Fig. 4—A shows voice coil off center, with force being applied at F in direction shown. This pulls cone and voice coil assembly into centered position shown at B.

visible, set owners will hardly object. The voice coils of 4, 5, and 6 in. speakers are most readily centered by this method.

First find out on which side of the speaker the voice coil is shorting by moving the cone gently in and out, and listening for scraping noises. To remove the short, bend the frame of the speaker on the opposite side toward you with a pair of pliers. If we assume the short is on the right side of the speaker, the left side of the frame should be bent outward. This procedure may be further

Centering With "A" Cell

The best way of centering a voice coil is by the use of shims. Sometimes, however, the construction of the cone and voice coil assembly does not readily permit shimming. In these cases, a 1½ v cell may be connected across the voice coil, and kept there while the cone is being glued on. Centering of the coil in the air-gap will be automatic.

One of the legs of a spider piece sometimes breaks, due to the large movements of the cone on low frequencies. An annoying rattle is produced in such cases. Gluing a thin piece of leather or felt over the broken leg may remedy the trouble. The vibration of the spider may, however, break this connection.

Sometimes cutting off the broken leg piece near its ends is effective in decreasing the rattle. If it isn't, the spider must be replaced.

A new spider may be cut from thin sheet bakelite, or fibre, or a discarded cone piece, using the old spider as a template. The new spider may be cemented to a flange of the old one that has been left attached to the cone.



Women Will Say—

"TERRIFIC!"



FITS IN WITH MY FURNITURE!

AND WOMEN ARE THE BIGGEST BUYERS OF RADIOS

Eye-appeal means buy-appeal . . . particularly to your women customers! And Sentinel's complete new line of quality radios has been style-and-beauty approved by noted interior decorators and home furnishings authorities to assure eye-appeal!

The reaction will be terrific—reaction that will mean buying action—and profits for you! In all new Sentinel Radios—new performance will be matched by new beauty—a perfect combination for increased dealer sales! And the complete Sentinel line means sales to all your prospects . . . It will include AM and FM, AC and DC, Battery and Electric—table models, portables, consoles, radio phonographs—a radio to harmonize with every room in every home!



SO ATTRACTIVE!



JUST WHAT I WANTED!



WILL PLEASE ANY WOMAN!



Amy Freeman, noted authority on home furnishings, in consultation with Sentinel executives regarding feminine eye-appeal in coming Sentinel models.

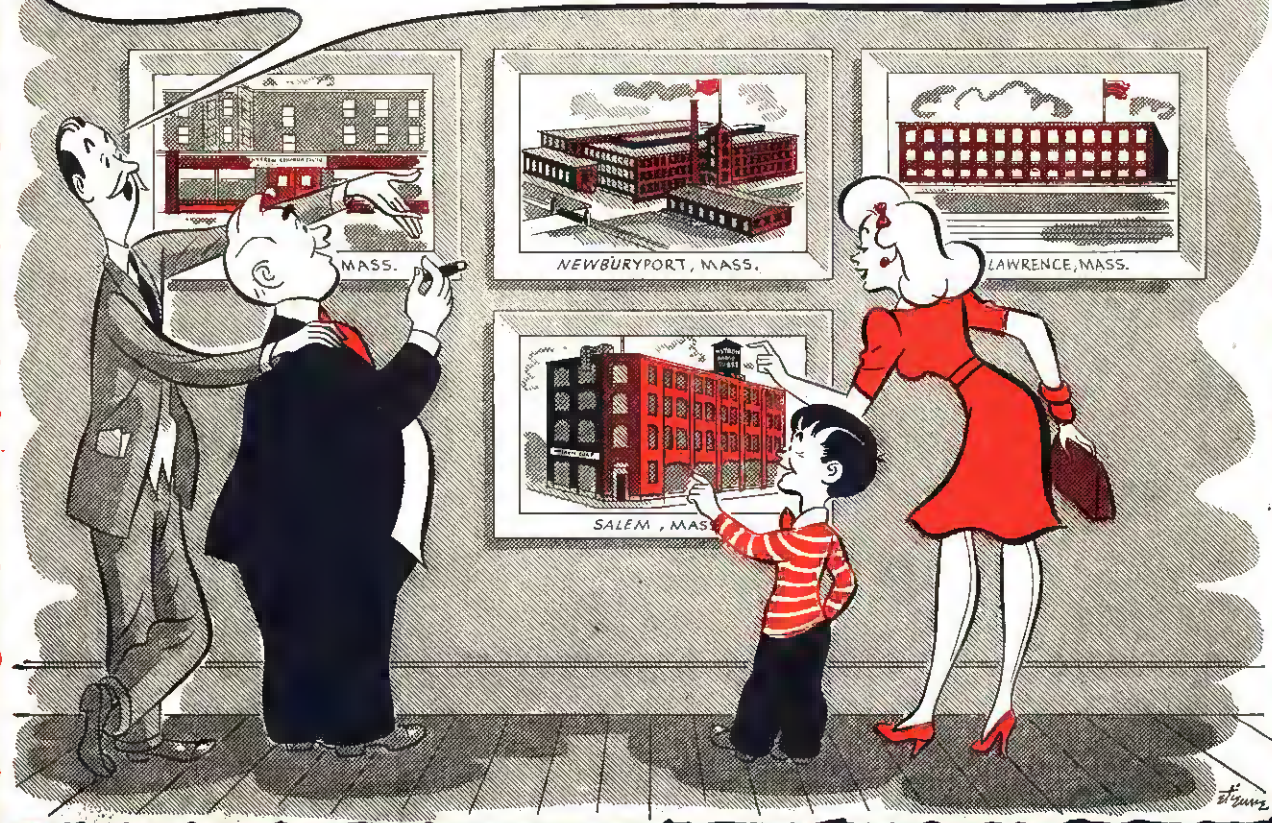


For Studio Tone in Your Home

Sentinel RADIO CORPORATION

2020 RIDGE AVENUE, EVANSTON, ILLINOIS

NO INDUSTRIAL GIANT...BUT!



True, Hytron may not be in the Goliath class. In the radio tube business, however, it is — and will be — an important factor. It has come a long way in twenty-four years. Customers who visit Hytron's four modern plants for the first time very often exclaim, "I didn't realize Hytron is so big, and is doing such a swell production job. Why don't you tell the boys how you have grown?"

Perhaps we're over-modest. Perhaps we have been taking things for granted. When a company keeps increasing its size gradually over the years, you hardly notice the growth. But

when you stop to think — to look back on this expansion through your customer's eyes — you realize that Hytron has grown up. New spacious modern plants — new specialized engineering departments — new high-speed production machinery — thousands of new faces — Hytron surely has changed.

Don't let anyone kid you though. We have our feet on the ground; we have no delusions of grandeur. The magic word "electronics" spells a bright future for Hytron, only if we continue to build into Hytron tubes the high quality which experience has taught you to expect.



BUY ANOTHER WAR BOND

OLDEST EXCLUSIVE MANUFACTURER OF RADIO RECEIVING TUBES

HYTRON

RADIO AND ELECTRONICS CORP.



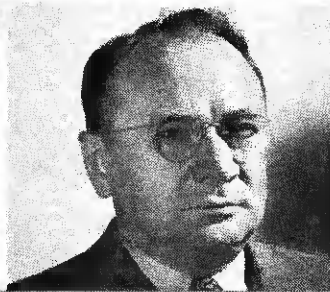
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PLANTS: SALEM, NEWBURYPORT, BEVERLY & LAWRENCE

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C. W. HANSELL
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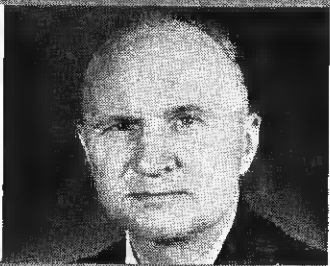
S. SEELEY
Industry Service



H. F. OLSON
Acoustics



R. D. KELL
Television



H. O. PETERSON
Radio Propagation

WE take this opportunity to "remember" men behind RCA . . . research men, engineers and associates . . . whose genius and teamwork gave the world electronic television, magic brain radio receivers, magic eye tuning, electron tubes for all purposes, full range recording, radar equipment —before the war began.

These men have created and improved electronic equipment for the Allied Armed Forces.

PIONEERS IN PROGRESS



RCA Leadership

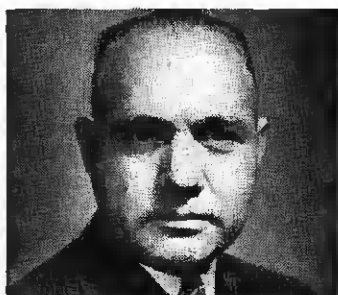
RCA Victor Division



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G. L. BEERS
Asst. Chief Engineer



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E. A. LAPORT
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When conditions permit, all their present and past experience will be concentrated on developing new and finer RCA products . . . large screen home television . . . Super-FM radio receivers, completely new automatic electronic phonographs and even better records . . . new electron tubes . . . the best in FM and AM sound transmitters. These men will indeed contribute to your enjoyment of peacetime living.



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RADIO CORPORATION OF AMERICA

PRINCETON, N. J. • ROCKY POINT, N. Y. • RIVERHEAD, N. Y. • NEW YORK, N. Y. • CAMDEN, N. J. • HARRISON, N. J.
LANCASTER, PENN. • INDIANAPOLIS, IND. • BLOOMINGTON, IND. • HOLLYWOOD, CAL. • MONTICELLO, IND.

Service Notes

● The shortage of storage batteries gives an increased importance to their proper maintenance and repair. The following tips reprinted from a bulletin issued by the Willard Storage Battery Co., may prove useful in extending the life of any batteries brought in for servicing.

Battery Troubles

If a shorted cell is present, check for cracked cell partition or worn insulation. Replace container or re-insulate.

When battery heats on recharge, discontinue charging and allow battery to cool. Resume charging at a low rate. See suggested charging hook-ups in Fig. 1.

If battery does not hold charge, check generator charging rate. Look for excessive starter draw, defective switch or small electrical loss in wiring due to break in insulation or oil-soaked condition. If these inspections do not reveal the source of trouble, open battery and check for a cracked cell partition. Correct the trouble.

When extremely sulphated batteries are encountered, charge at low rate (see charging hook-ups in diagram below). If this does not correct condition, battery must be replaced.

A battery that frequently requires water is overcharging. Adjust generator and regulator charging rate.

When cracked or leaking containers are met with, replace container and recharge battery. Adjust electrolyte as required.

Hydrometer Readings

When the hydrometer reading is between 1.270 and 1.300, and the specific gravity of the cells varies less than 15 points, the battery is fully charged, and in serviceable condition. When the reading is 1.225 to 1.270, and the specific gravity of the cells varies less than 15 points, the battery is partially discharged. It should be tested in two weeks to see if state of charge is improved. If the reading is 1.224 or lower, and the specific gravity of the cells varies less than 15 points, the battery is half discharged or more, and needs recharging. When the specific gravity varies more than 15 points, and is above 1.200 for at least one cell, the low cells are weak. The battery should be recharged and a capacity test made. When the cells are dry, and specific gravity readings cannot be obtained, the battery is probably being overcharged. Add

water. Check, and if necessary, adjust generator and regulator charging rate. Test in two weeks.

A hydrometer reading of 1.300 or more indicates an excess amount of acid in the electrolyte solution. To correct, remove some electrolyte with a hydrometer and add water. Charge the battery for one hour and test again. Repeat if necessary to obtain a specific gravity of 1.280 to 1.290, corrected for temperature.

Hydrometer readings are correct only when the temperature of the electrolyte is 80 degrees F. Above 80 degrees, hydrometer readings will be lower than actual specific gravity (to correct, add two points for each five degrees over 80 degrees F.). Below 80 degrees F., hydrometer readings will be higher than actual specific gravity (to correct, subtract two points for each five degrees below 80 degrees F.).

In cold weather, to prevent freezing of battery, recharge when specific gravity drops to 1.225.

Sulphated Batteries

To recharge sulphated and low capacity batteries, hook them up as shown in diagram. Battery A (12-volt truck and bus type) receives full 6-ampere charging rate. Batteries B and C (both sulphated) are connected in parallel and divide the charging rate—each receiving approximately 3 amperes. Batteries I, J, and K (all low capacity batteries) are connected in parallel and divide the 6-ampere charging rate between them, each receiving approximately 2 amps.

The charging rate applied to battery H (a two volt radio battery) is limited to approximately 2.5 amperes by means of the 21 candle power 6-8 volt automotive lamp bulb in the circuit, the remaining 3.5 amperes of the charging current flowing through battery D.

Charging 6-Volt Battery

Battery G (6-volt, Willard CR-2-3 electric fence battery) requires a higher than normal charging voltage and a maximum charging rate of approximately 2 amperes. Battery G is, therefore, connected in parallel with the two 6-volt batteries, E and F, to obtain the necessary charging voltage, and in series with the automotive lamp bulb, to limit the charging rate to approximately 2 amperes. Batteries E and F receive 6 amperes, minus the variable current that flows through battery G.

Charging Additional Batteries

Connecting the small and sulphated batteries (batteries B, C, H, G, I, J, and K) in series-parallel increases the capacity of the charging line to more than 12 batteries. Therefore, additional batteries, indicated by dotted lines, may be added in series with the circuit. These additional batteries receive the full charging rate of 6 amperes.

The charging rates described will be obtained with a 6-ampere charger operating at full capacity, or a 12-ampere charger operating at 6 amps.

Do not use battery dopes. These simply stimulate additional discharge. Battery condition is not improved.

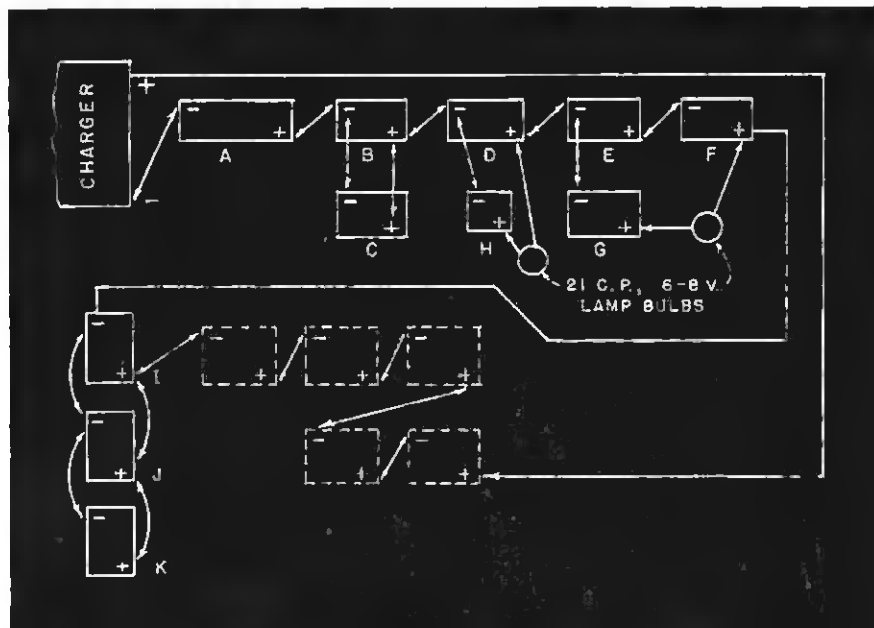
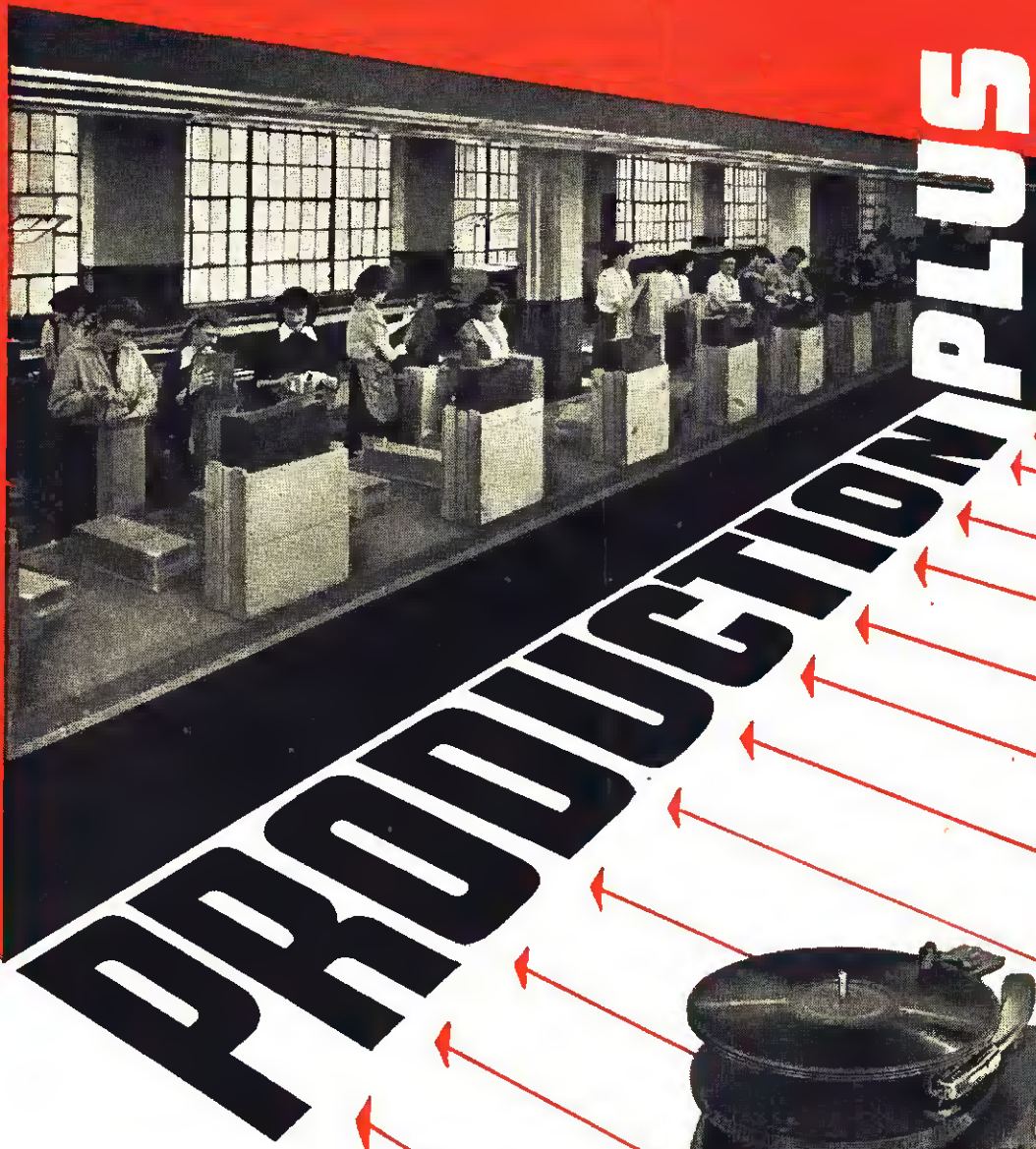
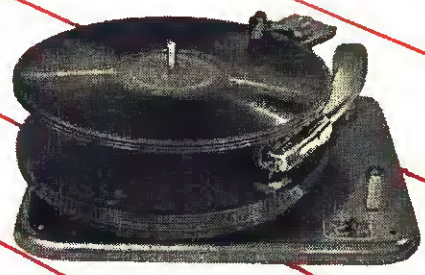


Fig. 1—Suggested hook-ups for recharging storage batteries.



At Detrola Radio, the pouring forth of hundreds of thousands of salable units when the starting gun booms will not be enough. The radio receivers, automatic record changers and other fine-featured products from our plants must blend service and beauty . . . express ingenuity even in details such as engineered packaging for safer transit . . . all to serve America's foremost merchants.

The distinguished Detrola record changer, better than ever, will be made for selected radio manufacturers and jobbers.



DIVISION OF INTERNATIONAL DETROLA CORPORATION • Detroit 9, Michigan

Detrola Radio

Score from The Four Freedoms Symphony

by Robert Russell Bennett

PHILCO

GENERAL  ELECTRIC

Bendix

ZENITH

Emerson

SPARTON

FARNSWORTH

ARVIN

RCA VICTOR Westinghouse

~~CROSLEY~~ CAPEHART

STROMBERG-CARLSON

Motorola

Admiral

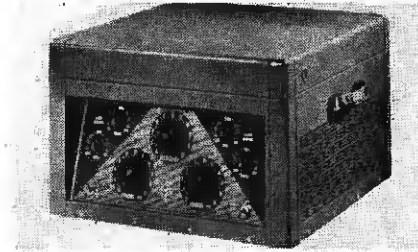
AMERICA'S LEADING RADIO
AND TELEVISION MANUFACTURERS
USE POST PAGES TO ESTABLISH
AND MAINTAIN BRAND PREFERENCE

THE SATURDAY EVENING
POST

New Merchandise Offered

Soundcaster DUAL AMPLIFIER

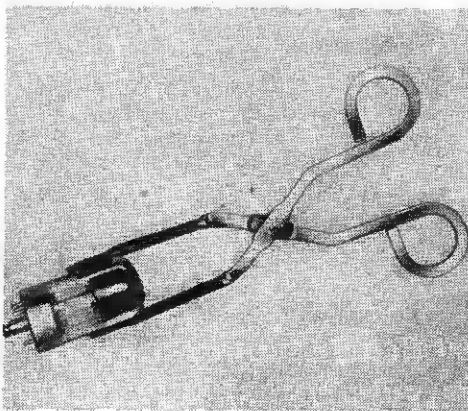
Designed for either plant broadcasting or public address service. Model 1335 is engineered for continuous use wherever commercial or industrial requirements demand a quality, heavy duty amplifier. Model 531 in-



corporates a 2-speed, manually-operated, record player for 10 and 12 in. commercial recordings, or 16 in. transcriptions. Model 530 features an automatic record-changing mechanism for either 12 ten-inch, or 10 twelve-inch recordings. All types give full 40-watt output even at very low frequencies. Weight approximately 45 lbs. Recessed pilot lights illuminate panel controls. Operadio Mfg. Co., St. Charles, Ill.—RTR

BMP TUBE EXTRACTOR

Used for inserting and extracting delicate miniature and straight-side glass tubes. Gripping surface of the extractor is rubber-covered. The prongs are of a wide enough opening radius to fit all tube sizes. BMP Co., Boonton, N. J.—RTR



Ideal ELECTRIC MARKER

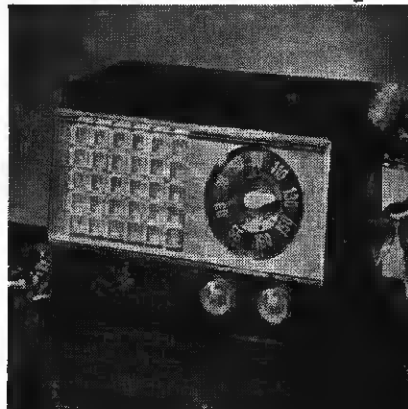
Marks most materials. Adjusting nut makes possible to vary the impact so that unit can even be used to mark on glass. Shaped to fit the hand, it can be held and used to write almost as easily as a pencil. Operates from any ac outlet. Makes 7200 cutting strokes per minute, leaving lines that cannot be wiped away or worn off with ordinary usage. 6 in. long and 10 oz. in weight. Ideal Commutator Dresser Co., 4033 Park Ave., Sycamore, Ill.—RTR

Instrument RESISTORS

These non-inductive resistors, known as Types RL and SL, are designed for use where light weight and compact size are important. Accuracy is retained throughout the life of the unit. Each resistor is subjected to a voltage breakdown test of three times rated working voltage. Spools are non-hygroscopic. Type RL units are rated at 1/2 watt, maximum resistance 500,000 ohms. Size 1/2 in. diam. x 1/2 in. long. Unit is drilled for 6/32 screw clearance and has 1 1/2 in. tinned copper leads. Type SL is similar to RL except that maximum resistance is 1 meg., and size is 1/2 in. diam. x 15/16 in. long. Both types are furnished with standard tolerance of 1/2 per cent. Tolerance to 1/10 per cent available. Instrument Resistors Co., 25 Amity St., Little Falls, N. J.—RTR

Emerson COMPACT MODEL

Postwar model 502 ac-dc, highly powered chassis with inclosed "super-loop." New tube developments. Advance operation and reception features. To retail at approximately \$25. Emerson Radio & Phonograph Corp., New York, N. Y.—RTR



PHONORADIO

Postwar model 506, with automatic record changer. Plays 10" and 12" records. Special powered radio with inclosed "super-loop;"



miracle-tone speaker. New plastic and metal features. Approximate list price is \$85. Emerson Radio & Phonograph Corp., New York, N. Y.—RTR

Sentinel VEST POCKET RADIO

This vest pocket radio, that can be carried in any pocket, or handbag, or concealed about the person, will provide good reception at all



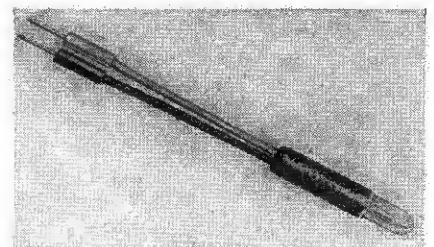
times. Has self-contained batteries, with aerial enclosed in wire leading to ear-piece. Complete unit includes radio, batteries, and tubes. Manufacturer cannot state specifically when the set will be placed on the market. Sentinel Radio Corp., Evanston, Ill.—RTR

General Cement ALIGNING KIT

This all purpose aligning kit contains special tools for aligning radio and electronic circuits. Included in the kit are alligator and hexagonal wrenches. Kit No. 5022 enclosed in leatherette case. List price \$3. General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—RTR

Amerline CIRCUIT TESTER

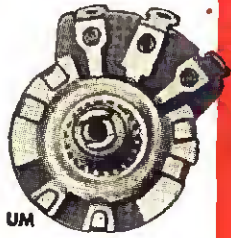
Vest-pocket type. Indicates voltages from 90 dc, and 60 ac, to 500 volts ac or dc. Neon lamp on top glows in varying intensities



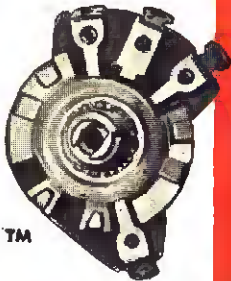
indicating circuit conditions. No glow indicates a dead line. Lamp lights on currents as low as one microampere. Amerline, 1753 N. Honore St., Chicago 22, Ill.—RTR

NOW..

