

A black and white photograph of a woman in a hat and veil holding a vintage radio receiver. The woman is wearing a light-colored, textured hat and a matching veil that covers her eyes. She is looking directly at the camera with a slight smile. She is holding a large, rectangular vintage radio receiver in her hands. The background is dark and out of focus.

radio dealer

"GLAMOUR" SELLER

More "New Merchandise"

*Service Market in
Industrial Electronics.*

**DIRECTORY OF RADIO AND
APPLIANCE DISTRIBUTORS**

**November
1945**

Selective Distribution



What's That?

Plenty! It means that Mallory is not content merely to manufacture the finest replacement parts made. It wants you to have them *where* and *when* you need them—with assistance *when you need it* on the *best way* to use them. That's why it has selected for your area the most outstanding distributor it could find: one

completely familiar with the electronics field, alert and intelligent, willing and able to give you *any* help you need—from problems of procurement to problems of merchandising. Selective Distribution means a Mallory wholesaler fitted by experience to save you time and worry. Get to know him better!

Here's What Your MALLORY Distributor Will Do For You:

1

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

2

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

3

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

4

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

5

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

6

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

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

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



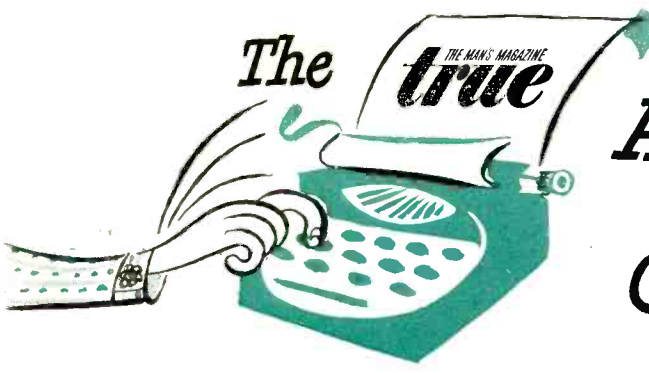
More than ever—
ALWAYS
INSIST ON

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

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

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

*Reg. U. S. Pat. Off.



AD-VENTURES of Charley Jacobs

... *powerBo xlaoa1102mpxops''

rpnompoX .aFeo.

Ph*. Charley Jacobs is Advertising Manager of Klein's Sporting Goods, Chicago. You've heard of Klein's. If a fighting trout sings you a spring song, and you're pals with a golf ball, you've been there. Klein's is the largest men's sportswear mail-order house in America. Charley Jacobs knew about TRUE . . . had heard what it would do . . . would it do that for Klein's? He'd find out . . .

So he did. Klein's ran a 92-line test ad in May. Charley wrote us an unsolicited letter about the results

...

Klein's tried it again in the June TRUE.

And Charley wrote us another letter

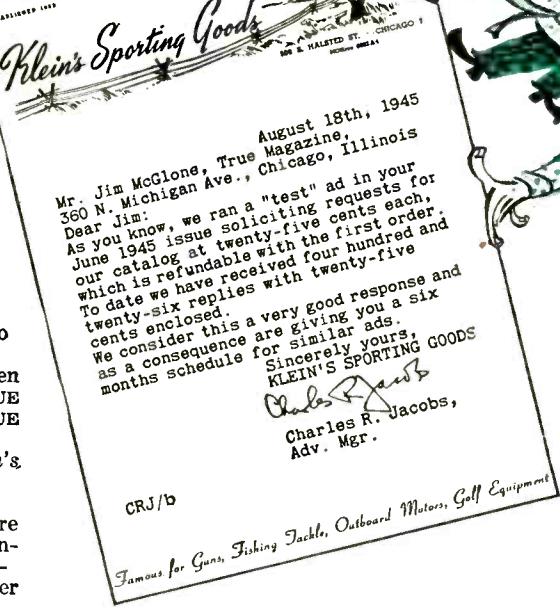
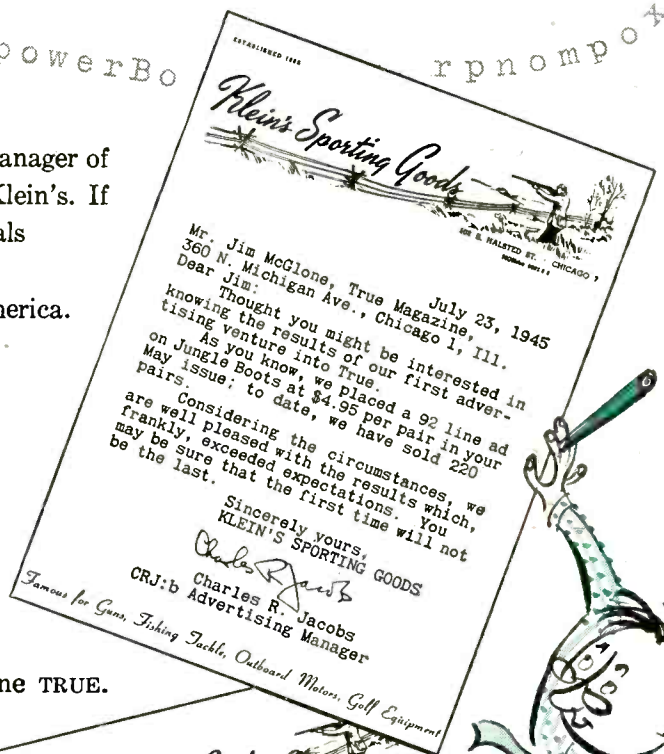
...

...

Bozm. That's the story of Charley Jacobs' TRUE Ad-Ventures so far. Other good things will happen. happen to all of you who use TRUE.



More than 900,000 men will buy the December TRUE at their newsstands. TRUE readers pay a premium price to get the only man's magazine of its kind. More than 130 leading advertisers of things men want are using TRUE this year—increasing TRUE's 1945 advertising revenue 361% over 1944!



The Man's Magazine true

FAWCETT PUBLICATIONS, INC.
295 Madison Avenue, New York 17, N. Y.



World's Largest Publishers of Monthly Magazines

*You've Made Money on Radio Sets,
Parts, Service, RCA Tubes—*

**NOW YOU HAVE A NEW OPPORTUNITY
WITH RCA RADIO BATTERIES—**

**The Batteries That Are Radio-
Engineered For Extra Listening Hours!**



RCA Radio-Engineered Batteries for All Types of Sets...and a Complete Line of RCA Dry Batteries.

"RCA All The Way" means even more today—for the new RCA battery line is a volume builder that can't be beat! The battery line ties in perfectly with other RCA products you sell...whether it be tubes, parts, radio sets, or your own service.

Small Inventory—In RCA radio batteries you get a high-volume line of merchandise that can be handled on a small inventory. The RCA battery line has been streamlined—only 35 types enable you to replace batteries in 99% of all battery-operated sets, both portable and farm types.

Customer Acceptance—Radio-set owners respect the name RCA. They know it represents a quarter of a century of radio experience

MAIL THIS COUPON TODAY! 

Dear Mr. RCA Tube Distributor:

I'm interested in increasing my battery profits by handling the new line of RCA Radio-Engineered batteries. Please mail me all details of the RCA battery plan as soon as possible.

Name.....

Company.....

Address.....

City..... State.....

42-6736-107

National Advertising Keeps RCA Products Moving—Your RCA products—including batteries—benefit from all of RCA's continuing national advertising. Top-flight sales-promotion ideas are developed to keep your RCA products moving in a steady stream from factory to your customers. Counter displays, booklets, catalogs, and many other items, will be made available to you to help sell RCA batteries.

Get in touch with your RCA tube distributor *today*. Let him help you get on the RCA battery bandwagon of profit.

Listen to
"THE RCA SHOW,"
Sunday, 4:30 P. M.,
EST, NBC Network



RADIO CORPORATION OF AMERICA

TUBE DIVISION • HARRISON, N. J.

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

radio service dealer

Member Audit Bureau of Circulations

Covers all phases of radio,
phonograph, sound and elec-
trical appliance mer-
chandising and servicing

VOLUME 6 NUMBER 11

NOVEMBER, 1945

CONTENTS

With the Publisher	10
In & Around the Trade	16
Sell — and Re-Sell	27
“Walk-in” Demand for Radios & Appliances	28
Uniform Pricing	28
Ready for Customers	29
Plan Your Selling — Part 2	30
“Glamour” Seller	32
Merchandise Pre-Views — 5	33
New Merchandise	34
Why Radio Sets Are Delayed	38
Accurate Sales & Job Tags	39
Service Market in Industrial Elec- tronics — 2	40
Bonded Radio Service	43
Circuit Court	44
DIRECTORY OF RADIO AND APPLI- ANCE DISTRIBUTORS	46
Revised Increase Factors	64
New Radio Set Prices	74
New Products	76

Cover: Christmas Radio Item. Photo
by Ben Schnall for Belmont Radio
Div., Raytheon Mfg. Co.

RADIO SERVICE DEALER (title registered U. S.
Pat. Off.) is published monthly at Boston Post
Road, Orange, Connecticut, by the Cowan Publish-
ing Corp. Executive & Editorial Offices, 342 Madis-
on Avenue, New York City 17, New York. Publi-
cation Office, Boston Post Road, Orange, Conn.
Subscription rates:—United States and Possessions
\$2.00 for 1 year, \$3.00 for 2 years; elsewhere
\$3.00 per year. Single copies: 25c. Printed in
U. S. A. Entered as Second Class Matter at the
Post Office at Orange, Connecticut, under the
Act of March 3, 1879. All subscribers should allow
at least three weeks for change of address. Copy-
right, 1945

COWAN PUBLISHING CORP.

SANFORD R. COWAN,

Publisher

LEWIS C. STONE

Editor

IRVING N. COOPER, Adv. Sales Mgr.

JEAN M. WHEELER, Circ. Mgr.

DAVID SALTMAN, Adv. Prod. Mgr.

Branch Offices

HAROLD J. SUGARMAN, Western Adv. Mgr.

CHARLES H. FARRELL

82 W. Washington St., Chicago 2, Ill.,

ANDover 2840

H. W. DICKOW, West Coast Adv. Mgr.

1387 40th Ave., San Francisco 22, Cal.

10,000 PARTS

Ten thousand different radio and electronic parts
immediately available on priorities

FAST SERVICE

Trained expeditors select and ship same day
your order is received

SINCE 1922

Known since 1922 as reliable jobbers, wholesalers and
manufacturers of radio and electronic equipment

Radio Wire Television Inc.

World's Largest Radio Supply House

100 Sixth Ave. (Dept. S-11) New York 13, N. Y.

Boston, Mass.

Newark, N. J.

Originators and Peacetime Marketers of the Celebrated

Lafayette Radio

Write today for our bargain flyers and special bulletins

WHY CARRY LARGE VIBRATOR STOCKS?

... when **4** E-L Vibrators Meet 95%
of All Auto Radio Replacement Needs!



YES, it's true! You need stock only *four* models of E-L Vibrators to serve the 1,122 auto-radio models comprising 95% of the replacement demand! Result: much smaller inventory, faster turnover, and greater profits for dealers and distributors.

Standardization with Higher Quality—This unique E-L Vibrator standardization plan is the product of exhaustive research into auto-radio requirements . . . and of adapting to those requirements E-L models whose design and exclusive features have been perfected and proved in the toughest military applications.

These E-L Vibrators are of the balanced resonance type, with 8 contacts instead of 4—*twice* as many as other makes.

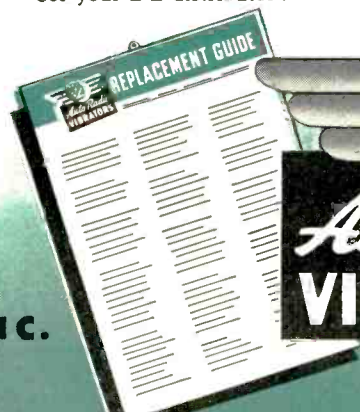
Tests show they provide 33% longer vibrator life, with output and starting voltages held virtually constant at all times.

See Your E-L Distributor—Your E-L distributor will fill your orders as soon as possible, considering the fact that his stocks are limited due to military demands.

With your order, you'll receive your copy of the new E-L Auto-Radio Vibrator Replacement Guide. Designed to hang on your wall, it will tell you instantly which E-L Vibrator to use for most auto-radios as far back as 1936. See your E-L distributor!



Electronic
LABORATORIES, INC.
INDIANAPOLIS



VIBRATORS AND VIBRATOR POWER EQUIPMENT FOR LIGHTING, COMMUNICATIONS, ELECTRIC AND ELECTRONIC APPLICATIONS

RADIO SERVICE DEALER

IRC PRESENTS



the "Book of the Year"

FOR SERVICEMEN

Get your free copy from your
IRC Distributor or write direct

UP TO THE MINUTE DATA ON IRC RESISTORS

Every well-posted Serviceman will want his own personal copy of this new IRC Service Catalog. Profusely illustrated with useful charts, diagrams, tables and product pictures, it contains the kind of material a busy man likes to have right at his fingertips.

Among the interesting features of this catalog you'll find the complete story of the new smaller size BTS ($\frac{1}{2}$ watt) and BTA (1 watt) resistors, as well as useful data on the entire BT and BW resistor lines. Now in RMA Preferred Number Ranges as standard Dis-

tributors' stock, these quality resistors are quoted at new low prices.

Also included are pertinent facts on IRC's "Century Line" of volume controls . . . 100 controls that will solve over 90% of your problems in this category. But these are only the highlights of this helpful new catalog. You'll want to see and read it all.

Make sure that you get your copy by stopping in at your nearest IRC Distributor or, if more convenient, drop a card to Dept. 22-J.

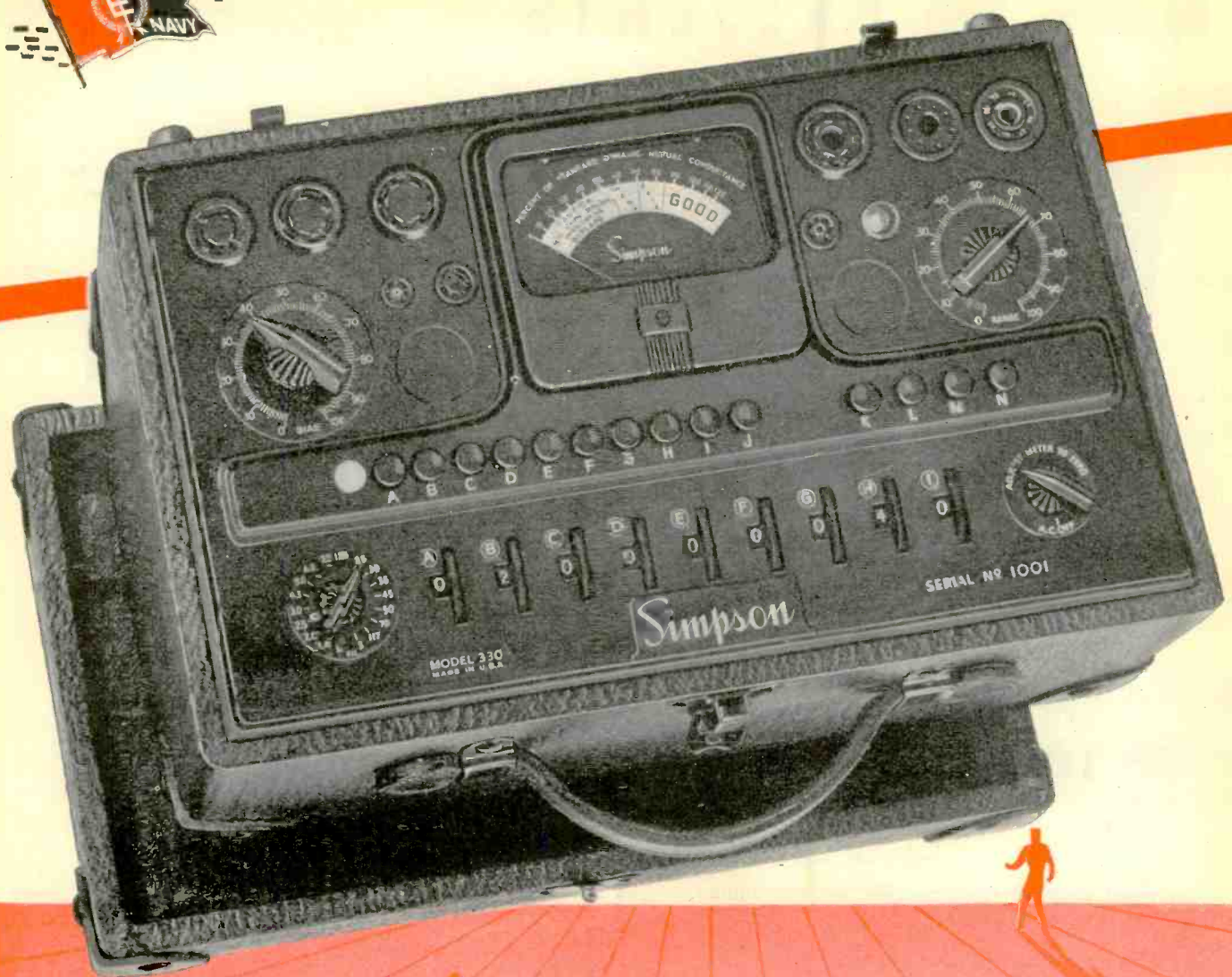
International Resistance Co.

401 NORTH BROAD STREET, PHILADELPHIA 8, PA.



IRC MAKES MORE TYPES OF RESISTANCE UNITS, IN MORE SHAPES FOR MORE APPLICATIONS THAN ANY OTHER MANUFACTURER IN THE WORLD





With

With this instrument a new era in tube testing begins

... Remember ...

As you read below the many other features of this pioneering instrument, remember this: It is a Simpson instrument, with all that implies in creative engineering research, in controlled testing and manufacture. Simpson products are not "assembled", they are engineered and built in the Simpson plant. Practically every component part, from the dial and movement to the beautifully designed panels and the bakelite cases and panels, is made by Simpson. It is this that makes Simpson's the "instruments that stay accurate" with ideas that stay ahead.

SIMPSON MODEL 330 MUTUAL CONDUCTANCE TUBE TESTER

1. Size—15½" x 9½" x 6½".
2. Case—Sturdy plywood construction, with heavy fabricoid covering, corners trimmed in leather, rustproof hardware—removable cover with slip type hinges.
3. Panel—Heavy molded bakelite, beautiful satin grained finish. All characters, numerals, and dial divisions are engraved and filled in white, insuring long wearing qualities.
4. Meter—4½" rectangular of modern design with artistic four-colored dial indicating good, fair, doubtful, and bad—also "Percentage of Mutual Conductance" scale.
5. Sockets provided for all types of tubes with two spare socket positions.
6. Neon glow tube incorporated to indicate shorted tubes.
7. New simplified revolutionary switching arrangement (see description above).
8. The tube chart provided is arranged for quickly identifying the tube and setting the controls.
9. Tests tubes with voltage applied automatically over the entire operating range and under conditions approximating actual operation in a radio set.

Ask Your Jobber

The New Simpson Mutual Conductance Tube Tester Brings To Radio Servicemen and Dealers An Entirely New Method of Testing Tubes And A Revolutionary New Switching Arrangement!

Tube manufacturers consider that a radio tube has reached the end of its usable life when it falls to 70% of its rated value. Until now there has never been an instrument to test tubes in percentage terms.

But now here is such an instrument. The new Simpson Model 330 tests tubes in terms of percentage of rated dynamic mutual conductance—a comparison of the tube under test against the standard rated micromho value of that tube. The colored zones on the dial coincide with the micromho rating or the percent of mutual conductance, indicating that the tube is good, fair, doubtful or definitely bad. Thus, at a glance, you can check the tube against manufacturers' ratings. If, for any reason, it becomes desirable to know the actual value in micromhos, the percentage reading may be easily converted.

This is the way tubes should be tested—the way testers always should have worked—but Simpson is first again in bringing this needed development. It tests tubes with voltage applied automatically over the entire operating range, reproducing more completely than ever before the actual conditions under which a tube functions in a radio set. No instrument, not even delicately adjusted laboratory devices, can do this 100%. But this new Simpson Mutual Conductance Tester approaches perfection as never before.

Besides this revolutionary new method, Simpson offers you an equally revolutionary switching arrangement. The circuit is so arranged that, even though there are numerous combinations possible, very few switches require moving to test any one tube. Many of the popular tubes are tested in the "normal" position without moving any of the nine tube circuit switches.

Ten push button switches and nine rotating switches of six positions each provide infinite combinations in tube element and circuit selection. Only a few settings are necessary for the most complicated tube. The tube chart provided is arranged for quickly identifying the tube and setting the controls.

When you have finished a tube test, the Automatic Reset takes over to speed and simplify the next test. Just press the reset button and instantly all switches, both push button and rotary, return to normal automatically!

Here is the test instrument you have had a right to expect from Simpson. With greater flexibility in its circuit and switching arrangement than any other tester can provide, it gives maximum provision against obsolescence. It's the tester of a new era.

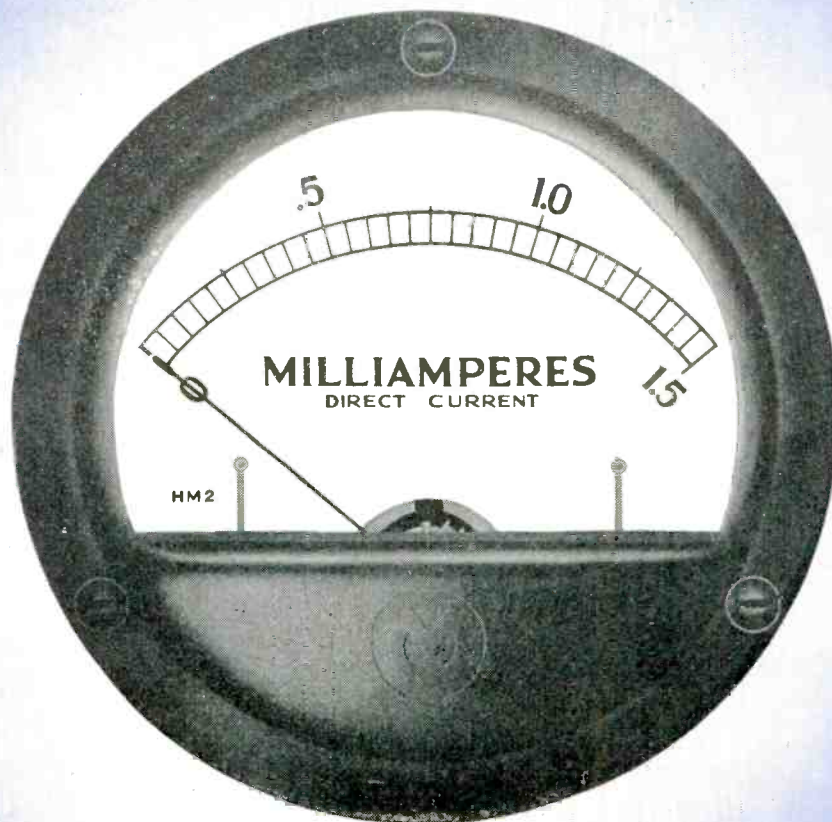
SIMPSON ELECTRIC COMPANY
5216 W. KINZIE ST., CHICAGO 44, ILLINOIS

Simpson

INSTRUMENTS THAT STAY ACCURATE

NOW AVAILABLE

FOR ALL CIVILIAN USE...



..... AT NO MORE COST THAN
STANDARD UNSEALED INSTRUMENTS

**Marion Glass-to-Metal Truly Hermetically Sealed
2 1/2" and 3 1/2" Electrical Indicating Instruments**

IMPROVED PRODUCT • APPEARANCE • PERFORMANCE • SALABILITY

"Write for details of a Marion Franchise 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.

EXPORT DIVISION • 458 BROADWAY • NEW YORK 13, N. Y., U. S. A. CABLES: MORMANEX

HYTRON TRANSMITTING AND SPECIAL PURPOSE TUBES

Are you ready to meet the booming amateur and industrial demand for Hytron v-h-f, instant-heating, miniature, and medium power tubes? Check the types briefly described below. Order now those types you need to round out your stock.

HYTRON TRANSMITTING AND SPECIAL PURPOSE TUBES

Description	Type No.	Filament Ratings			Type	Max.	Max.	Max.
		Volts	Amps.			Plate Volts	Plate Ma.	Plate Dis.
LOW	3A5	1.4	0.22	Oxide	150	30	2*	
	6J5GTX	2.8	0.11	Cath.	330	20	3.5	
	10Y	7.5	1.25	Thor.	450	65	15	
AND	HY24	2	0.13	Oxide	180	20	2	
	HY40	7.5	2.25	Thor.	1000	125	40	
MEDIUM	HY51A	7.5	3.55	Thor.	1000	175	65	
MU	HY51B	10	2.25	Thor.	1000	175	65	
	801A/801	7.5	1.25	Thor.	600	70	20	
TRIODES	841	7.5	1.25	Thor.	450	60	15	
	864	1.1	0.25	Oxide	135	5	—	
	1626	12.6	0.25	Cath.	250	25	5	
HIGH-MU TRIODES	HY30Z	6.3	2.25	Thor.	850	90	30	
	HY31Z	6	2.55	Thor.	500	150*	30*	
	HY40Z	7.5	2.6	Thor.	1000	125	40	
	HY51Z	7.5	3.55	Thor.	1000	175	65	
V-H-F TRIODES	HY1231Z	6	3.2	Thor.	500	150*	30*	
		12	1.6					
V-H-F TRIODES	2C26A	6.3	1.15	Cath.	3500	NOTE	10	
	HY75	6.3	2.6	Thor.	450	80	15	
	HY114B	1.4	0.155	Oxide	180	12	1.8	
	HY615	6.3	0.175	Cath.	300	20	3.5	
	955	6.3	0.15	Cath.	200	8	1.8	
	E1148	6.3	0.175	Cath.	300	20	3.5	
	9002	6.3	0.15	Cath.	200	8	1.8	
BEAM TETRODES	2E25	6	0.8	Thor.	450	75	15	
	6AR6	6.3	1.2	Cath.	630	60	10	
	6L6GX	6.3	0.9	Cath.	500	115	21	
	6V6GTX	6.3	0.45	Cath.	350	60	13	
	HY60	6.3	0.5	Cath.	425	60	15	
	HY61/807	6.3	0.9	Cath.	600	120	25	
	HY65#	6	0.8	Thor.	450	75	15	
AND	HY67	6	4.5	Thor.	1250	175	65	
PENTODES	HY69	12	2.25	Thor.	600	100	30	
		6	1.6	Thor.	600	100	30	
	HY1269	6	3.2	Thor.	750	120	30	
		12	1.6	Thor.	750	120	30	
ACORNS MINIA-TURES	1625	12.6	0.45	Cath.	600	120	25	
	837	12.6	0.7	Cath.	500	80	12	
	6AK5	6.3	0.175	Cath.	Sharp cut-off pentode			
RECTIFIERS	954	6.3	0.15	Cath.	Sharp cut-off pentode			
	9001	6.3	0.15	Cath.	Sharp cut-off pentode			
RECTIFIERS	Type No.	Filament Volts	Filament Amps.	Type	Peak Plate Ma.	Max. D.C. Ma.†	Inv. Peak Pot.	
	HY866 Jr.	2.5	2.5	Mer.	500	250	5000	
	866A/866	2.5	5.0	Mer.	1000	500	10000	
	1616	2.5	5.0	Vac.	800	260	6000	
6AL5	6.3	0.3	Vac.	60	20	460		
GASEOUS VOLTAGE REGULATORS	Type No.	Average Operating Voltage	Operating Ma. Min. Max.	Av. Volts Reg.	Min. Starting Voltage			
	OA2	150	5 30	2	185			
	OB2	108	5 30	1	133			
	OC3/VR105	108	5 40	2	133			
	OD3/VR150	150	5 40	3.5	185			

*Both sections of twin triode. †Discontinued, 2E25 supersedes and replaces. ‡Current for full wave.
NOTE: Not recommended for C.W. Consult Hytron Commercial Engineering Dept. for data.



HYTRON RADIO & ELECTRONICS CORP., SALEM, MASS.

with the publisher.....

FLASH — OPA MAXIMUM PRICE REGULATION 599 became effective Oct. 30, 1945. Every dealer and distributor should obtain a copy, read it carefully and abide by the new laws. One stipulation in MPR 599 is this —

"On and after Nov. 29, 1945 no person, except a mail order house may display, offer for sale, sell or deliver at retail any new radio (phonograph, p-a system, record player) unless there is attached to it a retail ceiling price tag containing all information required under MPR 599 Art. IV-Sect. 13 (a)." The price tags alluded to must be provided by the manufacturer of the equipment. A full analysis of the new regulation will appear in RSD's next issue.

Caveat Emptor!

LITERALLY translated from the Latin caveat emptor means "Let the Buyer Beware". It's a timely phrase to bear in mind these days, what with all the new brand names and new products being offered. Sure, being ordinary people, we all want to buy lots of things.....but, the desire to buy *should* be tempered with good judgement, else we're liable to get a bad licking from the

Merchandise By Christmas?

YES, there will be radios and appliances for sale by Christmas—Christmas 1946, not 1945, from the looks of things. Don't get us wrong! We're not happy about it, but facts are facts, and you may as well know the true picture.

Millions of dollars worth of radios and appliances that the public would like to buy right now, and in the months to come, is not going to be produced until there is a closer meeting of the minds between OPA and manufacturers. At this writing the two groups are miles apart in their respective ways of thinking. President Truman's radio speech of October 30th offers no cause for elation to anyone in the radio-appli-

Is A National Organization Wanted?

THERE have been several national associations of radio servicemen. None were genuinely successful but local associations or chapters of associations have been and still are. The question now arises: "Should there be a National Association, and if so, what should it encompass?" To prevent you from believing that we have propounded a leading question that deserves an affirmative answer, let us restate it in another fashion: "Would the public AND the radio industry itself benefit from the existence of a National Association comprised of radio and appliance dealers AND firms engaged in repairing radios and appliances?" Note, please, that in the latter question we propose to include dealers who might not even indulge in repair work. We also include employees and employers, as stated before, scattered around these United States there are many small, progressive Associations or groups of radio and appliance dealers and service organizations. Being purely localized, they find it beneficial to meet on stated occasions, thrash out their problems, compromise and return to their labours. The individuals and the firms they represent seem to profit from closer cooperative methods. The communities they serve seem to benefit too.

"slickies" who always seem to crop up in times like these when old, established, legitimate manufacturers are having reconversion heartaches.

A radio dealer of unquestioned reputation the other day said a most trite thing on this very subject. He said, "Did you hear, So-and-So Mfg. Co. is running a lot of help wanted advertising. They're trying to hire engineers who can invent the things they've been promising to sell soon."

ance business. In effect the President reiterated what we said in these columns last month, to wit,—OPA wants prices held down to prevent inflation, at the same time granting manufacturers price increases so low in ratio to increased production costs that they simply cannot afford to make their items except at a substantial loss per unit. Naturally manufacturers are not in business to lose money, so they are doing nothing. The President's proposal that Industry should proceed with production for a six month's test period before requesting further price increases, in case same are justified, is certainly not fair because he does not have the authority to also assure subsidies to offset financial losses if there are any. A game of *all-take* and *no-give* is no fun.

But the question as to whether or not a National tie-up between all of these independent associations should be attempted again can only be answered by all of you who are representative of the industry. And, the independent dealer or serviceman must be included in the voting because they are a basic part of the whole.

The "movement" as to whether or not radio repairmen should be licensed has not died by any means. The potential evils of licensing ties up with the present ado about forming another National Association. *Your opinions are wanted!* Write briefly and express your views, pro or con, on the subject. Let's find out once and for all whether or not you want to have a National Association. And bear this in mind: if there ever is such a National Association, it is quite likely that the annual dues per member, regardless of whether he is a small independent serviceman or the owner of a huge retail establishment, will run close to \$50 per year or more for the first few years at least.

S. R. Lowan

Publisher

RADIO SERVICE DEALER

THE NEW

Stromberg-Carlsons

START ROLLING SOON!

A WHOLE new line of Stromberg-Carlsons—and just wait till you see and hear them! *New* in their engineering. *New* in their cabinet designs. *New* in their price range. *New* in their broader scope of models. They'll give new meaning to the old saying, "There is nothing finer than a Stromberg-Carlson!"

All new Stromberg-Carlsons take advantage of every latest engineering advance in the science of electronics. FM sets have both present and newly approved tuning ranges for clear and satisfactory reception of international short wave, precision tuning is made easy with spread-band dials. Floor models employ speaker systems with either full-floating suspension or Carpinchoe speaker and the famous acoustical labyrinth. Phonograph models use newly designed record-changers that perform to entirely new standards of speed

and simplicity of operation. All new Stromberg-Carlsons have built-in antenna systems for all tuning ranges on their dials. Special plug-in provision is made in many models for the incorporation of Stromberg-Carlson wire-recording and reproduction.

Almost everyone has wanted—even if he couldn't afford—Stromberg-Carlson quality, Stromberg-Carlson perfection of reproduction. The new line lets authorized dealers meet practically any customer's demand with a model expressly suited to his own individual taste and needs. Yes, today, Stromberg-Carlson is the ideal radio for the *main* radio in any home!

Make Stromberg-Carlson the *main* radio in your showroom; cash in on the heavily advertised Stromberg-Carlson *main* radio theme. You'll find it the radio of real profit-opportunity.

STROMBERG-CARLSON

ROCHESTER 3, NEW YORK

RADIOS, RADIO PHONOGRAPHS, TELEVISION, SOUND EQUIPMENT AND INDUSTRIAL SYSTEMS
TELEPHONES, SWITCH BOARDS AND INTERCOMMUNICATION SYSTEMS

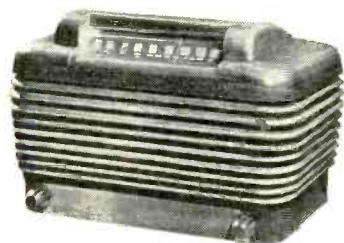
NOVEMBER, 1945



THE NEW WORLD — 1121-M2 . . . New Automatic Radio Phonograph designed for tomorrow's living.



THE AUTOGRAPH — 1135 PL . . . The perfect Automatic Radio Phonograph in a cabinet of classic 18th Century design.



THE DYNATOMIC — 1101HB . . . New sleek table radio with unique portability feature.



THE BEAUX ARTS — 1110 PTW . . . New, amazingly compact, automatic table radio-phonograph in smart modern design.



THE HEPPLEWHITE — 1121 PG . . . New, automatic radio-phonograph in a beautifully finished cabinet of Hepplewhite inspiration.



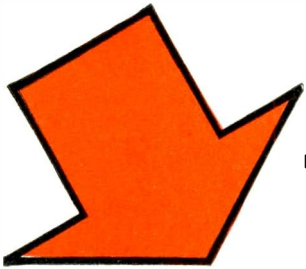
**For last minute
dependable
information on
NEW SET DELIVERY**

WRITE, WIRE OR PHONE YOUR

Motorola
Radio Distributor



HERE IS THE COMPLETE LIST BY STATES • ALPHABETICALLY

**ILLINOIS**

Motorola-Chicago Co.
1330 W. Washington Bl.
Chicago 7, Illinois

Lofgren Distr. Co.
1202 Fourth Ave.
Moline, Ill.

Seltzer Company
604 Fulton St.
Peoria 2, Ill.

INDIANA

Wall Distributing Co.
241 Pearl St.
Fort Wayne 2, Ind.

Radio Distributing Co.
1013 N. Capitol Ave.
Indianapolis 4, Ind.

Radio Distr. Co.
Monroe & Carroll Sts.
South Bend, Ind.

IOWA

Gifford-Brown, Inc.
106 First St., S. W.
Cedar Rapids, Iowa

Gifford-Brown, Inc.
1216-18 Grand Ave.
Des Moines, Iowa

Duke's Radio Co.
114 W. Fourth St.
Sioux City 6, Iowa

KANSAS

McGrew Distr. Co.
1312 E. Douglas Ave.
Wichita 7, Kan.

KENTUCKY

Falls City Supply Co.
315 Roland Ave.
Louisville 3, Ky.

Strickland Distr. Co.
615 Jefferson St.
Paducah, Ky.

LOUISIANA

Higgins Industries, Inc.
Appliance Division
521 City Park Ave.
New Orleans 19, La.

Dunkelman-Pace
1417 Louisiana Ave.
Shreveport, La.

MAINE

Radio Service Lab.
45 Haymarket Sq.
Bangor, Maine

Radio Service Lab.
45A Free St.
Portland 3, Maine

MARYLAND

Simon Distributing Corp.
615 Pennsylvania Ave.
Washington 4, D. C.

MASSACHUSETTS

Metro Distribs., Inc.
884 Commonwealth Av.
Boston 15, Mass.

MICHIGAN

Ingram Distr. Co.
4490 Cass Ave.
Detroit 1, Mich.

Republic Distr. Co.
72-74 N. Division Ave.
Grand Rapids, Mich.

Offenhauer Co.
227 W. Washtenaw St.
Lansing, Mich.
Radio Sales Co.
816 East Genesee A
Saginaw, Mich. ve.

MISSISSIPPI

Higgins Industries, Inc.
Appliance Division
521 City Park Ave.
New Orleans 19, La.
Mills-Morris Co.
171 S. Dudley St.
Memphis 1, Tenn.

MINNESOTA

Forster Distr. Co.
1122 Harmon Pl.
Minneapolis 3, Minn.

MISSOURI

Motor Radio Co., Inc.
2440 Charlotte St.
Kansas City 8, Mo.
Disco Distr. Co.
2843 Washington Blvd.
St. Louis 3, Mo.

MONTANA

Pasley & Spitzer Co.
20 N. 33rd St.
Billings, Mont.

NEBRASKA

Mueller & Selby Co.
2549 Farnam St.
Omaha 2, Nebr.

NEVADA

Nevada Distr., Inc.
P. O. Box 1047
Reno, Nevada

NEW HAMPSHIRE

Radio Service Lab.
1191 Elm St.
Manchester, N. H.

NEW JERSEY

Kearns Auto Radio Serv.
25 North Albany Ave.
Atlantic City, N. J.
Motorola-New Jersey, Inc.
177 Central Ave.
Newark 4, N. J.

NEW YORK

Hudson Valley
Asbestos Corp.
170 Central Ave.
Albany, N. Y.
Battery & Starter Co., Inc.
2505 Main St.
Buffalo 14, N. Y.
Motorola-New York, Inc.
33 West 60th St.
New York City 23, N. Y.
Kemp Equipment Co.
39-57 Mt. Hope Ave.
Rochester 7, N. Y.

NEW MEXICO

Oakes Batt. & Elec. Co.
423 Texas St.
El Paso, Tex.

Mitchell Products
495 W. Water St.
Santa Fe, N. M.

NORTH CAROLINA

Freck Radio & Sup. Co.
38 Biltmore Ave.
Asheville, N. Car.

Carolina Appliance Co.
208 E. Fifth St.
Charlotte 1, N. Car.

Tira Sales & Serv. Co.
401 Hillsboro St.
Raleigh, N. Car.

NORTH DAKOTA

Fargo Paper Co.
26-28 Eighth St., No.
Fargo, North Dakota

OHIO

Lockie & Glenn
2110 Gilbert Ave.
Cincinnati 6, O.

The M & M Co.
5200 Prospect Ave.
Cleveland 3, O.

The M & M Co.
214 E. Gay St.
Columbus, O.

Moore Equipment Co.
226 W. Third St.
Dayton 2, O.

Christian-Sheidler Co.
Adams & 20th Sts.
Toledo, O.

OKLAHOMA

Wm. Mee Co.
120 E. Grand Ave.
Oklahoma City, Okla.

OREGON

C & H Supply Co.
1316 S. W.
Washington St.
Portland 5, Ore.

PENNSYLVANIA

Dibert Radio Distr. Co.
1802-11th Ave.
Altoona, Pa.
Specialty Sales Co.
116 W. Chestnut St.
Lancaster, Pa.

Goldner Distr. Co.
46-50 N. 5th St.
Philadelphia 6, Pa.

Moto Radio Distr. Co.
5732 Baum Blvd.
Pittsburgh 6, Pa.

Big Boys Auto Parts Co.
123-129 S. Second St.
Sunbury, Pa.

RHODE ISLAND

I. Feldman Co.
186 Broadway
Providence 3, R. I.

SOUTH CAROLINA

A. H. Wherry, Jr.
Chester, S. Car.

SOUTH DAKOTA

Graff Motor Sup. Co.
122-24 W. Seventh St.
Sioux Falls. S. Dak,

TENNESSEE

Bryant & Trimble
406 Broad St.
Chattanooga, Tenn.

Bryant & Trimble
324 W. Magnolia St.
Knoxville, Tenn.

Mills-Morris Co.
171 S. Dudley St.
Memphis 1, Tenn.

Currey's
17th & West End Ave.
Nashville 3, Tenn.

TEXAS

McDonald Auto Sup. Co.
2nd & Polk Sts.
Amarillo, Tex.

Porter Burgess Co.
815 N. Pearl St.
Dallas 1, Tex.

Oakes Batt. & Elec. Co.
423 Texas St.
El Paso, Tex.

Fort Worth Battery Co.
615 Lamar St.
Fort Worth, Tex.

Moore Bros. Co.
1515 Milam St.
Houston, Tex.

Krisch-Delavan Co.
801 Main Ave.
San Antonio 2, Tex.

UTAH

S. R. Ross
1212 S. State St.
Salt Lake City 4, Utah

VERMONT

Radio Service Lab.
1191 Elm St.
Manchester, N. H.

VIRGINIA

Ashman Distr. Co.
807 Granby St.
Norfolk 10, Va.

Lee Distr. Co.
1126 North Blvd.
Richmond 20, Va.

Western Va. Sales Co.
P. O. Box 1506
Roanoke, Virginia

WASHINGTON

Motorola Distr. Co.
620 Eastlake Ave.
Seattle 9, Wash.

WEST VIRGINIA

Wilson Radio Distr. Co.
1116 Central Ave.
Charleston 4, W. Va.

Jones-Cornett Elec. Co.
Welch, W. Va.

WISCONSIN

Electro-Pliance Distr.,
Inc.
2458 W. Lisbon Ave.
Milwaukee 5, Wis.

GALVIN MANUFACTURING CORPORATION • CHICAGO 51, ILL.

F-M & A-M HOME RADIO • AUTO RADIO • AUTOMATIC PHONOGRAPHS • TELEVISION • AIRCRAFT RADIO • POLICE RADIO • RADAR

In & Around the Trade

Being a condensed digest of production, distribution and merchandising activities in the radio and appliance trade.



First postwar radio set made in RCA plant at Bloomington, Indiana, is presented to Frank M. Folsom, RCA Victor head (left), by J. A. Milling, director of manufacturing (right) and Joseph B. Elliott, general manager, RCA home instrument division (center). Table models slated for delivery in October, console sets in November.

RADIO'S SILVER ANNIVERSARY

The entire radio industry this month joined forces in one of the greatest single events in the history of the American system of broadcasting, announces R. C. Cosgrove, president RMA. More than 250 radio manufacturers and 25,000 radio dealers, who jointly produced, sold and serviced the 60,000,000 receivers now in the hands of 95 per cent of the people, linked efforts with the National Association of Broadcasters, the five networks and 957 individual stations in nationwide and local observances of National Radio Week, Nov. 4 to 10, which brought a new high to public interest in radio and its progress in the last quarter century.

Following a resolution adopted by RMA, the manufacturers and dealers arranged numerous local Silver Anniversary celebrations which ranged all the way from special displays in dealer showrooms to cooperation with stations in special broadcasts telling of radio's 25 years of progress and featuring appearances of radio stars, past

and present. The resolution, on which these events were based, reads:

"Whereas, the Radio Manufacturers Association, a group representing the companies producing radio receiving sets for the home, desire to honor, to congratulate, and to express esteem for the Broadcasting Industry in such fashion that it may be shared by each one of the industry's more than 900 stations . . ." In all cities and towns where it was possible, local observances were tied in with the introduction of new radios and were heightened by interest in FM and Television, along with 1946 standard broadcasting receivers.

Other tie-ins planned by stations and dealers, frequently in cooperation with each other, included:

Displays of original models of receiving sets, first introduced by the manufacturers, in combination with displays of the new sets.

Use of records and recordings to feature contrasts in 25 years of radio broadcasting programs, and to recall

popular stars of the last 25 years, many of whom are still nationally famous.

Dramatizations of the radio industry's vital role in the war, one feature of which was the production by radio manufacturers of some \$7½ billion worth of radio and communications equipment.

Presentations highlighting the histories of individual stations.

Silver Anniversary tie-ups with many different types of programs, including interviews, women's cooking and style programs, man-in-the-street interviews and many others.

Silver anniversary parties in dealers' showrooms and broadcasting studios.

Electric Toys for Christmas

Elec-Toy, the electronic toy division of Electronic Laboratories, Indianapolis, Indiana, has developed four completely new models of electric toys, announces William W. Garstang, president. Aspiring toward different age groups, the electric toys will be available by the Christmas season at moderate prices.

The electric cannon and black light kit are for children beyond kindergarten age. The Utiliphone, a two-way inter-communications system, can be utilized for practical uses about the house by children as well as their parents.

The Buzz-Ball is designed for older children and adults.



The men, l. to r.: Lt. Col. H. L. Lister, Lt. Com. W. J. Warburton; Harry Friedlander and Leonard A. Meyerson of Eastern Amplifier Corp.; Major M. J. Roberts. The occasion: Presentation of Army-Navy "E" award flag. Over 400 persons attended dinner & dance, at Concord Plaza Hotel.

Radio Parts and Equipment Trade Show

The board of directors of the newly formed Radio Parts and Electronic Equipment Shows Inc. announce the 1946 trade show, May 13th through 16th (Monday through Thursday) at Chicago, the site of many previous radio trade shows was selected because of its geographically central location

[Continued on page 16]

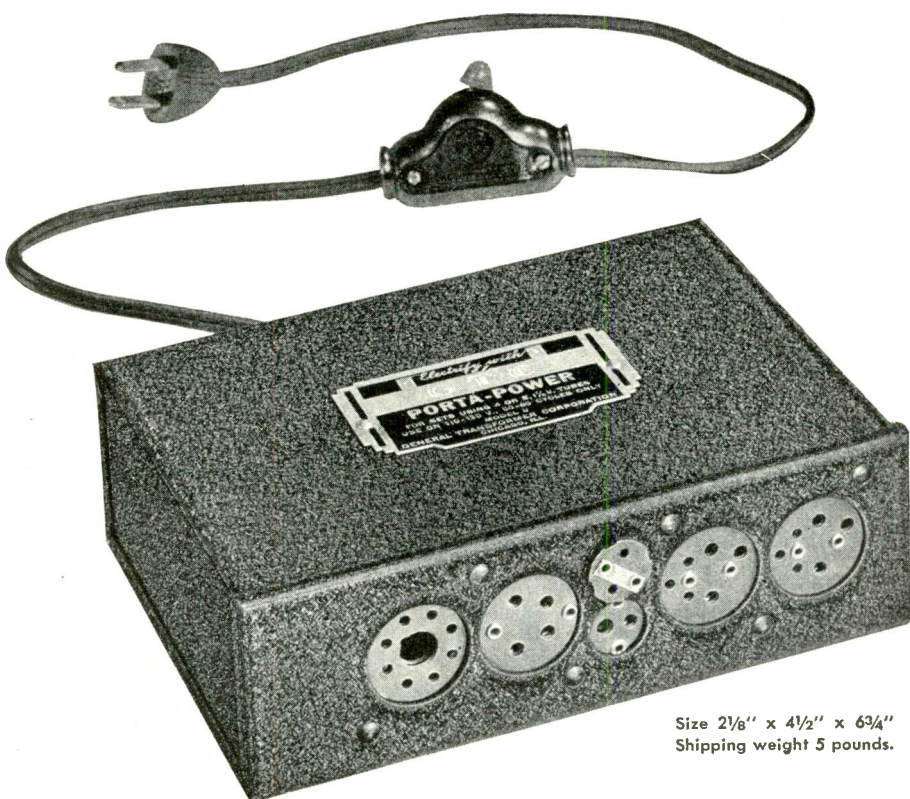
New!



Porta-Power MODEL "H"

featuring . . .

HUM - FREE OPERATION



Size 2 1/8" x 4 1/2" x 6 3/4"
Shipping weight 5 pounds.

PROVIDES

"A"

1.5v at 200 m.a.
1.35v at 250 m.a.
1.55v at 300 m.a.
1.35v at 350 m.a.

"B"

90v at 13 m.a.
101v at 8.5 m.a.

of 4, 5, or 6 tube, 1 1/2 volt battery farm or portable radios from 105-125 volt, 50-60 cycle lines.

Two section filter, composed of three very high capacity condensers, and two oversized iron core chokes in the "A" supply; — and two high capacity condensers and an oversized choke in the "B" supply positively block out hum.