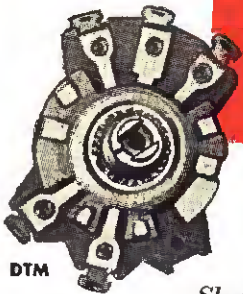
"EXACT DUPLICATE" CONTROLS FOR EVERY SERVICE REQUIREMENT



UM



TM



DTM

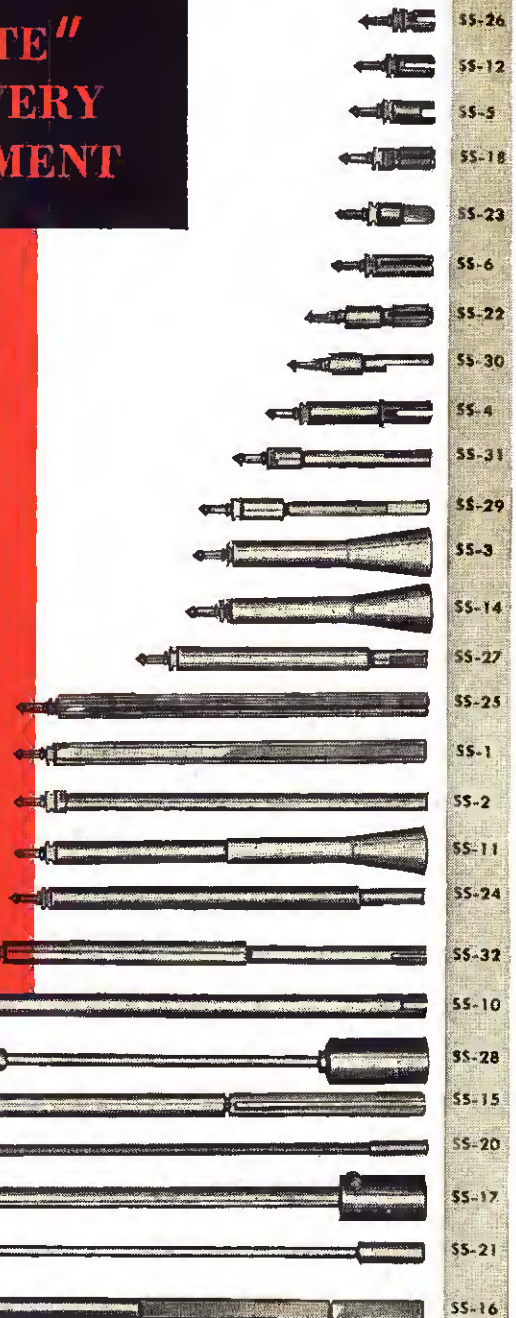
WITH Mallory plug-in shafts, you're sure of having the *right* replacement control for nearly every job . . . and your entire equipment can be carried in a small-sized kit!

Plug-in shafts, originated and developed by Mallory, do two things: They either replace the original shaft exactly—or they can be made into exact replicas by simply cutting to length!

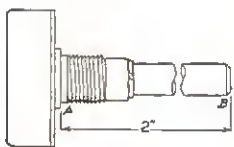
For household receivers, a kit of eight shafts will answer most of your needs (SS 1, 2, 5, 16, 18, 22, 25, 26). Automobile radios require, at most, twenty-two shafts (SS 1, 2, 3, 4, 6, 10, 11, 12, 14, 15, 17, 19, 20, 21, 23, 24, 27, 28, 29, 30, 31, 32). And remember—all these plug-ins fit Mallory UM, TM and DTM controls, each available in a complete range of resistances and tapers.

What a *set-up* for a busy service engineer! Then too, because the line is simplified, your Mallory distributor is *never* out of stock! Let him help you select the proper kit to answer *your* service needs.

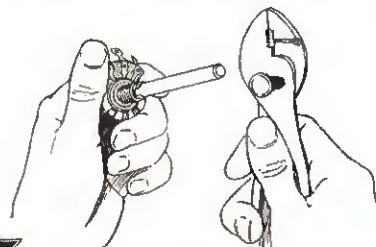
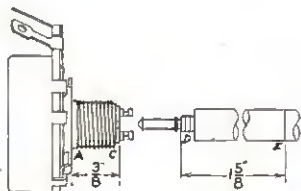
Shaft illustrations are approximately 1/2 actual size.



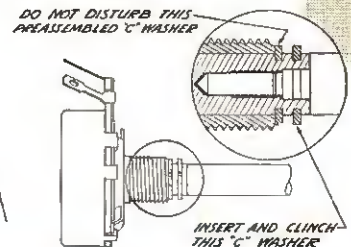
MALLORY PLUG-IN SHAFTS ARE EASY TO USE!



Measure the original.



Tap sharply. Pounding is not necessary—it may damage the control.



DO NOT DISTURB THIS PREASSEMBLED "C" WASHER

INSERT AND CLINCH THIS "C" WASHER

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

More than ever—
**ALWAYS
INSIST ON**

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

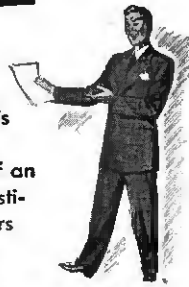
VIBRATORS • VIBRAPACKS* • CONDENSERS
VOLUME CONTROLS • SWITCHES • RESISTORS
FILTERS • RECTIFIERS • POWER SUPPLIES

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

*Trademarks

NOW...

Ready now for your study and use is the Chicago Tribune specific SALES PROGRAM based on the findings of an auto and household appliance investigation among consumers and dealers in America's most important market.



you can get going fast...

No matter whether your factory production is large or small, big unit products or packaged goods, you can get going fast in the rich Chicago market. It offers quick sales . . . continued dealer and consumer preference when the first easy selling conditions pass and competition gets tough.



with VOLUME SALES...

Here in the \$4,496,734,000 Chicago market is a tremendously pent-up demand for autos, washing machines, refrigerators, "big unit" products generally . . . a vast market assuring enough business to absorb all or the major part of the output of many individual manufacturers.



and QUICK DISTRIBUTION...



Get the quick distribution and consumer buying you want in a market famous for its record-breaking volume buying. Easily accessible to salesmen and factory shipments, the strategic Chicago area is big enough to use the first year's production of many a factory!

through ONE single medium...

in the GREAT CHICAGO MARKET

Get set now with a single advertising medium—the Chicago Tribune. Bought, read and bought from as is no other medium in the Chicago area, the Tribune is a powerhouse among dealers and consumers. It builds sales volume.

One out of every 3 families in 756 cities and towns of 1,000 or more population in this area reads the Tribune daily—on Sundays, almost every other family.

Only the Tribune gives you a choice of monoroto, coloroto,

comicolor, newsprint color, or black and white—at one of the lowest milline rates in the country.

The Chicago area: ideally located at the heart of America . . . compact . . . fortified against reconversion problems.



CHICAGO TRIBUNE

THE WORLD'S GREATEST NEWSPAPER

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

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

Travel with Trav-Ler

When you hear "Rhapsody in Blue", you think of Paul Whiteman. Likewise, Trav-Ler radios will be associated with reception that's a rhapsody of sound... so natural and full-ranged, that **listening is like traveling** from home to studio. Designed for **looking**, too, will be Trav-Ler's postwar models in AM and FM radios... all priced with an eye to volume business. Future-minded dealers are invited to write.

TRAV-LER KARENOLA RADIO & TELEVISION CORPORATION

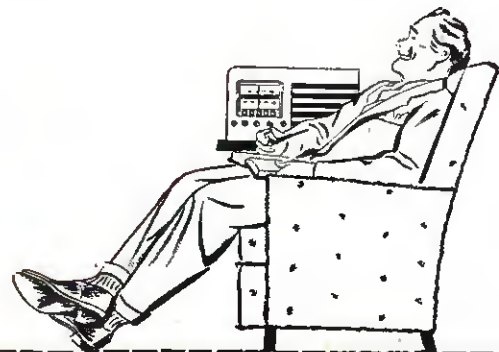
General Offices: 571 W. Jackson Blvd., Chicago 6, Illinois
Factories in Orleans and Bedford, Indiana



TRAV-LER
RADIOS
KARENOLA
RECORD PLAYERS



Paul Whiteman,
"Radio Hall of Fame",
Blue Network



TELEVISION TODAY

Where Will Television Be by Summer, 1946?

"Our guess estimate is that by Summer, 1946, instead of the present nine television stations, there will be a minimum of twenty stations in actual operation," states Television Grey Matter, issued by Grey Advertising Agency, Inc., 166 W. 32 St., New York 1, N. Y. "We guess also that there will be no less than 200,000 receivers in homes by Summer, 1946. These figures are not based on any current plans; they are based simply on our absolute conviction that reconversion in this industry will move much faster than anyone now believes or admits. From then on, television stations and receiving sets will multiply at an extraordinary rate. Perhaps no other major industry has expanded its production facilities so enormously during the war. Even if only half of this potential is turned to civilian production by Summer, 1946, the industry will be able to turn out several hundred per cent more sets and equipment than it did in 1940!

"We contemplate, then, a maximum television audience by Summer, 1946, of some 800,000 people—assuming that, with family and friends, each of the 200,000 television sets will have an average of four viewers for major programs. By Fall, 1946, that audience may very well total

1,200,000 and by the end of 1946 it may reach 2,000,000.

"Don't conclude that this will be a 'class' audience. It will be a typical cross-section of our population. But it will be a 'fan' audience; deeply interested, highly responsive."

Hotel Television Poll

Questioned as to whether they would care to see tele sets installed in hotel rooms, almost three quarters of all the persons polled by a New York hotel stated that they were in favor of the idea. Over 17,000 guests of the hotel were surveyed.

Carlson Discusses Video Retailing Aspects

Leading television dealers are planning to build small demonstration rooms patterned on present record-listening booths but a little bit larger, Paul E. Carlson of the Allen B. DuMont Laboratories revealed in a talk before the Sales Promotion Group of the American Marketing Assn.

"Dealers' experience with selling television sets before the war convinced them that it was no good to put television sets in their windows," Mr. Carlson said. "They got tremendous crowds but there

was too much confusion to make sales.

"Since the demand for television receivers will exceed the supply for years," said Mr. Carlson, "we do not look for television dealers to extend special offers of free home trials or put on stunts to sell television sets."

Mr. Carlson outlined various methods of distributing and selling receivers that had been tested in the past. He especially stressed the function of the independent distributor who "will play an important part in national distribution. He will warehouse the product insuring prompt delivery when merchandise is needed, instruct dealers in sales techniques and help in advertising, store layout and special services."

Emerson Official Talks on Size of Tele Screens

Speaking before the New York section of the Institute of Radio Engineers, Dorman D. Israel, vice-president in charge of engineering and production of Emerson Radio and Phonograph Corp., pointed out that while the present television system is easily capable of performance acceptable to the public, this acceptance would depend in large measure upon the industry's furnishing a picture of adequate size.

Covering the "pros and cons of direct viewing versus projection television," Mr. Israel said that whether the picture is viewed directly on the face of the cathode ray tube or some optical system is used to project the picture on a screen, the fact remains that the public will demand picture size sufficient to assure satisfactory discernment of detail.

Admiral Tele Shows

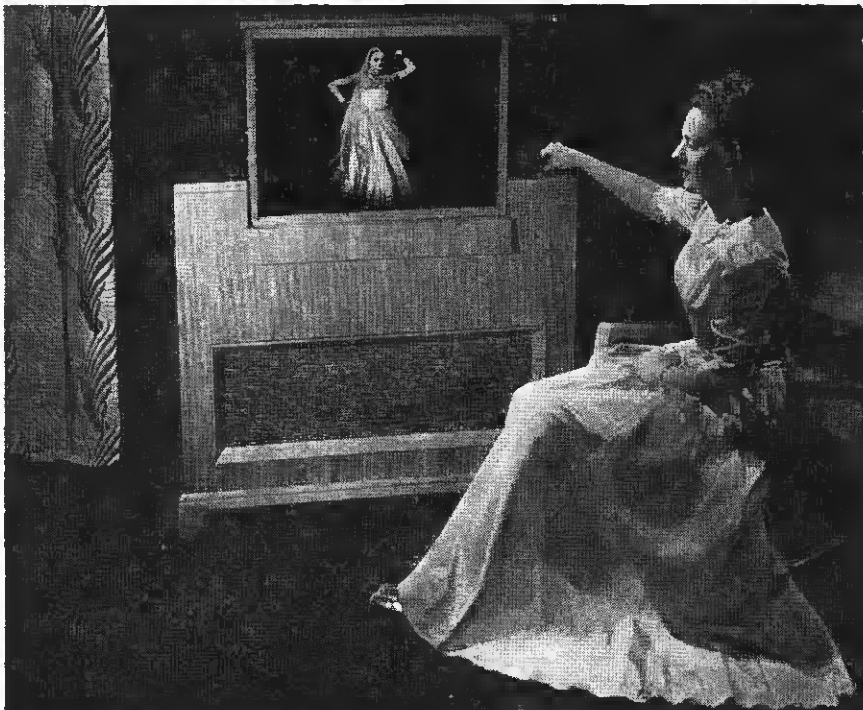
Admiral Corp. has inaugurated a new series of weekly television shows entitled "Your Chicago." They originate at television station WBKB, Chicago.

Merchandiser Hirschmann on Video Prospects

Ira A. Hirschmann, vice-president of Metropolitan Television, Inc., New York City, in speaking of the future of television, stresses the fact that in this new medium, "there is nothing more practical than idealism." In an exclusive interview with RADIO & TELEVISION RETAILING, Mr. Hirschmann placed emphasis on the fact that those who are pioneering the development, programming, and selling of television today, will have definite social responsibilities to fulfill in the future.

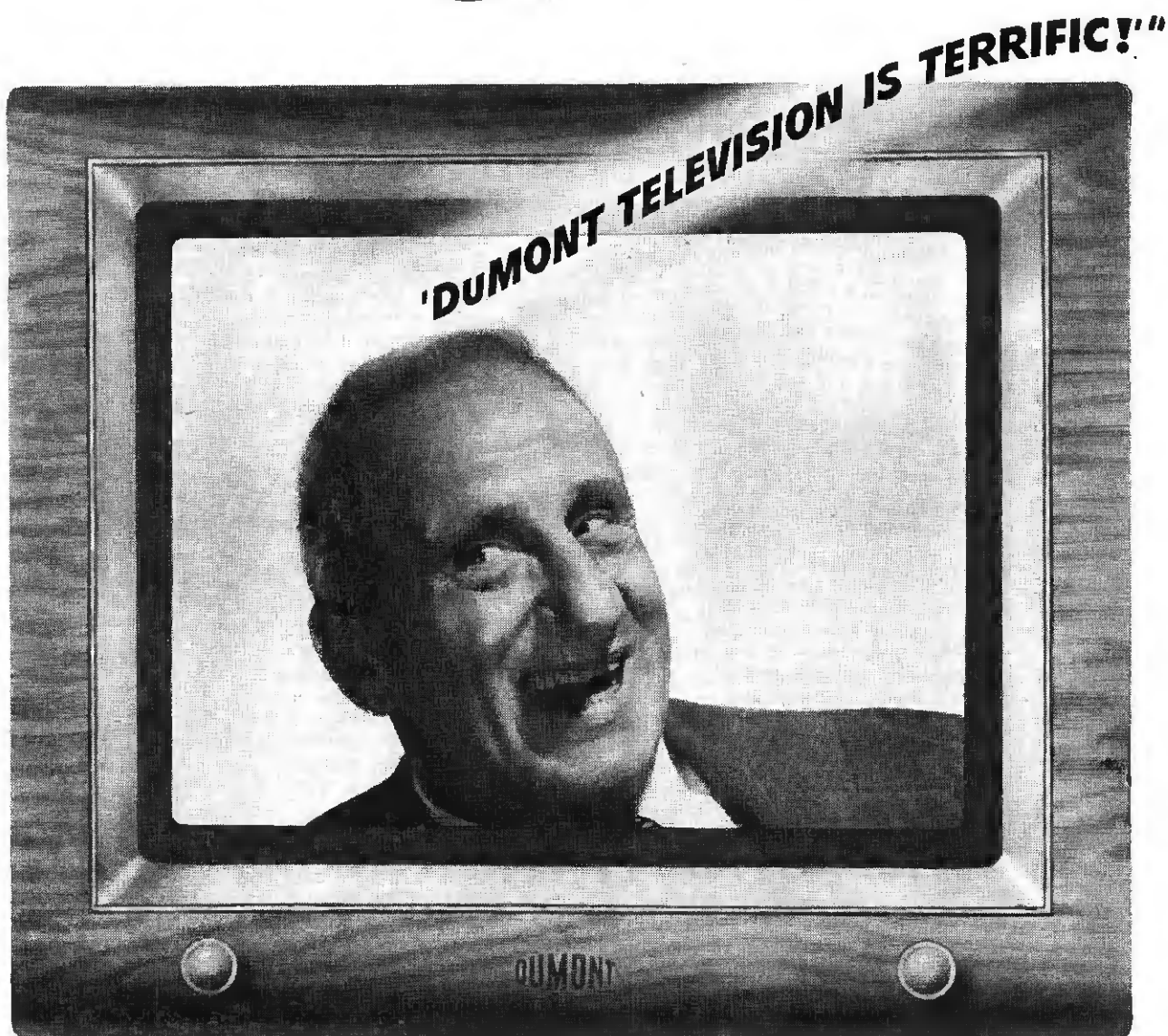
This noted merchandiser advises retailers that in television and facsimile, they will find a new and forceful medium. "But," he adds, "in all this we must not discount vocal radio," which he feels will always have its place.

GE's Postwar Home Television Set



At a showing in New York City, the General Electric Co., Schenectady, N. Y., unveiled its new large-screen television receiver. The screen, through which the image is projected, is 22" wide and 16" high. A new radio-phonograph was also demonstrated.

JIMMY DURANTE *Says:* "If I may quote my friend, Umbriago:



And your customers will share his breathless exuberance once they see and hear this champion of correct decorum (and his bosom confidant, Umbriago) on a new DuMont Teleset†. For the name DuMont is to television what the name Durante is to entertainment. Both are tops! DuMont pioneering gave this great new art its first sharp, clear pictures... and made commercial television practical. And DuMont's enviable patent position and wartime electronic advancements assure continued leadership.

When you sell DuMont Telesets you share this leadership... share the prestige, pleasure and profit that comes from selling the finest in television!

*Appearing on the Durante-Moore program... returning to the air soon at 10 P.M. every Friday over CBS.

†Trade-mark Reg.

Copyright 1945, Allen B. DuMont Laboratories, Inc.

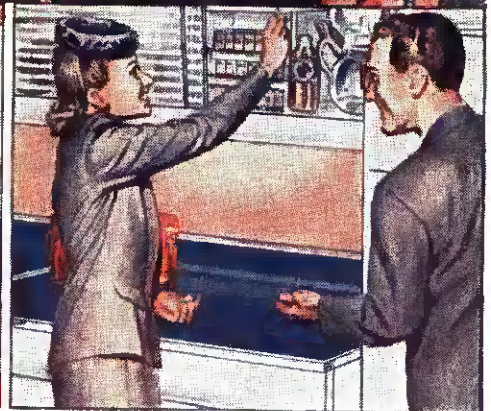
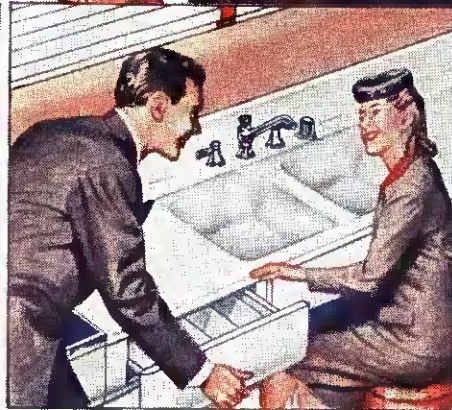


ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK



Better try stringing her along, Perkins—

—she's got that tired expression that says Itchin' for a Kitchen!"



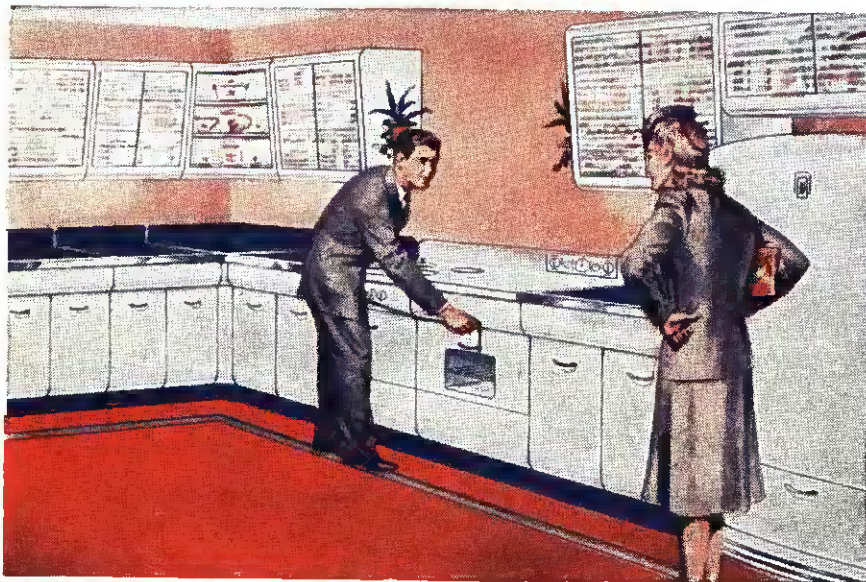
Perkins: Yes, this string is the emblem of the truly modern way to plan a kitchen. Let me explain —

Prospect: What I want, Mister, is a kitchen with less mileage.

Perkins: Tuck your knees under this Crosley Cabinet Sink — takes the weight off your feet, see? Handy compartment drawer for utensils—or you can have it on the other side if you prefer.

Perkins: Here's your food preparation center—and the arm-arc test shows that practically everything you need is within reach, without your taking a step. How's that for cutting down the mileage?

Prospect: That makes sense. But I suppose the family has to move out while they're tearing up my old kitchen.



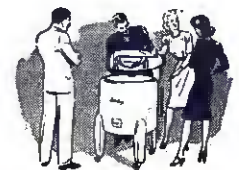
Perkins: No bother—no mess. Measure your kitchen with a piece of string. Installation is easy—quick—a matter of hours, not days. And you can install your Crosley kitchen one step at a time—or all at once—as you prefer.

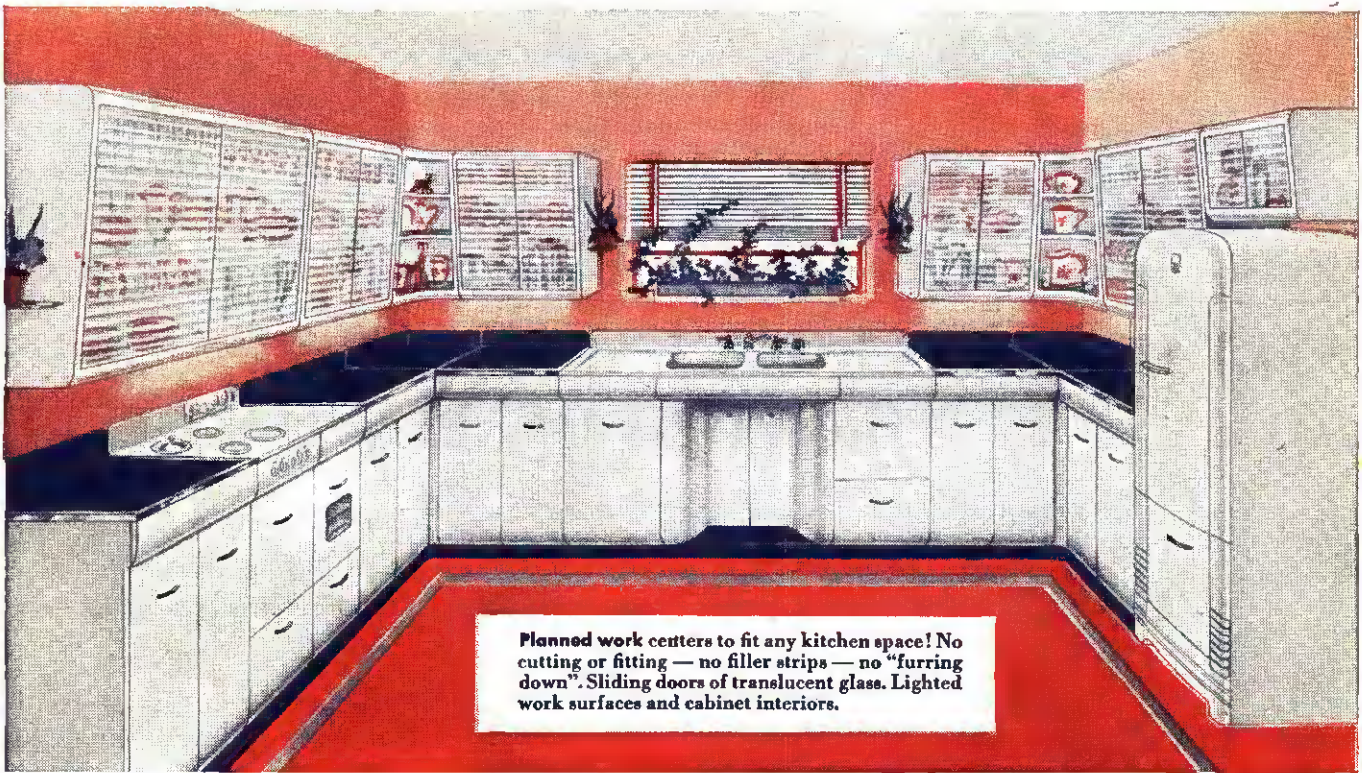
Prospect: How wonderfully simple! I have several friends who will be interested in this—I'm sure you won't mind if I send them to see you. Good-by, now.

~~CROSLEY~~ unscrambles modern kitchen planning

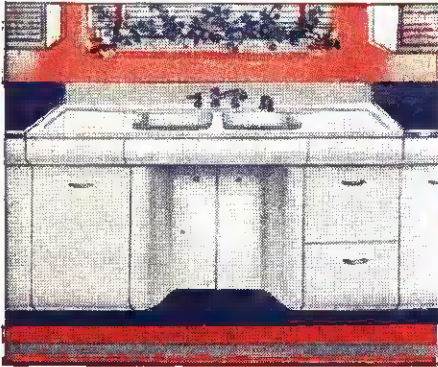
THE CROSLEY PLANNED KITCHEN does away with the fuss, bother, and added expense of the "custom-built" kitchen. It provides warm beauty and planned convenience for practically any size or shape of kitchen space.

No finicky measurements needed —

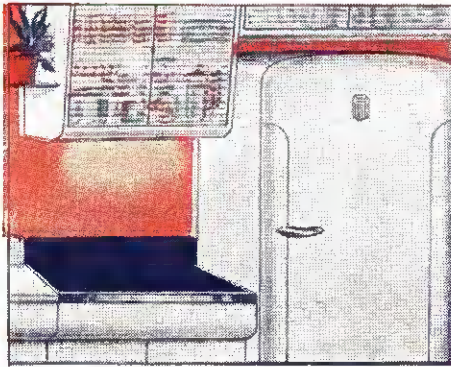




Planned work centers to fit any kitchen space! No cutting or fitting — no filler strips — no “furring down”. Sliding doors of translucent glass. Lighted work surfaces and cabinet interiors.



Knee-recessed sink—user can work while seated. Convenient storage for cleaning materials and utensils used at the sink. The last word in organized handiness—for step-saving efficiency.



One of the busiest spots in the kitchen — with every needed food or utensil near at hand, for food preparation. Shelvador* Refrigerator brings twice as much food to the front within easy reach. Special safety storage racks for cups, spices and other necessities.



“Dishing up” calls for serving dishes, utensils; here, too, are cooking accessories right at hand. Crosley cabinets are finished to clean “like a china dish”.

—and simplifies the merchandising

measure kitchen with a piece of string. No elaborate sketches — simply diagram the desired arrangement.

No construction work. A hanger strip holds the wall cabinets. No filler strips or furring down from ceiling.

No mess or confusion. Installation is

easily and quickly handled without special skill.

Only a dozen standard units to stock. Readily salable accessories are optional.

Flexible selling—Shelvador* Refrigerator, or one sink, or cabinet, or one work center, or a complete kitchen.

No experience needed to demonstrate and sell Crosley Cabinet-sinks, Kitchen Cabinets and Planned Kitchens.

Effective selling materials, consistent advertising and promotional support.

Good profits result from fast turnover, quick sales, as well as low stock investment.

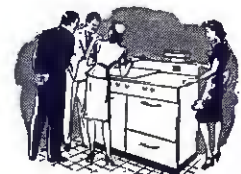
Complete information is on the way to Crosley retailers.

Reg. U.S. Pat. Off.

CROSLEY

THE CROSLEY CORPORATION, CINCINNATI 25, OHIO

RADIOS : RADIO-PHONOGRAPHS : FM : TELEVISION : SHORT WAVE : ELECTRONICS : RADAR : REFRIGERATORS : HOME FREEZERS : HOUSEHOLD APPLIANCES : THE CROSLEY CAR : HOME OF WLW, “THE NATION’S STATION”

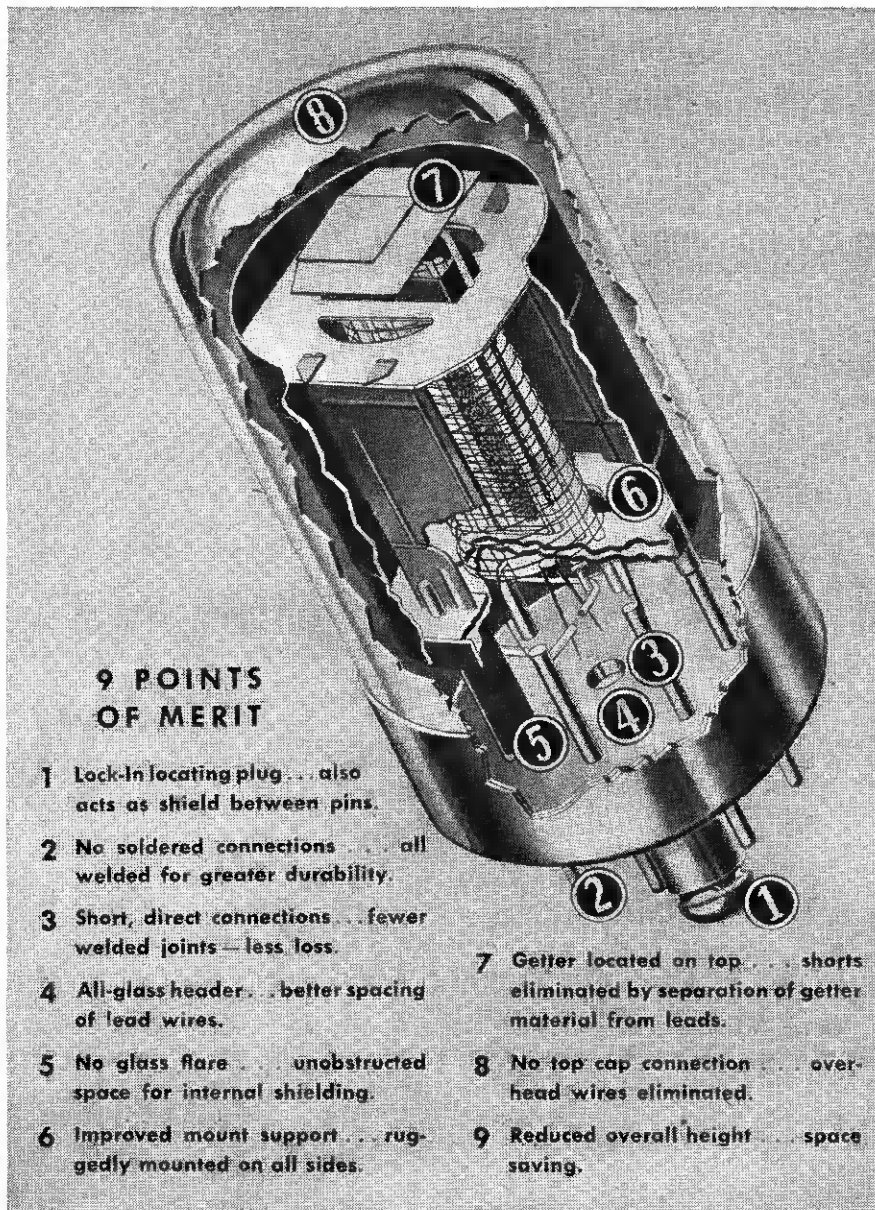


SYLVANIA NEWS

RADIO RETAILER EDITION

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

SYLVANIA "LOCK-IN" RADIO TUBE IS THE TUBE OF YOUR FUTURE



9 POINTS OF MERIT

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

Takes In Its Stride Recent FCC Decision On FM (High Frequency) Bands

Retailers will be interested in knowing that Sylvania's revolutionary type of radio tube—the Lock-In—is so ruggedly constructed and so efficient, electrically, that it easily handles the recent FCC order assigning to frequency modulation the band between 88 and 106 megacycles.

You see, the basic electrical—as well as mechanical—advantages of the Sylvania Lock-In construction are right in step with the continuing trend of the industry toward higher frequencies.

This tendency has received an added boost from the progress made by our armed forces in high-frequency communications—which will be a factor in postwar developments of automobile-to-office communications, and the like.

Another advantage of the Lock-In Tube is its perfect suitability for any type radio set—portable battery, farm battery, household, automobile, marine or aircraft.

It is particularly advantageous in mobile equipment, where vibration and concussion occur.

SYLVANIA ELECTRIC

Emporium, Pa.

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

A PREDICTION...

*"New as
California Styles"*

Leslie Hoffman



California...land of sunshine, ocean beaches and capital of movieland. California means many things to many people. To some it is a land of enchantment. To others, a place of charming contrast where sun-splashed mission walls are a lovely background for an Adrian gown.

This is California's appeal... its captivating fresh outlook...its distinctive smartness. This is also the California originality which leads the nation in a better way of living. Your customers will see the California touch in every Hoffman Radio...styled in California...new as tomorrow.

T H E S O U N D B U Y
Hoffman
RADIO
Styled in California

3430 SOUTH HILL STREET, LOS ANGELES 7, CALIFORNIA

RADIO & Television RETAILING • August, 1945

What makes a Franchise Worthwhile?



MARION .. OFFERS YOU THIS DESIRABLE SET-UP TO START WITH:

- A QUALITY PRODUCT!
- SOUNDLY MERCHANDISED!
- COMPETITIVELY PRICED!
- ADEQUATELY PROTECTED!
- EXTENSIVELY ADVERTISED!

The Marion line of electrical indicating instruments is famous for its advanced design, extreme reliability and completeness. Extensive advertising is constantly making new friends for Marion and you. Furthermore, we provide an unbeatable merchandising package, built around the new "MeterTester", which will be of incalculable aid in selling more instruments.

This is the raw material a Marion Franchise offers. It's worthwhile material . . . for present and post-war business. For complete details, write to our JOBBER SALES DIVISION.



MARION ELECTRICAL INSTRUMENT CO.

MANCHESTER, NEW HAMPSHIRE

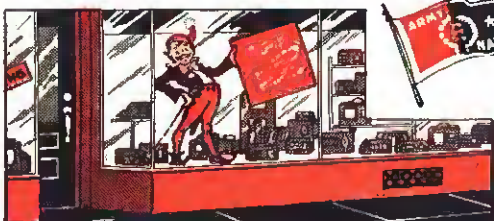
Jobber Sales Division: Electrical Instrument Distributing Co.
458 BROADWAY NEW YORK, N. Y.



Automatic is now ready to sign distributors to an exclusive franchise. If you qualify, we will give you exclusive territory in which to handle both the Automatic and Tom Thumb lines.

With twenty-five years of successful manufacturing experience on which to draw—plus enlarged research and experimental laboratories—with new skills and manufacturing methods developed by the urgency of war—Automatic Radio will deliver to you better-than-ever Automatic and Tom Thumb Radios soon!

Write or wire for details today. Act now!!!



Automatic

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



JOBBER JOTTINGS

New Radio-Appliance Distributing Company

John W. Walter, formerly Eastern sales manager of the Apex Electrical Mfg. Co., Cleveland, Ohio, has announced the formation of his own distributing organization, the John W. Walter Co. The new firm will make its headquarters temporarily in Mr. Walter's present location at 37-08 Northern Blvd., Long Island City, N. Y.

At the same time he made known that the new company has been named New York, New Jersey and western Connecticut distributor for the "Duo-Disc" line of washing machines made by the Automatic Washer Co., Newton, Iowa; Stewart Warner FM and television radio sets; Peerless space and fireplace heaters as well as the Empire line of ironers, traffic appliances and vacuum cleaners.

Mr. Walter will continue his home laundry equipment servicing operation as well as the distribution of parts, including Goodyear wringer rolls and Oberwegner tools at the above address. Distribution of merchandise will be from a Manhattan address now being selected.

D. W. May Appointee

The appointment of Harry Engelhardt as credit manager of the D. W. May Corp., New York, has been announced by D. W. May, president of the company. Mr. Engelhardt has been connected with the appliance industry for the past twenty years.

The firm is the local distributor for Farnsworth television and radio, Coolerator refrigeration, Filter Queen vacuum cleaners, Speed Queen washers and ironers, Electromaster electric ranges, Coleman heating equipment, Ken-Rad radio tubes, Wilcox-Gay Recordio and Capitol steel kitchen cabinets.

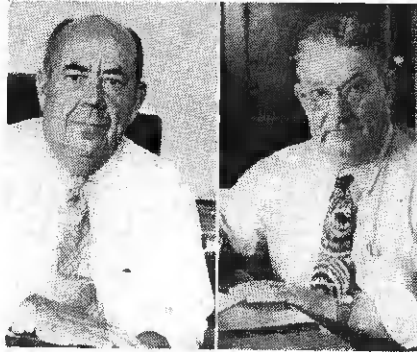
Retailers at Southern Jobbers' First Function

Lindsay & Morgan Co., 9 W. York St., Savannah, Ga., recently held its first dealer meeting with approximately 50 retailers attending the all day session.

Among those participating were Fred A. Davis, president; Fred A. Ray, vice-president; Fred C. Hastings, general sales manager; J. W. Derr, district manager for American Central Mfg. Co.; and O. J. Long, sales manager, Quaker Mfg. Co. (See photo at right.)

The firm has completed its survey of the territory, and has franchised most of its outlets. Mr. Ray, who was formerly associated with GE in various appliance capacities, feels confident that folk in the firm's trading area will appreciate the value and labor saving features of new household appliances.

Stewart-Warner Jobber



J. M. Keely, left, president and general manager of the J. M. Keely Sales Co., Stewart-Warner radio distributors for the Miami, Fla., territory, with J. H. Irvine, his appliance division manager.

Philadelphia Wholesaler's New Name and Address

Goldner Bros., distributor of Motorola radios, announce a change in name to Goldner Distributing Co., and a change in location from 1223 North Broad St. to 46-50 N. 5th Street, Philadelphia, Pa. The executives and personnel of the firm will remain the same with Samuel Goldner as active head.

The firm will occupy its new "L" shaped building of five stories and basement comprising 42,000 square feet. Moving has already been completed, and when alterations are completed, there will be an entrance on each street and a drive-in station for the convenience of dealers.

Texas Motorola Jobber Plans Dealer Helps

The Krisch-Delevan Co. of San Antonio, Texas, newly-appointed distributor for Motorola radios in this area, will put into execution, shortly after civilian production of radios is resumed, several new

services for radio retailers. These will include sales and promotional assistance.

From their main building at 80r Main Ave., the company will maintain a force of field men to cover its territory which embraces all of Texas south of a line formed by the counties of Val Verde, Edwards, Kimble, Mason, Llano, Lampasas, Bell, Milam, Lee, Fayette, Lavaca, DeWitt, Goliad, Refugio and Aransas.

The Krisch-Delevan Co. is also wholesaler for Servel refrigerators, Commercialaire attic ventilation, Lennox central heating systems, Chrysler Air Temp cooling, Circu-Ray floor furnaces and heaters and others. A. J. Krisch is the firm's general manager.

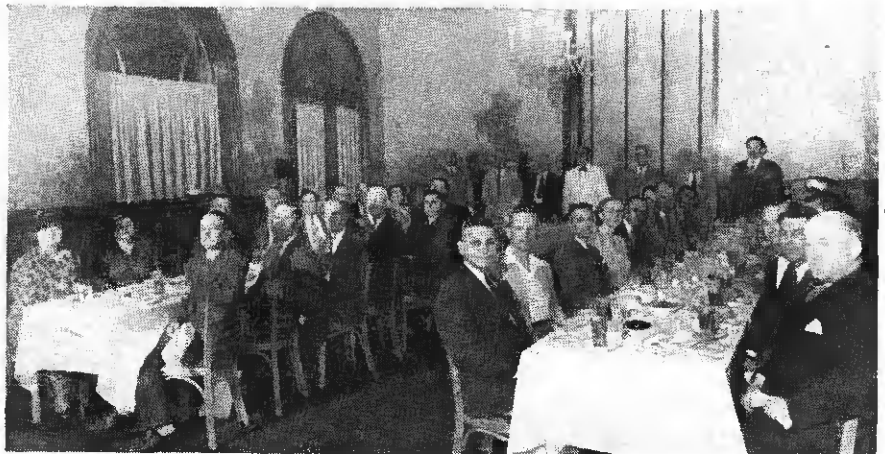
Krisch-Radisco Urging Appliance Package Sales

Working on the assumption that the homemaker in the days to come will demand an "all-around" modern, automatic kitchen, Krisch-Radisco, Newark, N. J., is spurring its dealers to sell appliances as a complete package unit, and not as individual pieces.

Appliances, distributed by the firm, which compose the kitchen are the Bendix washer, Norge range, refrigerator, and home freezer; American cabinet sink and dishwasher, and the Eureka garbage disposer. The company is reminding its customers that handsome profits are in store for those who actively promote and display kitchen ensembles.

As an aid to dealers in merchandising Krisch-Radisco's "All-American Automatic Kitchen," a "Kitchen Institute" is being organized which will be under the guidance of a home economist. This new department will furnish sales helps to dealers.

Arrangements for financing appliance packages are being negotiated with local banks, according to A. K. Leach, general sales manager of the firm. Both retail and consumer paper are being contemplated, it was stated.



Lindsay & Morgan dealers at dinner during recent all-day meeting. (See article, left.)

Sales will be a cinch

WHEN YOU SELL THE

NEW G-E RADIO-PHONOGRAPHS!

Here's why!

EVERY ONE OF THE COMING AUTOMATIC RADIO-PHONOGRAPHS WILL FEATURE THE ENTIRELY NEW AND SENSATIONAL G-E ELECTRONIC REPRODUCER!

Here's why!

FULLY PROTECTED, FLEXIBLE PERMANENT STYLUS; QUIET, AUTOMATIC RECORD CHANGER; PERFECTLY BALANCED TONE REPRODUCTION; LIGHTWEIGHT TONE ARM—LOW RECORD WEAR; UNAFFECTED BY TEMPERATURE OR HUMIDITY; EXTREMELY RUGGED MECHANICALLY!



ANOTHER
OF THE 8 BIG REASONS*
WHY POST-WAR AMERICA
WILL BUY THE COMING



Electronic
RADIO LINE

*G-E is first in
Radio and
Television
FIRSTS!*

● General Electric automatic radio-phonographs are the best answer to daily increasing demands of a public now more conscious of recorded music than ever. Why? Because these new instruments will contain the most sensational advancement in record reproduction since G.E. announced the first dynamic loud speaker.

G-E Combinations will also have many brilliant additions and improve-

ments in regular radio, designed to provide magnificent reception on standard broadcast, short wave and frequency modulation bands.

Plan to stock and sell the G.E. line of radios—every one you place in a customer's home is another salesman for you! Consult your nearest G-E Radio Distributor or write to *Electronics Department, General Electric Company, Bridgeport, Connecticut.*

*See subsequent General Electric ads for all 8 money-making features of the coming G-E Electronic Radio Line.



GENERAL  ELECTRIC

175-00

PORTABLES • TABLE MODELS • CONSOLES • FARM SETS
AUTOMATIC PHONOGRAPH COMBINATIONS • TELEVISION

"GOOD SERVICE"

A pioneer in the appliance business tells why he relies on Commercial Credit.

"We have used your service for a good many years and while we have at times given business to some other finance companies, we have always found that in the end yours was the best.

"The attractive special plans that you offer an appliance dealer from time to time, both in wholesale and retail, have made it possible for us to ever increase our business.

"Never before have I had the feeling of confident satisfaction with my finance connection that I now enjoy. I know that I can rely on your **GOOD SERVICE** to handle the large volume ahead of us."



C. L. Reynolds

C. L. Reynolds Sales & Service
Binghamton, N. Y.

Dealer in Norge appliances, Zenith & Philco radios and standard makes of heating and air conditioning equipment.

COMMERCIAL CREDIT COMPANY

BALTIMORE 2, MARYLAND

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

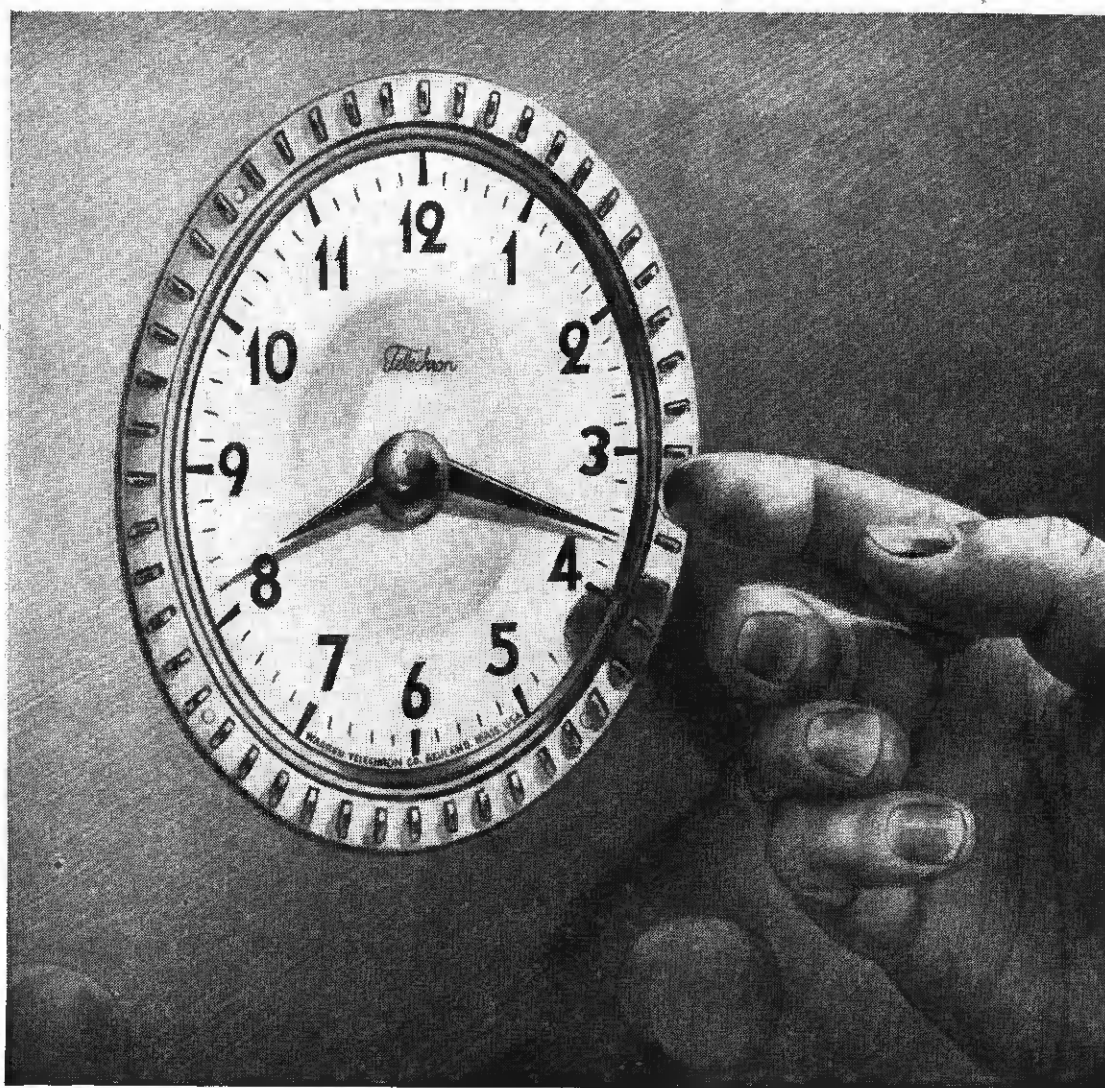
SUN-UP!



Bright Path Ahead for **TEMPLE DEALERS**

A new day dawns in the world of Radio! And an old, respected name shines brightly over the horizon...casting its golden beams far forward. ☪ Yes, there's a "place in the sun" for every Temple Dealer... especially for the radio merchant who intends building for the future on a solid, permanent basis—the way Temple, itself, has builded. ☪ Good radios, yes! The finest that human minds and hands can produce. Priced at both dealer and consumer levels to meet all or any competitive price ranges on all types of models—from handsome table sets to magnificent radio-phonograph consoles. And supported by a sound, protective sales and profit policy that has YOU, the Dealer, foremost in mind. ☪ Yes, Mr. Radio Retailer, you'll find it will pay you to "team up with Temple". Templetone Radio Manufacturing Corporation, New London, Conn.

"WHERE FM WILL ALSO MEAN FINEST MADE"



A TELECHRON SELECTOR FOR POST-WAR RADIOS

THIS carefully engineered timer gives radio receivers dramatic two-way sales appeal. It's a dependable electric clock that provides the accurate time listeners need. *But it's much more.* It turns on the set automatically at any preselected time in the morning to waken a member of the family—or the whole household—with music. It switches the set on for favorite programs during the day and evening and shuts it off at bedtime.

Set buyers will like the easy finger-tip control of this built-in Selector. There are no knobs to turn, no complicated settings, no difficult calculations. All that's needed to set the timer for any 15-minute period is to flip one of the 48 keys around the large, legible Telechron clock dial. Fifteen minutes after the set has been turned on, it will switch off unless the next key is also pulled. Keys are automatically reset to "off" position after timing periods are passed. Programs can be selected as far ahead as 10 hours.

The cost to radio set builders will be surprisingly low—less than \$4. That recommends the Selector for moderate-price receivers.

The Telechron Selector is only one of the full line of automatic timing and control devices we can supply for post-war appliances. All use famous Telechron movements and self-starting synchronous motors.

For full information about this and other Telechron timers, wire or write Automatic Control Division, Dept. M.

WARREN TELECHRON CO. • ASHLAND, MASSACHUSETTS

Telechron

REG. U. S. PAT. OFF.

FEWER SERVICE CALLS
equal
HIGHER PROFITS



You know only too well what profiteers post-sales service calls can be. That's why postwar Lear Home Radios will be built to keep them as free from post-sales service as it is humanly possible to make them. All components will be made with watchmaker precision and accuracy — and will be built from *under-* rather than over-rated materials.

What's more — Lear is in the home radio business to stay. There'll be no happy honeymoon followed by a quick divorce. Lear has made spe-

cialized radios for more than 15 years. The skill, the precision gained in this operation will be embodied in all Lear Home Radios—plus all the advances and improvements Lear has made in radio during the war.

If you want to eliminate post-sales service calls — if you want to handle radios that will sell fast to people who know and want the best—you'll want complete details on the Lear Franchise. For information, write LEAR, Incorporated, Home Radio Division, Sales Dept., 230 E. Ohio Street, Chicago 11, Illinois.

LEAR RADIO



✓ *Thousands of New Items for*
AMPHENOL
DISTRIBUTORS

✓ **RADIO SOCKETS & PLUGS**

Standard and miniature sockets, plugs and accessories.

✓ **STEATITE SOCKETS**

For all standard receiving tubes. Also for acorn tubes and magal type for television tubes.

✓ **A-N (ARMY-NAVY) CONNECTORS**

One to forty-eight contacts in aluminum shells. For radar, radio and electronic applications.

✓ **97 SERIES CONNECTORS**

Similar to A-N connectors—for special purposes.

✓ **A-N FITTINGS**

Cable clamps, ferrules, couplings, adapters etc., for use with A-N and 97-series connectors.

✓ **MICROPHONE CONNECTORS**

For single or multiple microphone connections. Also light and heavy duty brass shell connectors.

✓ **PREFOCUSED LAMP RECEPTACLES**

For medium base pre-focused lamps used in movie projectors, floodlights, beacons, searchlights, etc.

✓ **F-M AND TELEVISION ANTENNAS**

Dipole antennas and dipole antennas with reflector.

✓ **SYNTHETICS FOR ELECTRONICS**

Polystyrene, Acrylic and transparent vinyls. A synthetic for almost every type of radio or electronic use.

✓ **83 SERIES COAXIAL CABLE CONNECTORS**

Low-loss connectors and adapters—large and small sizes in many styles for coaxial and twinax cables.

✓ **COAXIAL CABLES**

Coaxial and twinax cables in most of the Army-Navy new RG/U-types as well as beaded and special cables.