Universal sockets for battery plugs.

Fits in 99% of all portables.

Circuit designed for optimum voltage regulation and changes in line voltages.

Weights 4 1/2 Pounds — and every ounce essential to topnotch performance.

O. P. A. APPROVED

PRICE
MODEL "H" \$15.00

Jobbers — write for details . . . Dealers — See your jobbers

GENERAL TRANSFORMER CORP. . .

1250 W. Van Buren St., Chicago 7, Ill.

Wait for these new

HICKOK

Radio Service Instruments



Model 532
Tube Tester

If It Isn't A Hickok Indicating
Micromhos It's Not
Dynamic Mutual Conductance

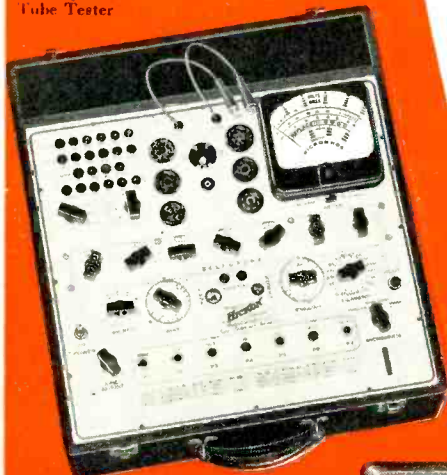
Your patience in waiting for these new 1946 HICKOK models will be richly rewarded for these new HICKOK tube and set testers make still closer tests, with finer accuracy, rejecting tubes that might get by with an ordinary tester.

Now you have 7 selector switches instead of 2. That aims to prevent obsolescence. Isn't that worth waiting for?

What's more, Dynamic Mutual Conductance, indicated in Micromhos, is a duplicate of the manufacturers' method of checking when he makes the tubes. Remember, if it isn't a HICKOK Indicating Micromhos, it isn't Dynamic Mutual Conductance.

The new Electronic Volt-Ohm-Capacity Milliammeter Model 203 reads as low as 1.0 mmf and up. It will measure at frequencies to over 10 mc with no frequency error and the ohm meter will measure up to 10,000 megohms.

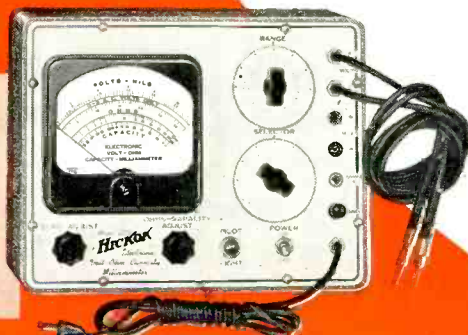
Keep patiently in touch with your jobber and you will soon get the instruments that are held in highest esteem.



Model 534
All Purpose Tube and Set Tester

**THE HICKOK
ELECTRICAL
INSTRUMENT CO.**

10533 Dupont Avenue
Cleveland 8, Ohio



Model 203
Electronic Volt-Ohm-Capacity Milliammeter

In Trade

[from page 14]

and availability of the Hotel Stevens facilities.

The trade show corporation is represented by eight directors appointed by the four sponsoring organizations, two from each group. These men, all well known among the trade are:

From Parts Division of Radio Manufacturers Association: Leslie F. Muter—The Muter Company, Chicago. Jerome J. Kahn—Standard Transformer Corporation, Chicago.

From National Electronic Distributors Association: W. O. Schoning—Lukko Sales Corporation, Chicago. Sam Poncher—Newark Electric Company, Chicago.

From Association of Electronic Parts and Equipment Manufacturers: H. W. Clough—Belden Manufacturing Company, Chicago. J. A. Berman—Shure Brothers, Chicago.

From Sales Managers Club, Eastern Division: R. P. Almy—Sylvania Electric Products Inc., Emporium, Penn. Charles Golenpaul—Aerovox Corporation, New Bedford, Mass.

Herb Clough, who ably served as Chairman of the 1944 Radio Industry Conference, is president. The other officers are: Charlie Golenpaul, vice president; Sam Poncher, treasurer; Jerry Kahn, secretary.

The respective chairmen and membership of the various committees selected from the board and sponsoring groups to handle the many activities will be announced soon. As soon as the services of a show manager can be obtained, a headquarters office will be established in Chicago.

Exhibitors at the show will be limited to members of the four sponsoring groups. No radio sets will be displayed. Application forms are being prepared and will be mailed to all sponsor members soon. The October, 1944 Industry Conference which operated under wartime conditions pulled an attendance of approximately 1,700 members of the trade including 160 booth exhibitors. Indications are that this 1946 show with interest in peacetime merchandising at its peak will attract a much larger number.

Stewart-Warner Sets

Stewart-Warner Corporation began a "pilot run" of radio sets in September on what is believed to be the longest continuous-flow production line in the industry. From four parallel radio assembly lines the company expects to

[Continued on page 18]

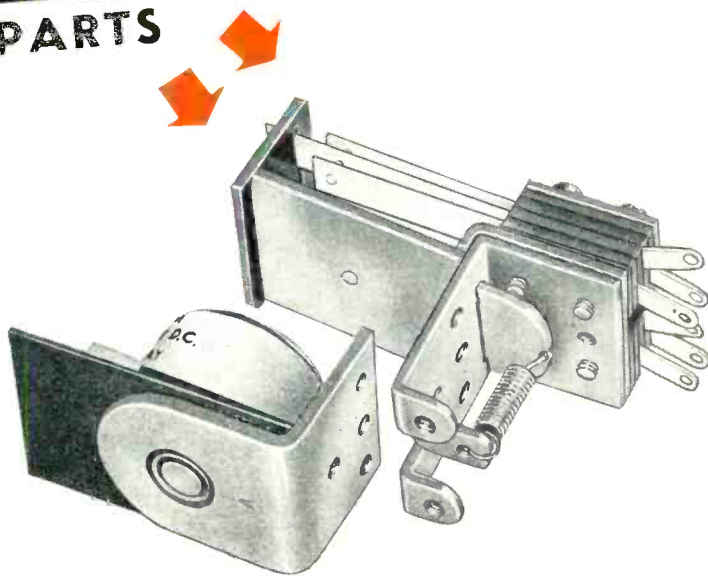
New!

Series 200

A RELAY BY GUARDIAN with *Interchangeable Coils*

BUILT IN TWO PARTS

★ Two basic parts — a coil assembly and a contact assembly — comprise this simple, yet versatile relay. The coil assembly consists of the coil and field piece. The contact assembly consists of switch blades, armature, return spring, and mounting bracket. The coil and contact assembly are easily aligned by two locator pins on the back end of the contact assembly which fit into two holes on the coil assembly. They are then rigidly held together with the two screws and lock washers. Assembly takes only a few seconds and requires no adjustment on factory built units.



On Sale at Your nearest jobber NOW!

See it today! . . . this amazing new relay with interchangeable coils. See how you can operate it on any of nine different a-c or d-c voltages — simply by changing the coil. Ideal for experimenters, inventors, engineers.

TWO CONTACT ASSEMBLIES

The Series 200 is available with a single pole double throw, or a double pole double throw contact assembly. In addition, a set of Series 200 Contact Switch Parts, which you can buy separately, enables you to build dozens of other combinations. Instructions in each box.

NINE COIL ASSEMBLIES

Four a-c coils and five d-c coils are available. Interchangeability of coils enables you to operate the Series 200 relay on one voltage or current and change it over to operate on another type simply by changing coils.



Your jobber has this sensational new relay on sale now. Ask him about it Or write for descriptive bulletin.

GUARDIAN ELECTRIC

1633-M W. WALNUT STREET CHICAGO 12, ILLINOIS

A COMPLETE LINE OF RELAYS SERVING AMERICAN INDUSTRY

ONLY 25¢

SEND FOR YOURS TODAY!

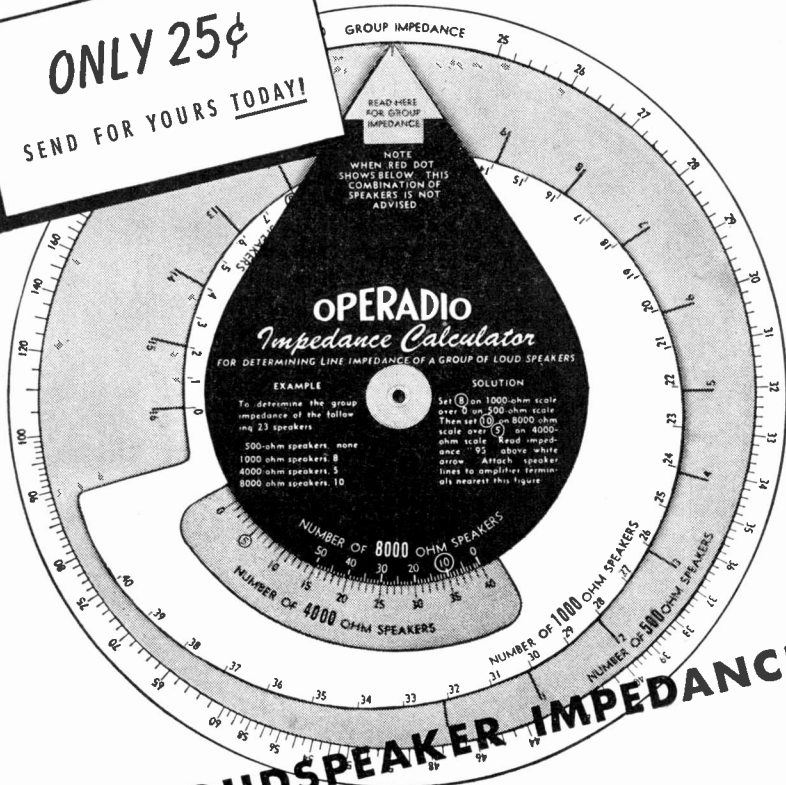


FIGURE LOUDSPEAKER IMPEDANCES IN A FLASH!

You'll save time and money on loudspeaker installations with the handy Operadio IMPEDANCE CALCULATOR... a simple twist of a disc gives you instant answers to puzzling group impedance problems! You quickly match loudspeaker lines to the amplifier for any sound system covering 500, 1000, 4000, 8000, or 16,000 ohm loudspeakers. No rule-of-thumb guesswork... no involved mathematical formulas. Handy 5" diameter, fits your pocket or sales kit. Heavily varnished cardboard. Send coupon with 25¢ (not stamps) today!

OPERADIO
Sound Equipment

OPERADIO MANUFACTURING CO., DEPT. RS-11, ST. CHARLES, ILL.

Enclosed is 25c in coin (stamps not accepted). Send me your "IMPEDANCE CALCULATOR" by return mail.

Name _____

Address _____

City _____ State _____

In Trade
[from page 16]

turn out 5,000 sets daily when maximum production is attained.

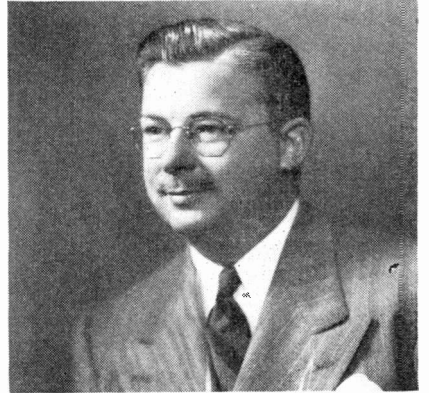
The run of one of the four production lines initiates production of 14 post-war radio models. This number includes table models, consoles and radio-phonograph combinations. They are not an assembly of left-over parts of pre-war models but is actual production-line output of post-war radios, under regular assembly and materials-flow conditions. Some of each of the 14 post-war models were included in the pilot run.



Photos by Bachrach

Lester L. Kelsey

appointed a vice president of the Hallicrafters Co.; also general manager of the Echophone Division.



Paul H. Eckstein

appointed sales manager of the Echophone Division of the Hallicrafters Co., Chicago.

Sentinel Production

With an estimated production of more than 3,000 radio sets per day, the new Sentinel Radio Corporation plant is now in course of construction, according to E. Alshuler, president. Occupying a 9-acre tract in western Evanston, the new plant will be housed in a single modern building of 125,000 square feet of floor space.

[Continued on page 20]



**20,000
VOLTS
IN A
2³/₈" BULB!**

ANOTHER "FIRST" BY NATIONAL UNION RESEARCH LABORATORIES

AN example of how war-time research by National Union engineers is helping to lay the foundation for vastly improved post-war Television, FM and radio reception, is this new half wave high vacuum rectifier—the NU 1Z2.

Here is a miniature with the voltage handling capabilities heretofore possible only in full size tubes. For a high voltage rectified supply in the operation of radar and television equipment, the NU 1Z2 saves space—operates with increased efficiency—is exceptionally rugged. Its low filament power consumption suggests many new fields in circuit design and application, especially to the "ham" and experimenter.

For the distributor and service dealer, such original N. U. electron tube developments are creating new opportunities for profitable N. U. Tube replacement sales—today and in the future.

*National Union 1Z2
High Voltage Rectifier*

Inverse peak anode voltage- max.....	20,000 volts
Peak anode Current.....	10 ma.
DC Output Current.....	2 ma.
Filament Voltage.....	1.5 volts
Filament Current.....	300 ma.

The NU 1Z2 is designed to withstand shocks in excess of 500 G's.

Maximum overall length.....	2.70"
Maximum seated height.....	2.37"
Maximum diameter.....	.75"
Bulb.....	T5½
Base Miniature Button.....	7 pin
Mounting position.....	Any

**NATIONAL UNION
RADIO AND ELECTRON TUBES**

NATIONAL UNION RADIO CORPORATION · NEWARK 2, N. J.

SPEED UP REPAIRS WITH THESE G-C AIDS!



**FREE
STEEL
CABINET**

G-C Dial Belt Kits

Every Serviceman needs a G-C Dial Belt Kit. Save money—be ready for that repair job. Finest woven fabric replacements. Easy to install—no stretch—no adjustments. Supplied in kits of 75, 50, 100, 200 or 300 belts in sturdy metal box with slide-in drawer. Free Belt Guide and measuring device.



G-C Dial Drive Cables

G-C has a complete line of Dial Drive replacement cables. Available by the spool for prompt servicing of all sets. Every Serviceman should have a complete assortment. Best quality—extra strength. Preferred by Radio Men everywhere.

G-C Radio Service Cement



The best cement for Speaker and Radio Work. Especially suitable for cementing replacement cones and repairing rattling and torn cones. Also used on glass to seal adjustments, hold wires in place etc. Dependable, vibration proof, water-proof and fast drying.

Write for New G-C Catalog No. 176 and G-C Dial Belt and Service Book

Immediate Delivery on all G-C Products

**Order From Your Radio Parts Jobber
ALWAYS ASK FOR G-C PRODUCTS**

GENERAL CEMENT MFG. CO.
ROCKFORD, ILLINOIS



In Trade

[from page 18]



Charles M. Sherwood (left) Stromberg-Carlson's eastern district manager, watches Benjamin Gross, president of Gross Distributors, sign an order for 1916 quota of S-C home radio receivers. Distributor has sold \$65,000,000 worth of these sets (retail value) since 1924.

Stromberg-Carlson Staff

Stanley H. Manson, manager of public relations of the Stromberg-Carlson Company, announced recently two new appointments to his staff. Appointed to the new positions, made in line with the department's expanded scope of activities, were Frederic W. Haupt, as assistant advertising manager, and William D. O'Toole, as managing editor of the company's employee publication, "The Speaker."

More Firms to Make Wire Recorders

The licensing of four additional manufacturers, including Bendix Aviation Corporation, to produce Armour magnetic wire sound recorders is announced by Lucius A. Crowell, president of Wire Recorder Development Corporation, 135 South LaSalle Street, Chicago, which handles the licensing program for the Armour Research Foundation of Illinois Institute of Technology. Other new licensees are Bang and Olufsen, Copenhagen, Denmark; Pyrox Proprietary, Ltd., Melbourne, Australia; and the St. George Recording Equipment Company, New York, N. Y. (For full description, see "Wire Recorder Development," RSD, May, 1945).

Bendix Aviation Corporation, which is reported to have plans to manufacture 1,000,000 home radios yearly as a part of its peacetime reconversion program, expects to produce magnetic wire sound recorders in seven different fields of application. In addition to incorporating wire recorders in home radio receiving sets, Bendix will manu-

[Continued on page 70]

SUBSCRIBE TO "RSD"

On A Money-Back Guarantee Basis

12 ISSUES \$2

24 ISSUES \$3



In the U. S. A. & Possessions —
In Canada & Foreign Countries \$3 per yr.

The nation's finest radio service dealer establishments subscribe to "RSD" because it keeps them posted on new products — new merchandising methods — new servicing techniques.

"RSD" charges slightly more for a subscription than other radio trade papers, but it gives better value — exclusive and timely articles by experts — more pages of text material. Subscribe today on a money-back-if-you-don't-like-it basis. If after reading 3 issues of "RSD" you find it not worth the subscription price — merely ask for a cash refund in full and you'll get it.

USE COUPON PRINTED BELOW

COWAN PUBLISHING CORP.

342 Madison Ave., New York 17, N. Y.

Gentlemen: Please send the next issues of RADIO SERVICE DEALER. Our remittance in the sum of \$..... is enclosed.

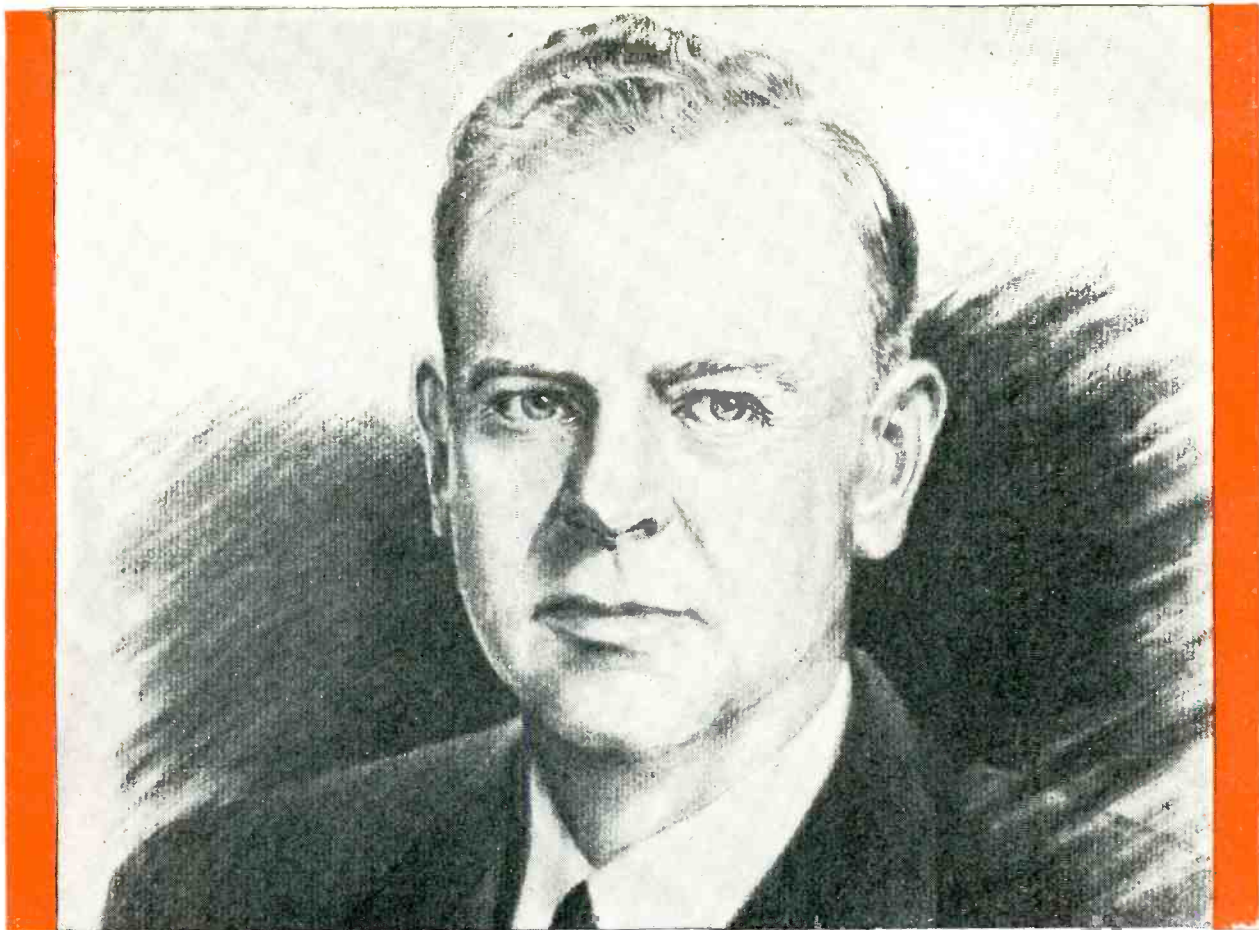
Name

Address

City Zone State

Firm Employed By:

Position or Title



Portrait of Randolph C. Walker by John Carlson

Engineers of Victory

NOW SERVE MEN AT PEACE

The creative engineering which armed our fighting men for Victory has no less a responsibility in the years of peace ahead. Now that the war is won, we have the job of making this a better world.

AIREON produced huge quantities of communications and radar equipment and other machinery for waging war. Its achievements were equal to its heavy responsibilities, and its workers established an outstanding record of performance.

AIREON enters peacetime production with a notable engineering organization, highly skilled personnel and great confidence in the future. We have developed many products which will contribute to better living, for the manufacture of which all 15 AIREON plants will continue in production.

In order to extend our usefulness we recently established an experimental laboratory in Greenwich. AIREON's creative engineering in radio communications, electronics, musonics and hydraulics will team with production proficiency in contributing devices for future service.

In peace, as in war, AIREON will stand for quality and performance.

Randolph C. Walker
PRESIDENT



Cinaudagraph Speakers

A DIVISION OF Aireon

3911 SOUTH MICHIGAN AVENUE, CHICAGO

Want a share of Leadership?

Carry RCA Preferred Type Tubes The Tubes with the Best Known Name



Now RCA Offers
a Complete Line
of Dry Batteries, Too

In Metal, Miniature, or Glass—
**THE FOUNTAINHEAD OF MODERN
TUBE DEVELOPMENT IS RCA**

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



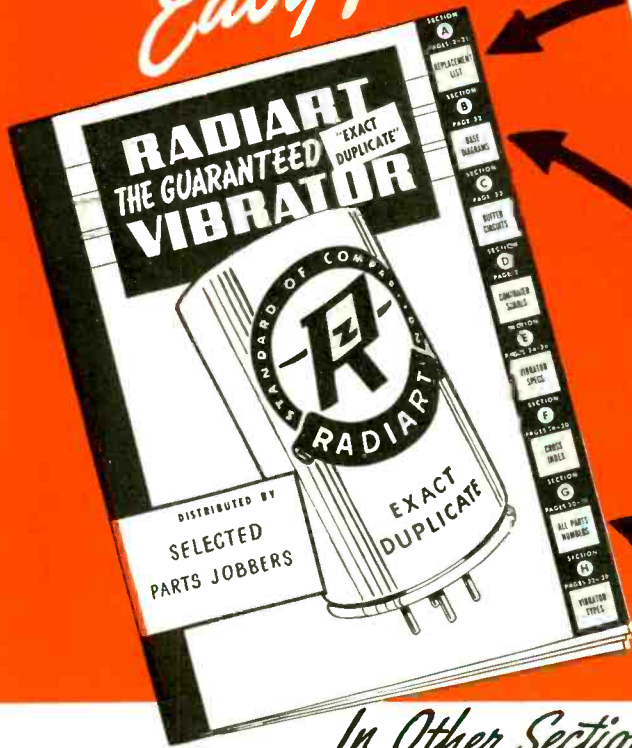
62-5686-98



RADIO CORPORATION OF AMERICA
TUBE DIVISION • HARRISON, N. J.
LEADS THE WAY: In Radio .. Television .. Tubes ..
Phonographs .. Records .. Electronics

RADIART VIBRATOR GUIDE (Most Complete Published)

Makes
Vibrator Servicing
Easy!



Section A... Vibrator

Name, Model No.	Mfrs. Part Number	Radiart Number	List Price	Base Dia.	Buffer Condenser
CHRYSLER					
C1808 (Elec. P. B.) (Philco—1941)...	83-0027	5326P	3.00	A	.005
25C6 (Wells-Gardner—1938)...	19A32	5437	5.95	AB	.018
600 (Mech. P. B.) (Colonial—1941)...	43697	5301	3.55	A	.004
601 (Colonial—1942)...	911545	5301	3.55	A	.004
800 (Philco—1941)...	83-0027	5326P	3.00	A	.005

Every model listed includes all available data. The correct Radiart Replacement number and other essential information is determined instantly.

SECTION "B"—Cross

Diagram Number	Shape	Voltage	Diam.	Ht.	Freq.	Identifying Characteristics	Max. Load Amps
B 3417	2	6	1 1/4	4 1/2	105	6
B 3815	9	6	1 1/4	4 1/2	105	Spec. Cup	6
C 5309	1	6	1 1/2	2 3/4	105	6
C 5331	1	6	1 1/2	3 1/4	105	6
D 4256	1	6	1 1/2	3 1/4	105	10
4256-12	1	12	1 1/2	3 1/4	105	6

In addition to conventional base diagram drawings this section is unique in that it groups all similar base types together indicating readily the differences between vibrators with the same base wiring. All characteristics are shown, including frequency and maximum load limit of each type.

In Other Sections..

- Section "C"—Buffer Condenser Values and Circuits.
- Section "D"—Container Shapes permitting an easy method of "visual" identification.
- Section "E"—Complete Vibrator Specifications arranged numerically by number. Contains necessary data not published in any other replacement guide.

- Section "F"—Long a favorite with users of this guide. The only cross-index of all other manufacturers or merchandisers of vibrators, converting their type numbers to the Correct Radiart Replacement.
- Section "H"—Numerical Listing of Radiart Vibrators. Furnishes complete information as to all models serviced by each unit. Also advises year each type was originated.

SECTION "G"—Radiart and Original Equ.

Original Equipment Part No.	Radiart No.	Original Equipment Part No.	Radiart No.	Original Equipment Part No.
75	3283	1974	5301	8539
80-161	5421	2080	3417	8540
82B	5341M	2110	3417	8541
83-0017	5326P	2269	5413	8542
83-0025	5326P	2404	5340M	8601
83-0026	5326P	2501	5411	8602

Another Radiart Vibrator Guide EXCLUSIVE feature. When called upon to duplicate a vibrator and no information is available except the number on the old one, use this cross-index which shows the original manufacturer's number (as stamped on vibrator) and the CORRECT Radiart Replacement.

Auto Radio Service Dealers:

Obtain this Guide free of charge from your Radiart Distributor. Ask him to furnish you with a stock of the popular 12 types of Radiart Vibrators each of which is guaranteed to CORRECTLY service the applications listed for it in this guide. With these 12 types you can satisfy nearly all of the "Demand" types. But — RADIART is a complete line and your Radiart Distributor renders a complete service and can quickly furnish all of the necessary slower moving correct Radiart Replacement Vibrators as well.

Manufactured by the makers of 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., W., Montreal, Canada



**"Good Morning, Mr. Frobisher!
Greetings, Mr. Frobisher!"**

What a difference a few months make! Not so long ago all of us were forced to "take a beating"—from almost every seller. Generally their excuse was "don'cha know there's a war on?" Soon customers will be appreciated again. They'll get the kind of treatment they always *should have gotten*, war or no war.

With pardonable pride we boast that the staff of *Radio Service Dealer*—editorial, advertising and circulation—never "got rough" with subscribers or advertisers. We've always tried to give both groups the finest service and

best values possible. Despite WPB restrictions, subscribers got more and more text pages—advertisers got more and more coverage every month. Distribution is now guaranteed to exceed 15,000 monthly.

In the days, months and years ahead we, the staff of "*RSD*", pledge ourselves to continue to do an even better job. No monthly magazine has a better field staff than "*RSD*". No other radio publication works as closely with manufacturers, retailers and servicers of radios and appliances. No other radio trade paper has refused advertising from un-

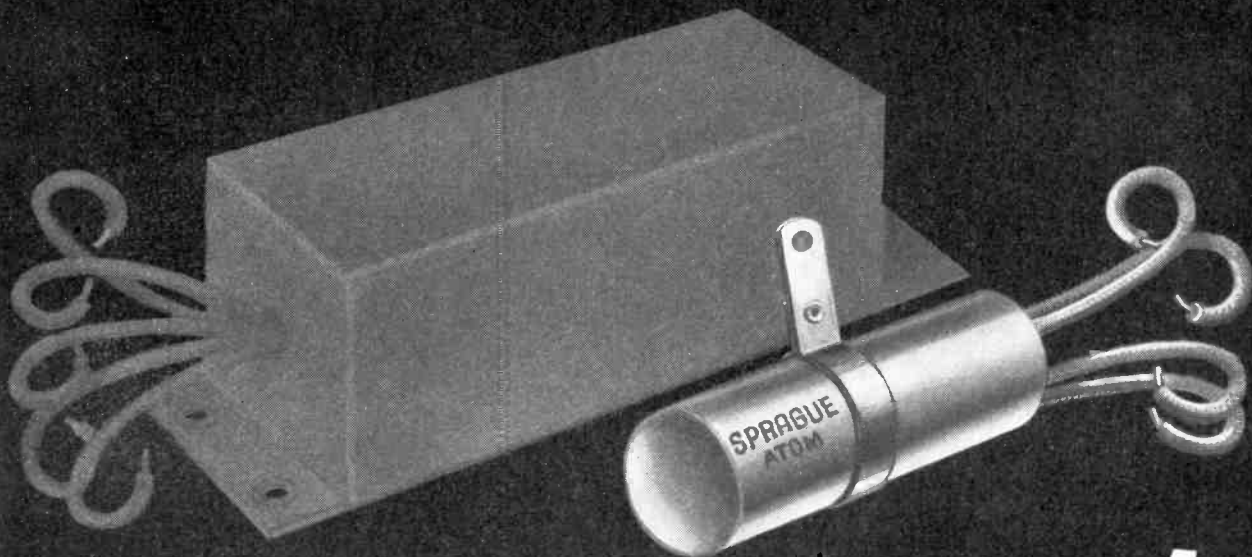
known, untried Johnny-come-lately brand lines thus protecting service-dealers as has "*RSD*". We have always provided our advertisers with an audience made up of the nation's finest radio-appliance dealers and service organizations—all of whose subscriptions are screened before acceptance.

"*RSD*" is the one radio trade paper that caters to "the cream of the crop". The magazine itself, the products advertised in it, and the articles published are always reliable, timely and geared to the industry's needs. It's a gr-a-a-a-n-d feeling, Mr. Frobisher!

COWAN PUBLISHING CORP.
342 Madison Ave., New York 17, N. Y.

**radio
service
dealer**





HALF THE SIZE!
and twice as good!

REMEMBER back in pre-war days when anything less than an exact duplicate condenser replacement simply wouldn't do? Condensers were big as half a pound of butter and weighed almost as much. Today, you can replace any of those old "giants" with a Sprague Atom midget dry electrolytic less than half its size—and twice as dependable by any electrical standard of comparison you care to name. What's more, compare Atoms with any similar midgets and you will find they are smaller than most—and far and away the most dependable of the lot!

Sprague Products Company, North Adams, Mass.

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

**TRADING POST
 ON PAGE 51**

Sprague's free wartime Advertising service, THE TRADING POST, also appears in this issue—and will continue to appear as long as it can be of help to our thousands of friends throughout the trade.



SPRAGUE ATOMS



THE IDEAL REPLACEMENTS FOR ALL DRY ELECTROLYTIC CAPACITOR TYPES

NEW!

...the MOST COMPLETE REPLACEMENT VIBRATOR GUIDE ever published



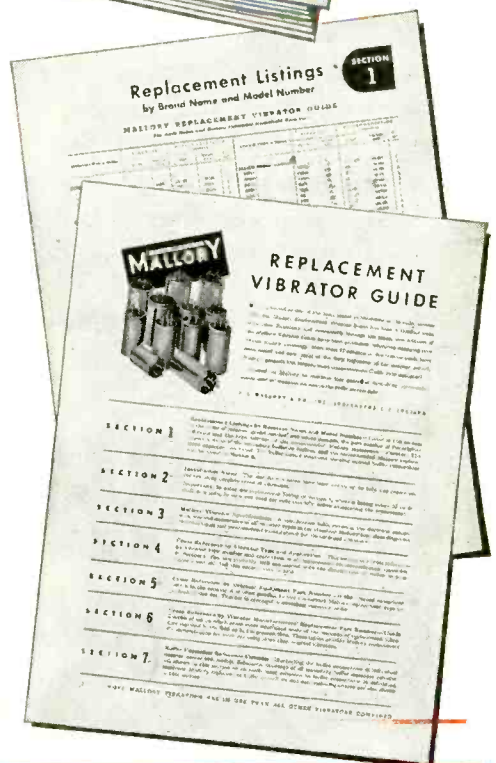
Ready for you NOW...

Long hailed as one of the most helpful publications in the radio service field, the Mallory Replacement Vibrator Guide has run through 17 editions since 1934. Now comes the largest, most comprehensive edition of all — easier to read, easier to use, more valuable than ever before!

If you're an old timer in radio service, you'll recognize that a great deal of new material has been added. There's a whole new section on buffer capacitor circuits. Another section shows you how to service old radio sets that need obsolete or discontinued types of vibrators. Still another contains a complete cross-index of all vibrators.

Mallory is the first manufacturer in this post-war period to offer this up-to-date Guide. It's yours, as usual, without cost. Get a free copy of the Mallory Replacement Vibrator Guide at your nearest 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.

*Reg. U. S. Pat. Off.

SELL — and RE-SELL

**Radio receiver and household appliance industry
can pace nation's business to new highs...**

by J. J. NANCE,

Vice President, Zenith Radio Corporation

WE have seen and are becoming increasingly aware of the surprising durability of our automobiles, radios, washing machines, typewriters, and other devices when we are forced to keep them in service without replacement. Until this war I had never in my life owned the same automobile more than two years. My pet car is now five years old.

This gives a far different picture than one of customers crowding each other out of line in their frantic rush to buy what each of us has to sell. Many an automobile has given its last gasp, and many a radio has been turned over to Junior for demolition. But there are millions upon millions of theoretically obsolete appliances, vehicles, and other mechanical devices that are still going strong. Now that the madly stimulating psychology of war has run its course, the Joe Smiths and Pete Harrises are going to think a second time before committing themselves to the heavy expenditures they so blithely discussed with makers of market surveys. With their lessons in thrift fresh in mind, they are going to think a second time before committing themselves to the heavy expenditures they so blithely discussed with makers of market surveys. With their lessons in thrift fresh in mind, they are going to take another look at that still serviceable car or washing machine before digging into their savings to buy something that is labeled "post-war."

I realize that this may sound unduly pessimistic, but it is not meant that way. There is, of course, a terrific market ahead for each of us. First, is the real pent-up demand, as distinguished from the estimates that have been deduced by crystal-gazing theorists. There are homes without radios, people in urgent need of new automobiles, and pressing demands for all of the things that we have done without for so long. But this urgent,

pressing demand is, in my opinion, a mere fraction of what the theorists have predicted.

The real market, the volume market, is the one represented by the millions of Pete Harrises and Joe Smiths who are waiting to see what happens. But Pete and Joe are not standing in line to buy your goods, nor will they stand in line. Pete and Joe will have to be sold, and that is going to require real salesmanship.

Salesmanship is the phase of business that has been most severely neglected, not only during the war years just ending, but ever since our orgy of financial insanity brought calamity in 1929. In fact, I believe it is fair to say that there has been little real building of salesmen in the country since that tragic Black Friday. During the thirties we did not develop young salesmen; we were hard pressed to keep the older ones. During the forties, thus far, we have been in a seller's market and, of course, the young men have been in the armed forces. Seriously, how many young men have been trained during the past fifteen years?

More Customers

It is natural that during the war the emphasis of industrial management has been on production. In war industries there was but one customer; in others, that could still produce for the civilian market, the only problem

was getting the merchandise manufactured within the price limits set by OPA. One result is that many a manufacturer, newly born or vastly expanded by war, is innocently stepping into a competitive situation with no experience in large scale sales organization. Another is that even many established prewar sales organizations have forgotten much of their competitive experience.

The so-called law of supply and demand will go to work on manufactured goods as it already has on food. Here are two homely examples of the latter given to me by the boss of our household: In August, canning peaches were \$4.50 per bushel in Chicago, as compared to \$3.50 a year earlier; three weeks later they sold for \$2.95. In August it was difficult to buy beef in Chicago at any price; last month porterhouse steak retailed for less than forty cents a pound, while hamburger had dropped to a pre-war quarter. The same thing will be true in industry; all that we at Zenith need to keep our prices in line is the hot breath of Philco on our necks. I daresay that the same thing is true for virtually all other manufacturers.

It is my considered opinion that the period when people will buy anything is to be exceedingly brief, and that within a relatively short time we are going to be in a fiercely competitive market.

Management—from manufacturers to wholesalers to dealers—must become sales-minded, or be lost in the shuffle. It is a case of sell goods or die, and if enough companies die, it will mean death to something else: our free enterprise system.

On a national basis, success or failure will be determined by results in the field of durable consumer goods. If we sell enough automobiles and radios and washers and refrigerators, we will pace the entire business activity of the nation to new highs. Then it follows, to paraphrase Portia, as the night the day: Machine tools, factory buildings, homes, sewers, farm machinery, utility construction, and all of the complex operations of an expanding economy will be in heavy demand if the output of heavy consumer specialties is heavy enough.

The Author



Note: Based on a speech before Sales Executive Club of New York, October, 1945.

WHAT THE CUSTOMER WILL BUY
(National Estimates)

Appliance	Number of Families		Increase As Percent of 1944
	April 1944*	April 1945**	
Mechanical Refrigerator	3,827,000	5,852,000	53%
Sewing Machine	2,323,000	3,451,000	49
Vacuum Cleaner	2,390,000	4,501,000	88
Home Radio	2,682,000	5,085,000	90
Electric Iron	4,019,000	5,195,000	29
Washing Machine	4,265,000	5,834,000	37

* Third Survey of Consumer Requirements.
** Fourth Survey of Consumer Requirements.

Table 1.

Survey of Buyers for Radios and Appliances

This report on buying intentions deals with the "walk-in" demand as expressed by consumers last April, while the two-front war was still in progress.

AS A PART of the Fourth Survey of Consumer Requirements, performed early in April of 1945, a responsible member of each of the 4,285 households visited was asked about attempts to purchase a list of household appliances during the past twelve months. He was further asked if he would "buy one right away if there were plenty of everything in the stores."

How closely demand so stated measures the immediate postwar market for the articles surveyed must remain a guess. It is likely, on the one hand, that increased advertising and sales promotion, the return of service personnel to civilian life, the establishment of new households, and the

mechanical failure of old appliances during the months since interviewing will add to the April market.

The survey was conducted for the Office of Civilian Requirements by the Special Surveys Division of the Bureau of the Census. The sample of households used is well tested and offers a reliable cross-section of American homes. It permits of expanding the sample figures to national estimates, and these estimates are used throughout the report. The sample of households, the questions asked, and most of the items inquired about are comparable to those in the Third Survey of Consumer Requirements, conducted in April of 1944. Figures from

that survey are therefore also shown in cases where trends and comparisons are to the point.

IMMEDIATE BUYERS

The survey shows a marked increase between April 1944 and April 1945 in the number of families that say they would buy major household appliances if these were readily available.

Of the six appliances investigated, the percentage increase is greatest for radios.

Table 1. shows these national estimates, developed from the survey sample, and based on the number of families answering "yes" to the question: "Would you buy a (radio, refrigerator, etc.) right away if there were plenty of everything in the stores?"

THE MARKET

Table 2. indicates how the market for each appliance is distributed over urban communities of various population-sizes and rural communities.

Exceptionally high percentages of buying intentions are found for vacuum cleaners in cities of over 100,000, and for refrigerators, sewing machines, and radios in rural non-farm areas (some of which, of course, are relatively high-income suburban areas.) Low percentages occur for sewing machines in the largest cities, for radios in cities of 25,000 to 100,000 and for vacuum cleaners in rural areas, farm and non-farm alike.

Table 2.

	WHERE THE CUSTOMERS "LIVE"					
	All Commu- nities	Type of Community				
		Over 100,000	Cities 25,000- 100,000	2,500- 25,000	Rural Non- Farm	Rural Farm
Mechanical Refrigerator	100%	32%	11%	19%	23%	15%
Sewing Machine	100	30	11	21	23	14
Vacuum Cleaner	100	42	10	21	16	10
Home Radio	100	33	9	19	24	15
Electric Iron	100	37	12	19	21	12
Washing Machine	100	35	12	21	18	14

I PENED for business last month Bigelow's Appliance store of Jamestown, New York, is featuring a full line of Westinghouse appliances. It will also offer Bendix home laundry units; radios by Westinghouse, Zenith, Magnavox, Stromberg-Carlson and RCA Victor—to mention only a few of the appliance items to be offered for sale when production begins a-rollin'.

The store contains 3,000 square feet and is divided into two sections. The front portion will be devoted to the larger appliances such as refrigerators, sinks, dressers, washers, radios, ironers while the mezzanine in the rear will house the smaller appliances and also the record and sheet music departments. The interior of the store has been decorated with light tints and shadow boxes while the display window



Major appliance display area. Below, radio-record area.

READY FOR CUSTOMERS

has been constructed to great depth to facilitate group displays.

One of the show spots of the store is the modern kitchen already under construction by the Excel Metal Cabinet Co. of Falconer, New York, which manufactures equipment used in the White House in Washington. The kitchen will include complete metal cabinets, electric range, refrigerator, kitchen radios and other electrical kitchen accessories.

Along one side of the store are to be found a group of six radio demonstration chambers. Each chamber is sound proof and resembles a miniature living room. Two easy chairs, and space for several console radios and two table or midget type receivers is provided in each demonstration chamber.

Each chamber is designed so that individuals and family groups may try out not one but three or more radios in quiet surroundings. A maximum of thirty radios may be demonstrated in the half dozen demonstration booths. The entire floor is arranged in self service style a la super market. Refrigerators, radios, are arranged and posters show at a glance the salient features. Push buttons provided at strategic intervals along the floor allow potential patrons to summon sales-clerks when specific information is desired.

Bigelow's has several unique mer-

Modernizes 3,000 square feet of store space for selling radio receivers, major and traffic appliances, records

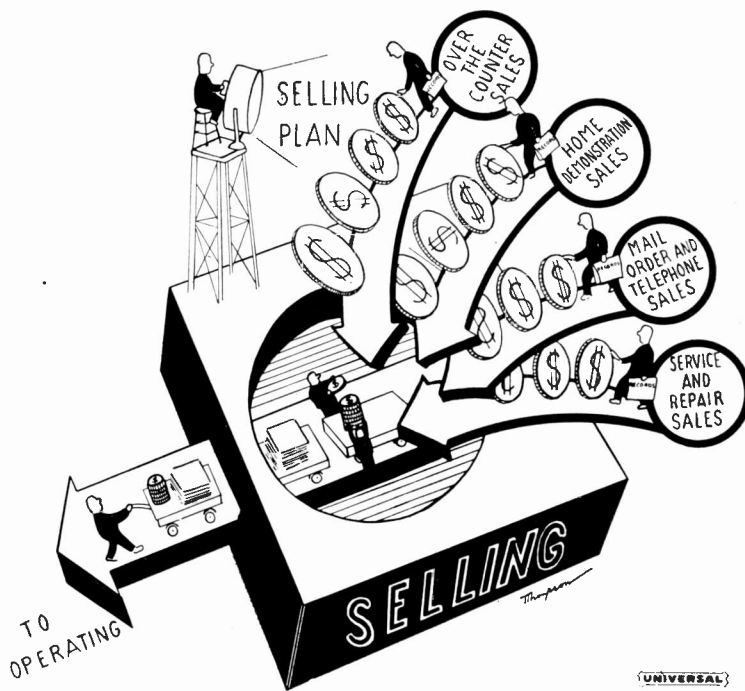
chandising maneuvers on the fire at present. First of all it will invite neighbors from a certain residential district to make an appointment in groups of three to six to visit the model kitchen and try out for themselves the various appliances therein. Members of such group expeditions will be urged to offer their frank opinions of the mer-

chandise on display and of the layout of the "model kitchen."

Secondly it will maintain a large field staff of returned veterans who will be trained in the art of repairing major and minor electrical appliances. Every individual purchasing any appliance from Bigelow's will receive a

[Continued on page 62]





UNIVERSAL

Copyright 1945, L. Lunders, Frary & Clark

PLAN YOUR SELLING

The Selling Function is the heart of your retail store. Every step you take in planning and operating your business should be geared to making it easy for your customers to buy.

2. THE SMALLER STORE OPERATION

THE dealer's direct selling tools are advertising, display, and personal salesmanship. As a small merchant, due to the closer contact you will have with your customers, you should make each of these tools as personal as possible. For example, instead of using only general newspaper advertising, you might choose also to contact your customers in person through *direct-by-mail advertising* or through the *distribution of handouts*. As a small merchant you must pay particularly close attention to your *window and interior displays*. Not having the advantage of a big advertising budget or, perhaps, a well-established name, you must make your displays so attractive that they will

draw customers into your store and put them in a buying frame of mind.

Be sure, too, to take full advantage of your opportunities for *selling over the telephone*. You are in an excellent position to keep an active prospect file and, by arrangement with your customers, to call them and tell them about the special values you have in your store.

Your over-the-counter, service department, and home demonstration selling should be friendly and personal. See that your salespeople are well-informed about the goods you sell, that they call their customers by name, and maintain a helpful, interested attitude.

Remember, as a small merchant,

your biggest advantage lies in your opportunity for personal, individual attention.

YOUR SALES RECORDS

For a good selling job, you need the right records. The system described here is your *minimum essential*. It will give you the facts you need *every day*. Don't try to get along with less!

Prospect File or Record

A good prospect file is a *must* for many types of small retail stores. The file should include the names of your regular customers, plus a list of any individuals who might be converted into customers. This file becomes your official mailing list and, if it is kept active and up-to-date, you will use it constantly in building bigger sales and greater customer satisfaction.

Recording Sales

As each sale is made, you will, of course, need to make a proper record. Your sales records are the foundation of your business. If properly maintained, they will show you where you are making and where you are losing money—which of your employees are

productive and which are unproductive. They serve as a guide to buying and, most important, they give you the basis for a control of your income and a protection of your company funds.

An adequate sales recording system requires an *original record made at the time the transaction takes place a daily summary, and a method of recording the transaction in the permanent store books.* The system suggested for the proper recording of sales, as shown here, consists of a simple sales check system, a cash register, or cash drawer with a locked-in control, a daily transaction report and a simple ledger account.

Sales Check

The original record of every sales transaction is an important document for audit purposes. The simplified design of the sales check provides the small store with a record of cash, charge or C.O.D. sales, payment on account and any merchandise returned by customer.

Original copy—Is your office record and is filed by date after posting to bookkeeping records.

Duplicate copy—Is the audit copy left in the book for reference and checking by numerical sequence.

Triplicate copy—Is the customer's copy.

Cash Register

The best place to record, control and protect cash is at its source—at the time it is received—and one of the best ways to handle it is through the use of a *cash register.* A cash register will speed up the sale, provide you with a complete record of cash sales, give you a record of cash sales by employees, and help you protect your store's money from the losses which come from carelessness, errors, and dishonesty.

If you feel that a cash register is not needed for the type of merchandising job you are doing, you may find the combination sales check register and cash drawer adequate for your purposes. This type of system will give you good cash control.

HANDLING SALES

If you are doing a credit business, you will need a simple system for recording charge sales, keeping up a daily summary, making the proper ledger entry, and collecting the account.

The system described here employs the same sales check as used for cash and C.O.D. sales and provides a prac-

tical means of handling the charge transaction.

Cash Sales

When goods move off your shelves into the hands of customers, a change is again made in your business picture. And since you have probably set a sales quota, or a mark to shoot at, you want to know how close you are coming to hitting that mark each day.

Therefore, whether the sale is cash or charge, you will want to keep a record of it. The sale can, of course, be recorded on a cash register only. But it is good business to have a permanent record. A sales ticket gives you that record and is the medium from which to record all sales on your daily transaction report and later post the management control ledgers to keep your business picture constantly in balance and up-to-date.

Charge Sales

Like any other transactions, charge sales should be recorded on the daily transaction report and certain accounts changed in your ledgers to keep your records in permanent balance. But charge sales merely let goods go out of your business for which you have not, as yet, received payment. Thus, part of your assets have merely moved from your store to the customer's home. It is important therefore to

know how much of your stock is moved out, where it is and whether you get paid for it when you expect to. While the job is important, it is just as simple to handle in principle as most of the other transactions in the day's business.