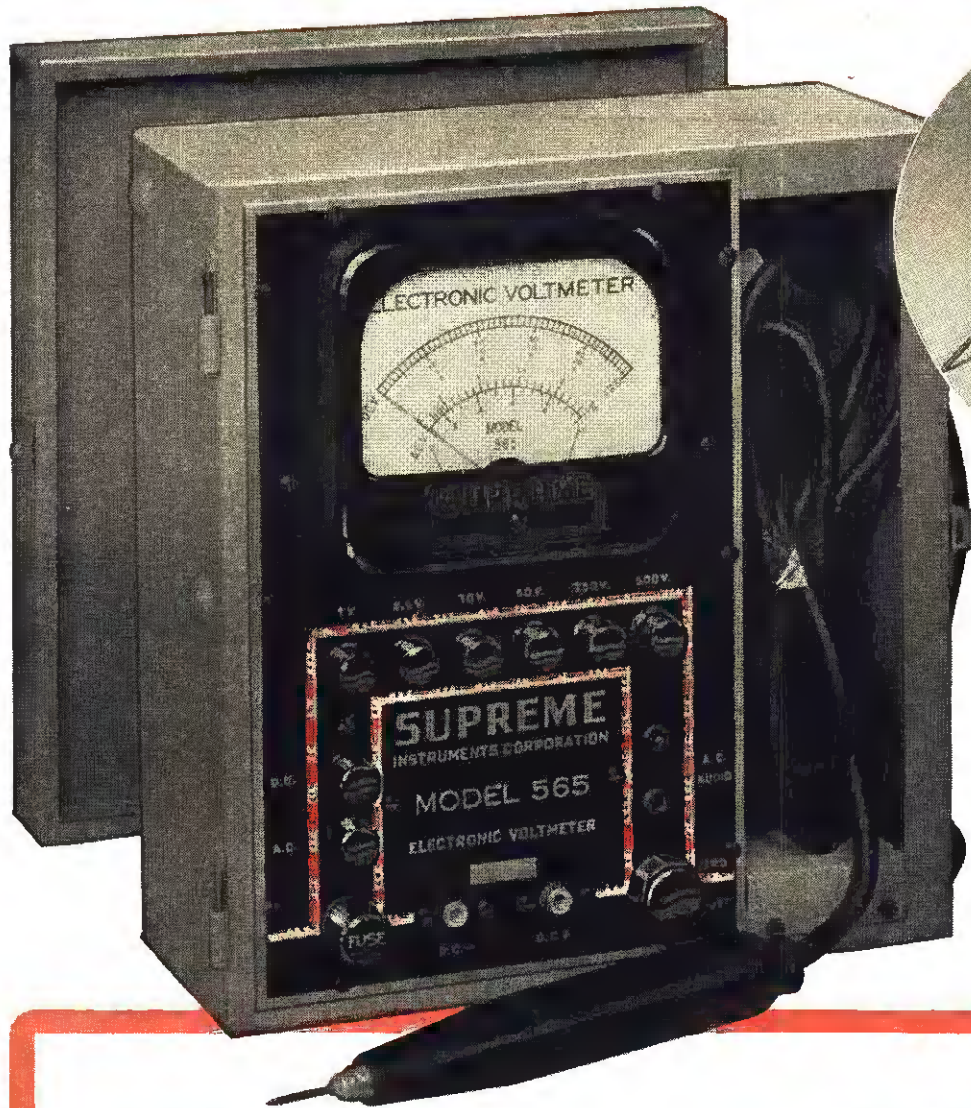
Continuous progress in sales and engineering has added many items identified by the well known Amphenol trade-mark. Amphenol distributors have many new items to sell their customers including products that will open new markets. Be sure to take full advantage of this potential. Check the items listed above. Are you selling them all?



AMERICAN PHENOLIC CORPORATION
 Chicago 50, Illinois • In Canada • Amphenol Limited • Toronto

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

Announcing **THE NEW***
SUPREME MODEL 565
VACUUM TUBE VOLTMETER!



New type hand-fitting probe allows ease of measurements, handles just as any ordinary test lead. Probe incorporates new high-frequency diode giving best possible frequency response. Completely new, balanced, highly degenerative bridge circuit allows higher input impedances (less detuning on RF circuits) and greater stability than ever before.

RANGES:

DC 0-1, 2.5, 10, 50, 250, 500
 AC 0-1, 2.5, 10, 50, 250

EXTENDED TO 5000 VOLTS BY EXTERNAL MULTIPLIERS

INPUT RESISTANCE:

DC—80 megohms on 1 volt range; 40 megohms on 500 volt range
 AC—40 megohms on 1 volt range; 20 megohms on 250 volt range

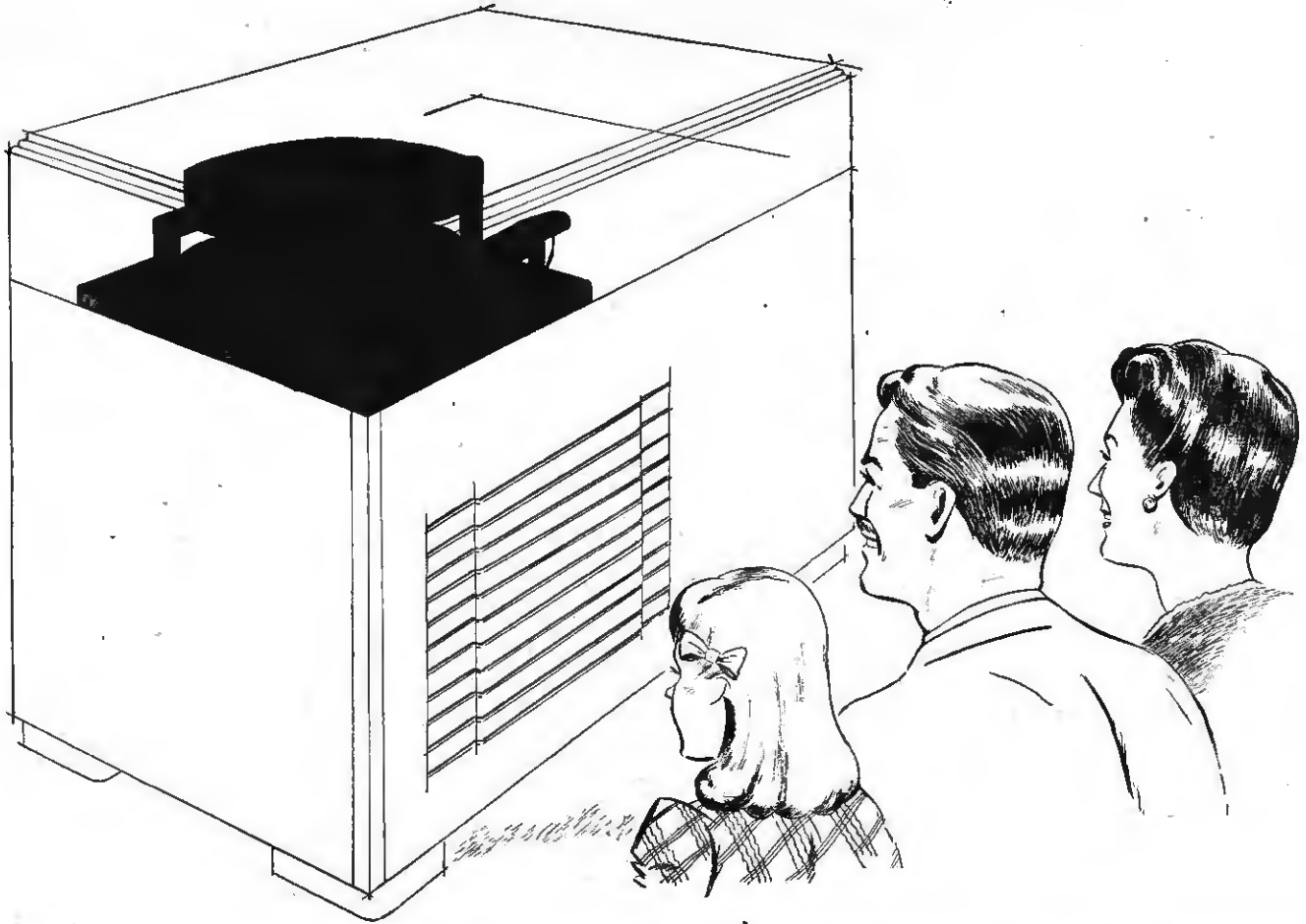
INPUT CAPACITY OF PROBE: 5 micro-micro farads

FREQUENCY RANGE:

Negligible frequency error from
 50 cycles to 100 megacycles.

SUPREME INSTRUMENTS CORPORATION

**GREENWOOD
 MISSISSIPPI**



Farnsworth Record Changers Guarantee Satisfied Customers

THERE is no question that the biggest dollar volume and profit item in the radio store of tomorrow will be the phonograph-radio combination. Surveys show that an overwhelming majority of prospective purchasers want to make their first purchase a phonograph-radio combination.

All the more reason, then, to tie up with Farnsworth! For the new, improved record changers in the post-war line of Farnsworth combinations will add to a reputation already established for dependability. Your customers will appreciate their simple construction, their care-free operation, their careful handling of records. *And remember, a successful record changer in the home is the opening wedge for repeat sales in your record department!*

Back of these new Farnsworth changers are 17 years of experience in designing, engineering and building service-free changers, including the incomparable Capehart. This experience means that the Farnsworth dealer retains his customer good-will and full profit on every sale.

The new Farnsworth radios, phonograph-radios and television sets will be housed in "idea" cabinets of distinctive styling — styling that sells! The tremendously effective Farnsworth national advertising campaign will continue to back up the individual dealer's own sales promotional efforts. But most important, the Farnsworth selected dealer policy affords a *profitable volume at established prices and proper margins!*

F A R N S W O R T H
Television • Radio • Phonograph-Radio

Farnsworth Television & Radio Corporation, Ft. Wayne 1, Ind. • Farnsworth Radio and Television Receivers and Transmitters; Aircraft Radio Equipment; Farnsworth Television Tubes; the Farnsworth Phonograph-Radio; the Capehart, the Capehart-Panamuse



Excerpts from Gilbert & Sullivan

*Another Sonora Album
to Build Customer
Satisfaction For You!*

THE MIKADO

-A Wandering Minstrel I
The Sun Whose Rays
Tit Willow

PIRATES OF PENZANCE

I Am The Very Pattern
Poor Wandering One
Song of The Pirate King
With Catlike Tread

IOLANTHE

None Shall Part Us
The Law Is The True Embodiment
March Of The Peers

H.M.S. PINAFORE

When I Was A Lad
Bell Trio
We Sail The Ocean Blue
I'm Called Little Buttercup

The witty music and musical wit of Gilbert and Sullivan have made their light operas sensationallly popular, year after year. It's popularity that keeps growing!

That means sure profits for you with SONORA's superb collection of 14 favorites from the best of Gilbert and Sullivan, richly recorded by the Gilbert and Sullivan Light Opera Company.

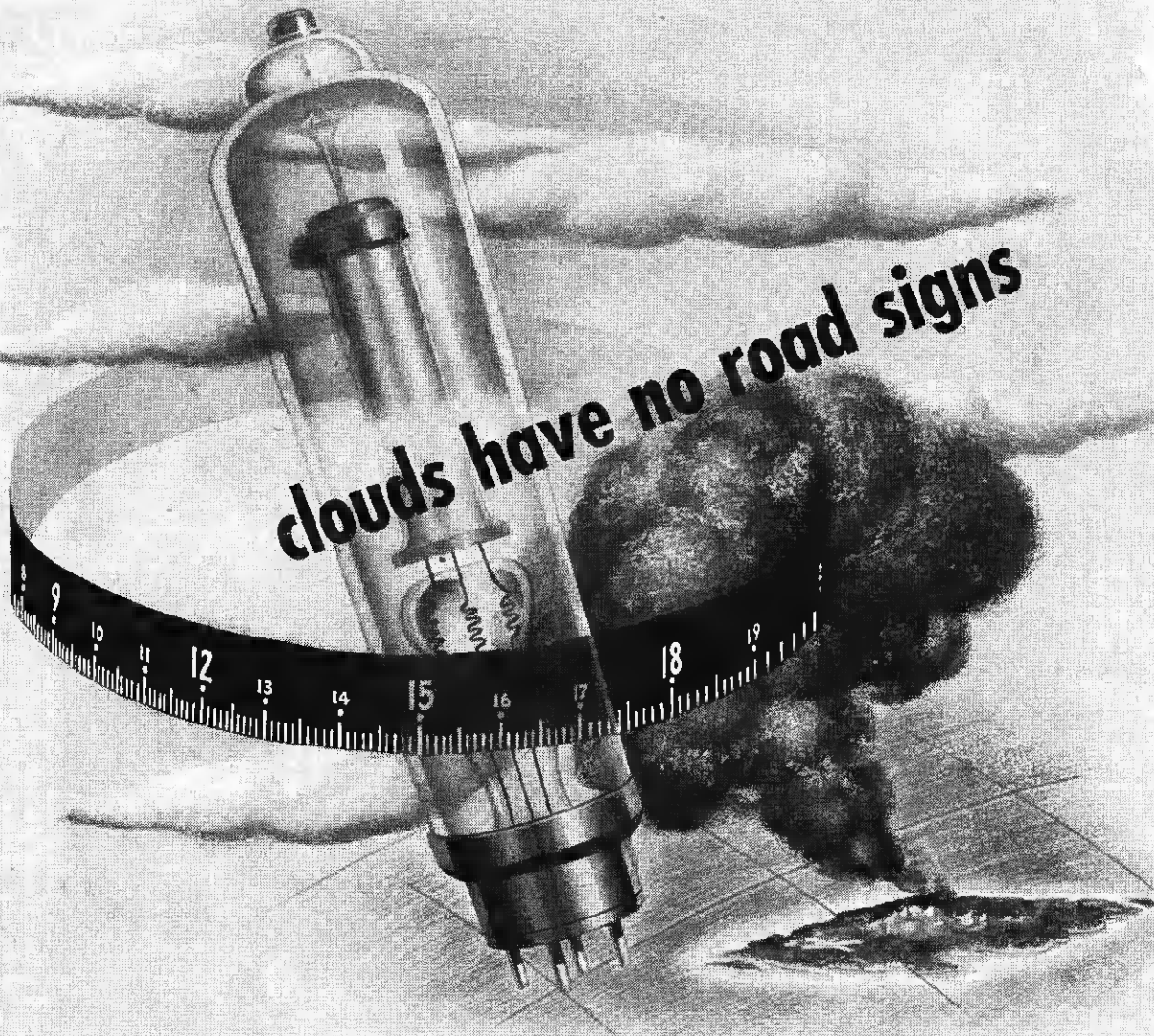
Don't wait to cash in on the ever-growing demand for Gilbert and Sullivan. Order SONORA's "Excerpts From Gilbert and Sullivan"—Album DA-353—from your SONORA record distributor today. SONORA PRODUCTS, INC., 2023 W. Carroll Avenue, Chicago 12, Illinois.

Sonora Records

Clear as a Bell

HOME ENTERTAINMENT AT ITS BEST

RADIOS • TELEVISION SETS • RECORDS • PHONOGRAPHS • RECORDERS



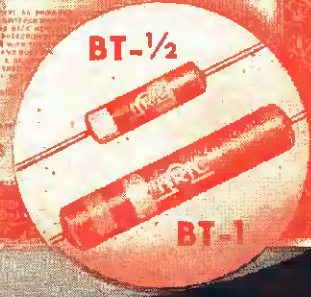
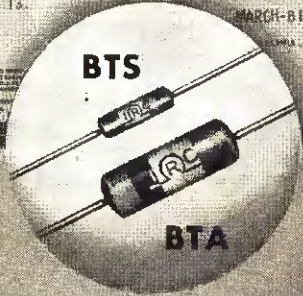
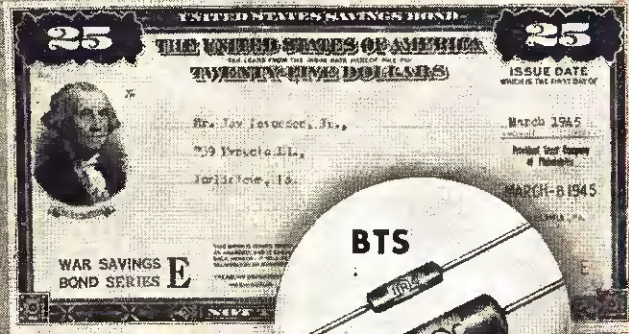
clouds have no road signs

Up where there are no tracks or signposts, bombers wing faultlessly to their target—a tiny speck on the map half-a-thousand miles away. Helping to guide them to their objective are Delco Radio products that harness the magic of high-frequency waves to the functions of communication, navigation, detection and ranging. From compact radio sets to highly intricate radar equipment, these products represent Delco Radio's effective combination of engineering vision—manufacturing precision.

Keep Buying More War Bonds

Delco Radio
DIVISION OF
GENERAL MOTORS

Smaller Size... More Convenient!



Uncle Sam too, found it more convenient to reduce the size of his E Bonds. Value remains same.

EQUAL IN QUALITY AND "VALUE"

HERE'S WHY THE BTS AND BTA DO A "BIG RESISTOR" JOB . . .

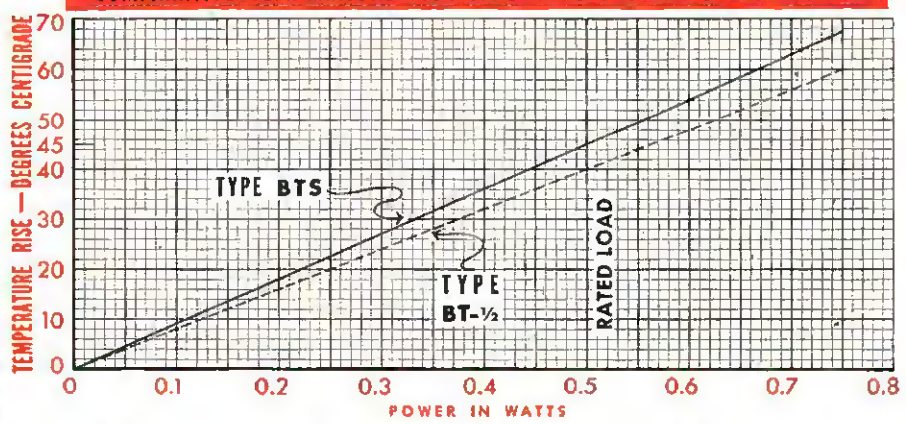
Wattage ratings are based on the ability of a resistor to dissipate heat efficiently. The universal method of determining the rating is by measuring, under load, the resistor's temperature rise at 40°C. ambient. IRC's BTS and BTA, 1/2-watt and 1-watt resistors are very efficient in heat dissipation because of their exclusive Metallized design plus the greater heat conductivity of the new copper leads, thinner insulating walls, and new molding methods which create greater density in the molded materials. Consequently, even though much smaller in size than the former types BT-1/2 and BT-1, they fully qualify as 1/2 and 1-watt units in all respects.

During the war, IRC's production of BTS and BTA Resistors has been absorbed for use in war equipment where size and quality were of primary importance. Numerous expansions have geared IRC's production to war-time needs and these resistors are now available to servicemen and dealers.

BTS size is no bigger than the 1/4-watt units you will be replacing and should be used for greater safety in 1/4-watt applications. Naturally, Type BTS is completely dependable in all 1/2-watt jobs. The BTA is smaller than pre-war 1-watt resistors, has a low temperature rise, therefore a great safety factor, and is a highly satisfactory replacement for all 1-watt units. These are modern resistors for modern space requirements and the many, many millions used in Allied war equipment testify to their greater dependability.

Chart shows how closely the new, smaller BTS parallels the heat-dissipating characteristics of the BT-1/2 Resistor, long considered the quality standard of the industry. Likewise, the BTA curve closely approximates that of the BT-1.

COMPARATIVE TEMPERATURE RISE IRC TYPE BTS and BT-1/2 RESISTOR



INTERNATIONAL RESISTANCE CO.
 Dept. 21-H 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

*Why is Sparton Radio's most desirable Franchise?

- Sparton's exclusive dealership policy under the S.C.M.P. gives dealers the power to sell against any competition—at a profit.
- Sparton has built consumer acceptance with strong national advertising.
- Sparton has back of it a strongly financed company with 45 years experience in precision electrical equipment manufacturing.
- Sparton has 5 modern, fully equipped plants capable of producing large volume with no sacrifice of quality.
- Sparton engineers have made many famous contributions to radio — and the new line will be equally advanced.
- Sparton has always been a pioneer in sales features.
- Sparton has been a favorably known name in radio for 20 years.
- * Recent advertisement announcing Sparton dealerships were open in some territories received over 300 phone calls, more than 600 wires and approximately 4,000 letters.



A view of one of the Sparton assembly lines. Equipped with the most up-to-the-minute precision equipment available. Many of the machines were specially designed by Sparton engineers to insure peak production with maximum inspection. 5 plants have been modernized throughout, providing unequalled facilities for manufacture of quality radios.

Write today for complete information on S.C.M.P. for your community!

Address: Ed. Bonia, Sales Manager, Radio and Appliance Division

THE SPARKS-WITHINGTON CO., JACKSON, MICH.

SPARTON

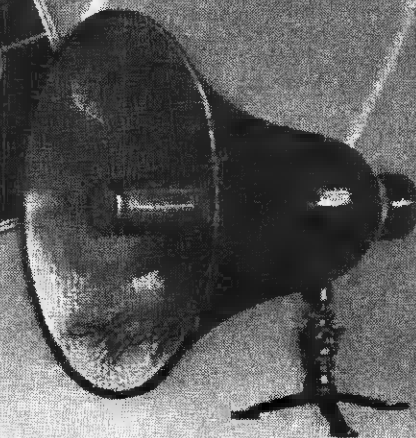
RADIO'S RICHEST VOICE SINCE 1926

HORN TYPE LOUD SPEAKERS

WHAT ABOUT *Horn* LOUD SPEAKERS?

25¢

Jensen
Technical
Monograph



What effect do horn formula, flare and length have on low frequency "cut-off"? In the most commonly used frequencies which horn is most directional—one with large or one with small mouth? What are the advantages of the reflex type horn? How is a 500-watt "bull horn" constructed? What are the advantages of the new Hypex,* originated by JENSEN, over the exponential type horn?

"HORN TYPE LOUD SPEAKERS"—JENSEN Monograph No.5,—the latest number in the JENSEN Monograph series and now available, discusses simply and clearly these and many other questions pertinent to the study of electroacoustics. By means of photographs, diagrams and graphs it reviews the principles, performance characteristics and applications of horn type loud speakers and illustrates modern reproducers employing horns.

Get your copy of this or any others of the series today from your JENSEN jobber or dealer or from the JENSEN Technical Service Department. Price each 25c.

Specialists in Design and Manufacture of Fine Acoustic Equipment

FREE to men in the Armed Services,
and to Technical Schools, Colleges
and Libraries.



Jensen

Jensen RADIO MANUFACTURING COMPANY

6625 South Laramie Avenue, Chicago 38, Ill.

Send me the Monographs checked:

- (1) "Loud Speaker Frequency-Response Measurements"
- (2) "Impedance Matching and Power Distribution."
- (3) "Frequency Range in Music Reproduction."
- (4) "The Effective Reproduction of Speech."
- (5) "Horn Type Loud Speakers."

Send 25c
for each
book ordered.

Name _____

Address _____

City _____ Zone _____ State _____



*Trade Mark Registered; U. S. Patent No. 2,338,262



Charlie Strawn, right, vice-president and general manager of the RCA Victor Distributing Corp., at Victor record dealers cocktail party held in Detroit, for Dinah Shore, center.

Jobber Appointments



The modern housewife knows that the quick, convenient way to squeeze fresh fruit juice is with JUICE KING. Throughout the war, national advertising in leading consumer magazines has kept the JUICE KING name... JUICE KING quality... vividly before her.

She'll be asking for JUICE KING, so plan now to merchandise this popular home juicer.

Watch for JUICE KING Advertising in Good Housekeeping, Ladies' Home Journal, Better Homes & Gardens.



NATIONAL DIE CASTING CO.
Touhy Avenue at Lawndale, Chicago 45, Illinois

F. J. JACOBS CO., Detroit, Mich., announces the following distributors for Launderall, new automatic washers: Chicago-Majestic, Inc., Chicago, Ill. • Youngstown Equipment Co., Boston, Mass. • Walker Electrical Supply Co., Worcester, Mass. • The Electronic Sales Co., New Haven, Conn. • Colen-Gruhn, Inc., N. Y., N. Y. • Newburgh Distributing Co., Newburgh, N. Y. • Fort Orange Radio Distributing Co., Albany, N. Y. • Northrup Supply Corp., Binghamton, N. Y. • Motor Parts Co., Philadelphia, Pa. • Capitol Wholesalers, Washington, D. C. • Radio Sound Corp., Baltimore, Md. • McCormack & Co., San Francisco, Cal. • Huletz Electric Co., Seattle, Wash. • Clark Supply Co., Milwaukee, Wis. • West Central Distributors Rochester, N. Y. • Cruse-Crawford Distributing Co., Birmingham, Ala. • J. J. Skinner Co., Cleveland, Ohio. • Deepfreeze-Detroit, Inc., Detroit, Mich. • Ray Thomas Co., Los Angeles, Cal. • Chapman & Wilhelm Co., Charlotte, N. C. • W. T. Shackelford & Co., Atlanta, Ga. • Gulf Appliance Distributors, Inc., Tampa, Fla. • Interstate Electric Co., New Orleans, La. • Alford's Wholesale, Albuquerque, N. M. • Home Appliance Co., Charleston, S. C. • Hollander & Co., St. Louis, Mo. • Superior Distributing Co., Oklahoma City, Okla. • Electronic Distributors Division, Packard Mfg. Co., Indianapolis, Ind. • Mid West Sales & Service, Inc., South Bend Ind. • Tepfer Appliance Co., Cincinnati, Ohio. • G. E. Wilson, Inc., Ridgewood, N. J. • Bomar Mfg. Co., Louisville, Ky. • Allied Appliance Distributors of Memphis, Tenn. Nashville, Tenn. Chattanooga, Tenn. Knoxville, Tenn. Evansville, Ind.

HOFFMAN RADIO CORP., Los Angeles, Cal., announces the appointment of E. M. Kemp Co., Sacramento, Cal., as distributor.