COLLECTIONS

Collecting for the goods you have sold is an extremely important function of your business. But regardless of its importance, the accounting principles are just as simple and fundamental as handling any other transactions. When the payment is received it is recorded on the daily transaction report, and then entered on the various accounts the payment affects in your ledger. This enables you to exercise control over the amount of money you have outstanding and to decide what action you need to take from day to day to keep your business heading in the right direction.

Customer's Statement

The regular monthly mailing of statements to customers who owe you money is a basic requirement for collection. The statement is a single copy, padded form on which the customer's name, address, dates and outstanding balance are transferred from the ledger.

(Part 1 appeared in October.)

PROFITABLE SELLING

. . . Landers, Frary & Clark's "Systemeering"

1. Selling is a vital fraction of retail operation. With buying and operating it constitutes the "big three" of the retail operation.

2. A sale begins with the advertising of the product to be sold and is not considered completed until the product is paid for . . . therefore it is of vital importance to the dealer that his selling plan, system of recording sales, receiving cash, handling charges, recording time payments and lay away sales be efficient if his selling function is to produce results.

3. Well planned advertising display, direct mail, telephone, and other stimulating sales promotion activities plus aggressive personal selling are the essential tools of an effective selling plan.

4. To adequately follow thru on the selling operation the dealer must know who his customers are and want to buy. This knowledge can be secured by maintaining useful customer and prospect records.

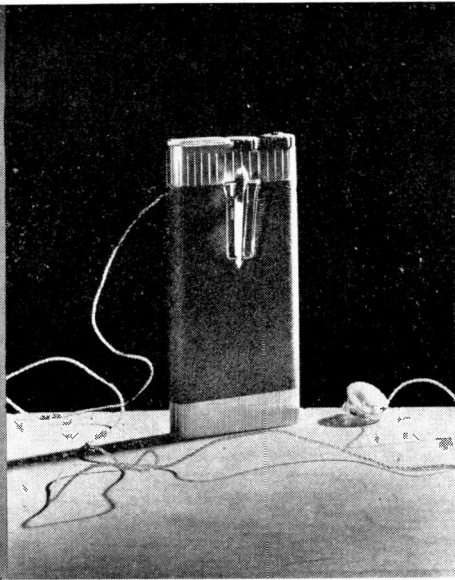
5. Attractive store maintenance and orderly shelves with merchandise attractively arranged is just as important to the selling procedure as is the actual discussion of the product with the prospect. In addition the dealer must provide a proper wrapping service, provision for making adjustments and handling the many special customer service problems that build permanent business.

6. All these things go into the process of selling and if effectively controlled thru proper records result in more profits for the dealer.

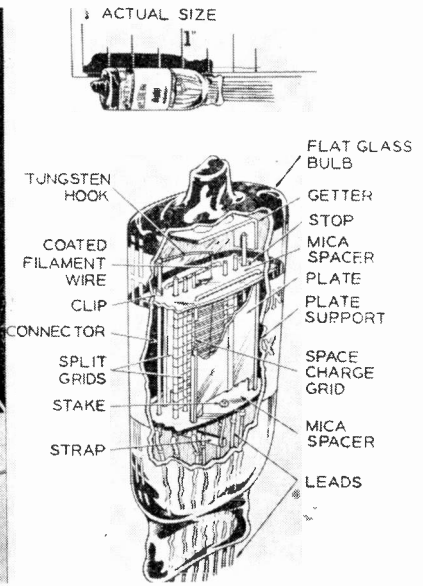
7. Thru Systemeering, Universal's program aimed at assisting dealers in their retail operations, retailers are shown how to set up record controls for every phase of the selling operation. With Dr. O. P. Robinson, professor of retailing at New York University, School of Retailing, setting the pace, representatives of Burroughs Adding Machine Company, Moore Business Forms, Inc., and Shaw-Walker Company have prepared this program with Landers, Frary & Clark, giving radio and electrical appliance dealers the minimum essentials and complete procedure for retail operations which will assist them inystemeering their store operations for greater profits.



Worn like costume jewelry . . .



The Set, with pocket clip . . .



Tubes, like an oval cigarette.

"GLAMOUR" SELLER

Promised in time for Christmas trade. High fashion gift item in precious metals and leather combinations

Through utilizing the types of sub-miniature tubes developed by Raytheon Manufacturing Co. for the variable time radar proximity fuse, Belmont Radio Corp. of Chicago announces that it is manufacturing a 5-tube superheterodyne pocket radio receiver weighing 10 ounces, including batteries; 3" wide, 3/4" thick and 6 1/4" high. It is designed to fit the pocket or purse, yet its reception is comparable to that of the usual 5-tube receiver.

The set is finished in solid gold, sterling silver, plain and two-tone metal, and morocco, pin seal, alligator, pigskin, suede and other leathers. Retail prices start at approximately \$30 and it is expected to have the line in the retail shops for the Christmas season.

The five plug-in tubes together weigh about a half ounce and occupy less than a cubic inch total volume, yet they perform all the functions of normal size tubes found in conventional superheterodyne radios. The individual tubes are about one-fourth the size of those used in the famous handie-talkie. The cross section of each tube is about the same as that of an oval cigarette, yet one of the tubes known as the converter has nine active surfaces between the two glass walls which are only one-quarter inch apart.

The elements known as the filaments, grids, and plates are all located and held together at top and bottom by

very thin pieces of mica which have previously been punched with extremely accurate locating holes. All metal parts are held together by welding. The filament or electron-emitter is made from a bare wire, less than a thousandth of an inch in diameter, made by being drawn through fine

diamond dies. These tubes contain many more parts than the tubes used in proximity fuses or hearing aids. About 30 separate parts go to make up one tube.

Two of the tubes are as radio frequency amplifier pentodes, one is a triode-heptode frequency converter, one a diode-pentode detector amplifier, and the fifth is an output pentode similar to the type used in hearing aids. Two of the tubes are actually two tubes in one envelope. The five tubes combined require less than 1/3 of a watt to operate and require a B battery of only 22 1/2 volts.

UNIFORM PRICES

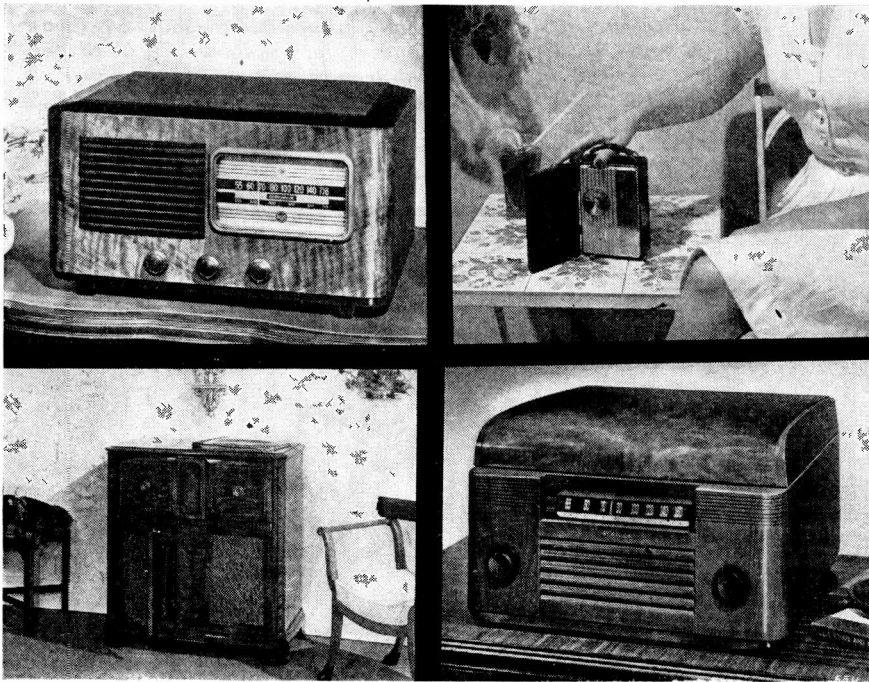
The General Electric Company is the first manufacturer of a complete line of household electrical appliances to adopt a national pricing policy on all its appliance products. In announcing this policy, C. R. Pritchard, general sales manager of the company's Appliance & Merchandise Department, Bridgeport, Conn., said that "from now on, each G-E major and small appliance will be sold at the same price to consumers in every part of the United States—whether they live in Seattle, San Antonio or Augusta, Me." Prior to the war, the company maintained a national-delivered-one-price policy on small appliances such as irons, fans, toasters and roasters.

"This policy had tremendous public acceptance," Mr. Pritchard said. "Consumers everywhere knew the prices of G-E small appliances because they were nationally advertised in newspapers, magazines and over the air. Now we are extending this advertised price policy in order to give the public the same advantage on all G-E home appliances—on refrigerators, home freezers, ranges, water heaters, washers, dryers, ironers, dishwashers and Disposalls, as well as on small appliances."

The new General Electric prices will include the cost of delivery and federal excise tax, but because state and local taxes vary so widely these are of necessity excluded from the national prices. And because installation costs of ranges and water heaters also vary in different localities, the national prices on these appliances are exclusive of installation. Mr. Pritchard said that General Electric expects to announce its postwar national prices on all appliances in the next few weeks, following approval by the OPA.

A similar pricing policy on major appliances only is announced for Edison General Electric (Hotpoint) Appliance Co., Chicago, by Ward R. Schafer, vice president.

MERCHANDISE PRE-VIEWS - 5.



Four of the nine "kick-off" models. *Left, top:* Table model for rural areas, with Battery-saver Switch. Convertible to line power by plugging in RCA Victor "Electrifier" which automatically converts set to 105-125 volt AC. *Bottom:* One of two console models. Roll-out record changer, 9 tubes including rectifier. 3 bands: standard and police, air-craft and amateur, and foreign. Both consoles equipped with "permanent point" pickup. *Right, top:* Personal Radio; fits into topcoat pocket; miniature receiver weighs only 3½ pounds complete with batteries but has sufficient volume for room-level performance. Plastic case of simulated alligator hide; opening of lid turns it on automatically. *Bottom:* Table radio-phonograph, smaller by almost one-third than smallest RCA Victor prewar combination.

\$25 TO \$200 SELLERS

THE RCA Victor Division last month announced to its distributors its first postwar line of radios and radio-phonograph combinations. Preceded by a national pre-selling advertising campaign, the line was revealed by Joseph B. Elliott, general manager of the company's Home Instrument Division, as including nine models of wide consumer appeal. The first commercial-type table radio sets have already come off the company's assembly lines in Bloomington, Ind. One of the first models coming off the line now are being produced under Army-Navy contracts to be distributed for entertainment purposes to Army and Navy bases and hospitals overseas.

Subject to anticipated improvement in the flow of materials and parts, it is expected that by December the production rate may compare favorably with normal peacetime volume. Output de-

pends upon procurement of necessary materials and parts.

Incorporating numerous wartime advances in technique and design, the initial line is designed to permit volume production in the shortest possible time. Estimated retail prices, exclusive of Federal excise taxes and subject to pricing regulations to be fixed by OPA, range from about \$25 for a table model radio to about \$200 for a top-line radio-phonograph console Victrola.

Outstanding selling feature of the new line is the inclusion in all models of an exclusive three-way acoustical system, developed by RCA Victor engineers through years of research and extensive listener tests and presented as the "Golden Throat". This is described as an acoustical system which matches and harmonizes the tone producing characteristics of the three essential elements of electronic sound

reproduction—the electronic amplifier, the loudspeaker, and the cabinet—to provide the tonal quality which tests have shown most listeners want and will buy.

Included in the kick-off line is the new RCA Victor Personal Radio that is one-third smaller and more compact than the highly successful miniature pioneered and introduced before the war, and a streamlined table model radio-phonograph combination with automatic record changer that is also almost one-third smaller than the company's smallest prewar combination.

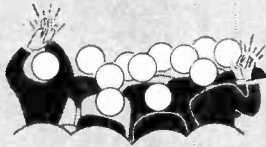
In addition, there are five table model radios. Two of these are in plastic cabinets in walnut and antique ivory colors. Three table models have wood cabinets with walnut finish or veneer. Pointing to the farm market, there is a battery radio table model, convertible to line power, especially engineered for maximum performance and economy in rural areas. Another table model features a short-wave band and has been designated the "12,000 Miler" because of tests which have proven its ability to bring in distant foreign stations.

Completing the line are two handsomely designed consoles. These are top-of-the-line instruments with newly styled period cabinets. They include both standard band and foreign radio reception, automatic record changers, and record library compartments. The de luxe console model has three bands—standard and police, foreign, aircraft and amateur. Tuning is facilitated by the use of spread-band dials.

An RCA Victor "Permanent Point" pick-up, which avoids the use of needles, is a sales feature of the two console "Victrolas", which accommodate twelve 10-inch or ten 12-inch records, providing almost an hour of uninterrupted music. Other technical features common to most of the models in the new line are built-in "Magic Loop" antennas, supersensitive electrodynamic speakers, and selective superheterodyne circuits.

In regard to the Personal Radio, economies in space and weight without sacrifice of performance quality or sturdiness, were made possible, RCA Victor states, by the company's wartime experience in developing miniature tubes for military equipment, and in compact designing and construction to withstand heavy usage. The RCA Victor Personal Radio measures only 3¼ by 4¼ by 6¼ inches—small enough to fit in a top-coat pocket—and weighs only 3½ pounds complete

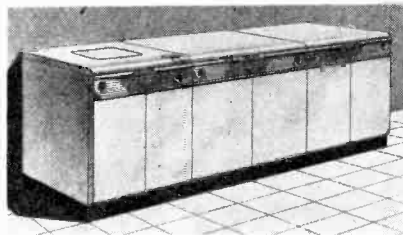
New Merchandise



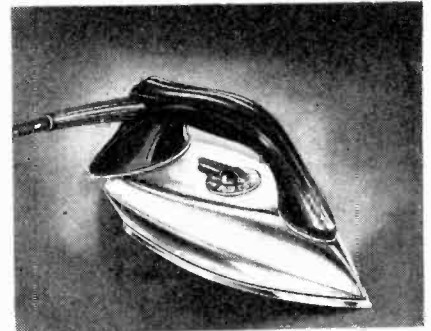
Readers desiring additional information about the home radio receivers, traffic and major appliances pictured and described in this special feature section, should write to **NEW PRODUCTS EDITOR, RADIO SERVICE DEALER, 342 Madison Avenue, New York 17, New York.**



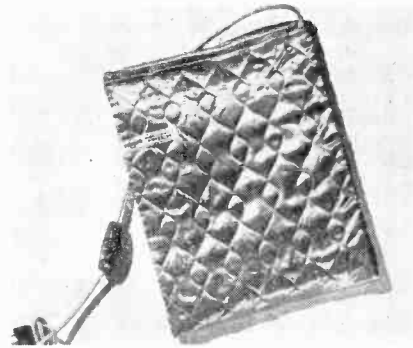
FRIGIDAIRE, Model MI-7, 12 square feet shelf space. MeterMiser unit, white baked enamel finish, meat tender, Quickcube ice trays. Frigidaire Div., General Motors, Dayton, Ohio.



BLACKSTONE, combination laundry-automatic washing, rinsing, drying and ironing in a unit of standard counter height and depth, and 80 inches in length. Blackstone Corp., Jamestown, N. Y. (A division of Jamestown Metal Equipment Co., Inc.).



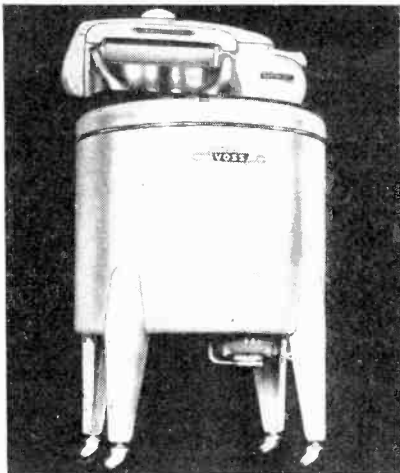
SAMSON, automatic flat iron; Duo-Dial-A-Heat control to suit the fabric; plastic air-cooled handle, tapered point, bevel edge, built-in cord, rock-to-rest stand; 1000-watts. Samson United Corp., Rochester 10, N. Y.



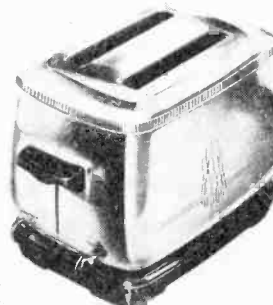
SAMSON, heating pad; 3 fixed heats; Safe-T Selective heat circuit; heats from low, to medium to high; cover treated with Zelan. Self-selling counter display. Samson United Corp., Rochester 10, N. Y.



KITCHENAID, Top: Model K4-B food mixer; 10 definite (and intermediate) speeds, governor-controlled. Universal type 1/6 h.p. motor, operates direct through steel cut gears. Variable speed attachment hub on front of mixer for accessories. Standard equipment: one 4-qt. finned steel mixing bowl; wire loop whip; combination beater-pastry knife. Ht. 14"; base 8"x14"; weight 24 lbs. Below: Model 3-B; 1/4 h.p. motor; other specifications same as above. Standard equipment: one 3-qt. heat-resisting glass mixing bowl; juice extractor; all-purpose stainless steel beater for mixing, beating, whipping and making pastry. Other attachment priced separately. Ht. 13 3/4"; base 7 1/2"x12 3/8". Weight 18 lbs. Hobart Mfg. Co., Kitchen-Aid Div., Troy, Ohio.



VOSS, washer. Model 41-C, electric; 41-CP, with pump; 41-CG, gas engine. Centralized controls; double wall insulated tub. Rotary water pump, optional on 41-CP models at extra cost. "Flex-O-Klean" agitator; Emerson electric motor. Uniform roll pressure with Voss Electro-safe wringer rolls. Voss Bros. Mfg. Co., Davenport, Iowa.

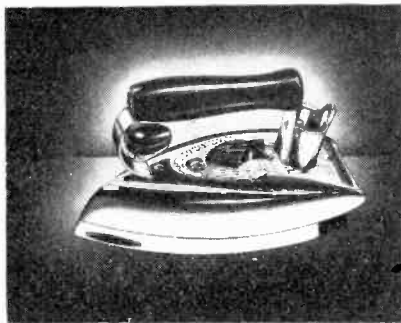


PROCTOR, model 1472 toaster, two-slice, automatic; thermostatically controlled; silent pop-up, a-c only. Available in time for Christmas shopping. Proctor Electric Co. (Division of Proctor & Schwartz, Inc.), New York, N. Y.





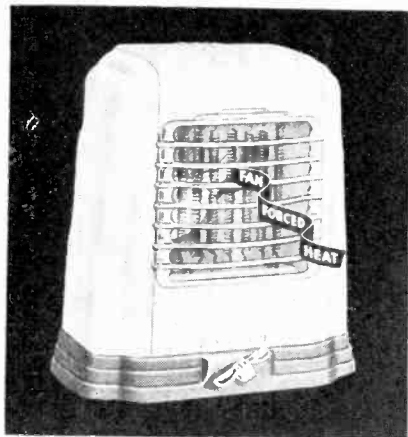
SUN-KRAFT, cold quartz ultraviolet ray therapy lamp, model A-1. Radiation of 95 per cent ultraviolet rays always cold and always constant in intensity. Quartz tube guaranteed for 5 years (except breakage); rest of lamp for one year. Comes with pair of protective goggles and carrying case. Finish in surgical brushed chrome; portable and adjustable. Wt. 20 lbs; AC-DC, 40 watts. Sun-Kraft, Inc., 215 W. Superior St., Chicago 10, Ill.



GENERAL ELECTRIC, Model F-112 electric iron. Moderate priced type, weight 5 pounds; Dial-the Fabric temperature selector, cast-in Calrod heating unit. General Electric Co., Appliance & Merchandise Dept., Bridgeport, Conn.



TELECHRON, "Buffer" self-starting electric clock for kitchen or bathroom. Molded plastic case—ivory, green, white, red. 5" metal dial; black figures on white background. Dark blue hands, lacquered metal bezel. Ht. 6 5/8"; width 6 7/16"; depth 2 1/4". Warren Telechron Co., Ashland, Mass.



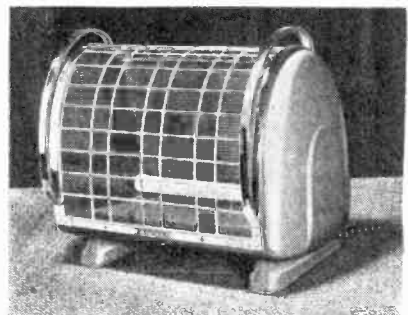
ARVIN, Electric heaters, deluxe model 202A, fan-forced. Helical coil heat element; induction type motor (no radio interference). 2-blade propeller type fan; heavy-gauge steel housing, rubber feet. AC only, 110-120 volts, 1320 watts. Baked-on finish; ornamental grille. Carrying handgrip in back, with air intake control louvers. Toe switch control; red glow-light indicates whether heater is on; 6 feet #16 cord and plug. 11 3/4" high; base 10 3/8 x 6 5/8"; wt. 9 lbs. Noblitt-Sparks Industries, Inc., Columbus, Ind.



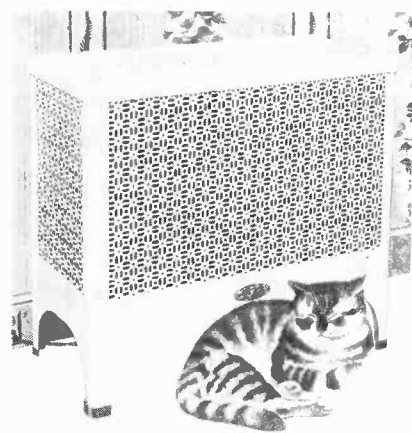
DORMEYER, Model 3000, vertical food mixer and juice extractor. Plaited white glass bowls; fully ball bearing turntable, adjustable for height; variable speed motor with "Off-1-2-3" painter control switch. AC-DC. Includes two beaters, juice extractor bowl with reamer and juice directing spout. Shipping wt. 18 lbs. Dormeyer Corp., 4300 N. Kilpatrick Ave., Chicago 41, Ill.



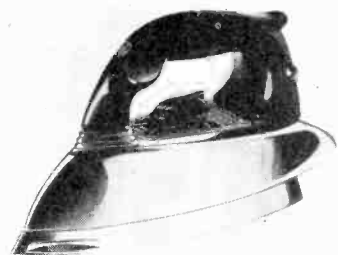
TELECHRON, "Embassy", self-starting electric alarm clock. Wood case, maple finish; 3 1/4" dial, metal, dark cream center with brown characters on light ivory numeral band. Bezel and hands metal, gold color, lacquered. 6-ft. cord. Ht. 5 1/2"; width 5 1/4"; depth 3". Warren Telechron Co., Ashland, Mass.



ARVIN, Electric heaters, model 52, radiant portable unit. AC-DC, 110-120 volts; 1320 watts. Heavy duty heating element, wound on porcelain. Body and feet heavy gauge metal, hammer finish. Guard rails at both ends of front grill also carrying handles; 18" wide, 14" high. Noblitt-Sparks Industries, Inc., Columbus, Ind.



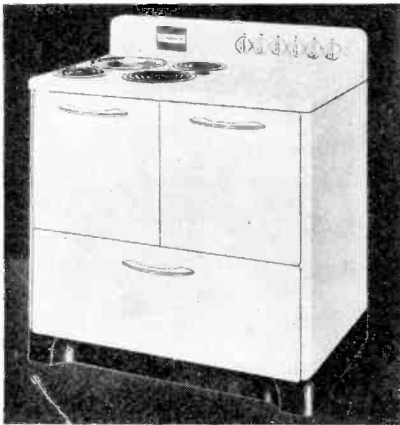
TILMONT safety heater, model A. Spot-welded all steel cabinet. Two heat generator coils for rapid heating; non-radiant coils create air circulation—cold air in at bottom comes out heated at top. AC-DC, 1200 watts. Approximately 19" wide; 18" high; 9" deep; wt. 19 lbs. Output 4080 b.t.u. at 120 volts. Colors: ivory or brown baked enamel. Trimont Products Co., Walnut St. at 24th, Philadelphia 3, Pa.



GENERAL ELECTRIC, automatic iron, model F-113. Wt. 3 pounds; Calrod heating element; large Dial-the-Fabric indicator; safety light tells when to start ironing. General Electric Co., Appliance & Merchandise Dept., Bridgeport, Conn.



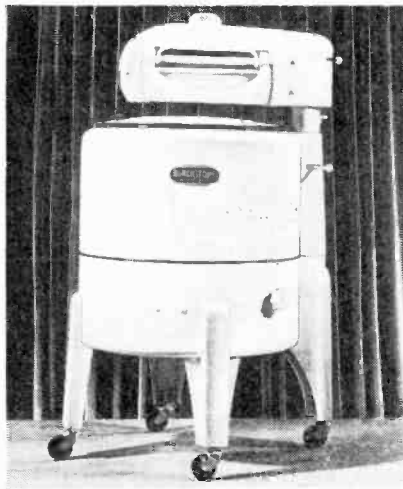
FREEZ-ALL, home freezer, model 80. Five inches sealed insulation on all models. Illustrated, 8 cu. ft.; others from 6 cu. ft. chest type, to two vertical drawer types B and 16 cu. ft. Dimensions, model 80: 63" high; 29" wide; 34" deep; 1/4 h.p. refrigeration unit. Portable Elevator Mfg. Co., Bloomington, Illinois.



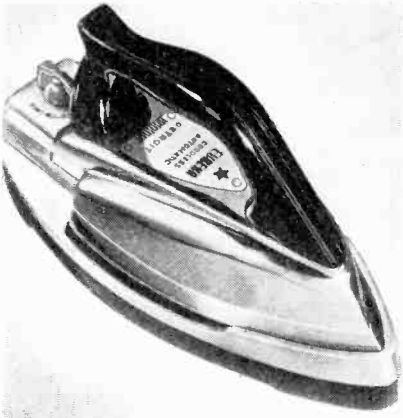
GENERAL ELECTRIC, "Leader" range, 37" long; two small and one large Calrod surface units, each with five heats; 6-qt. thrift cooker; tilt-out storage bin; two-unit oven; no stain oven vent. General Electric Company, Appliance & Merchandise Dept., Bridgeport, Conn.



GENERAL ELECTRIC, automatic blanket; incorporates many new features from flying suit made for armed forces. 110-volts; new model operates without transformer. General Electric Co., Appliance & Merchandise Dept., Bridgeport, Conn.



BLACKSTONE, wringer washer, deluxe model 130. All-white baked porcelain finish. Mono-steel chassis; winger column fully enclosed. 1-piece aluminum Hydractor in washing action. Controls located on winger head for operating convenience. Standard make 1/4 h.p. motor, rubber-mounted. Blackstone Corp., (Div. of Jamestown Metal Equipment Co., Inc.) Jamestown, N. Y.



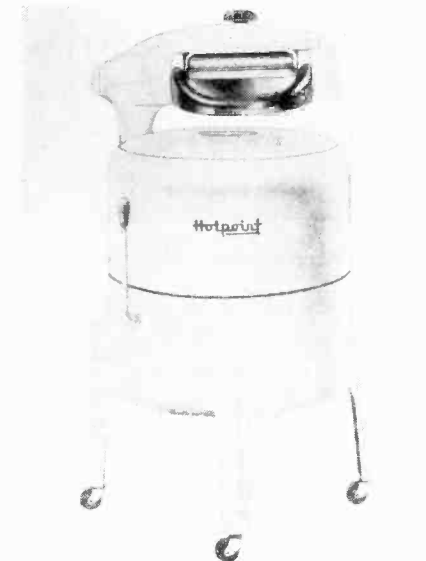
EUREKA, Cordless automatic iron; operates without a cord—draws instant heat from a brief contact from thermostat-controlled electric safety base. Micro-heat regulator governs exact operating temperatures for various fabrics. Current switched on and off automatically, eliminating danger of fire. Eureka Vacuum Cleaner Co., Detroit 2, Mich.



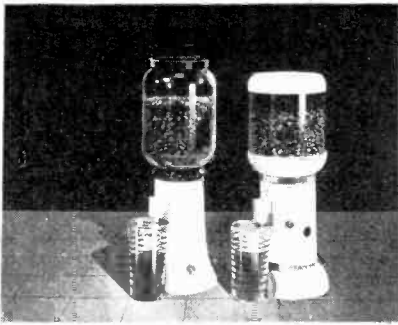
FRIGIDAIRE, electric range, first post-war, Model B1-17. In addition to pre-war features, this range is equipped with Radiantube cooking units, "Even-heat" oven, deep well Thermizer and other new features. Frigidaire Division, General Motors, Dayton 1, Ohio.



ESTATE, electric range, "Montrose", Model 616. Balanced heat oven, with light; single dial ThermEstate oven heat control; 6-heat Bar-B-Kewer with deep pan; Grid-All, Toast-All. 1-piece work surface and metal back. Three 6-heat surface units and 6-heat Electricooker. Signal light for all above food preparation units; convenience outlet; utensil drawer. Floor space required, 38x25 inches. Accessories, extra: Deluxe TimeEstate automatic oven time control, with lamp; automatic oven time control; cooking top lamp. Estate Stove Co., Hamilton, Ohio.



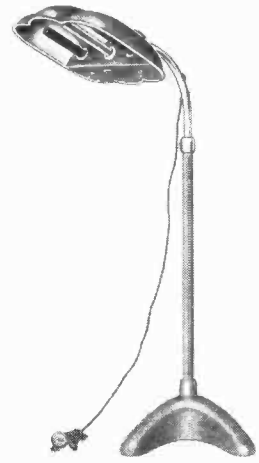
HOTPOINT, washing machine, model LWP-1. 8-lb. clothes capacity; holds 17 1/2 gallons of waterline. This first postwar model is made with and without a water pump. Wringer with increased squeezing action. Tub mounted on rubber basket, motor cushioned to eliminate vibration. Occupies a total of 26 1/2" x 26 1/2" floor space. Edison General Electric Appliance Co., 5600 West Taylor St., Chicago 44, Ill.



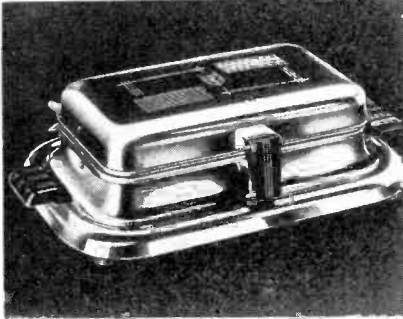
KITCHEN AID, Coffee grinder, model A-9 and A-10. Delivered ready to plug in. A-9 in white lacquer finish; A-10 in white Delux. Includes graduated receiving glass. Coffee beans stored in transparent container; holds full pound. 16 grinds available in A-9; 17 in A-10; both with markings for 'regular', 'percolator', 'drip' and 'vacuum pot'. AC-DC motor, 1.6 amps. Ht. 13"; base 5" diam.; wt. 6 and 8 lbs. Hobart Mfg. Co., Kitchen Aid Div., Troy, Ohio.



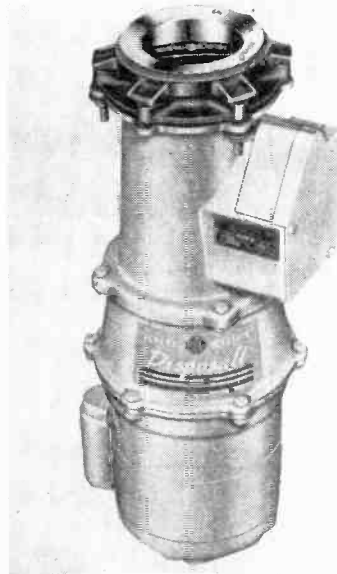
GENERAL ELECTRIC, Coffee maker, model P-8. Entirely automatic. Pilot light glows ruby red when warming unit is on. Coffee made by pressing red starting button; when coffee returns to lower bowl, stove switches to low heat and keeps coffee hot until served. General Electric Co., Appliance & Merchandise Dept., Bridgeport, Conn.



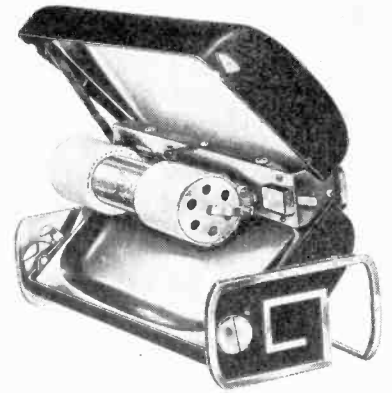
SPERTI, Sun Lamp, "Selector" model S-200, deluxe model of the line; selective in projection of ultraviolet or infra-red rays, or a combination of both. Triple reflector type, with 2 infra-red burners on either side of mercury ultraviolet generator; AC-DC; stand extends to over 80 inches; universal adjustment radiates light in any direction, at any angle. Sperti, Inc., Appliance Div., Cincinnati 12, Ohio.



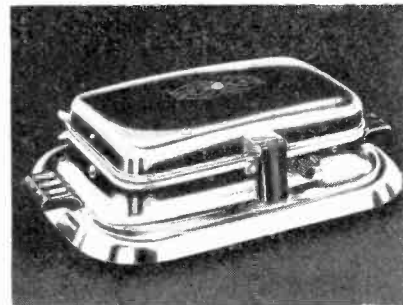
GENERAL ELECTRIC, Sandwich Grill, model G-37. Will toast sandwiches, and grill and fry. Pressed aluminum grid with drain and cup to catch grease; quick-heating nickel-chromium heating unit. Bright finish with black Textolite handles and non-scratch feet. Interchangeable cast aluminum waffle grid available. General Electric Co., Appliance & Merchandise Dept., Bridgeport, Conn.



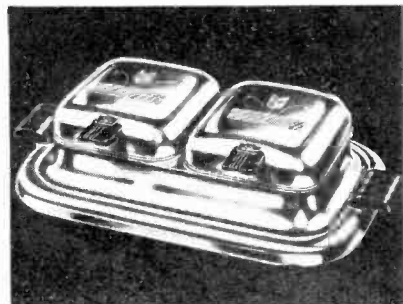
GENERAL ELECTRIC, Disposal. Similar to pre-war model, but with improved shredding elements and better shredding action. Installed in the sink outlet, will grind up any food wastes and wash them into the drain in such fine particles that no stoppages in the piping occur. General Electric Co., Appliance & Merchandising Dept., Bridgeport, Conn.



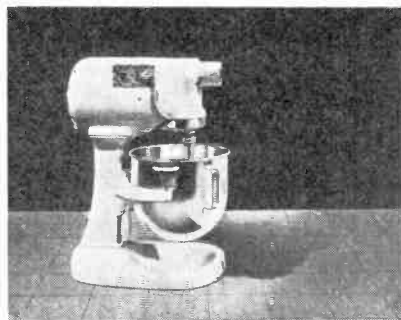
SPERTI, Sun Lamp "Aristocrat" model P-100. Almost pocket size. Projects full ray of ultra-violet and infra-red light which produces tan in 4 minutes. Crackle finish case. Integral adjusting support bracket for hanging lamp or standing on flat surface. AC-DC, 102-105 V. Sperti, Inc., Appliance Div., Cincinnati 12, Ohio.



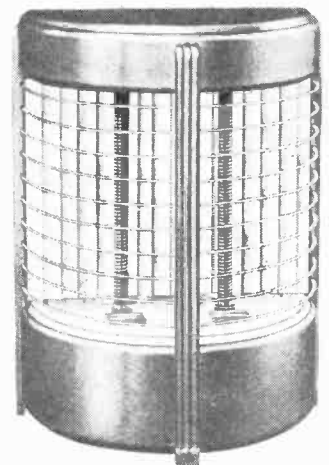
GENERAL ELECTRIC, Sandwich Grill, model G-38. Textolite therm-ostatic control dial sets temperature automatically for toasting, grilling and frying. Signal light shows when desired heat is reached. Other details same as model G-37 (above).



GENERAL ELECTRIC, Waffle Iron, model Y-198. Twin-unit, for the larger family; bakes two 5 x 5 1/2" waffles. Heat indicator, wide tray base, expanding hinges. Bright finish with ebony Textolite handles. General Electric Co., Appliance & Merchandise Dept., Bridgeport, Conn.



KITCHENAID, Food mixer, model G-5. Three speeds: 1, slow for stirring, sieving, freezing; 2, medium for beating, chopping, grinding; 3, fast for whipping, slicing, etc. Standard equipment: one 5-qt. finned steel mixing bowl; one wire loop whip; one flat beater; other attachments priced separately. Ht. 17"; base 10 1/2" x 12 1/4"; wt. 39 lbs. Hobart Mfg. Co., Kitchen Air Div., Troy, Ohio.



GENERAL ELECTRIC, portable heater, model PH-1A1. Radiant convection type, in semi-circular design with polished metal reflector and gray "hammered" exterior finish. Heating unit of nickel-chromium; "cool" handle. General Electric Co., Appliance & Merchandise Dept., Bridgeport, Conn.

[Continued on page 76]

Why Radio Sets Are Delayed

Holdover backlog of 300,000 radio sets and components for armed forces must be made prior to civilian set production; material shortages delay parts; pricing of "new" models awaits individual decisions by OPA. Further price relief on components being pressed. Estimate of sets for Christmas selling cut to 500,000.

RECONVERSION of the radio manufacturing industry, which was expected to be one of the speediest immediately after V-J Day, has been retarded from six weeks to two months with the result that informed industry and government estimates of radio set production by Christmas have been cut to about 500,000. Last August WPB officials forecast an output of 3,500,000 sets by the end of 1945. Delays in the issuance of OPA recon-

version pricing orders for both components and sets, below production costs in many cases, are held responsible for most of the delay by manufacturers.

But now new bottlenecks threaten to retard volume production for several more weeks or months.

Shortages of certain materials, especially steel, electric wire and aluminum containers, are holding up production of some radio parts, and grow-

ing labor and wage disputes threaten further obstacles to large scale production.

With the issuance this month of a new regulation (MPR 599) establishing prices for radio sets modelled after those produced in late 1941, OPA has cleared away its major reconversion pricing orders for the radio industry. However, a large volume of applications for individual prices, especially covering "new models", is expected to further slow up reconversion although OPA is prepared to handle them expeditiously. Some "hardship" appeals also are being filed with OPA.

Radio parts, particularly variable condensers and speakers, were reported still in short supply as manufacturers of these components sought additional price relief from OPA. A new increase factor for variable condensers, possibly higher than the 13.5 per cent announced in mid-October, was under consideration by OPA officials. Higher prices for "new model" speakers also were being approved, indicating that this bottleneck may shortly be broken.

A backlog of military orders for "morale" radio sets and radio components also was blocking civilian production in some plants. WPB officials told RMA that more than 300,000 of these sets for the Signal Corps, the Navy and the Army Air Forces are still on order and carry a priority which gives them the right-of-way over civilian radio receivers.

RADIO—So-o-o Big!

WITH a total war output of approximately 7½ billion dollars, the radio industry produced nearly twice as much radio-radar communications equipment during the war (3 years, 11 months) than it produced radio equipment alone for civilian use in all the years since commercial radio began about 1922 (23 years ago). This was announced by the Radio Manufacturers Association following receipt of new production records of the WPB Radio and Radar Division.

From January, 1942, until the war ended this summer, the industry's war production mounted to the huge total of \$7,220,000,000, the records show. In addition, the industry produced about \$250,000,000 in military equipment from September, 1941, until the

end of that year, bringing the aggregate contribution to the war effort to close to the \$7½ billion mark.

Best industry and trade statistics show that in the entire period of civilian radio beginning in 1922, the total volume of radio equipment manufac-

tured was about \$4,225,000,000, not including transmitting and communications equipment, the association announced. This is some 3¼ billion dollars less than the production total for war.

During the war, the radio industry hit its peak volume in the year 1944 when production averaged \$223,000,000 a month for a year's total of \$2,676,000,000. In the seven months of 1945, ending in August, production was at the rate of \$200,000,000 a month, the same as in the last six months of 1943. These figures compare with \$55,000,000 monthly in the first six months of 1942; \$109,000,000 monthly in the last six months of 1942, and \$160,000,000 per month in the first six months of 1943.

THE SCORE

Totals for the war years in radio - radar communications equipment as follows: 1941 (four months), \$225,000,000; 1942, \$984,000,000; 1943, \$2,160,000,000; 1944, \$2,676,000,000, and 1945 (seven months), \$1,400,000,000.

Accurate Job and Sales Slips

that there is no possibility of mistakes. Here's a batch of vague or indistinct figures to ponder over (See illustration).

The first may be eleven, seventy-seven or seventeen. The second may be either seventy-seven or perhaps seventy-nine. The third may be ten or sixteen. The last is possibly five—or is it eight?

The Right Billing

An undercharge may swallow all the profit on the job, while an overcharge may mean the loss of a good client. What are the chief mistakes in billing? 1. In the arithmetic. 2. In names and addresses. 3. In the date, employee's name, and the estimate or job number.

Under No. 1, we find wrong additions, wrong subtractions, wrong alignment of items, carbon paper creased or badly inserted, and a wrong number of items credited to customer.

Bad figures and wrong multiplication can be removed: Bad figures by adopting a standard form of figures; wrong multiplication by practice and care. Mistakes are usually "slips." The best safeguard against them is to always count the items twice.

One way to get names and addresses right more of the time is to use CAPITAL or BLOCK letters. The initial F is often mistaken for S, and A for K. The correct initial is very important with such common names as Smith and Brown. The wrong initial can easily lead to complications when there are several clients of the same name.

While we can form an approximate estimate of the loss of time and money arising from errors, we cannot calculate the loss of prospects and customers. For every customer who complains and gives us a chance to set things right, there may be several who remain quiet, and who simply stop doing business with us.

One firm to realize the latter fact has taken constructive steps to remedy it. It is a bonus scheme dedicated to accuracy, and is working out very well. Each morning the office girl has a short session with the boss, who tells her the previous day's errors and who made them. The names and figures go down on a monthly list. The employee to have the fewest number of recorded errors at the end of the month receives a day off with pay.

Some of us may be inclined to think that because our own errors seem few or comparatively few, there is no need for a bonus. But it is the grand total of errors that causes so

Example No. 1	77	No. 2	49
No. 3	10	No. 4	5

by MAURICE C. MOORE

"DARN it all; I wasted half a morning trying to locate the man who was having trouble with his radio," complained a radio servicer.

"How come?" we asked.

"That new employee made a complete hash of the name and address," explained the radio servicer. "I'd be willing to overlook the newcomer's other faults if only he would try to be accurate."

That's just it; lack of accuracy means that the new employee does about half as much constructive work as he should. The precious time and energy of an experienced employee is drawn upon to straighten out a newcomer's errors. Worst yet, customer goodwill is endangered in the process.

Unfortunately, the best and most experienced of us pull "paper" boners at times, but if we blink at first slips and make light work of them, the weakness is apt to become chronic. Errors occur mostly at rush times or near the end of the day, when we are tiring, and our thoughts are beginning to "lightly turn," as the poet says, in the direction of the good time in prospect with Peggy later that evening! Apart from the above special causes, there are three principal reasons for mistakes:

1. Many customers speak indistinctly or with an accent or intona-

tion, and we use a word in its place which we know from common usage.

2. Many of us fail to listen well enough to all that is said by the prospect or customer. As a result, we often miss some of the words and the instructions.

3. The last and perhaps the most common of mistakes is that we do not fully realize the effects of mistakes.

As to No. 1, the customer's style of speech is naturally beyond our control. It is a sound policy to show the customer the instructions written down in his presence. The prospect or customer is more familiar with the *sight* of words than the *sound* of them. Errors will come to light before any damage is done—and this goes, too, for contributing cause No. 2.

As to No. 3, we have to remember that when the radio repair job is completed, and the bill presented, the transaction is not closed until the work is found satisfactory, the bill paid, and all records tallied.

Legible Handwriting

In every organization with a working force of two persons or more, every word and every figure written concerning a job will have to be clear to the other person. If one person writes and the other reads, the handwriting must be legible. If both write and read, the handwriting must be legible to both. But it is the grand total of errors that causes so

a grid or grids. *Fig. 2* shows some typical thyratrons. One of these, the 884, is familiar to users of oscilloscopes as this tube is used extensively in oscilloscope sweep circuits. The type 2050 is used extensively in industrial control circuits and the 2D21, the miniature tube in *Fig. 2*, shows promise of considerable use in new compact and light weight industrial control equipment.

Fig. 3 illustrates the internal components making up the construction of the type 2050 shield grid thyatron. It is to be noticed that the geometric configuration of the elements differ considerably for the plate and the grid from their configuration in vacuum tubes. The grid is large compared with the plate due to the function of the grid in such a tube. The grid of a vacuum tube was introduced in 1907 by Dr. De Forest as a control element and received the name of "grid" due to the mechanical construction used for that control element. In such tubes the grid is designed to vary the flow of electrons between cathode and plate around some nominal value.

In the thyatron the grid serves not to vary the plate current around some fixed value, but to control the time at which electrons may start to flow toward the plate. The thyatron is a phanotron with an added control element. Let us consider the action of such a tube. *Fig. 4* illustrates the occurrences to be described.

With the plate of the tube negative with respect to cathode as in *Fig. 4A* no electrons reach the plate. With the plate positive with respect to cathode, as in *Fig. 4B*, and the grid negative with respect to the cathode a negative field between grid and cathode prevents electron flow to the plate. With the plate still positive and the grid less negative some electrons are allowed to proceed toward the plate as in *Fig. 4C*. Ionization then occurs as in the phanotron. The positive ions are attracted toward the cathode near which they combine with free electrons and become again normal atoms. Thus in combining with the electrons near the cathode the ions reduce the space charge present in that area. With the space charge neutralized more electrons leave the cathode since there is no repulsion effect from a negative space charge. More electrons reach the plate for a given difference of potential between plate and cathode than in a tube where space charge would tend to lower that current.

The grid was used in the above description to start conduction. If the plate now stays positive with respect to the cathode the grid cannot be used

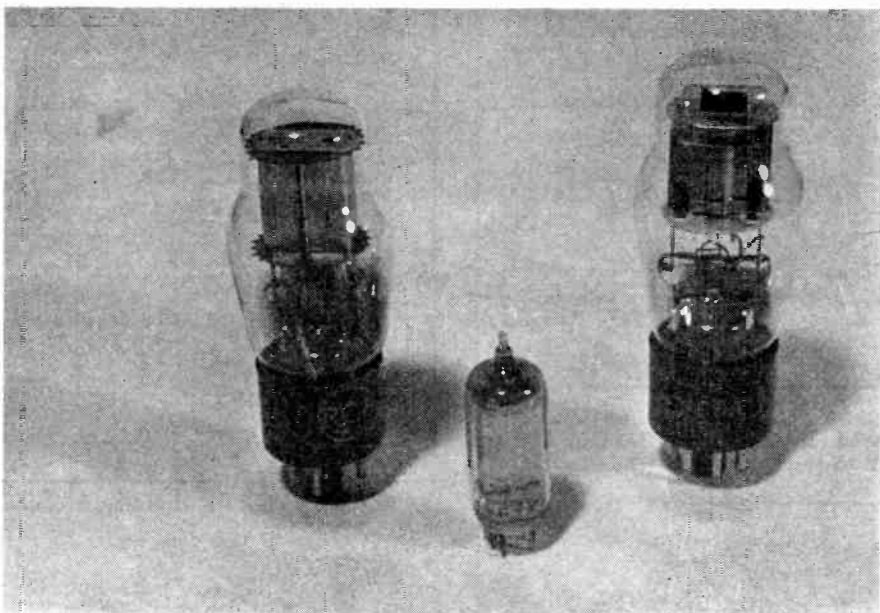


Fig. 2—The 884, 2050, and 2D21 Thyratrons (left to right).

Fig. 3—Components of the 2050 Thyatron. Top, shield grid. Below, left to right: Getter, Grid, Filaments, Plate, Cathode.