HOWARD RADIO CO., Chicago, announces the following distributor appointments: • Central Electrical Sales Corp., Milwaukee, Wis. • Gate City Furniture Distributors, Atlanta, Ga. • General Utilities Distributors, Chicago, Ill. • Gulf

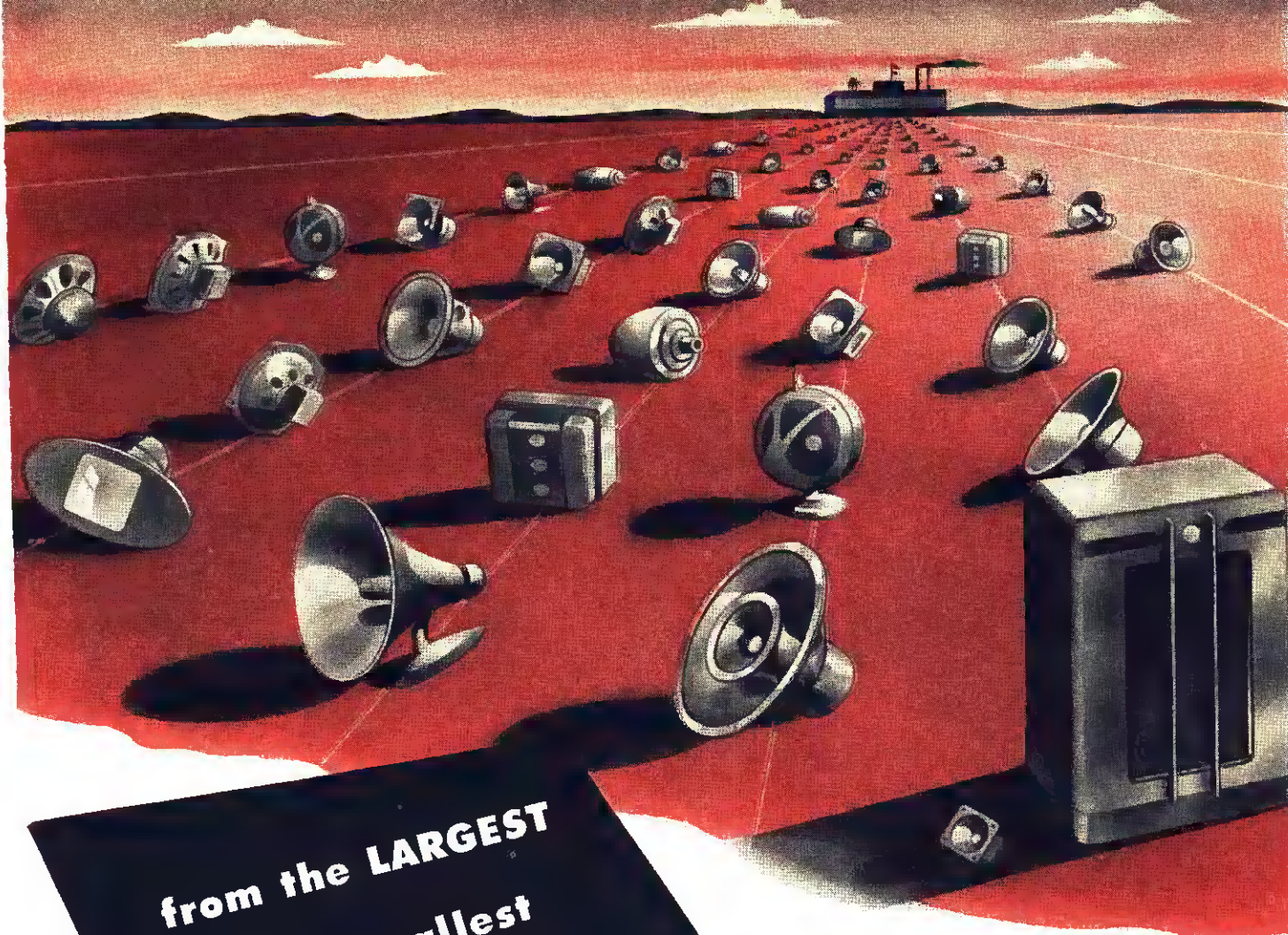
Appliance Distributors, Inc., Tampa, Fla. • Lafayette Electric Corp., N. Y., N. Y. • Southern Electric Company, Staunton, Va. • Southern Radio Supply, New Orleans, La. • Wholesale Appliance Company, Little Rock, Ark. • Wolf & Klar Distributing Co., Fort Worth, Texas.

STEWART-WARNER CORP., Chicago, Ill., has named additional distributors: • Appliance Distributors Mt. Vernon, N. Y. • Cruss Crawford Distributing Co., Birmingham, Ala. • J. M. Keely Sales Co., Miami, Fla.

SENTINEL RADIO CORP., E. G. May, sales manager, announces the following appointments: • Northwest Supply Co., Great Falls, Montana. • North Coast Electric, Seattle, Washington. • North Coast Electric, Portland, Ore. • The Biggs-Kurtz Hardware Co., Grand Junction, Colo. • Smith-Faus Drug Co., Salt Lake City 10, Utah. • The Pennsylvania Sales Company, Erie, Pa. • Davis Bros., Inc., Denver, Colo. • Inter-State Radio and Supply Co., Denver, Colo. • Northwest Radio Supply Co., Portland, Ore. • Gilbert Brothers, Inc., Portland, Ore. • Missoula Drug Co., Missoula, Mont. • Billmeyer's, Pocatello, Idaho. • Afton-Lemp Electric Company, Boise, Idaho. • Interstate Distributing Company, South Bend, Ind.

STROMBERG-CARLSON CO., Rochester, N. Y., has appointed the Domestic Refrigeration Co., Miami, Fla., as distributor for the company's line of radio, FM and television receivers.

NORGE DIVISION, Borg-Warner Corp., Detroit, Mich., M. G. O'Harra, vice-president and general sales manager announces the appointment of the following new distributors: • Gas Engine & Electric Co., Charleston, S. C. • Valley Appliances, Inc., Knoxville, Tenn. • Frank Lyon Co., Little Rock, Ark. • William Van Dorn Co., Menominee, Mich. • Home Furniture Co. Silver City, N. M. • Neyhart's, Inc., Williamsport, Pa. • Lincoln Sales Corp., Baltimore, Md. • Cayot & (Continued on page 110)



from the **LARGEST**
to the **smallest**

Utah's post-war line of quality speakers . . . the most complete ever available . . . will include standard and high fidelity PM's, all using ALNICO 5.

Ever since radio speakers have been made, Utah has been a leader. Electro dynamic and P.M. speakers, (based on the new industry standards) . . . wide range (ideal for FM reception) . . . dual speakers . . . cabinet speakers . . . trumpets . . . whatever your speaker requirements might be, Utah can meet your needs. That's why the Utah Franchise is the most valuable franchise a radio parts distributor can own.



UTAH RADIO PRODUCTS COMPANY • 820 ORLEANS STREET • CHICAGO 10, ILL.

Utah Electronics (Canada) Ltd., 300 Chambly Road, Longueuil, Montreal (23) P.Q. • Ucoa Radio, S.A., Misiones 48, Buenos Aires

USALITE

RADIO "A" & "B"

BATTERIES

AND "A-B" PAKS

NOW AVAILABLE

That's the news you've been waiting for . . . and the news USALITE is happy to release. Now that Uncle Sam has given us the "go ahead," we are in production . . . and delivering USALITE "A" and "B" Batteries and "A-B" Paks for portable radios.

You'll recognize these batteries by the familiar brown and yellow carton. Inside is reflected the "know-how" built up in the course of our wartime experience . . . and many years in dry battery manufacturing.



BUY WAR BONDS



Portable Radio Batteries

UNITED STATES ELECTRIC MFG. CORP. Factory and Exec. Off.: New York 11, N.Y. Branch Off.: Chicago 7, Ill.

Appointments

(Continued from page 108)

Wellman, Cheyenne, Wyo. • Appliance Distributing Co., Columbus, Ohio. • Diener Appliances, Dubuque, Iowa. • A. B. Gray Co., Fort Wayne, Ind. • Goyer Supply Co., Greenville, Miss. • Krich-Radisco, Inc., Newark, N. J. • Standard Equipment Co., Phoenix, Ariz. • Nevada Distributors, Inc., Reno, Nev. • John J. Moore Co., Providence, R. I. • Mayflower Sales Co., Wichita, Kans. • AUTOMATIC WASHER CO., Newton, Iowa, announces the following distributor appointments: • Alamo Distributing Co., San Antonio 5, Texas. • Appliance Distributors, Inc., Chicago 11, Ill. • Appliance Wholesalers, Salt Lake City 2, Utah. • Arizona Mercantile Co., Phoenix, Ariz. • Better Home Products, Inc., Nashville 3, Tenn. • Bimel Company, Cincinnati 2, Ohio. • Louis O. Bowman, Inc., Richmond 19, Va. • Brandon Company, Little Rock, Ark. • Brennan Appl. Distributors, Detroit 8, Mich. • J. N. Ceazan Company, Los Angeles 15, Calif. (Branches in San Francisco and San Diego). • Charleston Hardware Co., Charleston, W. Va. • City Electric Company, Inc., Syracuse 4, N. Y. • Dale Distributing Co., Inc., New Haven, Conn. • Economy Distributors & Importers, Ltd., Regina, Saskatchewan, Canada. • Economy Electric Supply Co., Atlanta, Georgia. • Electric Fixture & Supply Co., Omaha, Nebr. • Empire Appl. Distributing Co., N. Y., N. Y. • Fay-San Distributors, Inc., Buffalo, New York. • Fitzsimmons Company, Rochester, New York. • J. A. Fleck Company, Fargo, North Dakota. • Florida Radio & Appl. Corp. (Branches in Tampa and Jacksonville), Miami, Fla. • Foster Distributing Co., Louisville 2, Kentucky. • Graybar Electric Co., Inc., Denver 2, Colorado. • Graybar Electric Co., Inc., Philadelphia 7, Pa. • H. U. Gunther Company, Pittsburgh, Penna. • Havre Jobbing Company, Havre, Montana. • House-Hasson Hdwe. Co., Knoxville, Tennessee. • Jenkins Wholesale Division (Branches in St. Louis, Mo.; Oklahoma City, Okla.; Wichita, Kan.) Missouri. • Jennison Hardware Co., Bay City, Mich. • Lou Johnson Company, Portland, Ore. • Kane Company, (Branches in Toledo and Columbus) Cleveland 15, Ohio. • Keggin Distributing Co., Grand Island, Neb. • Knerr, Incorporated, Harrisburg, Pennsylvania. • Legum Distributing Co., Baltimore 2, Md. • Lewis Supply Company, Birmingham, Ala. • Lindsay and Morgan Co., Savannah, Ga. • Luckenbach & Johnson, Inc., Allentown, Pa. • McClain Distributing Co. (Branch in Columbia, South Carolina), Charlotte, N. C. • McConnell's Electric Co., Scranton, Pennsylvania. • A. Y. McDonald Mfg. Co., Sioux Falls, S. D. • McKay Appliance Co., (Branch at Spokane) Seattle, Washington. • Mascon Distributors, Inc., Springfield, Mass. • Metro Distributors, Inc., Boston 15, Mass. • Monroe Hardware Company, Monroe, La. • Motor Power Equipment Co., St. Paul, Minn. • National-Rose Company, Memphis, Tenn. •

IMMEDIATE DELIVERY FROM STOCK

SPRAGUE - CORNELL DUBILIER AEROVOX CONDENSERS



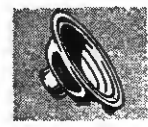
8 mfd 450v Tubular	44¢
10 mfd 450v Tubular	50¢
16 mfd 450v Tubular	65¢
20 mfd 450v Tubular	70¢
20 mfd 150v Tubular	44¢
30 mfd 150v Tubular	47¢
40 mfd 150v Tubular	50¢
20-20 mfd 150v Tubular	76¢
40-20 mfd 150v Tubular	82¢
30-30 mfd 150v Tubular	79¢
50-30 mfd 150v Tubular	94¢
10 mfd 50v Tubular	32¢
25 mfd 25v Tubular	35¢

SPRAGUE Money-Saving Kits

6 ATOMS 8mfd 450v Tubular	\$2.56
15 TC-11 .01mfd 600v Tubular	1.59
15 TC-12 .02mfd 600v Tubular	1.59
15 TC-15 .05mfd 600v Tubular	2.12

TEST EQUIPMENT!

Volt-Ohm-Milliammeters	
GE UM-3	31.50
Superior PB-100	28.40
Precision 832-5	19.48
Service men's Priority	
AA-5 MRO CMP5A	
Delivery—3 weeks	



SPEAKER BUYS!

4" PM square	\$1.35
4" 450 ohm, square	1.40
5" PM 2 watt	1.25
5" 450 ohm	1.50
10" PM 11 watt	7.20
12" PM 16 watt	10.14
12" PM 17 watt	14.25

TURNER MICROPHONES

Model	Type	Cord	Level	Each
BX	Crystal	7'	-85	\$5.85
22X	Crystal	7'	-52	10.88
33X	Crystal	20'	-52	13.23
BD	Dynamic	7'	-52	8.53
35D	Dynamic	20'	-54	14.70



RADIART VIBRATORS

Type	Equal	Base	Size	Used in	Each
8-1	4-4	4 Prong	1 1/2-3 1/2	Universal	\$1.35
5300	294	4 Prong	1 1/2-3 1/2	Universal	2.09
5326P	509P	4 Prong	1 1/2-2 1/2	Philco	1.76
5334	868	4 Prong	1 1/2-3 1/2	Deleo	2.09
5341M	901M	4 Prong	1 1/2-3 1/2	Motorola	1.76
5400	248	6 Prong	1 1/2-3 1/2	Tru-tone	3.50
5426	716	6 Prong	1 1/2-3 1/2	Buick	3.50

ORDER OTHERS BY MAKE AND SET MODEL



TRIMM ACME DELUXE PHONES

2000 ohm	\$1.50
Cannon-Ball Dixie	1.56
Brandes Superior	1.86
Brush Crystal Phones	
Type "A"	7.95

CRYSTALS - PICKUPS - MOTORS

CRYSTALS	M22 2.94	L40 2.55	LP8 4.70
PICKUPS		2.97, 3.30, 3.90	
MOTORS		3.17, 3.33	

PHILCO BEAM OF LIGHT

Selenium Cell only, no holder 1.80

AC-DC RESISTANCE CORDS

135-160-180-220-250-290 OHM	
Each	48¢
10 for	4.50
Universal 22-330 ohm	73¢
500 ohm for 3-way Portable	73¢

BALLAST TUBES

K42B K49B K55B K55C	
K92B L42B L49B L49C	
L49D L55B M61B M73B	
100-70 100-77 100-79	
Each 45¢	10 for 4.20
Claro-stat Universal 23-55A	
(octal) each	59¢

20% deposit required on all C. O. D. orders. 2% transportation allowance on orders of \$25.00 or more accompanied by payment in full. Write for FREE CATALOG.

RADIO SUPPLY & ENGINEERING CO., Inc.

128 SELDEN AVE. DETROIT 1, MICH.

Peaslee-Gaulbert Corporation, Dallas, Texas • Radio Equipment Co., Indianapolis 4, Ind. • Radio Equipment Co., (Branch at Grand Rapids, Michigan) South Bend 24, Ind. • Readers Wholesale Distributors, Houston 2, Tex. • Republic Distributing Co., Providence 3, R. I. • Roanoke Hardware Co., Inc., Roanoke, Virginia. • Roycraft-Iowa Company, Des Moines, Iowa. • Sieg Company, Davenport, Iowa. • Spiller Electric Company, Kennebunk, Maine. • Geo. C. Stafford & Sons, Laconia, New Hampshire. • State Distributing Co., Inc., Milwaukee, Wisc. • Vermont Electric Supply Company, Rutland, Vermont. • Walther Brothers, (Branch at Montgomery, Alabama) New Orleans 13, Louisiana. • Wamac Distributors, Ltd., Toronto, Canada. • Washington Wholesalers, Washington 9, D. C. • Williams, Inc., Peoria 2, Illinois. • V. A. Williams, El Paso, Texas.

BENDIX RADIO DIVISION, of the Bendix Aviation Corp., Baltimore, Md., Leonard C. Truesdell, general sales manager for home radio, announces the appointment of the Graybar Electric Co., as distributor for the company's forthcoming line in the Buffalo and Rochester areas.

EMERSON RADIO & PHONOGRAPH CORP., New York, N. Y., announces the appointment of the Tafel Electric and Supply Co., Nashville, Tenn., as distributor for Emerson radio and television sets.

FADA RADIO AND ELECTRIC CO., Long Island City, N. Y., J. M. Marks, president, announces the appointment of Momsen-Dunnegan Ryan Co., El Paso, Texas, for the territory comprising Arizona and the Republic of Mexico.

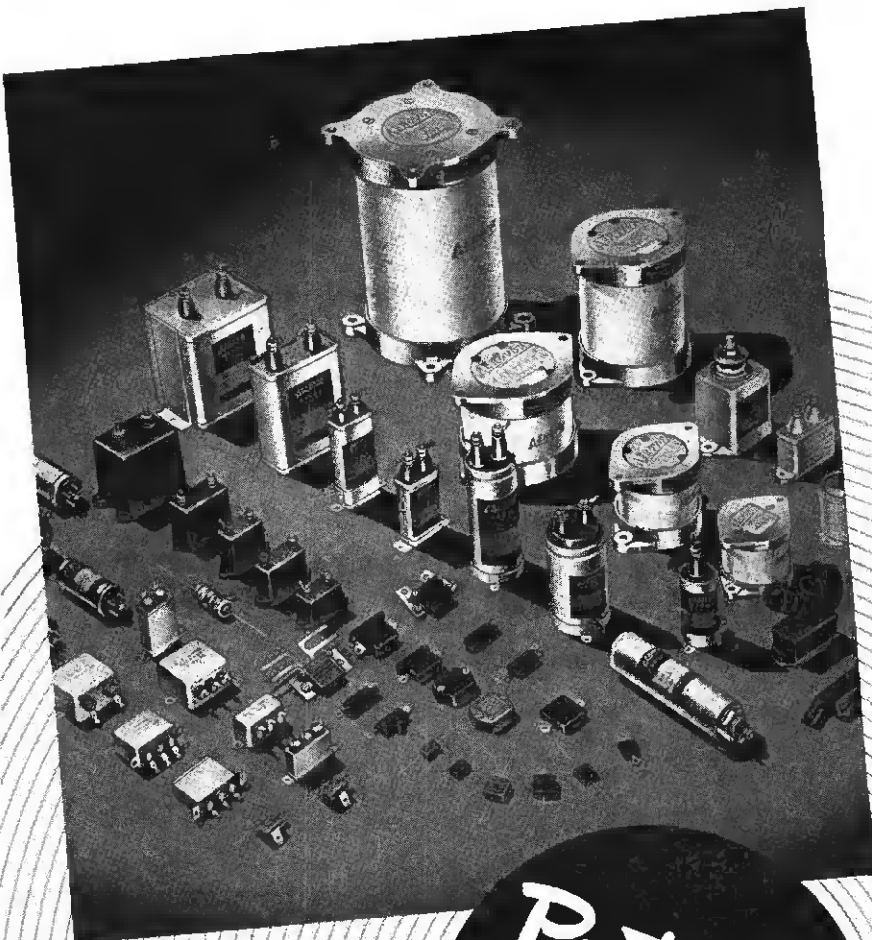
WESCO to Distribute Operadio Sound Line

Awareness of the large sales potential for intercommunication equipment has prompted Westinghouse Electric Supply Co. to select Operadio Flexifone units for national distribution. The line is now being made available to all "Wesco" branches, under an agreement recently concluded between the Operadio commercial sound division and the apparatus and supplies division of the Westinghouse organization.

The new distribution agreement will not interfere with presently established Flexifone distributors, since Westinghouse will handle the line on an open basis, according to F. D. Wilson, manager of the Operadio commercial sound division. Established Flexifone distributors will continue to handle the line under existing arrangements.

Freiberg Gets Third "E"

The Freiberg Mahogany Co. has been notified by the Under Secretary of War that it has won the Army-Navy "E" award for the third time. The firm is a manufacturer of lumber and veneer which is used in the manufacture of electronic equipment, etc.



Post-war
Parade

● Hats off to these veterans! They have served with rare distinction on many battle fronts—on land, on sea and in the air. And after the needs of our armed forces are fully met, these heavy-duty micas, oil-filled capacitors, paper capacitors and electrolytics will once again be generally available. Because of wartime service, they will be still better prepared to meet the heavy-duty requirements of post-war radio and electronics. ● Meanwhile, let your Aerovox jobber advise you on wartime capacitors for your immediate needs. Catalogs on request.



AEROVOX 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.

Clarostat Ready to Speed Jobber Shipments

To serve its jobber-distributor customers better, Clarostat Mfg. Co., Inc., Brooklyn, N. Y., manufacturers of resistors, controls and resistance devices, announce innovations in its jobbing set-up.

First is the appointment of Fran Chamberlain as assistant sales manager of the jobber division, who is already working closely with jobbers in speeding up their wartime orders.

Second, a complete jobber stock of Clarostat products is being set up as rapidly as conditions permit, in order to speed up the shipment of all future distributor orders.

Special Type Tubes

New civilian products and services will provide important peacetime applications for special-type tubes which have been developed for vital military functions, declared L. W. Teegarden, general manager of the tube division of the Radio Corp. of America, at a rally held at the firm's Lancaster, Pa., plant.

Russell Astatic Rep

Frank B. Russell of 5043 Marvine Road, Drexel Hill, Pa., has been appointed sales representative of The Astatic Corp., to serve radio parts jobbers in the District of Columbia and Virginia.

GE Estimate of Future Appliance Market

The American public will pay \$775,552,000 for the 50,400,000 small electrical appliances and radios it will buy in the first full year following reconversion, the General Electric Co. predicts.

Excluding radios, sales of such appliances as irons, toasters, clocks, vacuum cleaners and automatic blankets will run to 35,400,000 items valued at \$320,302,000.

These figures, based on over 20 surveys and estimates, are cited by GE's appliance and merchandise department in a new booklet now being mailed to the company's traffic appliance dealers and distributors.

Designed to acquaint the firm's appliance dealers with the devices they will sell in the months ahead, the booklet, entitled "GE Traffic Appliances—A Preview," also outlines the special sales helps the company has to offer.

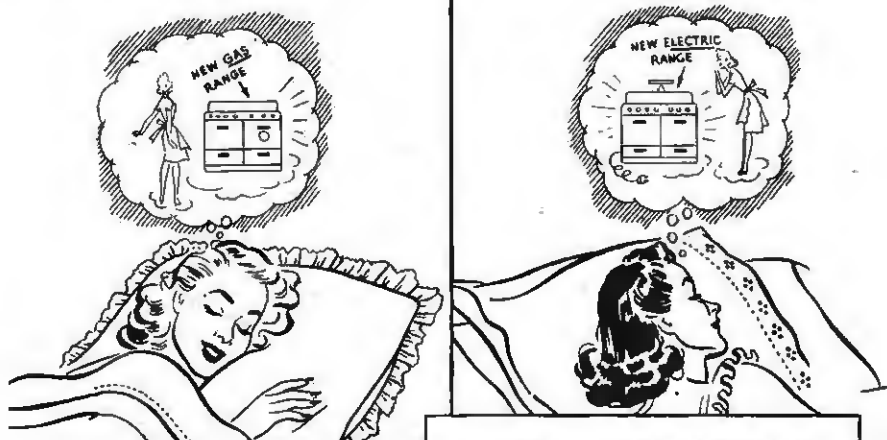
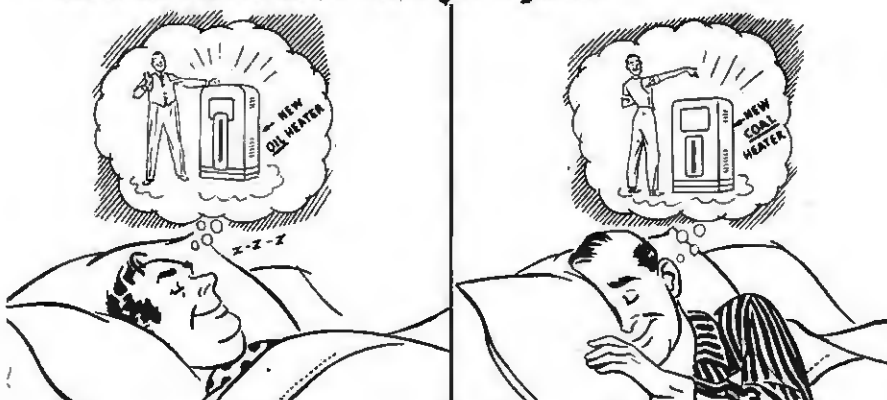
A breakdown of estimated post-reconversion appliance sales, as outlined in the booklet, shows the following:

Appliance	Number to be sold	Aver. 1941 retail price	Volume based on 1941 retail price
Iron	7,250,000	\$5.00	\$36,250,000
Toaster	4,100,000	6.75	27,675,000
Mixer	1,100,000	22.00	24,200,000
Roaster	420,000	25.00	10,500,000
Coffee maker	2,260,000	3.75	8,475,000
Percolator	1,100,000	3.00	3,300,000
Grill	800,000	2.50	2,000,000
Waffle iron	1,100,000	5.50	6,050,000
Clock	7,800,000	5.00	39,000,000
Fan	2,780,000	7.50	20,850,000
Heating pad	1,790,000	3.00	5,370,000
Sandwich toaster	1,250,000	4.25	5,312,000
Heater	810,000	4.00	3,240,000
Cleaners	2,390,000	47.00	112,330,000
Blankets	450,000	35.00	15,750,000
	35,400,000		\$320,302,000
Radio	15,000,000	30.35	455,250,000
TOTAL	50,400,000		\$775,552,000

ESTATE HEATROLA POSTWAR PROFIT TIP:

WHY LOSE ANY SLEEP

because their dreams can't get together?



I'll have the answer to all their dreams... with the Estate Heatrola Fuel-Proof line



Don't lose sales because of foolish arguments
LINE UP WITH THE "FUEL-PROOF" LINE"

ESTATE Heatrola RANGES & HEATERS

RANGES FOR CITY GAS, LP-GAS, ELECTRICITY
SPACE HEATERS FOR COAL, WOOD, OIL

Aerovox Adds "E"

A second star has been added to the Army-Navy "E" flag that flies over the Aerovox Corp. plants at New Bedford and Taunton, Mass.

Returns to Borg-Warner



Capt. Ray C. Roy is back with the Norge division of the Borg-Warner Corp. He has been named midwestern regional sales manager.

*Estate Heatrola is the ONE line of cooking and heating appliances for ALL fuels... all sold under one famous, nationally-advertised trade name. (Want the name of your Estate Heatrola distributor? Write us.) THE ESTATE STOVE COMPANY, HAMILTON, OHIO • House founded 1842

Guests at Party Given by Kay Sales Co.



The conclusion of a dealer meeting held by the Kay Sales Co., Kansas City "reps," at which Jim Kay met many midwest radio retailers, featured this gathering held at the Kay residence. The firm's staff, l. to r., are Earl Thompson, June Riley, Ann Schwoerer, Jim Kay, Kay Stephens, G. W. ("Skip") Davis, and Beryl Atkinson.

New Book on Retailing; Radio Chapter Included

Of interest to the person contemplating entry into the retail field, and also of significance to the already established retailer, is a recently published book entitled "A Small Store and Independence."

Authored by David B. Greenberg and Henry Schindall, the book discusses the problems and ramifications of retailing including the principles of operating a store, how to select a location, keeping records, finance, and other phases of interest to the independent merchant.