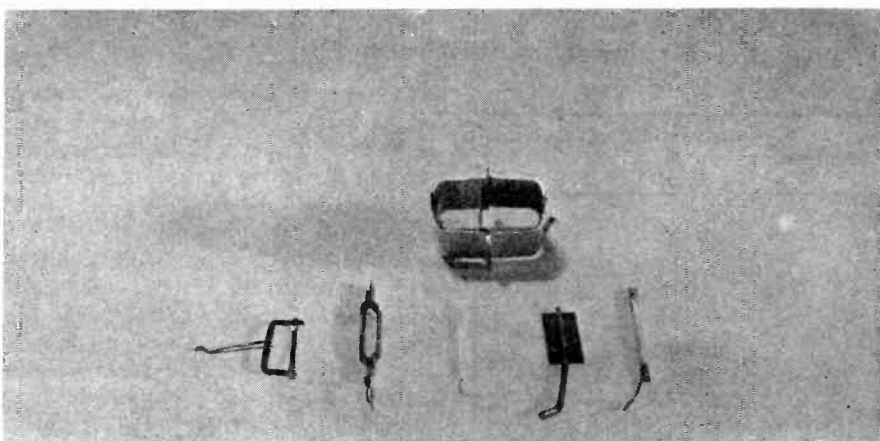
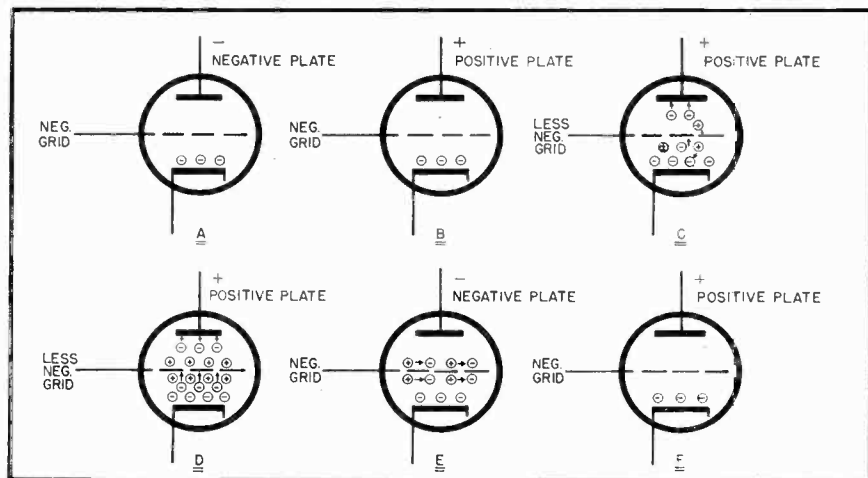


Fig. 4—Thyatron operation: A, plate is negative, no plate current flows. B, plate is positive, but not sufficient to overcome negative grid voltage. C, grid has been made less negative, tube conducts and ionization occurs. D, positive ion sheath surrounding the grid after ionization starts. E, plate suddenly negative, needs time for de-ionization. F, highly negative grid will not allow ionization with the applied plate potential.



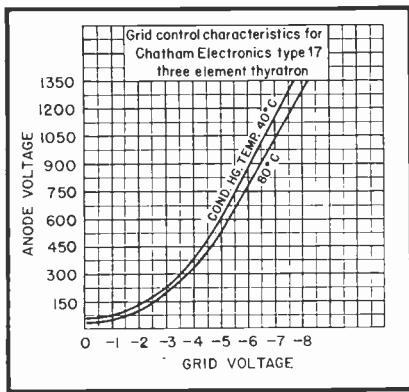


Fig. 5—Grid volts to fire tube at any anode voltage and HG. temperature. DC values.

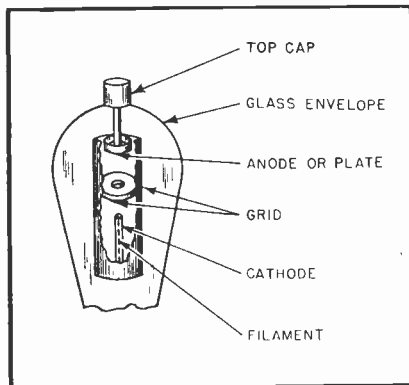


Fig. 7 — Construction of 3-element Thyatron.

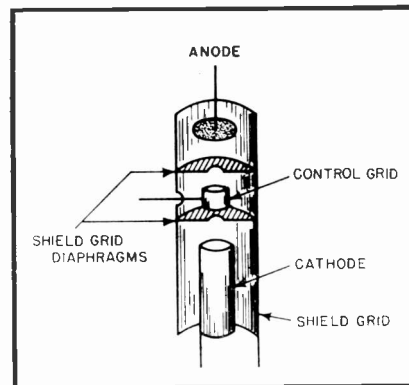
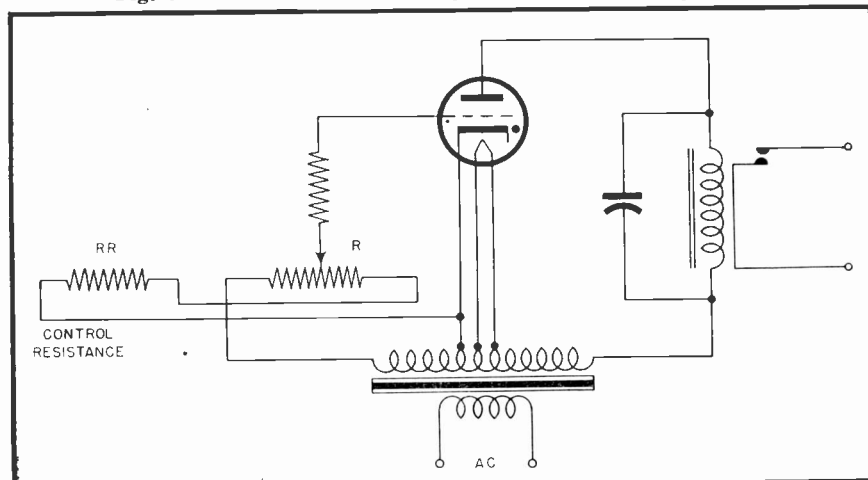


Fig. 8—Internal detail of shield grid Thyatron.

Fig. 9—Grid controlled rectifier circuits of the Thyatron.



to again turn off the plate current. Why? The positive ions which are attracted toward the cathode and thereby neutralize the space charge are only a part of the total number of ions. Some ions are attracted toward the grid and form a protecting positive sheath about it as in Fig. 4D. Making the grid negative with respect to cathode has now no effect due to the fact the external voltage applied to do so cannot set up within the tube a negative field between grid and cathode due to this positive sheath of ions. Therefore, if the plate is kept positive the tube will now conduct continuously.

If the plate is now made negative with respect to the cathode, the plate will repel electrons which are emitted from the cathode and ionization will stop as in Fig. 4E. The positive ions composing the sheath at the grid and those neutralizing the space charge will combine with electrons destroying the positive sheath but allowing the build-up of space charge again. The grid is again free to be made to assume control of the electron flow. Let us now

make the plate positive with respect to cathode again. The grid is also made negative with respect to cathode. If this negative grid voltage is large enough the tube will not conduct until some high value of positive plate potential. See Fig. 4F. Thus with a.c. voltage on the plate the grid resumes control each cycle and the conduction time may be controlled so that the tube conducts for only a small period of time during the positive half cycle of plate voltage. By proper proportioning of applied anode voltages the tube may be made to conduct during very nearly the full 180 degrees of positive plate voltage.

Due to the time involved for ionization to start or to stop the applied frequency range over which the thyatron will function is necessarily limited to the range of a few thousand cycles per second. At power line frequencies we may consider this time as negligible.

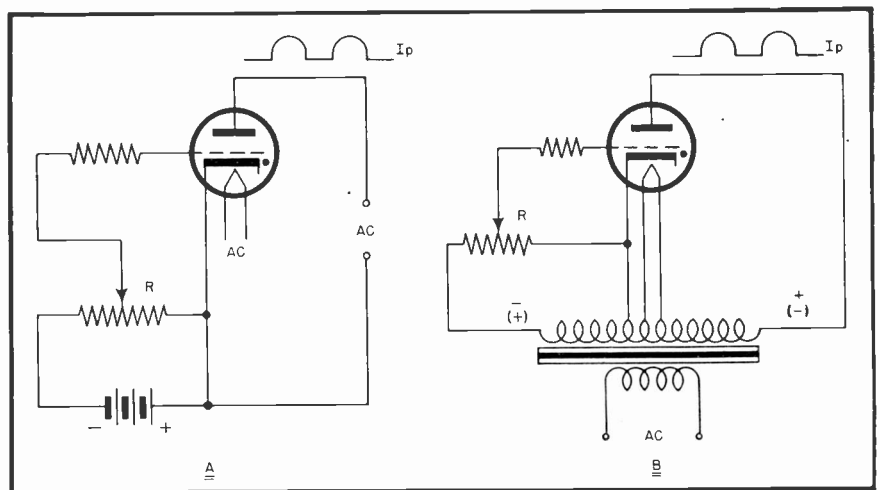
The thyatron is a grid controlled rectifier and may not, due only to the starting and stopping of conduction, be used as an amplifier as is the triode vacuum tube. Fig. 5 shows the grid control characteristics of the "Chatham Electronics" type 17 mercury vapor thyatron. Notice the variation with change in temperature of the mercury vapor. Fig. 6 illustrates the control characteristics of the type 2050 which is illustrated in the photograph of Fig. 2.*

Negative and Positive Grid Control

We have treated the thyatron as being such that the grid was controlled over a range of voltages such that it

*Fig. 6 will be published with Article 3 of this series.

Fig. 10—Industrial control circuit, using Thyatron.



Bonded Radio Service



Bonded 90-day guarantee for radio service jobs is basis of program for firmer profits and improved public confidence.

by **ARTHUR E. AKEROYD,**

Distributor Sales Manager, Raytheon Manufacturing Co.

A REVOLUTIONARY merchandising plan for qualifying radio service dealers known as the "Raytheon Bonded Electronic Technician Program", has been developed after almost two years of study and investigation. This program is a major effort on the part of Raytheon to help win back for the radio service industry the good will and public confidence which have suffered greatly from adverse publicity, caused by a few unethical service men, appearing in magazines and newspapers.

Examples of this publicity, which has recently increased in volume, are the well known Reader's Digest article which appeared in August 1941 entitled "The Radio Repair Man Will Gyp You If You Don't Watch Out" and an article published in many New York newspapers a few months ago expressing the belief of a New York City magistrate that all repair men should be "licensed and fingerprinted" to protect the public from fraud and other violations of ordinary business ethics.

Such articles have tended to turn public opinion against the radio service industry, seriously handicapping the honest, ethical service-dealers for the postwar period. This is the first program of its kind designed to "improve the lot" of the radio service-dealer by making him a respected and trusted member of his community. It will assist the radio service-dealer to meet the post-war competition from incompetent radiomen who obtained some elementary training during the war, and who will constitute a serious threat to the legitimate business house.

It also offers deserving newcomers, such as returning veterans, the opportunity to establish themselves in business, without being handicapped by the questionable practices of some widely publicized radio repairmen.

Our organization has made an extremely careful study of every phase of the radio service business. The many varied arguments, both pro and con, for licensing . . . establishing rates, etc., were examined and ultimately discarded. This extensive period of study permitted the development of the overall program from the viewpoint of both the radio service-dealer and the general public.

For Service Profits

It was felt that the plan must be based on guarantees to the much maligned radio service-dealer as well as the customer. Every radio shop is entitled to a legitimate profit. With widely divergent cost under different conditions and in different locations, any bonding program must not interfere with the established business policies of the ethical shop. By the same token, the program must also recognize the fact that the majority of radio service-dealers are honest. When presented to the public, the bond must in effect say: "*This dealer is honest. The bond is merely your guarantee that his integrity and work is above reproach.*"

To qualify as a Raytheon Bonded Electronic Technician, a radio service-dealer must meet certain qualifications of experience, reputation and ability . . . and he must have and use adequate equipment to do skilled service

work and repairs efficiently.

The dealer's application must be approved by his Raytheon distributor and by Raytheon and the bonding agency. When accepted by all parties, he becomes bonded for the period of one year by the Western National Indemnity Company of the Firemen's Fund Group, one of the nation's largest surety firms. His bond states that he agrees to guarantee complete satisfaction of every radio repair job for 90 days, and outlines a "code of ethics" that he agrees to observe in the conduct of his business.

The requirements for certification have been drawn up so that they parallel the now generally accepted practices and standards of the modern, competent qualified service-dealer. The requirements do not represent the ideas of any single group, but rather the suggestions and opinions of hundreds of radio service-dealers who, when questioned, felt that the Raytheon Bonded Electronic Technician Program would be of inestimable benefit to their own business. There is nothing in the requirements for certification which can disqualify the ethical dealer. Adequate provision is provided to prevent the exclusion of any dealers from this program, without appeal, in the event that they feel rejection was not justified.

This bond is not only the first real bond in the radio service industry, but it is the first bond which really means something to the consumer because its assurance of satisfaction is backed up by a strong bonding company interested in protecting public welfare.

CIRCUIT COURT

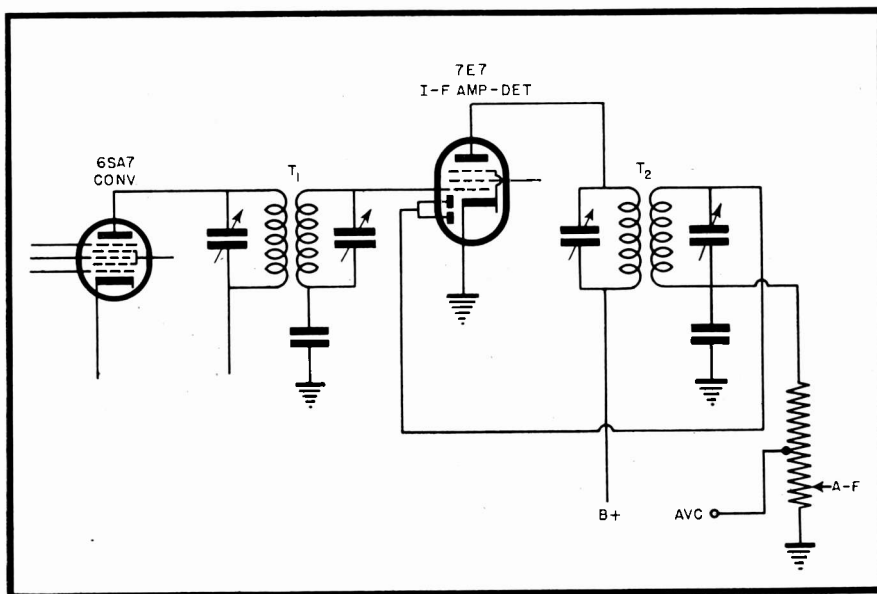


Figure 1

I-F AMPLIFIER-DETECTOR CIRCUIT

We find so often that the detector and first audio stage are combined in a single tube that the fact that other possible combinations exist in this part of the circuit is often overlooked. As a result, some time may be lost in trouble-shooting when an unusual circuit is encountered.

An example of such an out-of-the-ordinary circuit is shown in *Fig. 1*. The i-f transformer T1 feeds the pentode input section of the 7E7. The amplified i-f section is fed back to the diode rectifier section of the same tube, where it is demodulated and used for a-v-c and audio amplification.

This circuit is employed in many receivers, such as the Majestic Model 7C40, 7CU40, etc.

DOUBLE PUSH-PULL STAGE

When power triodes such as the 2A3 are employed in output stages, they are usually fed by a coupling transformer with a push-pull secondary. This is because the 2A3 requires a fairly low-resistance input, particularly when used with fixed bias.

A circuit using resistance coupling in a push-pull driver stage is shown in *Fig. 2*. A phase inverter is used to secure push-pull operation, the phase inversion being secured by picking off the signal from the junction of R1-R3 and R2-R3. This is in effect a self-balancing arrangement because R3 is common to both the upper and lower circuits from which phase shift is derived. The 1000-ohm resistor

R4 serves as cathode bias for the two driver tubes. It is not by-passed, so that degeneration occurs and further improves the fidelity of response. Because there is likewise degeneration in the circuit of which R3 is a part, any unbalance in the equality of the signal voltage applied to the upper 6J5 tends to be offset by a compensating balancing effect on the signal applied to the lower 6J5 driver.

Medium-mu triode drivers are employed because of the need for a low resistance input to the 2A3s, and because more power can be secured from them

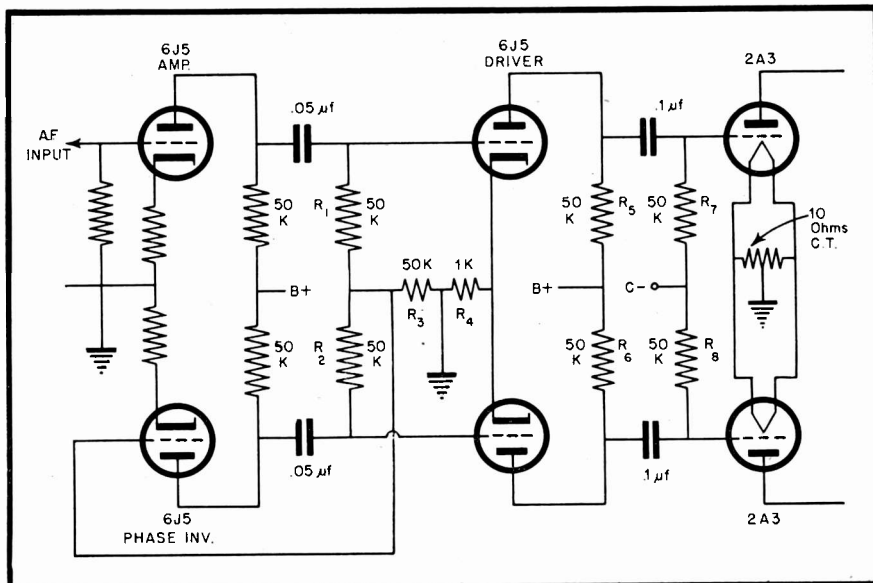
than from high-mu tubes. Thus the plate and grid resistors, R5, R6, R7, and R8 are all 50,000 ohms. Care should be taken not to increase the value of these resistors when making service replacements.

This circuit is used in the Ansley Model 61.

TAPPED OUTPUT TRANSFORMER

In making repair estimates, it usually happens that the replacement cost of a conventional output transformer is as

Figure 2



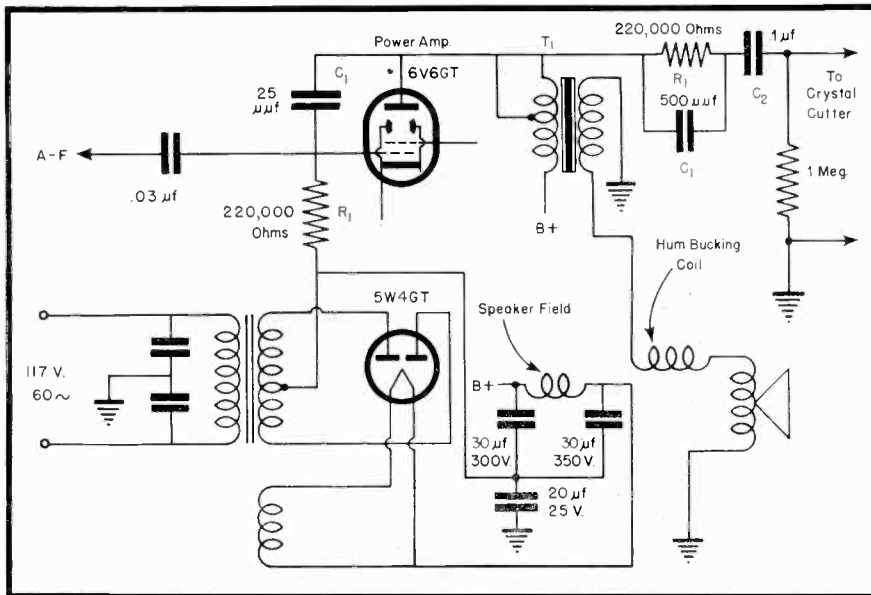


Figure 3

sumed when such replacement is required. This is not always the case, and especially not when the output transformer is used to drive a recording cutter as well as a loudspeaker.

An example is illustrated in Fig. 3, which is a portion of the circuit of the Motorola Model 51R11. Here a crystal cutter is coupled to the power tube by means of the output transformer T1. Because the primary of this transformer is tapped, the impedance across the full primary is higher than that which faces the output section of the 6V6GT. Thus a high impedance is coupled to the cutter, as required for most efficient operation, while the lower impedance tap provides the proper load for the output tube and speaker for minimum distortion.

The filter network of R1-C1 is used to give the proper frequency characteristic for the cutter. In apparatus employing a low-impedance magnetic cutter, a different type of coupling transformer would be required.

Figure 4 BIASING THE 6SQ7GT

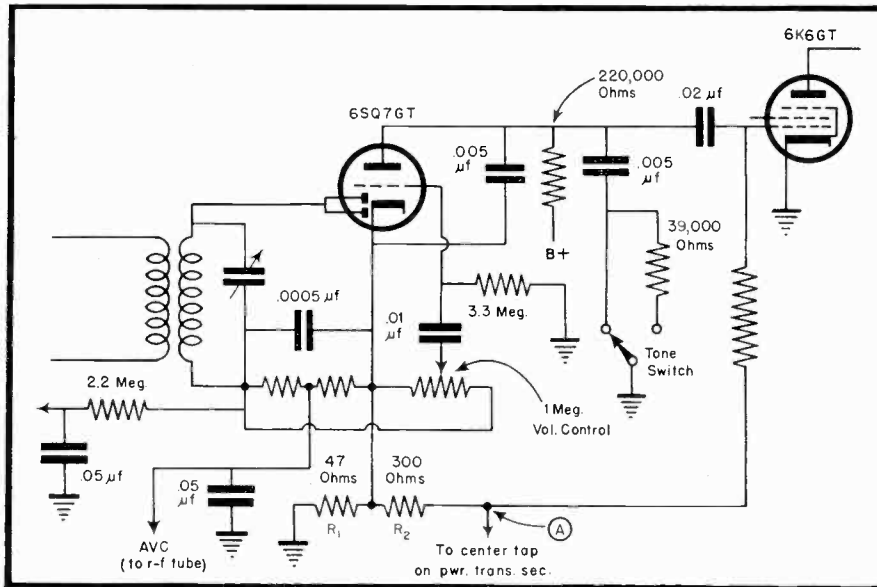


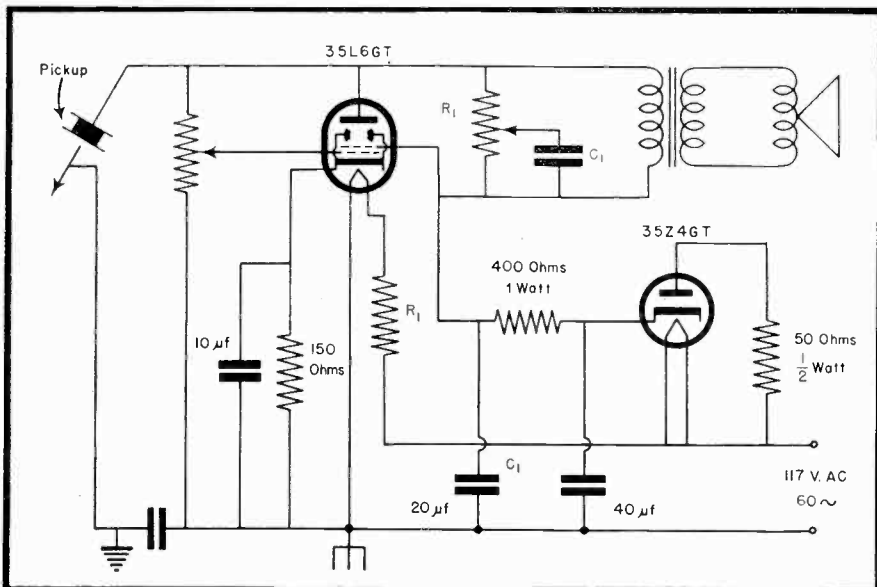
Figure 5

In most circuits, the 6SQ7GT is used either with contact-potential biasing, employing a very high resistance grid leak, or bias is applied by means of a cathode resistor. A method of applying a semi-fixed bias to both the 6SQ7GT and the output power tube is illustrated in Fig. 4.

This circuit, which is employed in the Motorola Model 61T23, derives bias from the voltage divider R1 and R2. Because these resistors return to the center tap of the power transformer, all plate current must pass through them. In general, this will be fairly constant, being modified by the biasing effect of a-c action, but cannot be termed fixed bias for this reason.

Maximum bias is derived at point A, which returns directly to the power transformer center tap. This is applied to the grid of the 6K6GT through the grid leak resistor. The lower voltage appearing at the junction of R1 and R2 is applied to the 6SQ7GT.

TWO-TUBE PHONO AMPLIFIER



Most phonograph amplifiers are fairly complicated affairs, yet there has long been a demand for a simple circuit which would perform acceptably. One which does the trick is illustrated in Fig. 5, which represents the circuit of the Sears Roebuck Model 5815, phono chassis 145.815.

Consisting simply of a rectifier and power amplifier tube, with associated components, this amplifier utilizes a crystal pickup and operates from either a.c. or d.c. The variable resistance R1 and capacity C1 in the plate circuit of the amplifier tube serve as a tone control.