Of specific importance to the radio dealer is a special chapter on radio retailing written by John L. Stoutenburgh, managing editor of RADIO & Television RETAILING. In his chapter, Mr. Stoutenburgh draws from his long experience to discuss the important problems of salesmanship, financing, capital, and other fundamentals of radio merchandising.

As a source of information on various policies of retailing, this book is recommended. Many types of retail establishments are discussed in this book, which should be of practical interest to all dealers.

To Design Temple Radios

Templetone Radio Mfg. Corp. of New London, Conn., has announced the appointment of the well-known Gilbert Rohde organization as exclusive designer of cabinets for Temple radios.

Under the direction of Mrs. Rohde, designs have been conceived for the complete Temple line—from table models to radio-phonograph consoles.

Sentinel Will Be Ready

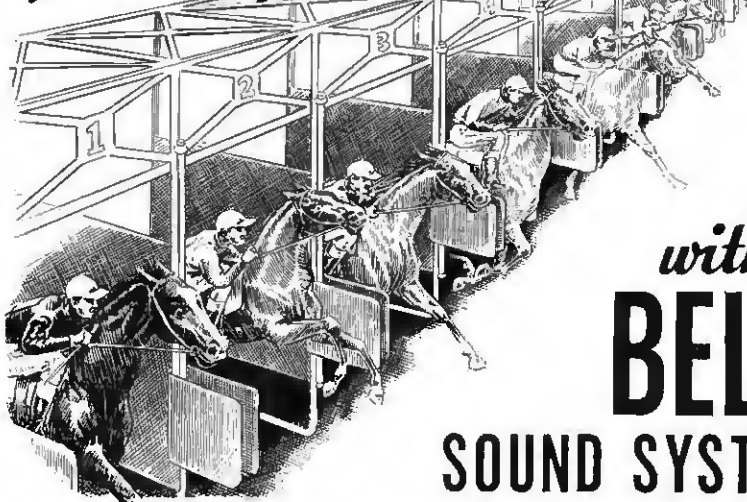
"Sentinel will go right ahead with 100 per cent war production so long as handie talkies and other Sentinel produced items are requested by the Army and Navy," declared E. Alschuler, president, in a letter to stockholders.

"When given the green light on civilian radios, the firm will be in a position to convert and immediately start deliveries."

Chicago NEDA Chapter Elects Poncher, Walker

The Chicago chapter of the NEDA held a meeting recently at the office of Louis Calamaras, executive secretary of the group. Various trade problems were discussed and an election of officers took place. Sam Poncher, president of Newark Electric Co., was re-elected president and Ralph E. Walker, president of Walker-Jimieson, Inc., was re-elected secretary and treasurer. Among those present were S. W. Berk, W. C. Braun, Jr., Al Brodaky, Harry C. Fryxell, Al Oliver, Sam Poncher, W. O. Schoning and Ralph E. Walker representing radio and electronic jobbers in the Chicago area.

You'll Get a Better "Break"



with
BELL
SOUND SYSTEMS

Salesmen from coast-to-coast are enthusiastic about the "breaks" they get selling BELL Sound Equipment. You too can get your share of these "breaks" by featuring the easy-to-sell, profitable BELL line. They feature matched units that may be easily combined to fit any intercom need, and may be readily expanded or altered as the need arises. They are truly the up-to-date answer to every sound requirement.



BELL equipment includes BELfone Intercom Systems . . . Industrial Voice-Paging and Broadcasting Equipment . . . Permanent and Portable Amplifying Systems . . . Recording and Disc Playing Units . . . Electronic Controls and Assemblies Operating Sequence Recorders . . . Electronic Sound Devices . . . Many Others. BELL Representatives are listed below, write today for complete information.

BELL SOUND
1186 ESSEX AVE.

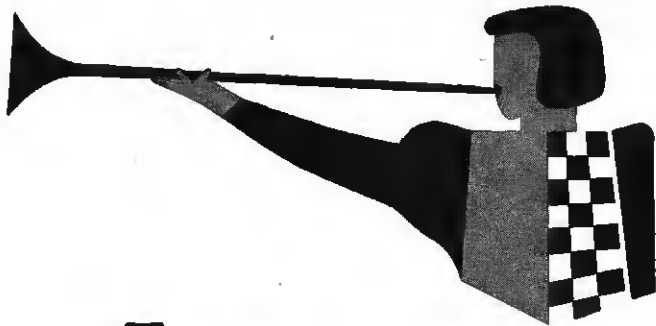
Export Office: 4900 Euclid Ave., Cleveland 3, Ohio

SYSTEMS, INC.
COLUMBUS 3, OHIO

BELL REPRESENTATIVES

ATLANTA, GA., Henry W. & Abby N. Burwell, 105 Forrest Ave., N. E.
BOSTON 9, MASS., H. A. Chamberlin, 31 Milk St.
CHICAGO, ILL., Paul H. Miles, 333 N. Michigan Ave.
CLEVELAND, OHIO, John O. Olsen, 1456 Waterbury Pl., Lakewood
DETROIT 28, MICH., J. P. Davenport, 604 Kerr Bldg.
FORT WAYNE 3, IND., B. L. MacPherson, 1724 Alabama Ave.
GREELEY, COLO., Gordon G. Moss, Post Office Box 428
HOUSTON, TEXAS, G. G. Willison, Tex-O-La Sales Co., West Bldg.
KANSAS CITY 6, MO., Maury E. Bettis & Co., Rm. 400, B. M. A. Bldg.

LOS ANGELES, CALIF., Harry A. Laure, 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. Capital Highway
SAN FRANCISCO 3, CALIF., Hodges and Glomb, 1264 Folsom St.
TORONTO, ONT., CANADA, Howard N. Reid, L. D. Cahoon and Co. Ltd., 2271 Danforth Ave.



An important announcement

WARD LEONARD next month will start the distribution of bulletins describing its greatly expanded line that is now being made available to the trade through Radio and Electronic Parts Distributors. The line will include a complete assortment of

RESISTORS — RELAYS — RHEOSTATS

Each bulletin will be complete in itself and will be distributed as soon as it is printed. Write for your copies now.

WARD LEONARD ELECTRIC CO.

Radio and Electronic Distributor Division
35 West Jackson Blvd., Chicago, Ill.



NEW EDITION!

225 PAGES!

25¢
Postpaid

NOW AVAILABLE FROM

Also contains circuits on receivers & amplifiers. A valuable book!

Olson Radio Warehouse
73-C Mill St., Akron 8, Ohio

I enclose 25c in coin. Send me the RCA Receiving Tube Manual.

NAME _____

ADDRESS _____

first again with

LOKTAL base ADAPTERS

Now . . . almost 500 types of high quality tube Adapters making possible 1650 substitutions—each model with replacement function clearly stamped on the base.

Move slow tube stocks; replace scarce tube types; avoid much re-wiring; and be sure of PRECISION in the substitutions!

Lab men, jobbers, servicers
write for our full story

ADAPTOL COMPANY
Department 27
260 UTICA AVE., BROOKLYN 13, N. Y.

RCA Appoints Finn



David J. Finn, named manager of RCA's renewal sales department of the tube division. He was formerly with RCA Victor in Chicago.

Detrola Will Build 40,000 Small Receivers

Detrola radio division of International Detrola Corp. has been appointed to build 40,000 small radio receivers within the next few months for recreational use by U. S. Navy men in Pacific waters. F. W. Johnson, vice-president in charge of manufacturing has announced.

The receivers are a modification of the Detrola-designed five tube AC-DC postwar table model. Wave band coverages are 540 to 1,600 kilocycles and 6 to 18 megacycles. The set is housed in a metal cabinet and all wiring is tropicalized against humidity deterioration. There is provision for use of an external antenna to increase range. A handle is included for easy carrying.

Named Distributor for Stewart-Warner

Southern Minnesota Supply Co., Mankato, Minn., has been appointed distributor of Stewart-Warner postwar radios for the Mankato and Rochester, Minn., territories, and the Eau Claire, Wisc., territory, the radio division of Stewart-Warner Corp., Chicago, has announced.

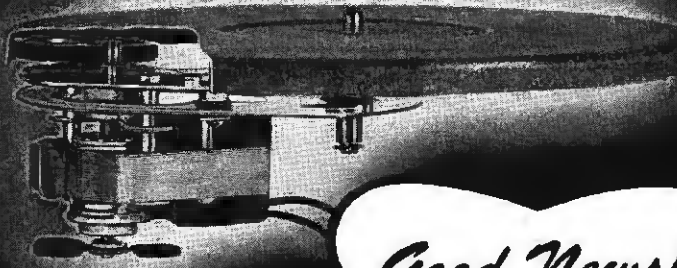
C. E. Lytle, who has been in the radio business for several years in this territory, is general manager of the distributing firm. He plans to serve dealers in his territory through his company's branch houses at Rochester and Eau Claire, as well as the home office at Mankato.

GE Promotes Dunbar

Announcement has been made by A. L. Scaife, advertising and sales promotion division manager of the General Electric Co.'s appliance and merchandise department, that J. W. Dunbar, former head of product service and sales promotion advertising, is now in charge of advertising and sales promotion of all major appliances.

Responsible for all appliance and merchandise department publicity is Stanley C. Schuler, who has moved to Bridgeport, Conn., from the New York office.

ALLIANCE "Even-Speed" Phono-motors



Good News!

ALLIANCE RESUMES PRODUCTION on One Standard Model

• We are now able to return to production of one standard variation of Alliance Model 80 Phono-motor, according to the following definite specifications and on the production plan explained below.

STANDARD SPECIFICATION No. 811—Turntable No. Y-278-S2; 110 Volt, 60 cycle, 9" Model 80

Production must be on the following practical basis under present conditions where there are no large volume priority orders—namely, by accumulating a sufficient quantity of small orders with necessary priority and making periodical single production runs at such time as the quantity of accumulated orders is enough to make this practical. Priority orders (currently only orders of AA-3 or higher, with GOVERNMENT CONTRACT NUMBER and MILITARY END USE, or where certified to be used in Sound Systems, Intercommunicating or Paging Systems, as exempted from order M-9-C) must allow delivery time required to obtain a minimum practical production run; to procure material for all orders in hand, and make one production run of the one type standard unit only, for shipment on the various accumulated orders. • Check the above against your requirements, and if you have proper priority, communicate with us.

REMEMBER ALLIANCE—Your Ally in War as in Peace!

AFTER THE WAR IS WON, WE WILL TELL YOU ABOUT SOME NEW AND STARTLING IDEAS IN PHONO-MOTORS

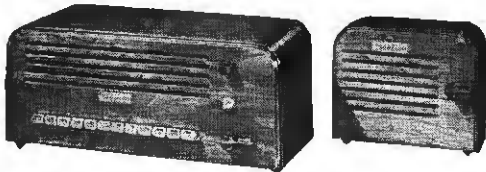
ALLIANCE MANUFACTURING COMPANY
ALLIANCE, OHIO



Talk-A-Phone has established a reputation for having developed and consistently produced the most highly perfected type of inter-communication . . . inter-communication that "Has Everything" . . . ultra modern design, superb beauty of finish, unsurpassed convenience, maximum efficiency, extreme flexibility.

This universally recognized leadership, built on top-ranking performance, opens

wide the door of a gigantic inter-communication market to Talk-A-Phone distributors all over America. Good deliveries now. See your jobber for complete details.



Talk-A-Phone Mfg. Co.

1512 So. Pulaski Rd. Chicago 23, Ill.

Garod Awarded "E" Flag

Army and Navy heroes presented the Army-Navy "E" Production Award to the Garod Radio Corp. at the St. George Hotel in Brooklyn. The master of cere-



Garod president, Max Weintraub, receiving "E" flag from Lt.-Comm. Wm. J. Warburton.

monies was Lt. Commander William J. Warburton, combat flier and test pilot. President Max W. Weintraub accepted the honor on behalf of Garod and its employees.

Reports from the "Reps"

The secretaries of three different chapters of the Representatives of Radio Parts Manufacturers, Inc., recently announced the acceptance of applications for membership from the following: M. B. Patter-son, 1124 Irwin-Keasler Bldg., Dallas, Tex.; John M. Maynard, 4507 Shenandoah, Dallas, Tex.; and M. F. Klicpera, P. O. Box 3113, Houston, Tex. These are now members of the Southwestern Chapter as reported by Bob Campion, secretary.

Dale G. Weber of 7026 S. W. Capitol Highway, Portland 1, Ore., has been added to the roster of the Northwest chapter and Douglas H. Louksta of 408 York Road, Towson 4, Md., has affiliated himself with the Mid-Lantic chapter. The New York chapter accepted the application for associate membership from Jack Fields of 27 Park Place, New York 7, N. Y.

David Sonkin, national secretary of the "Reps," has recently moved his office to 347 Fifth Ave., New York 16, N. Y.; and William Gold, secretary of the New York chapter, is now located at 304 E. 23rd St., New York 10, N. Y.

Bendix Michigan Jobber

The appointment of the Peninsular Distributing Co. Detroit, Mich., as distributor for the forthcoming Bendix radio line of AM and FM radios and radio-phonograph combinations in Michigan, has been announced by Leonard C. Truesdell, general sales manager for radio and television, radio division of Bendix Aviation Corp.

President of the Michigan company is J. H. Ryall, former sales manager of the Frigidaire division of General Motors in Michigan.

Assigned to Zenith Post

A. V. Duke has been named assistant to H. C. Bonfig, vice-president in charge of household radio for Zenith Radio Corp., it has been announced.

Warning on Surplus Goods by Golenpaul

"DON'T get burnt." That's the warning just issued by Charley Golenpaul, chairman of the Sales Managers Club (Eastern Group) with regard to the radio parts being offered to jobbers by various agencies now liquidating surplus military goods.

"Surplus parts are usually of unknown quality. In fact, they are offered mainly 'as is' with no real guarantee as to condition. In the case of military surplus, the radio components in many instances have been produced several years ago and stored in warehouses until now. In the case of components subject to deterioration through humidity or temperature or even age, the condition of such components can be very doubtful by the time of dumping."

NEWA Offers Display Card

To encourage veteran's employment within the electrical industry, an attractive window or counter card has been prepared by the National Electrical Wholesalers Assn. for distribution throughout the industry. It pictures a soldier, sailor and marine, and bears a short but encouraging message for ex-service men, technically trained and interested in obtaining employment in the electrical industry. An employment application blank to be answered by ex-service men also has been prepared for industry-wide use.

Orders, with remittances, to cover cost, should be sent to the association at 500 Fifth Avenue, New York 18, N. Y. The schedule of prices is: Window or counter cards, \$6 a hundred; application blanks, 50 cents a hundred.

Meier Forms Company of Own on West Coast

Charles A. Meier, widely known throughout the west for his 31 years' service with the Westinghouse Electric appliance division, recently announced his resignation from Westinghouse and formation of a new company to represent nationally known electric appliance and commercial and industrial supplies manufacturers. His new firm, known as the M. and M. Sales Company, is headquartered in space 467 at the Mart, San Francisco, Cal.

At present, Meier represents four manufacturers in a territory comprising Southern Idaho, Utah, Nevada and Arizona. He is handling the Akron line of commercial cooking equipment; representing the E. J. McAleer Manufacturing Co., of Philadelphia, in a line of government specification metal tool boxes, the So-Lo Works, Inc., Loveland, O., and the Keldur Corporation, New York, manufacturers of material for isolating vibration.



OUT OF THE GROOVE

SOUND is captured and imprisoned upon a phonograph record. Its release for entertaining, educational and commercial use has for years been made possible by The Astatic Corporation through Astatic Phonograph Pickups. Long favorites with most leading manufacturers and jobbers of phonographs and phonograph equipment, Astatic Pickups have supplied the highest degree of quality and fidelity to record reproduction. For the days ahead, Astatic promises even greater true-to-life tonal realism, improvements in pickup design, construction and operating efficiency that will contribute immeasurably to the clarity and beauty of reproduction from the new, fine-grain, noise-free, Vinylite recordings of tomorrow. Conversion to peacetime production, when such permission is given, will be prompt and Astatic's greatly increased manufacturing facilities will be ready to serve its great host of manufacturing and jobber customers.

**"You'll HEAR MORE
from Astatic"**

ASTATIC Crystal Devices
manufactured under Brush
Development Co. patents.

THE Astatic CORPORATION
CONNEAUT, OHIO
IN CANADA. CANADIAN ASTATIC LTD., TORONTO, ONTARIO

YES... RADIART AERIALS WILL BE AVAILABLE AGAIN Soon!



but

RADIART will not deliver aerials until materials and features can be RADIART QUALITY, — no makeshift equipment will be made!

Designs and engineering are completed — You'll be thrilled with them.

High quality materials are arriving.

The production line is ready — production and deliveries will start soon!

RADIART AERIALS have always been the standard of comparison.

These new RADIART AERIALS are up-to-the-minute and well worth waiting for.

Manufactured by the makers of RADIART Exact Duplicate Vibrators.



Radiart Corporation

3571 W. 62nd STREET • CLEVELAND 2, OHIO
Export Division 25 Warren St., New York 7, N.Y. Canadian Office 455 Craig St., W., Montreal, Canada

ASSISTANT SALES MANAGER

Large Chicago Distributor of radio parts and equipment needs experienced man to take charge of dealer sales organization. Must have good knowledge of dealer trade and practices; be capable of directing sales force in Chicago area. Good salary to start with, opportunity to increase earnings substantially. Permanent connection. Give full details including age, experience and education. Our organization knows of this advertisement. Your application held in strict confidence.

REPLY BOX 1 c/o RADIO & Television RETAILING
201 NORTH WELLS STREET, CHICAGO 6, ILLINOIS

Stromberg Old Timer



Wesley M. Angle, Stromberg-Carlson's board chairman, explains annual report to Miss Minnie E. Maurhofer, the firm's oldest employe.

Two Firms Join Maguire

Merger into Maguire Industries by the Meissner Mfg. Co. and the Thordarson Electric Mfg. Co. has been revealed by Russell Maguire, president of the acquiring firm. Meissner will continue its operations as an independent division of Maguire, while the Thordarson company will function as a new transformer manufacturing branch.

Alliance Wins "E"

The Alliance Mfg. Co., Alliance, Ohio, has been awarded the coveted Army-Navy "E" honor, it has been announced. Owen L. Lewis is the president of this firm which has been engaged in manufacturing motors for the war effort.

Retailer Tells How to Make 37% in Business

A store handling nothing but small electrical appliances can make a 37 per cent return on a modest investment; some electrical appliance dealers do not realize the potentialities of the business; and women, after the war, will be more intelligent buyers, were highlights of a two-day postwar retailing clinic, sponsored by Proctor Electric Co., Phila.

This clinic, July 16 and 17, second in a series sponsored by Proctor, was held in Chicago, and was attended by 11 appliance dealers.

Robert M. Oliver, Proctor vice-president, was chairman, assisted by Major Walter Tritipo and Major Oswald MacCarthy, regional sales managers, and Donald Sluman, Chicago district manager.

John Di Valerio of Television Radio Co., Chicago, said that, based on his observations and past experiences, a store that handled nothing but small electrical appliances, aggressively merchandised, could realize a 37 per cent return on a \$15,000 inventory investment, assuming that the dealer did a 4 times per year turnover. (De Valerio's business operation was reported in the July, 1944, issue of this magazine—page 55.)

Officials Comment on New FM Allocations

Commenting on the FCC's decision to allocate area 3-A between 88 and 106 megacycles in the radio spectrum to FM, R. C. Cosgrove, president of the Radio Manufacturers Assn., declared that: "America's radio industry will accept the decision and bring out their new sets in this frequency area."

John Ballantyne, president of Philco made the following statement in reference to the new allocation: "The FCC's decree gives the green light to both commercial television and FM radio just as soon as war conditions permit. It is now a fact that commercial television will go ahead rapidly on a commercial basis."

In reference to the new decision, Commander E. F. McDonald, president of the Zenith Radio Corp., asserted: "Moving FM upstairs to the unproven and undesirable hundred megacycle area was made against the recommendation of the entire radio industry. This decision will delay FM and thereby contribute to unemployment during the reconversion period."

Lear Sales Orders High

Nate Hast, merchandising manager for Lear Home Radios, Chicago, Ill., reports he has already signed more than eight million dollars worth of bona-fide firm sales orders for Lear home radios, covering the entire line including FM, television, phonograph combinations, etc. "Wire recording will be a sales feature of most Lear sets," Hast says.

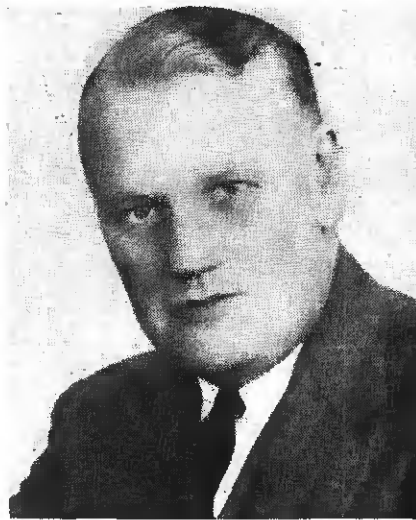
"Dogs" May Be Popular

Slow moving tube types, known to the trade as "dogs," may soon come in for an unexpected wave of popularity. Manufacturers will probably concentrate for a long time to come on replacing very scarce, popular numbers. The seldom used types, readily obtainable at present, may then become the scarce, hard-to-get numbers.

ECA Aids China Relief

Management and labor of the Electronic Corp. of America joined in a rally for United China Relief recently which raised funds for our Pacific allies.

Caygill, Agent for Lear



Bert Caygill, who has been named factory representative for Lear in southern California, southern Nevada, Arizona, and Hawaii.

"Systemeering" Phase Two of "Universal" Plan

To bring accounting systems down to earth, so that the appliance dealer can control his own operations on a simple and practical basis, is the object of a new program called "systemeering" to be released in October by Landers, Frary & Clark, New Britain, Conn.

The makers of "Universal" appliances are developing this dealer help as a follow-up to its "Moderneering" program which dealt with store modernization plans. Already 14,000 dealers have availed themselves of the Universal "Moderneering" service.

A third program as yet unnamed will deal with the merchandising function of retail stores. A fourth program will develop a sales program. The fifth and final program in this comprehensive plan has not yet been announced.

Connecticut Distributor Plans for Expansion

Distributor Victor Morell of the United Radio Supply, 45-53 East Main St., New Britain, Conn., has a completed blueprint of his postwar plans ready now. His

firm is well known in northern Connecticut as jobbers of refrigerators, radios and parts. Plans include renovating the building which he now owns and occupies, increasing his floor space on the main floor to 5,000 feet.

Morell intends to add a new, modern building at the rear of his store, the first floor of which will be used for servicing auto radios, and the second floor as a warehouse. All major electrical appliance lines will be carried.

New Set-Appliance Store to Open in Capital

A modern radio-appliance specialty store will open soon in Washington, D.C., in a 3-story downtown building having 18,000 square feet of floor space. To be known as Lacy's Inc., it will carry many nationally advertised brands of small and major appliances, including television and FM sets when they become available.

The president of the new store, which has been incorporated in Delaware for \$112,000 will be Eugene H. Rietzke, president of the Capitol Radio Engineering Institute, Inc., of this city.

William ("Bill") Warsaw, who leaves the Hecht Company here after 18 years of service with them, will be vice-president and general manager in complete charge of store operations.

Armond Langley, executive vice-president and treasurer of the Capitol Radio Institute, will be named secretary-treasurer of the new corporation.

As merchandise becomes available on the market, it is planned to open several neighborhood stores and eventually have a chain of them in Washington. Negotiations are under way now for neighborhood sites for future stores, but the main store site has already been settled. Its location is 800 E Street, N. W.

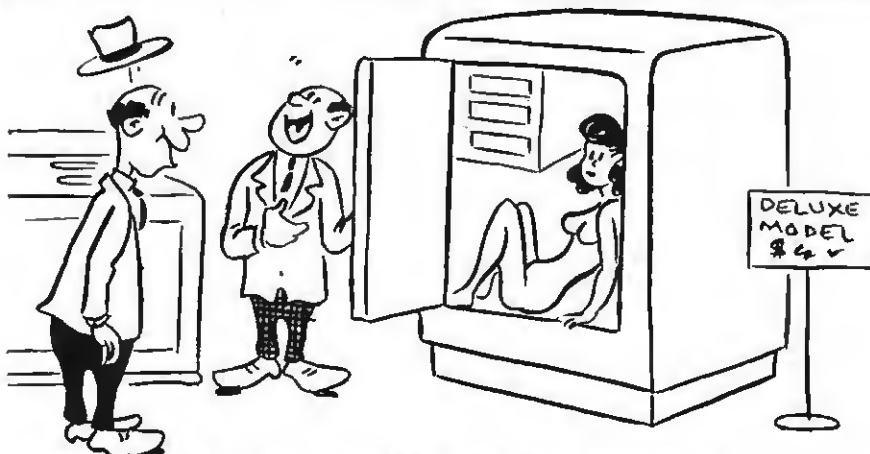
Bill Warsaw, who was radio and appliance buyer for the Hecht Company for ten years, and previous to that sales manager of the same department—switching over to buyer of housewares when the war all but eliminated the radio department—told RADIO & Television RETAILING's representative that his ambition was to inject large department store policy into the new specialty store.

Relay Network Planned

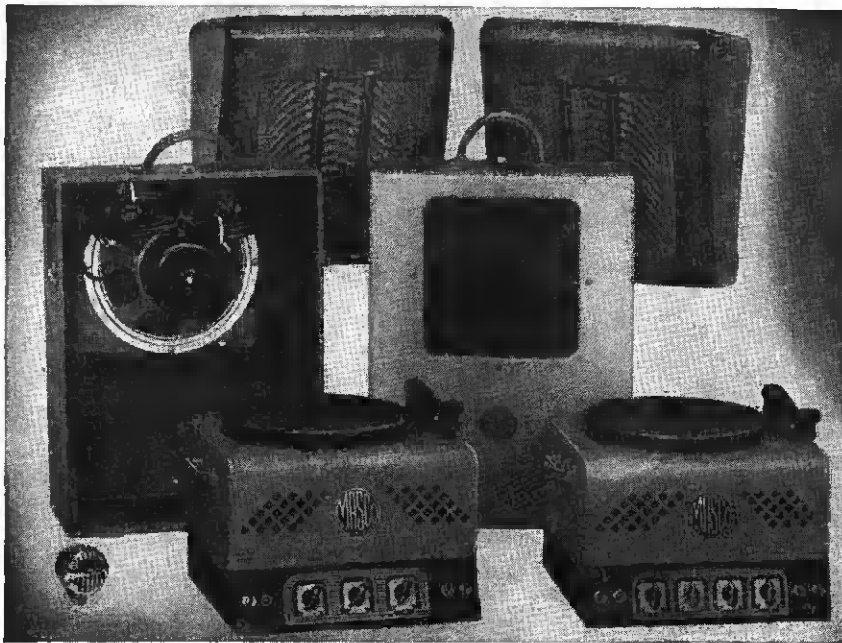
Los Angeles and San Francisco will be terminal points for an experimental radio relay network designed to carry television and FM radio programs, radio photos and operate office typewriters by radio. This is revealed in applications filed by the International Business Machines Corp. with the FCC for permission to build terminal stations in the west coast cities. General Electric Co. will build the electronic equipment.

Evans Joins Utah Co.

L. Robert Evans, former manager of the Victor Record division of RCA's Chilean subsidiary, has been appointed manager of the newly formed International division of Utah Radio Products Co., Chicago, according to an announcement by Fred R. Tuerk, president.



"Could I show you something really nice in a refrigerator?"



MASCO De Luxe Phono-Top P. A. Equipment

FEATURES

- Rubber Mounted Motor and Pickup
- Tangent Arm Crystal Pickup
- Noiseless Self-Starting Motor
- Plug-In Phono-Top
- Plays 10" and 12" Records
- Self Contained Phono-Top Unit
- Custom Made

**Combining P. A. and Recorded Music
with Complete Portability
117 Volt AC Operation**

Immediate Delivery on Proper Priority

MAS-17P is a 17-watt complete portable system consisting of the following: Model MA-17P phono-top amplifier, with tubes, mounted in carrying case, an Astatic JT-30 Microphone with 20' cable with connector, two heavy duty 10" PM Speakers, each with 25' cable plus plugs. **124.00** List

MAS-25P is a 25-watt complete portable system consisting of: The Model MA-25P phono-top amplifier with tubes, mounted in carrying case, an Astatic JT-30 Microphone with 20' cable with connector, two heavy duty 12" PM Speakers, each with 25' cables plus plugs. **143.50** List

**Ask Your Jobber for Full Details of This and
Other Masco Sound Equipment**

Write for Catalog 44-D

MARK SIMPSON MANUFACTURING CO.

MANUFACTURERS OF



Masco Sound Systems and Accessories

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RADIO Wholesale REPAIR

RETAILERS and SERVICEMEN

This Is the Answer to Your Radio Repair Troubles!

Just SEND us the SET via Railway Express. We REPAIR and RETURN. You ADD MARK-UP AND DELIVER. That's all there is to it.

- Complete Stocks—We can fix 'em all.
- 90 day guarantee
- Prompt service
- OUR LOW PRICES mean more Markup for you.

Send that set to

SHEFFIELD RADIO CO. 915 BELMONT AVE.
CHICAGO 14, ILL.

Hutchins New Meek Sales Corp. Head

Henry Hutchins has been elected president of John Meek Industries Sales Corp., with offices at 35 East Wacker Drive, Chicago. Mr. Hutchins was formerly head of sales of National Union Radio Corp.

Spot Authorizations Sought by ECA

Electronic Corp. of America has applied for spot authorizations to resume the manufacture of civilian radios, according to Jack Geartner, sales manager.

The company will be ready to begin distribution of sets to the firm's franchised dealers within sixty days after authorization is granted. ECA radio cabinets and chassis are designed and plans have been completed so production can commence rapidly.

Hoffman Expands Plants

The Hoffman Radio Corp., Los Angeles, Cal., has started construction on a new plant annex, the lease of three other buildings and the purchase of a new brick and concrete structure of 32,000 sq. ft., it is announced by H. Leslie Hoffman, president.

McCall Market Study

A new market study entitled, "War-time Servicing of Electrical Appliances and Radio, with Explorations into the Postwar Market" has been made public by the McCall Corp. The facts in this report are based on actual interviews with radio and appliance retailers.

Lear Franchise Terms

Lear, Inc., has taken a new step in its contractual relations with distributors for its line of home radios. Instead of presenting the distributor with a legal-looking document, the company's franchise is presented in a neatly bound folder, and written in "understandable" rather than legal terms, according to the firm.

Van Zandt Dealers Meet

A "pre-war" type dealer meeting was recently sponsored by the Van Zandt Supply Co., Huntington, W. Va. The subject discussed at this function was the sales of American steel kitchens and sinks. Harry Armbricht, regional manager of the American Central Mfg. Co., was the featured speaker. The meeting included the display of an all steel kitchen.

IRC Counter Display

Distributors of the International Resistance Co.'s products are now offering type DS controls, from the new IRC "century line" of volume controls, in an attractive, "counter display merchandiser." Sixteen of the most frequently called for type DS volume controls are displayed.

Meck Handie-Talkie



John Meck Industries, Inc., Plymouth, Ind., is making a new portable handie-talkie set for civilian use in the FCC assigned band, 460-470 mc.

Adams to Represent Set, Appliance Makers

R. A. Adams Co., 18288 Appoline Ave., Detroit, Mich., representatives of radio parts manufacturers, have discontinued their activities in the radio parts field, and have become active in the radio set and appliance branch of the industry.

The firm has been appointed as Michigan representatives for Sentinel radios, Elgin steel kitchens, Ansley receivers, Presto recording equipment, General Industries phonograph motors, and American microphones.

Motorola Compares Sets

As indication of the progress radio has made in the past 21 years, the Galvin Mfg. (Motorola radio) Co. compares the heavy, elaborate equipment formerly used for mobile transmitting with the five-pound walkie-talkie manufactured by the firm. Despite its small size, the company states, the small, modern transmitter is more efficient than its predecessor.

Appointed by Jobber

The naming of Edward J. Rising, as manager of the appliance and radio division of the California Electric Supply Co. of San Francisco, distributor of Crosley radio receivers and major household appliances in northern California, has been made public.

Mr. Rising has been actively associated with the merchandising of major household appliances since shortly after the end of World War I.

Television Will Promote Peace, Says NBC Official

Television will be a great force for peace during the coming years, it was predicted by John F. Royal, NBC vice-president in charge of television.

"Through television, as a medium for the interchange of ideas and customs, we will better understand the thinking of other peoples, thereby enhancing the cause of international peace and solidarity," Royal said.

Here, Mr. Radio Service Man Is a Natural for You

Descriptive Literature Sent on Request



SPEED IRON

PATENTS PENDING

THE SUCCESSOR TO THE ELECTRIC SOLDERING IRON

115 Volt, 60 Cycle, 100 Watt

IT'S REALLY FAST!

Soldering Heat in 5 Seconds After Pressing the Trigger!

You don't wait for the SPEED IRON to heat. It waits on your bench, cold, for you. When you pick it up and press the trigger it goes to work with a surge of power and speed that is amazing.

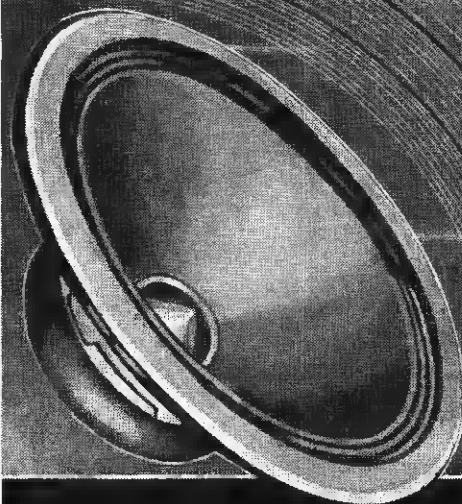
SPEED IRONS have been tested and used in hundreds of war plant applications over a four-year period and are now available to radio repairmen.

If Your Radio Parts Distributor Does Not Yet Have Speed Irons in Stock Write

WELLER MANUFACTURING CO., DEPT. R, EASTON, PA.

Tone...

Always a Deciding Factor



In the selection of any musical instrument, tone is of vital importance. Cinaudagraph Speaker Engineers have kept pace with every tone advancement—pioneered many new developments. That's why you'll want tomorrow's, better than ever, Cinaudagraph Speakers in every fine receiver—every quality sound unit.

Cinaudagraph Speakers, Inc.

3911 S. Michigan Ave., Chicago
Export Div., 13 E. 40th St., New York 16, N. Y.



"No Finer Speaker in all the World"

Named Regional Manager in South for Crosley

Appointment of Sidney E. Johnson of Atlanta, Ga., as southern regional manager in the sales department of the manufacturing division of The Crosley Corp., was made recently by James H. Rasmussen, Crosley general sales manager.

Mr. Johnson succeeds Syd D. Camper, who has resigned to become distributor for the firm's products in Jackson, Mississippi.

The new appointee has been identified with the household appliance business since 1924. Some of his prior connections as sales promotion manager were with the Cleveland Electric Illuminating Co.,

and the Frigidaire division of General Motors in their Cleveland district.

As regional manager for Crosley, Mr. Johnson will be responsible for the promotion and sales of Crosley radio and household appliances in nine southern states. His Atlanta headquarters will be at 231 Healey Building.

Bendix Radio Fourth "E"

The Bendix radio division of Bendix Aviation Corp. has been awarded its fourth Army-Navy "E" for war production achievement, it was stated by William P. Hilliard, general manager, in an "accomplishment audit" bulletin to employees.

Elliott Rejoins RCA

Joseph B. Elliott has returned to the RCA Victor Division of Radio Corporation of America as general manager, home instruments division. Mr. Elliott had joined RCA Victor in 1935 as record sales representative, Chicago territory. In 1936, he became New England district manager. In 1939 he came to Camden as assistant field sales manager. In 1940 he was made sales manager of the radio, phonograph and television department. Later in 1940 he became manager of field procurement of war material for RCA Victor, helping to organize the procurement program and contacting suppliers in 48 states. He left RCA to become vice-president in charge of sales for Schick, Inc., in Stamford, Conn. He comes to his present position at RCA with an exceptional background of sales in the radio-phonograph field.

3 District Managers Named by Proctor

Robert M. Oliver, vice-president of the Proctor Electric Co., Philadelphia, Pa., has made public the appointments of three district managers in different parts of the country.

Named as Kansas City district manager was William L. Howell, whose territory will comprise western Missouri, Kansas, Arkansas, and Oklahoma. He will be under the direction of Major Walter Trittip, recently appointed central sales manager for the company.

George E. Newlin was assigned as Los Angeles district manager. His territory will include southern California, and a large part of Arizona. He will report to Lieutenant Colonel Charles P. Culbert, western regional sales manager who is now in the armed forces.

As manager of the Dallas, Texas district, the firm has appointed Wesley R. Edmonson, who has been with Proctor since 1939.

Selling Light Fixtures

A new fixture catalog featuring all of the popular new fluorescent units, is being offered by Olson Radio Warehouse, 73 E. Mill St., Akron 8, Ohio. Included are industrial and commercial fixtures as well as kitchen units and bed lamps. An outstanding development is strip lighting which can be supplied without reflector, half reflectors or full reflectors.

Every type of fixture is in stock and immediate delivery can be made within 48 hours without priority. All dealers who desire to sell this line of fluorescent fixtures should write to the firm.

Sales Officials Named

James A. Craig has been appointed district manager in Washington, D. C., for the American Central Manufacturing Corp., of Connersville, Indiana, it was announced by C. Fred Hastings, general sales manager of the company.

In addition, Mr. Hastings also made public the naming of J. W. Derr as regional manager for the firm's southern district.



BURGESS BATTERIES

HOMER G. SNOOPSHAW says: "Here's a welcome sign!—thousands of these window streamers to tell folks that fresh Burgess Batteries are back again! And favorite magazines help carry the good news to your Burgess customers!"

AVAILABLE!

BURGESS BATTERIES
at your Dealers now for your
**FLASHLIGHT
RADIO
HEARING AID**



*Voted **FIRST**
in Nation-wide poll of
ELECTRONIC EXPERTS*

**BATTERIES STILL GO TO
WAR**—Although conditions permit us to make batteries, fighting men still get ample supplies.

BURGESS BATTERIES
FOR FLASHLIGHTS • RADIO • HEARING AID • IGNITION • TELEPHONE • INDUSTRIAL
BURGESS BATTERY COMPANY • FREEPORT ILLINOIS

Electro
ELECTRICAL AND RADIO EQUIPMENT

BATTERY ELIMINATORS



Announcing! Our New Models P and Q. They include every achievement of wartime ingenuity, and lift battery radio reception to new heights of satisfaction. Cost but a few cents per hundred hours of operation. Sturdily constructed—no liquids or moving parts—operate in any position. Completely filtered, hum free and silent in operation. Universal plugs and sockets to fit any radio.

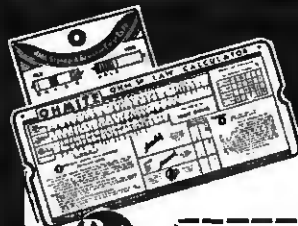
MODEL P—For use in any place where normal AC is available. Operates any 1.4 volt—4, 5 or 6 tube battery radio from 115 v. 60 cy. source.

MODEL Q—For use wherever AC lines are not available—Farms, cottages, camps, or in car, motorboat, etc. Operating any 1.4 volt—4, 5 or 6 tube radio from 6 volt DC source.

NOTE: Due to War Production Board restrictions on Material our production is necessarily limited and deliveries at this time can be made only through established jobbers. Canadian representative, Atlas Radio Corp., Toronto, Canada.

ELECTRO PRODUCTS LABORATORIES

Pioneer Manufacturers of Battery Eliminators
549 WEST RANDOLPH STREET CHICAGO 6, ILL.



FREE TO YOU COLOR CODE AND OHMS LAW CALCULATOR

A great convenience. Easy to work. Solves many problems. Attach coupon to your letterhead **Free to radio men, engineers, etc.**

BA
BURSTEIN-APPLEBEE
COMPANY
1012 McGee St.
Kansas City 6, Mo.

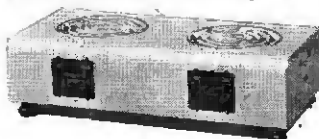
BURSTEIN-APPLEBEE COMPANY
1012 McGee, Kansas City 6, Mo
Send me **FREE** Color Code and Ohms Law Calculator along with latest catalog

I am _____ STATE CONNECTION IN INDUSTRY
NAME _____
ADDRESS _____
TOWN _____ STATE _____

Mail Coupon Now

NEW ELECTRIC STOVES AVAILABLE NOW!

2 burner, 3 heat stove, can be adjusted to low, medium, and high. Attractive gray finish. in lots of 3 \$970 each
lots of 12 \$950 each



\$230 each
Lots of 16
\$225 each

Single burner electric stove with approved cord and plug, nicely finished in black metal. Packed 8 to a carton.

Join our customer list today

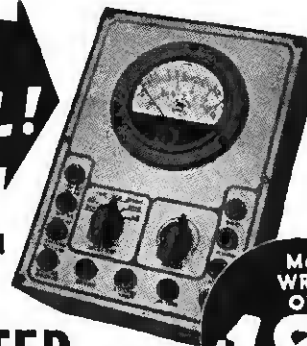
2% discount for payment with order. Otherwise shipped C.O.D., net. Save C.O.D. charges, pay in advance less 2%.

SHEFFIELD RADIO & APPLIANCE CO.

915 Belmont Avenue

Chicago 14, Illinois

**LEO'S
SPECIAL!**



Quality
Test Leads
for this
Unit 60c

Immediate Delivery!

MONEY BACK GUARANTEE!
ON THIS ALL-PURPOSE

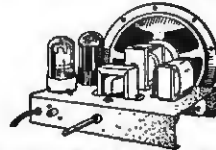
MULTITESTER

Handles AC and DC Voltmeter, DC Milliammeter, High and Low range Ohmmeter. Overall size, 5 1/2 x 8 x 3 1/4 inches. Meter is round bakelite case with sturdy D'Aronsva movement. Write for priority information today!

Model
WRL 300
ONLY
\$18.75
Less
Leads

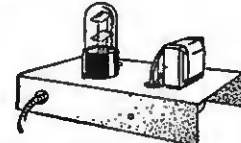
SEE LEO FOR QUALITY WRL RADIO KITS!

PRIORITY REQUIRED



PHONO AMPLIFIER KITS

Complete with tubes, speaker, resistors, condensers, and instructions, No. 1059... **\$9.50**



CODE OSCILLATOR KITS

Complete with tube, circuit diagram, instructions. Easy to assemble. **\$4.95**
3"x8", No 66-200.....

WE SPECIALIZE IN HALLICRAFTERS

"The Radio man's Radio"

We are one of the nation's largest distributors of HALLICRAFTERS. Available for immediate delivery on priority. Write for details today!



NEW PARTS FLYER

44 pages packed with hard-to-get radio parts... all in stock for immediate delivery to radio repairmen. Usual priorities apply. Experimenters write Leo, W3GFQ for details on how to get radio repair parts.
Tube and Circuit Reference Book... 10c
Tube substitution data; technical data.
Handy Tube-Base Calculator... 25c
Shows tube characteristics which enable you to substitute available tubes for these hard to get.

Giant Radio Reference Map... 15c



Time zones, amateur zones, short wave stations, etc.
Size 34 by 44 feet.

QUICK SERVICE

"Same Day" delivery service from the heart of the nation... on everything in radio! We've remodeled our store, doubled our shelf space, and increased our stock many times. Thousands of hard-to-get items are now available to new and old customers. Write today. You'll like our quick, personal service.

Sincerely,
Leo S. Ferguson



WHOLESALE RADIO LABORATORIES

744 West Broadway
Council Bluffs, Iowa

MAIL TODAY

Wholesale Radio Laboratories
744 West Broadway
Council Bluffs, Iowa. **RT-8**

- Please rush Multitester No. 300. \$18.75 is enclosed, or Enclosed is \$....., Balance C.O.D.
- Send your reference Book "Tubes and Circuits." Here's my 10c.
- You bet I want a Tube-Base Calculator. 25c is enclosed.
- Ship me your radio map. 15c is enclosed for packaging and mailing.
- Send your free flyer of hard-to-get radio parts.

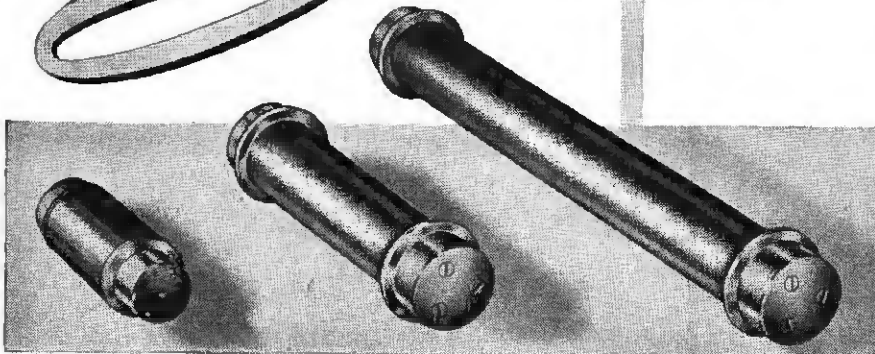
Name _____
Address _____
Town _____ State _____

I am an amateur; experimenter; service man.

ALL THE

Stability

THE NAME IMPLIES



WESTON TUBULAR RESISTORS

WESTON tubular resistors . . . widely used since their introduction over a decade ago . . . furnish another outstanding example of sound engineering coupled with engineering foresight. For no new 'hurried' resistor design was needed in order to meet exacting military specifications that called for protection against tropical humidity, arctic and high working temperatures, and salt air. The WESTON tubular resistor met these new specifications . . . and in a rugged, non-fragile design tried and proved throughout the years. These resistors conform to and are approved under joint Army Navy Spec. JAN-R-29. Bulletin A-12 gives complete specifications. Send for your copy . . . Weston Electrical Instrument Corp., 581 Frelinghuysen Ave., Newark 5, N. J.

Weston
Instruments

Albany • Atlanta • Boston • Buffalo • Chicago • Cincinnati • Cleveland • Dallas • Denver • Detroit • Jacksonville • Knoxville • Los Angeles • Meriden
Minneapolis • Newark • New Orleans • New York • Philadelphia • Phoenix • Pittsburgh • Rochester • San Francisco • Seattle • St. Louis • Syracuse
In Canada, Northern Electric Co., Ltd., Powerline Devices, Ltd.

Know this Emblem!



The above lapel button is the Honorable Service Emblem awarded to veterans of the present war—to all men and women who are honorably discharged from the armed forces—it should be familiar to all.

New Things in Radio, Recording, Broadcasting

Modern streamlined antennas for vehicular radios, developed by the Signal Corps, have solved many problems that used to cause serious communication difficulties. The new type does not "whip" to any extent, nor does it drip water over the mast base and onto the set. In addition, the new types are much smaller and lighter. They're made of lightweight steel tubing. Look for their influence on post-war automobile antennas.

New Radio Masts

Hurricane-proof radio masts made of molded plywood which are being used effectively by Signal Corps have post-war possibilities for civilian use. One man, using boom and tackle, can erect a 55-foot mast. Two men can erect a 90-foot mast, yet the plywood poles, when properly guyed, will withstand a gale of 125 miles per hour.

Peaks for High Frequency

Peaks for peak performance—U. S. government-owned land—the same mountain peaks and ranges which were at one time barriers to civilization—may now be used as sites for high-frequency broadcasting and radio relay stations. U. S. Dept. of Agriculture is cooperating with FCC to make available the sites and facilities to all who want to use them.

"Compressed" Sound

Improvements in sound recording sponsored by U. S. Army Signal Corps have made it possible to compress long messages spoken into a recording device and reproduced on a light thin film belt into such small compass that they can be carried in capsules harnessed to the backs of homing pigeons. The film is made of ethyl cellulose, first cousin to ordinary cellophane, and is produced in two forms; a seamless, extruded type and a type welded with a seam.

Get EVERYTHING!

Standardize on

STANCOR Transformers

Call your nearest Stancor Jobber...
or write us for his address

STANDARD TRANSFORMER CORPORATION
1500 N. HALSTED STREET • CHICAGO



Dealers' Aids

(Continued from page 64)

Howard Radio Co. of Chicago will distribute its postwar home sets to independent retailers through the independent wholesalers, and is now completing its distributing organization and the franchising of its dealers. The company's new booklet "Howard Is Not a War Baby," tells about Howard receivers from the period of its entrance into the field. (This booklet is available upon request to Howard Radio Co., 1731 W. Belmont Ave., Chicago 13.)

Olympic Radio, manufactured by Hamilton Radio Corp., New York, launches retail program announced in factual brochure-form, available to dealers. Exclusive feature claimed for their line is Olympic's "Tru-Base" system (patent pending) which involves electronic principles which recover within the electrical circuit certain bass tones.

Eureka Holding Series of Dealer Meetings

Nearly 200 key dealers of the Eureka Vacuum Cleaner Co. in the Chicago area attended the company's first dealer meeting in over three years.

The meeting marked the opening of a series of local dealer meetings which the firm will sponsor throughout the country during the summer months in preparation for the sale of Eureka's new postwar complete home cleaning systems and cordless electric irons which are expected to begin in the Fall, according to George T. Stevens, vice-president of the company and manager of the Eureka division.

Highlighting the one-day meeting was the presentation of the company's new products.

George E. Wagner, newly-appointed sales manager for the Eureka central states division, presided and outlined the company's "tailored market" coverage plan.

New Ray-O-Vac Guide

Ray-O-Vac Co., Madison, Wis., mailed its *Portable Radio Battery Replacement Guide* to 32,000 hardware dealers, 9,000 radio dealers and 14,000 electrical dealers throughout the United States.

With this guide dealers can tell at a glance just what portable radio battery to prescribe for almost all types of portable radios now on the market and in the hands of consumers.

Signing Sonora Dealers

Walker-Jimieson, Inc., Chicago distributor of Sonora radios is granting franchises to leading dealers in the Chicago area. The postwar Sonora line will consist of 37 different models including television, radio-phonograph combinations and FM-AM sets.

Permoflux Adds Sections

Two new sections recently added to the Permoflux Corp. plant in Chicago have increased manufacturing, engineering and research facilities.

AMPLICALL
available* FOR ANY SIZE PLANT

1. W200 Series AMPLICALL with facilities for up to 24 master stations and up to 12 possible conversations simultaneously.
2. W100 Series AMPLICALL with facilities for up to 18 stations either all master or master and remotes.
3. AMPLICALL Sound Control Unit.
4. AMPLICALL Weatherproof speaker.

*upon suitable priority

BUY MORE WAR BONDS

Electroneering is our business

RADIO · RADAR
SOUND

Rauland

COMMUNICATIONS
TELEVISION

THE RAULAND CORPORATION · CHICAGO 41, ILLINOIS

WOW WAR

Manufacturers of
RADIO, ELECTRICAL AND
ELECTRONIC COMPONENTS

ELECTRONIC PRODUCTS MFG. CORP.
DEXTER, MICHIGAN

Winners of Contest Sponsored by Sylvania

The results of a "War Loan Window Display Contest" of the radio retail section, sponsored by the Sylvania Electric Products, Inc., have been made public. The national award winner was the Atwell Co. of Boston, Mass., which has been given a \$1,000 war bond.

Winner of the second prize was Culver's in Phoenix, Ariz.; third prize Jenkins Music Co. of Kansas City, Mo.; fourth prize Radio Service Lab. of Wooster, Ohio; fifth prize Graham & Colton of Columbus, Ohio; sixth prize Fitchburg Gas & Electric of Fitchburg, Mass.; seventh prize M. E. Arnold Co. of Philadelphia, Pa.; eighth prize O. R.

Martin Company of Chicago, Ill.; ninth prize Lutz Radio & Television Co. of St. Louis, Mo.; and tenth prize Rusch Radio Store of Passaic, N. J.

These winners in addition to getting national awards also received prizes in their respective regions and states.

Sprague Gets Award

Sprague Electric Co., North Adams, Mass., has been awarded the "Approved Quality Control Rating" by Major Robert G. Olmsted, regional representative, New England region, of the Air Technical Service Command. Such assignment means that the firm's products meet all requirements as established by the Army Air Forces.

Raytheon to Construct New Radio Stations

The Raytheon Mfg. Co. has announced that it has filed applications with the FCC for construction permits to install five coastal harbor radio-telephone stations in New England.

Further expansion in the communications field was revealed by the two classes of construction permits granted to the company by the FCC.

One grant authorizes Raytheon to construct five experimental microwave radio relay stations to be installed in the east.

The other permit authorizes Raytheon to erect two developmental FM stations in New York City on top of the 700 foot high Lincoln building, using frequencies of 105 and 107 mc.

Food Freezers

(Continued from page 37)

and both will be hermetically sealed.

Cold storage firms who rent individual lockers report full houses, and this helps keep public interest at a high pitch. The average charge for a locker approximately 10 cu. ft. in size is \$1 a month. These firms just at present process meat, poultry, game and fish for their customers and, once sugar rationing and other regulations are lifted, intend to go into business of processing fruits and vegetables as well. They will do this for their renters as well as for public sale.

It was suggested by one manufacturer that the packing houses may go into the frozen food business and that at some not so distant time the homemaker will have frozen chops, steak or any other dinner meat delivered to the door daily. Many canners are at work on in-plant freezing plans.

Future Markets

The future of the frozen food market interests the refrigerator manufacturer very much. The obvious growth of it tends to put doubt in his mind as regards the demand for small size home freezer chests, while at the same time it fortifies the demand for domestic refrigeration which will be met by the combination unit.

One manufacturer expressed a high enthusiasm on the subject of home freezers believing the market will be large. "We believe," he said, "that sales of freezer chests will add substantially to every dealer's postwar business volume, and that public demand for the new product will grow with leaps and bounds as the housewives of the United States come to learn of the greater health and economy of freezing foods at home."

Next month's issue will carry another article on food freezers, including news of other leading manufacturers' activities in this field.



12 Types will CORRECTLY SERVICE well over 1200 of the most popular Auto Radio Receivers

Mr. Auto Radio Service Dealer:

The following 12 types are a "must" for your service stock. If you keep at least one of each on hand you will be able to service over 7/8 of the vibrator replacements in popular demand. Yet each is individually engineered to correctly replace the original vibrator.

3320	5303	5326	5400
*4613	5314	5335	5406
5300	5320	**5342M	5426

*4613 may be used as replacement for 3461 if the smaller diameter can be acceptable.
**5342M is now recommended in all instances where 5340M was previously used.

Outside of those exceptions these 12 exactly duplicate the original units not only as to voltage and plug arrangement but in every respect including physical size, frequency and current carrying capacity. (Essential features for long life and best service.)

To be sure, the less popular models will still need servicing and you can get the correct RADIART VIBRATORS for every one of them.



The Radiart Vibrator Catalog is the most complete catalog published. It gives cross-index for cars, models and vibrators.

RADIART has the most complete line of vibrators. It is the line you should stock and use.

Manufactured by makers of famous RADIART Rust Proof Aerials.

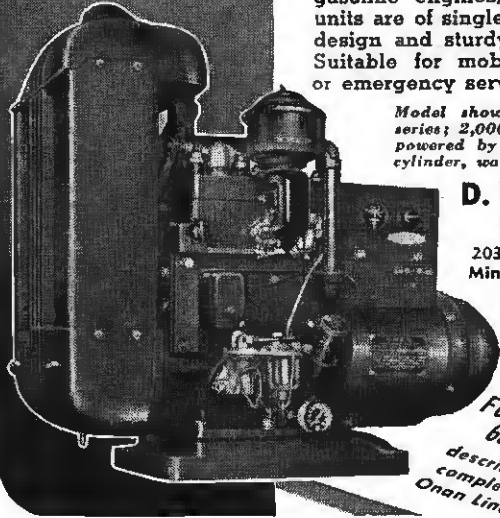
Radiart Corporation

3571 W. 62nd STREET • CLEVELAND 2, OHIO
Export Division 25 Warren St., New York 7, N.Y. Canadian Office 455 Craig St., Montreal, Canada

Electricity

Models range from 250 to 25,000 watts, A. C. types from 115 to 660 volts, 30, 60, 180 cycles, single or three-phase and 400, 500 and 800 cycles, single phase, D. C. types from 6 to 4000 volts. Also available in dual voltage and special frequency types.

ONAN PLANTS



FOR RADIO AND ELECTRONIC APPLICATIONS

• ONAN ELECTRIC GENERATING PLANTS supply reliable, economical electrical service for electronics and television applications as well as for scores of general uses.

Driven by Onan-built, 4-cycle gasoline engines, these power units are of single-unit, compact design and sturdy construction. Suitable for mobile, stationary or emergency service.

Model shown is from W2C series; 2,000 to 3,500 watts; powered by Onan-built, two-cylinder, water-cooled engine.

D. W. ONAN & SONS

2034 Royalston Ave.
Minneapolis 5, Minn.

Write
For Folder
690-A
describing
complete
Onan Line

RADIO TUBES FOR SALE

We are overstocked on the following radio tubes and offer them at 25% discount off OPA list price—will not sell in broken lot—entire lot sold only. 10-37-5-6B8-6-2A6-0-9-12AH7 and Adapters for 12SQ7-2-1F4-1-1J5-8-6K5-1-1G5-2-1N6-3-1F7-2-1LE3-2-6N7-8-39/44-2-1C7-5-45-3-1SA6-3-38-3-79-1-2B7-3-89-1-6F7-1-31-3-15-1-6C8-7-7E7-3-XXFM-3-1LD5-2-22-2-1S4-2-1T4-3-12SF5-1-6G5-2-950-5-1LH4-2-6AG7-2-7C7-1-12Q7-2-6H4-4-26-2-12C8-2-7G7/1232-2-7A7-2-7A6-1-12C7-1-7A5-2-7B5-1-7A4-2-100-70-1-1299-3-7F7-1-6F8-1-6A4-20-33-10-32-5-1F6-2-31-5-1C6-5-1B4-5-1J6-2-1E7. All of these tubes are new and in original cartons.

BOATMAN RADIO SERVICE

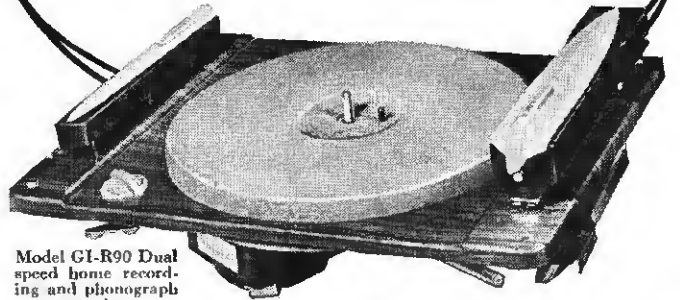
311 Main

Columbus, Miss.

Factory Representative Available

Aggressive sales organization covering Washington, Oregon, Montana and Idaho desire several select parts and equipment lines in the radio, electrical and appliance field. Outline of present activities and references will be furnished. Background includes successful sales record in appliance and equipment sales to jobbers and manufacturers. Two member associates have radio and electrical engineering record. Write: Manufacturers' Sales Terminal, 222 Columbia Bldg., Spokane 8, Washington.

PLEASES
ALL THE Critics



Model GI-R90 Dual speed home recording and phonograph assembly.

• Performance of General Industries phonograph mechanisms pleases every critic. Owners applaud the instant starting and quick pick-up, giving faithful reproduction of every note and syllable.

Manufacturers and dealers like the fine, trouble-free design and construction that reduce service to a minimum and keep every user content.

For postwar selling, put General Industries Smooth Power motors, recorders and combination record-changers-recorders in the front row—center!



THE GENERAL INDUSTRIES COMPANY
DEPT. M • ELYRIA, OHIO



20 Years Ago

From the August, 1925, Issue of Radio Retailing

"A REVOLUTIONARY NEW SET!—The first set produced by a reliable manufacturer complete with tested tubes, batteries, loop and loud speaker. There is nothing extra to buy."—advertisement.

"WHAT IS THE 1925 CUSTOMER ASKING FOR?"—1. Tonal Quality, 2. Selectivity, 3. Appearance, 4. Price, 5. Distance, 6. Loop Reception, 7. Volume.

FUTURE FORECAST—An efficient source of power supply from light wires will make its appearance. Storage battery and dry cell sets will continue the even tenor of their way. The outside antenna will continue to hold first place in all-round efficiency. Sets with a multiplicity of controls are doomed. The craze for DX is pretty well over.

BEFORE BUYING, DEALERS SHOULD ASK QUESTIONS—Concerning territorial protection, indiscriminate dealer price cutting, future changes in price or models, and production figures based on market values to obviate necessity for "dumping" next spring.

HOW MANUFACTURERS WILL MARKET THEIR RECEIVERS—1. The number of wholesale outlets is being greatly cut down. 2. The day of real dealer protection is at hand. 3. Exclusive franchises are being given to jobbers, and, in several instances, to dealers.

CUSTOMER "SELF-SERVICE"—To serve the customer with small parts, without imposing an excessive charge for clerk-hire, the new idea of a "self-service" counter seems to offer a very practical solution.

Surplus Goods Catalog Available through ECA

The first catalog listing of electronic equipment and components released by the Reconstruction Finance Corp. to the Electronic Corp. of America is now available to manufacturers and distributors.

ECA is serving as agent for the finance organization in the sale of this equipment and maintains a warehouse for this purpose at 353 West 48th St., New York City.

The list comprises 507 separate electronic items in varying amounts from one to several thousand of each item.

J. F. D. Issues Catalog

The J. F. D. Manufacturing Co., 4111 Ft. Hamilton Parkway, Brooklyn, N. Y., has issued a catalog of adapter harnesses and battery plugs for portable and farm battery operated radios. These harnesses and plugs manufactured by the firm can be used in conjunction with available "A" and "B" batteries, in place of combination "AB" battery packs.

Electromaster Honored

Winning the right to carry four stars in its "E" pennant, Electromaster, Inc., of Detroit, recently received its fifth Army-Navy production award.

The tribute was formally accepted by R. B. Marshall, president of Electromaster. Gerald Hulett, vice-president, was chairman of the presentation ceremony.

"Columbia" is a reliable source

SPECIALS!

AVAILABLE NOW WITHOUT PRIORITY

2 CONDUCTOR MICROPHONE CABLE

The best mike cable available fully shielded—live, flexible buna rubber outer jacket.

Random lengths from 25 ft. to 250 ft., while quantity lasts. Per 1000 ft.\$37.50

5 CONDUCTOR CABLE

5 live rubber No. 20 stranded conductors, shielded with plastic outer jacket—color coded on original reels.

Per 1000 ft.\$35.00

PLASTIC PARALLEL RIP CORD

2 CONDUCTOR—No. 18 Ga. Stranded

Easy to strip—easy to separate. The finest obtainable for radios, lamps, appliances, etc. Approximately 3000 ft. on reel.

Per 1000 ft.\$14.95

OR
250 ft. Metal Spools. Per 100 ft.\$1.65

18 CONDUCTOR CABLE

Plastic paired conductors. One conductor of each color is ribbed for easy identification, and can be used either paired or coded. Shielded with Synthetic Rubber outer jacket.

Approximately 1500 ft. on large wood reel.

Per 1000 ft.\$100.00

Per 100 ft.\$12.50

Write for Complete Circular No. 6

COLUMBIA WIRE & SUPPLY CO.
4104 N. PULASKI RD., CHICAGO 41, ILLINOIS



Meet the
Royal Family
IN LONG LIFE NEEDLES
FIDELITONE



Fidelitone MASTER

provides all these: (1) Floating point construction, (2) Horizontal and vertical shock absorption, (3) Permo metal tip (four times more costly than gold) ensures maximum needle life, (4) finest reproduction, (5) increased hardness to records, (6) filtered record-scratch, (7) Patented self-locking insertion design.



Fidelitone DE LUXE

with the PermoMetal™ Tip. Gives smooth, scratch-free reproduction ... Months of satisfactory service ... Floating point construction ... Kind to records ... Patented self-locking design. The best needle a dollar can buy.



Fidelitone FLOATING POINT

worth more than the price. Its floating point construction filters record-scratch, and its precious-metal tip ensures up to 1000 or more perfect plays with hardness to records.



Fidelitone DE LUXE RECORDING STYLUS

a professional stylus of true Fidelitone quality for home recording. The platinum metal (PermoMetal) tip is accurately shaped and precision-ground to scientific specifications. The finest stylus available for home recording.



FIDELITONE MASTER

PERMO Incorporated
6415 Revere Road, Chicago 26

The original and world's largest manufacturer of long-life phonograph needles

SALES EXECUTIVES

WANTED

A large and prominent eastern Manufacturer of Home Radio Receivers desires to employ the following Sales and Advertising Personnel under 45 years of age (former radio experience is necessary).

ASSISTANT GENERAL SALES MANAGER
Salary—\$8000-\$12,000

2 ASSISTANTS TO SALES MANAGER
Salary—\$5000-\$8000

4 FIELD SALES REPRESENTATIVES
to locate at Boston, San Francisco, Seattle
or Los Angeles
Salary—\$7000-\$10,000

ASSISTANT ADVERTISING MANAGER
Salary—\$6000-\$8000

MARKET RESEARCH ANALYST
Salary—\$5000-\$7000

See or send resumes in confidence
to

MR. B. A. CLARKE

Executive Service Corp.

(Agency)

19 West 44th Street
New York 18, New York

Radio Tubes!

HARD TO GET
FOR THE NEXT SIX MONTHS
Available

For Immediate Delivery

TUBES AND ADAPTORS

To replace

1A5 use adaptor with 1L4 Tube
1H5 use adaptor with 1S5 Tube
1N5 use adaptor with 1L4 Tube
1Q5 use adaptor with 3Q4 Tube
1T5 use adaptor with 1L4 Tube
3Q5 use adaptor with 3Q4 Tube
45 use adaptor with 3A4 Tube
47 use adaptor with 3A4 Tube
6Q7G use adaptor with 6B8G

TUBE WITH ADAPTOR
BOXED COMPLETE
Guaranteed to work

73c

Minimum shipment 25. Can be assorted.

BETTER PRICE IN LARGE QUANTITIES

We Pay Transportation Charges
Terms: Net C.O.D.

Send Form L-265 with order
Can Supply Other Tubes Without Adaptors

Art Radio Corp.

115 LIBERTY ST. NEW YORK, 6 N.Y.

\$ Financing

(Continued from page 48)

service due to their being locally established. A personal service to the retailer is expected to be another inducement offered.

Favorable rates for floor planning are said to be part of this program, in addition to small charges for handling installment paper. Various methods such as those cited will be employed by these banks in an effort to divert radio and appliance financing from the firmly entrenched independent finance company.

The local bank, unaffiliated with any national group, is another lending source for the dealer. Local banks are especially able to assist the merchant on short term loans. Provided that the radio-appliance dealer has a good credit rating in his community, he may obtain loans from institutions of this type. If the merchant is short of capital, he can arrange to borrow money on a temporary basis at low interest rates.

Added Sources of Funds

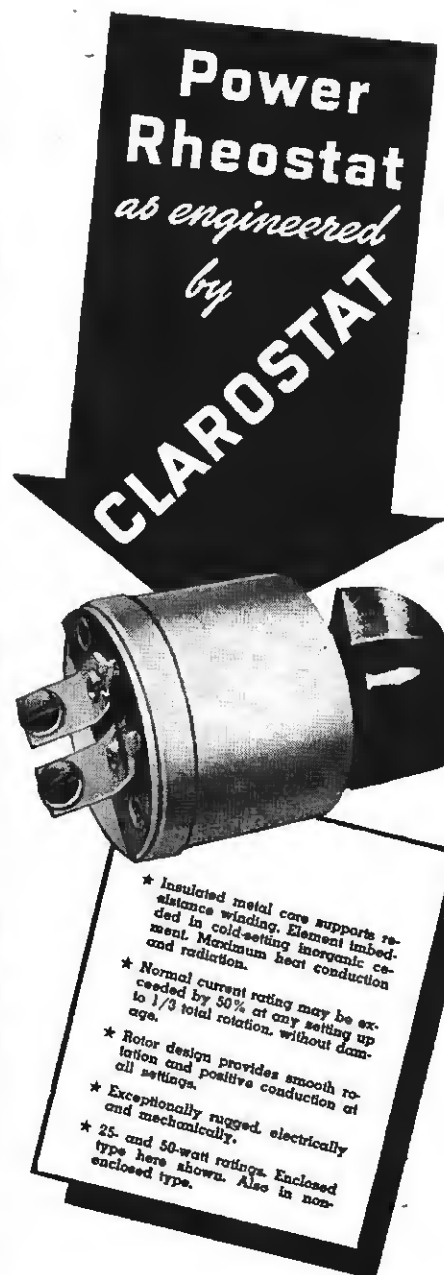
Finance companies, controlled and operated by the manufacturer, are additional sources of funds if the relationship between dealer and appliance maker is a harmonious one.

In conjunction with lending institutions, the Federal Housing Administration will finance certain appliances which are affixed to, and are part of, the house itself. This includes such items as ranges, oil burners, sinks, etc. In arranging for credit, the dealer should ascertain what appliances may be financed under the FHA.

Operating along lines similar to the FHA appliance finance plans is at least one life insurance company. This firm proposes to include appliances as part of the real estate, and the purchases will be embodied in the mortgage itself. This plan may be of particular interest to the consumer.

While these many types of financial agencies will compete for the privilege of lending money, all will be limited by present government restrictions on credit. The present Regulation "W", which limits the length of time payments, down payments, etc., will exert a strong influence on future financial deals. It is possible that the government will maintain for some time these credit rules to prevent inflationary buying trends.

No one can accurately predict when these restrictions will be removed, but it is certain that financing will be of the utmost importance to the radio-appliance retailer in the active merchandising days ahead.



★ Hundreds of thousands of these rugged Clarostat power rheostats are now in daily use. They are standard equipment in planes, radio, electronic and industrial equipment. They are proving that "they can take it"—and then some. Available on highest priorities today, they will be generally available after the urgent needs of our fighting men are fully met.

Ask your jobber about our "Interim Line" that takes care of your wartime servicing needs. Ask for catalog—or write us direct.



CLAROSTAT MFG. CO., Inc. • 285-7 N. 6th St., Brooklyn, N. Y.

DESIGN COUNTS



COMPARE a modern sewing machine with the old-time model shown here. The difference is an example of how careful attention to design brings about a high level of efficiency.

Realizing this, design is one of the most carefully considered factors in the production of antennas at THE WARD PRODUCTS CORPORATION. It is only through superior design that the benefits of experience and the finest production facilities can be best brought to the user.

For the finest antennas for all applications... for home and automobile use... look to WARD.

WARD

Antennas
 BUY WAR BONDS
 THE WARD PRODUCTS CORPORATION
 1523 EAST 45TH STREET • CLEVELAND 3, O.

Export Dept. C. O. BRANDES, Man.
 4900 Euclid Avenue
 Cleveland 3, Ohio

Canadian Office ATLAS RADIO CORP.
 560 King Street, W.
 Toronto 1, Ont., Can.

Concord Radio to Move

Immediate steps are being taken by the Concord Radio Corp. (formerly Lafayette Radio Corp.) to modernize its two large buildings in Chicago's downtown area, which more than doubles the square-footage of present quarters at 901 W. Jackson Boulevard. The buildings are located at 227 to 233 W. Madison St., inside the famous Loop and in the heart of the shopping district, providing an ideal location for the new, larger store the company will operate on the street level floors. This store is being constructed to provide added facilities for the greatly increased volume and also to offer the latest facilities for the display, demonstration, and sale of radio sets, amplifiers, and other postwar equipment as soon as these are available.

The upper floors of the two structures will house the general offices assembly departments, warehouse and shipping departments.

B. G. Erskine Dies

B. G. Erskine, chairman of the board of directors and former president of Sylvania Electric Products, Inc., died suddenly at his home in Emporium, Pa. Mr. Erskine was one of the pioneers of the radio tube industry.

Allocations

(Continued from page 29)

have to work out his own particular problem, but he can learn through the experience of others. He can be guided by many factors peculiar to his own trading area. But one thing is certain—he must have a plan, or he will find himself in "hot water" as soon as even meagre supplies of merchandise come into his store.

Priority Plan Possibilities

Many merchants have put "priority plans" into effect. One retailer says that his priority plan is the best step he has ever taken. "I have given every one of my customers the opportunity," he explains, "and if they failed to tell me what they needed, they cannot blame me when radios and appliances arrive, and find that I'm giving them to the ones who signed up."

On the other hand, some merchants claim that the "priority" plan will result in numerous headaches. People will claim that other buyers have been given place preference over them, etc.

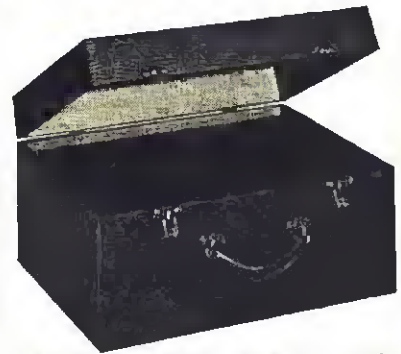
Viewed from any standpoint, allocation of the first few goods is a major problem facing every radio-appliance retailer in the country.

"Handle the situation with 'kid gloves'" is timely advice.

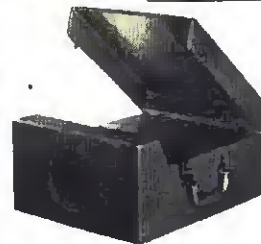
The "rush" for the first merchandise will be fraught with dangerous pitfalls and the careful dealer must plan now how to allocate his goods.

Immediate Delivery from LAKE

RADIO CABINETS & PARTS



Portable Phonograph case, of sturdy durable plywood, in handsome brown leatherette finish. Inside dimensions 16 1/2" long, 14" wide, 9 1/2" high. Has blank motor board. As illustrated above, specially priced at..... **\$6.95**



Portable Phonograph case in brown leatherette covering. Inside dimensions 17" long, 14" wide, 8 1/2" high. Has blank motor board and opening for speaker. As illustrated above, specially priced at..

\$8.95

Also blank table cabinets of walnut veneer in the following sizes, with speaker opening on left front side: (*Note: *7 has center speaker grill.)

#1	— 8 1/2"	L x 5 1/2"	H x 4"	D \$1.95
#2	— 10 1/2"	L x 6 3/4"	H x 5"	D \$2.75
#3	— 13 1/2"	L x 7 3/4"	H x 6 1/4"	D \$3.25
#7*	— 10 1/2"	L x 7"	H x 5 1/2"	D \$2.50
#8	— 17"	L x 9"	H x 9 3/4"	D \$4.50
#9	— 21"	L x 9 1/4"	H x 10 1/2"	D \$5.50

*Speaker Opening in center of front side. Cabinets available in Ivory color and Swedish Modern. Write for prices.

POWER TRANSFORMERS

4, 5, or 6 Tube—6.3V at 2 amp.	50 Mill Power Transformer....	\$2.45
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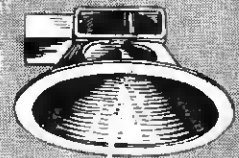
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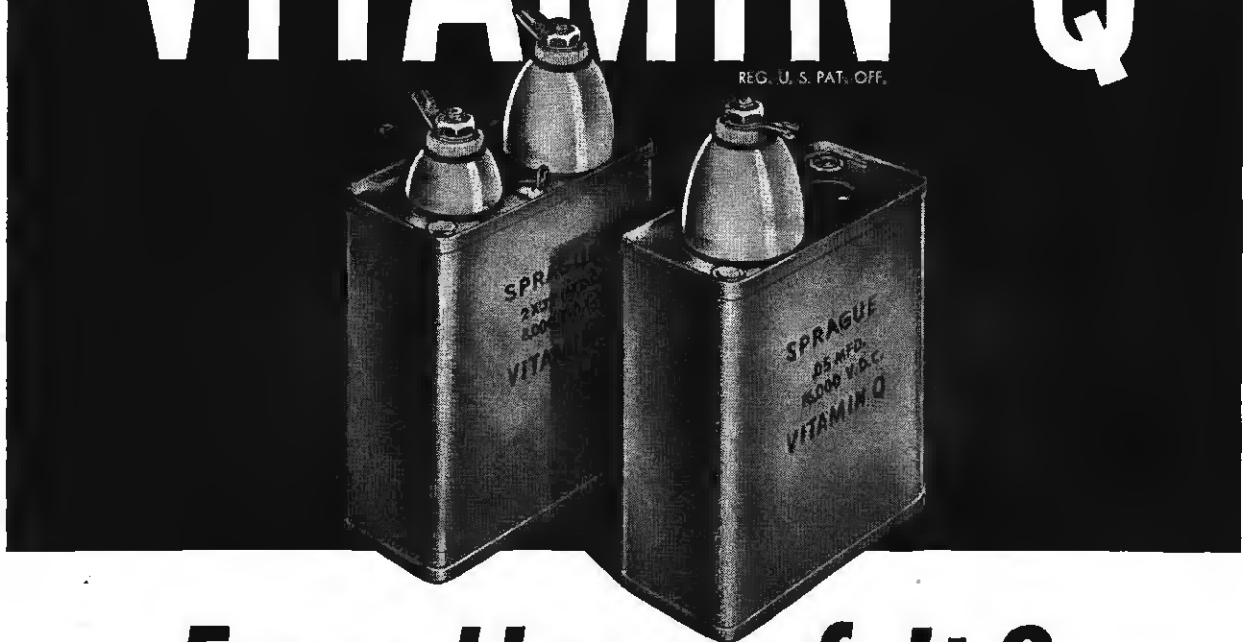
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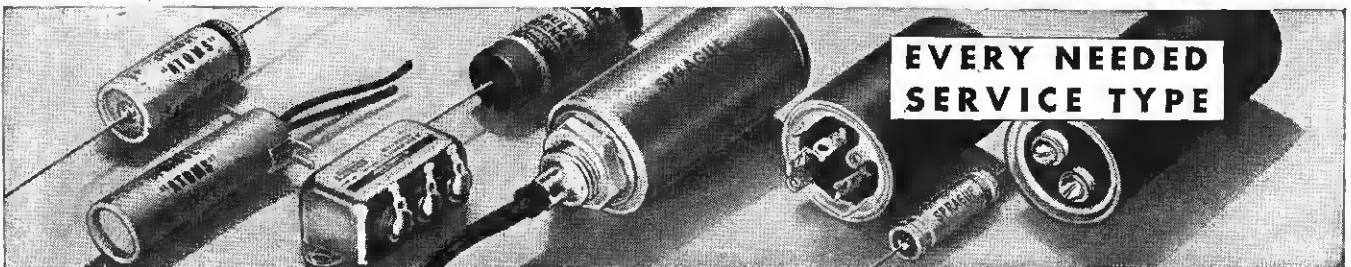
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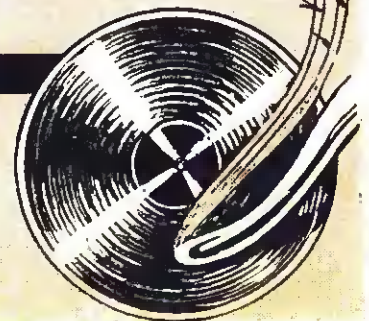
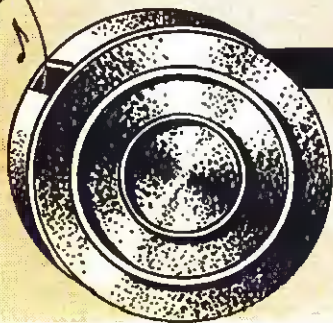
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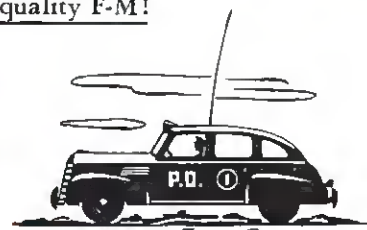
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