A resistance-capacity filter circuit in the power supply section further simplify the hookup.

This unit may be conveniently added to the radio equipment of customers who wish to be able to play records because it requires no modification of existing equipment.

radio service dealer

DIRECTORY OF RADIO AND APPLIANCE DISTRIBUTORS

Lists are arranged, alphabetically, by manufacturers. In turn each manufacturer's list is arranged alphabetically, by states. Locate the name of the manufacturer, then scan that list for your particular state and the city nearest you. There you will find the name of the distributor for the products you are interested in handling as a dealer. More lists will appear next month.

ADMIRAL CORP.
3800 Cortland St.
Chicago 47, Ill.

Radio Receivers, Record
Changers, Refrigerators,
Home Freezers, Ranges

BIRMINGHAM, ALA.—
Long-Lewis Hdwe. Co.
PHOENIX, ARIZ.—
Black & Ryan
LITTLE ROCK, ARK.—
Graybar Elec. Co. Inc.
LOS ANGELES, CAL.—
Herbert H. Horn
SAN FRANCISCO, CAL.—
Kaemper-Barrett
DENVER, COLO.—
Graybar Elec. Co. Inc.
NEW HAVEN, CONN.—
Dale-Connecticut, Inc.
WASHINGTON, D. C.—
United Dist. Inc.

JACKSONVILLE, FLA.—
Peaslee-Gaulbert Corp.
MIAMI, FLA.—
Peaslee-Gaulbert Corp.
TAMPA, FLA.—
Peaslee-Gaulbert Corp.
ATLANTA, GA.—
Peaslee-Gaulbert Corp.
SAVANNAH, GA.—
Peaslee-Gaulbert Corp.
CHICAGO, ILL.—
Appliance Dist. Inc.
PEORIA, ILL.—
Appliance Merchandisers
Co.
EVANSVILLE, IND.—
Small & Schelosky Co.
INDIANAPOLIS, IND.—
Griffith Dist. Corp.
DES MOINES, IOWA—
Luthe Hdwe.
DUBUQUE, IOWA—
The Home Supply Co.
WICHITA, KAN.—
Richards & Conover Hdwe.
Co.

LOUISVILLE, KY.—
Peaslee-Gaulbert Corp.
MONROE, LA.—
Monroe Hdwe. Co.
NEW ORLEANS, LA.—
Stratton Baldwin Co. Inc
PORTLAND, ME.—
Appliance Dist. Inc.
BALTIMORE, MD.—
Baltimore Gas Light Co.
CAMBRIDGE, MASS.—
United Dist. Inc.
SPRINGFIELD, MASS.—
Mascon Dist. Inc.
DETROIT, MICH.—
Morley Bros.
DETROIT, MICH.—
Brennan Appl. Dist.
ESCANABA, MICH.—
Delta Hdwe. Co.
GRAND RAPIDS, MICH.—
Morley Bros.
SAGINAW, MICH.—
Morley Bros.
MINNEAPOLIS, MINN.—
R. Beamish Co.

JACKSON, MISS.—
Orgill Bros. & Co.
KANSAS CITY, MO.—
Richards & Conover, Hdwe.
Co.
ST. LOUIS, MO.—
Graybar Elec. Co. Inc.
BUTTE, MONT.—
Northwest Supply Co.
HAVRE, MONT.—
Havre Jobbing Co.
OMAHA, NEB.—
Parxon & Gallagher Co.
NEWARK, N. J.—
Dale Dist. Co. Inc.
ALBUQUERQUE, N. M.—
Sun City Dist.
ALBANY, N. Y.—
Tri-State Dist. Inc.
BUFFALO, N. Y.—
Fay-San Dist. Inc.
NEW YORK CITY, N. Y.—
Dale Dist. Co. Inc.
ROCHESTER, N. Y.—
Fitzsimmons Co.

RADIO AND APPLIANCE DISTRIBUTORS

SYRACUSE, N. Y.—
City Elec. Co. Inc.

CHARLOTTE, N. C.—
McClain Dist. Co.

FARGO, N. D.—
J. A. Fleck Co.

CINCINNATI, OHIO—
The Bimel Co.

CLEVELAND, OHIO—
The Kane Co.

COLUMBUS, OHIO—
The Kane Co.

TOLEDO, OHIO—
The Kane Co.

OKLA. CITY, OKLA.—
Richards & Conover Hdw. Co.

PORTLAND, ORE.—
Lou Johnson Co.

PHILADELPHIA, PA.—
Peirce-Phelps, Inc.

PITTSBURGH, PA.—
Stern-Kay Dist. Co.

WILKES BARRE, PA.—
R. B. Wall Co.

PROVIDENCE, R. I.—
R. U. Lynch, Inc.

SIoux FALLS, S. D.—
L. C. Lippert Co.

KNOXVILLE, TENN.—
House Hasson Hdw. Co.

KNOXVILLE, TENN.—
Orgill Bros. & Co. Inc.

NASHVILLE, TENN.—
Graybar Elec. Co. Inc.

DALLAS, TEX.—
Peaslee-Gaulbert Corp.

EL PASO, TEX.—
Sun City Dist.

HOUSTON, TEX.—
Royal Dist. Co.

LUBBOCK, TEX.—
Edwards Sup. Co.

SAN ANTONIO, TEX.—
So. Texas Appl. Corp.

SALT LAKE CITY, UTAH—
Appliance Wholesalers

NORFOLK, VA.—
Allied Dist. Corp.

RICHMOND, VA.—
A. R. Tiller Inc.

SEATTLE, WASH.—
McKay Appl. Co.

SPOKANE, WASH.—
McKay Appl. Co.

BLUEFIELD, W. VA.—
Bluefield Hdw. Co.

CHARLESTON, W. VA.—
R. H. Kyle & Co.

LACROSSE, WISC.—
Auto Parts Serv.

MILWAUKEE, WISC.—
Shadbolt-Boyd Co.

Exports: Add Auriema. N.Y.C.

LOS ANGELES, CAL.—
Leo J. Meyberg Co., Inc.

SAN FRANCISCO, CAL.—
Leo J. Meyberg Co., Inc.

DENVER, COL.—
Larson Distg. Co.

HARTFORD, CONN.—
Roskin Distribs., Inc.

NEW HAVEN, CONN.—
Mory Sales Corp.

DIST. OF COL.—
Southern Wholesalers, Inc.

JACKSONVILLE, FLA.—
Cain & Bultman, Inc.

PENSACOLA, FLA.—
Pensacola Appliance Co.

ATLANTA, GA.—
Chas. S. Martin Dist. Co. Inc.

CHICAGO, ILL.—
Bendix Home Appliances

DECATUR, ILL.—
Crum Dist. Co.

PEORIA, ILL.—
Williams Incorporated

INDIANAPOLIS, IND.—
Griffith Dist. Corp.

SOUTH BEND, IND.—
Radio Equip. Co., Inc.

DES MOINES, IA.—
The Roycraft-Iowa Co.

WICHITA, KAN.—
Home Appliance Co.

LOUISVILLE, KY.—
The Sutcliffe Co., Inc.

MONROE, LA.—
United Elec. Service

NEW ORLEANS, LA.—
Walther Bros. Co.

PORTLAND, ME.—
The Boyd Corp.

BALTIMORE, MD.—
Stephen Seth & Co. Inc.

HAGERSTOWN, MD.—
Bohman-Warne, Inc.

CAMBRIDGE, MASS.—
The Eastern Co.

SPRINGFIELD, MASS.—
Western Mass. Dist. Inc.

DETROIT, MICH.—
Buhl Sons Co.

GRAND RAPIDS, MICH.—
Republic Dist. Co.

ST. PAUL, MINN.—
Motor Power Equip. Co.

JACKSON, MISS.—
Cabell Elec. Co.

KANSAS CITY, MO.—
Federal Dist. Co.

ST. LOUIS, MO.—
The Artophone Corp.

BILLINGS, MONT.—
Northwestern Auto Sup. Co.

OMAHA, NEBR.—
Harris & Pierce

NEWARK, N. J.—
Krich-Radisco, Inc.

ALBANY, N. Y.—
Henzel-Powers, Inc.

BUFFALO, N. Y.—
Jos. Strauss Co., Inc.

MIDDLETOWN, N. Y.—
Roskin Bros., Inc.

NEW YORK, N. Y.—
Bruno-New York, Inc.

PLATTSBURG, N. Y.—
M. P. Meyers & Co. Inc.

ROCHESTER, N. Y.—
Beaucaire, Inc.

SYRACUSE, N. Y.—
Broome Dist. Co.

CHARLOTTE, N. CAR.—
Southern Appliances, Inc.

FARGO, N. DAK.—
The Larson Co.

CINCINNATI, O.—
Griffith Dist. Corp.

CLEVELAND, O.—
Bendix Home Appliances

COLUMBUS, O.—
Thompson & Hamilton, Inc.

DAYTON, O.—
Gem City Appliances, Inc.

TOLEDO, O.—
Buhl Sons Co.

OKLA. CITY, OKLA.—
Hales-Mullaly Co.

PORTLAND, ORE.—
Harper-Meggee Inc.

ALTOONA, PA.—
Elec. Appl. Dists.

ERIE, PA.—
Tri-State Appliance Dists.

PHILADELPHIA, PA.—
Raymond Rosen & Co.

PITTSBURGH, PA.—
Ludwig Hommel Co.

WILLIAMSPORT, PA.—
D. & H. Dist. Co.

YORK, PA.—
The Careva Co., Inc.

PROVIDENCE, R. I.—
R. U. Lynch Inc.

SIoux FALLS, S. DAK.—
Tri-State Elec. Co.

CHATTANOOGA, TENN.—
Automatic Home Equip. Co.

KNOXVILLE, TENN.—
House-Hasson Hdw. Co.

MEMPHIS, TENN.—
Wayne Spinks Co., Inc.

NASHVILLE, TENN.—
Wayne Spinks Co., Inc.

ABILENE, TEX.—
Sun Elec. Co.

AMARILLO, TEX.—
C. M. Williams & Co.

DALLAS, TEX.—
Lone Star Whslers., Inc.

EL PASO, TEX.—
W. G. Walz Co.

SAN ANTONIO, TEX.—
South Texas Appl. Corp.

SALT LAKE CITY, UTAH—
Flint Dist. Co.

BURLINGTON, VT.—
Vermont Appliance Co.

NORFOLK, VA.—
Bowers Wholesale Co.

RICHMOND, VA.—
B. T. Crump Co. Inc.

SEATTLE, WASH.—
Harper-Meggee Inc.

SPOKANE, WASH.—
Harper-Meggee Inc.

HUNTINGTON, W. VA.—
Van Zandt Sup. Co.

WELCH, W. VA.—
Jones-Cornett Elec. Co., Inc.

MILWAUKEE, WISC.—
Roth Appl. Dists., Inc.

BIRMINGHAM, ALA.—
Graybar Elec. Co. Inc.

LITTLE ROCK, ARK.—
Gunn Dist. Co.

LOS ANGELES, CAL.—
Graybar Elec. Co. Inc.

SAN FRANCISCO, CAL.—
Graybar Elec. Co. Inc.

DENVER, COLO.—
Western Appl. Corp.

BRIDGEPORT, CONN.—
D'Elia Elec. Co. Inc.

WASHINGTON, D. C.—
Mid-Atlantic Appl. Dist.

JACKSONVILLE, FLA.—
Fla. Radio & Appl. Corp.

MIAMI, FLA.—
Fla. Radio & Appl. Corp.

TAMPA, FLA.—
Fla. Radio & Appl. Corp.

ATLANTA, GA.—
Graybar Elec. Co. Inc.

ATLANTA, GA.—
Moore & McCord, Ltd.

CHICAGO, ILL.—
The Sampson Co.

FORT WAYNE, IND.—
The A. B. Gray Co.

INDIANAPOLIS, IND.—
Acme Appl.

DES MOINES, IOWA—
Brown-Camp Hdw. Co.

SIoux CITY, IOWA—
D. K. Baxter Co.

WICHITA, KANS.—
Loyal Dist.

LEXINGTON, KY.—
Van Deren Hdw. Co. Inc.

LOUISVILLE, KY.—
Kentucky Appl. Corp.

NEW ORLEANS, LA.—
Lighting Fixture & Elec. Supply Co. Inc.

SHREVEPORT, LA.—
Interstate Appl. Co.

BALTIMORE, MD.—
F. A. Davis & Sons

BOSTON, MASS.—
Youngstown Equip. Co.

SPRINGFIELD, MASS.—
Consolidated Engineers Inc.

DETROIT, MICH.—
Peninsular Dist. Co.

DULUTH, MINN.—
Kelley-How-Thomson Co.

KANSAS CITY, MO.—
Enterprise Wholesale Inc.

ST. LOUIS, MO.—
Crest Corp.

OMAHA, NEB.—
K. K. Co.

NEWARK, N. J.—
E. B. Latham Co.

ALBUQUERQUE, N. M.—
Alford's

ALBANY, N. Y.—
Albany Hdw. & Iron Co.

BUFFALO, N. Y.—
Graybar Elec. Co. Inc.

NEWBURGH, N. Y.—
Newburgh Dist. Co.

NEW YORK, N. Y.—
Graybar Elec. Co.

NEW YORK, N. Y.—
Lehr Dist. Inc.

ROCHESTER, N. Y.—
Graybar Elec. Co. Inc.

SYRACUSE, N. Y.—
Edward Joy Co. Inc.

CHARLOTTE, N. C.—
Southern Bearings & Parts Co.

**BENDIX HOME
APPLIANCES, INC.**
3300 W. Sample St.,
South Bend, Ind.

Automatic Home Laundry,
Home Ironer, Home Dryer

BIRMINGHAM, ALA.—
B'ham Elec. Bat. Co.

PHOENIX, ARIZ.—
Electl. Equip. Co. of Ariz.

LITTLE ROCK, ARK.—
555, Incorporated

BENDIX RADIO
(Div. of
Bendix Aviation Corp.)
Baltimore 4, Md.
Radio Receivers

RADIO AND APPLIANCE DISTRIBUTORS

CINCINNATI, OHIO—
Williams & Martin Corp.

CLEVELAND, OHIO—
Cleveland Dist. Co.

COLUMBUS, OHIO—
American Sales & Dist. Inc.

DAYTON, OHIO—
American Sales & Dist. Inc.

TOLEDO, OHIO—
The Buckeye Appl. Co.

OKLAHOMA CITY, OKLA.—
Miller-Jackson Co.

PORTLAND, ORE.—
Household Dist. Co.

PHILADELPHIA, PENN.—
Phila. Electronics Inc.

PITTSBURGH, PENN.—
Pittsburgh, Prod. Co.

POTTSVILLE, PENN.—
Biehl's Inc.

PROVIDENCE, R. I.—
Republic Dist. Co.

CHARLESTON, S. C.—
McDaid's Elec. Sup. Co.

CHATANOOGA, TENN.—
Graybar Elec. Co. Inc.

KNOXVILLE, TENN.—
Bomar Appl. Inc.

MEMPHIS, TENN.—
Stratton-Warren Hdwe. Co.

NASHVILLE, TENN.—
Radio & Appl. Corp.

DALLAS, TEXAS—
Texas Wholesalers

EL PASO, TEX.—
Car Parts Depot

HOUSTON, TEX.—
Coastal Equip. Co.

SAN ANTONIO, TEX.—
Thiele-Winslow Co.

SALT LAKE CITY, UTAH—
Graybar Elec. Co. Inc.

NORFOLK, VA.—
R. F. Trant, Inc.

ROANOKE, VA.—
Nelson Hdwe. Co.

SEATTLE, WASH.—
Schwabacher Hdwe. Co.

SEATTLE, WASH.—
Spokane Appl. Dist. Co.

CHARLESTON, W. VA.—
The Bond-Rider-Jackson Co.

MILWAUKEE, WISC.—
General Utilities Dist.

GALVIN MFG. CORP.

4545 Augusta Blvd.,

Chicago 51. Ill.

Radio Receivers, Radio-
Telephones, Communica-
tions Equipment

BIRMINGHAM, ALA.—
Auto Svce. Co.

MOBILE, ALA.—
Nelson Radio & Supp. Co.

PHOENIX, ARIZ.—
Radio Specialties Co.

LITTLE ROCK, ARK.—
Home App. Distr. of Ark.

FRESNO, CAL.—
Davis Radio Co.

LOS ANGELES, CAL.—
Kierulff & Co.

LOS ANGELES, CAL.—
Western Auto Supp. Co.

SAN FRANCISCO, CAL.—
C. G. Hadicke Co.

DENVER, COLO.—
Boyd Distr. Co.

HARTFORD, CONN.—
Post & Lester Co.

WASHINGTON, D. C.—
Simon Distr. Corp.

JACKSONVILLE, FLA.—
Thurrow Radio Distr.

MIAMI, FLA.—
Thurrow Radio Distr.

ORLANDO, FLA.—
Thurrow Radio Distr.

TAMPA, FLA.—
Thurrow Radio Distr.

TALLAHASSEE, FLA.—
Thurrow Radio Distr.

WEST PALM BEACH, FLA.—
Thurrow Radio Distr.

ATLANTA, GA.—
Edwards-Harris Co.

WICHITA, KAN.—
McGrew Distr. Co.

LOUISVILLE, KY.—
Falls City Supply Co.

PADUCAH, KY.—
Strickland Distr. Co.

CHICAGO, ILL.—
Motorola-Chicago Co.

MOLINE, ILL.—
Lofgren Distr. Co.

PEORIA, ILL.—
Seltzer Co.

FORT WAYNE, IND.—
Wall Distr. Co.

INDIANAPOLIS, IND.—
Radio Distrbg. Co.

SOUTH BEND, IND.—
Radio Distrbg. Co.

DES MOINES, IOWA—
Gifford-Brown, Inc.

CEDAR RAPIDS, IOWA—
Gifford-Brown, Inc.

SIoux CITY, IOWA—
Duke's Radio Co.

NEW ORLEANS, LA.—
Higgins Industries, Inc.

SHREVEPORT, LA.—
Dunkelman-Pace Co.

BANGOR, ME.—
Radio Service Laboratory

PORTLAND, ME.—
Radio Service Laboratory

BOSTON, MASS.—
Metrop Distr. Inc.

DETROIT, MICH.—
Ingram Distr. Co.

GRAND RAPIDS, MICH.—
Republic Distr. Co.

LANSING, MICH.—
Offenhauer Co.

SAGINAW, MICH.—
Radio Sales Co.

MINNEAPOLIS, MINN.—
Forster Distr. Co.

KANSAS CITY, MO.—
Motor Radio Co. Inc.

ST. LOUIS, MO.—
Disco Distr. Co.

BILLINGS, MONT.—
Pasley & Spitzer Co.

OMAHA, NEBR.—
Mueller & Selby Co.

RENO, NEV.—
Nevada Distr. Inc.

MANCHESTER, N. H.—
Radio Service Laboratory

ATLANTIC CITY, N. J.—
Kearns Auto Radio Service

NEWARK, N. J.—
Motorola-N. J. Inc.

ALBANY, N. Y.—
Hudson Valley Asbestos Corp.

BUFFALO, N. Y.—
Battery & Starter Co. Inc.

NEW YORK CITY, N. Y.—
Motorola-N. Y. Inc.

ROCHESTER, N. Y.—
Kemp Equip. Co.

ASHEVILLE, N. C.—
Freck Radio & Supp. Co.

CHARLOTTE, N. C.—
Carolina Appl. Co.

RALEIGH, N. C.—
Tire Sales & Serv. Co.

FARGO, N. D.—
Fargo Paper Co.

CINCINNATI, OHIO—
Lockie & Glenn

CLEVELAND, OHIO—
The M. & M. Co.

DAYTON, OHIO—
Moore Equip. Co.

TOLEDO, OHIO—
Christian-Scheidler Co.

OKLAHOMA CITY, OKLA.—
Wm. Mee Co.

PORTLAND, ORE.—
C & H Supply Co.

ALTOONA, PA.—
Dibert Radio Dist. Co.

LANCASTER, PA.—
Specialty Sales Co.

PHILADELPHIA, PA.—
Goldner Distr. Co.

PITTSBURGH, PA.—
Moto Radio Distr. Co.

SUNBURY, PA.—
Big Boys Auto Parts Co.

PROVIDENCE, R. I.—
I. Feldman Co.

CHESTER, S. C.—
Mr. A. H. Wherry, Jr.

SIoux FALLS, S. D.—
Graff Motor Supp. Co.

CHATANOOGA, TENN.—
Bryant & Trimble, Inc.

KNOXVILLE, TENN.—
Bryant & Trimble, Inc.

MEMPHIS, TENN.—
Mills-Morris Co.

NASHVILLE, TENN.—
Currey's

AMARILLO, TEX.—
McDonald Auto Supp. Co.

DALLAS, TEX.—
Porter Burgess Co.

EL PASO, TEX.—
Oakes Battery & Elec. Co.

FT. WORTH, TEX.—
Ft. Worth Battery Co.

HOUSTON, TEX.—
Moore Bros. Co.

SAN ANTONIO, TEX.—
Krisch-Delavan Co.

SALT LAKE CITY, UTAH—
S. R. Ross

NORFOLK, VA.—
Ashman Distr. Co.

RICHMOND, VA.—
Lee Distr. Co.

ROANOKE, VA.—
Western Va. Sales Co.

SEATTLE, WASH.—
Motorola Distr. Co.

CHARLESTON, W. VA.—
Wilson Radio Distr. Co.

WELCH, W. VA.—
Jones-Cornett Elec. Co.

MILWAUKEE, WISC.—
Electro-Plance Distr. Inc.

**PREMIER DIVISION,
ELECTRIC VACUUM
CLEANER CO., INC.**
1734 Ivanhoe Rd.,
Cleveland 10, Ohio
Vacuum Cleaners

BIRMINGHAM, ALA.—
Steel City Sup. Co., Inc.

LOS ANGELES, CAL.—
Gough Industries

SAN FRANCISCO, CAL.—
H. R. Basford Co.

DENVER, COLO.—
Radio & Appl. Dist. Co.

HARTFORD, CONN.—
Wood-Alexander & Co.

WILMINGTON, DEL.—
Garrett, Miller & Co.

WASHINGTON, D. C.—
Columbia Wholesalers

JACKSONVILLE, FLA.—
Southern Hdwe. & Bicycle Co.

MIAMI, FLA.—
McDonald Elec. Co.

ORLANDO, FLA.—
Robertson Sup. Co.

TAMPA, FLA.—
Elec. Sup. Co.

ABANY, GA.—
Fereell-Wight Co., Inc.

ATLANTA, GA.—
Brown Dist. Co.

SAVANNAH, GA.—
Tuten & Lang

CHICAGO, ILL.—
H. U. Mann Co.

INDIANAPOLIS, IND.—
Radio Equip. Co.

SOUTH BEND, IND.—
Radio Equip. Co.

DES MOINES, IA.—
Scheiderhahn's, Inc.

WICHITA, KAN.—
Steve Wise Co.

LOUISVILLE, KY.—
Peaselle Gaulbert Corp.

MONROE, LA.—
United Elec. Serv.

NEW ORLEANS, LA.—
Walther Bros. Co.

BANGOR, ME.—
Maine Industries Co.

BALTIMORE, MD.—
Stephen Seth & Co., Inc.

CAMBRIDGE, MASS.—
The Eastern Co.

DETROIT, MICH.—
Philco Distrs. Inc.

SAGINAW, MICH.—
Northern Sup. Co.

MINNEAPOLIS, MINN.—
The Roycraft Co.

THIEF RIVER FALLS, MINN.—
The Larson Co.

JACKSON, MISS.—
Cabell Elec. Co.

KANSAS CITY, MO.—
Jenkins Music Co.

ST. LOUIS, MO.—
Interstate Sup. Co.

GREAT FALLS, MONT.—
Great Falls Paper Co.

OMAHA, NEBR.—
Sidles Co.

NEWARK, N. J.—
L. R. Beavis & Co.

RADIO AND APPLIANCE DISTRIBUTORS

ALBANY, N. Y.—
Albany Garage & Appl.
Distrs., Inc.

BROOKLYN, N. Y.—
E. A. Wildemuth

BUFFALO, N. Y.—
W. Bargman Co.

NEWBURGH, N. Y.—
Shapiro Sporting Goods Co.

NEW YORK, N. Y.—
Gross Distrs., Inc.

ROCHESTER, N. Y.—
O'Donnell-Dunigan Co.

SYRACUSE, N. Y.—
E. M. O'Donnell Co.

WHITE PLAINS, N. Y.—
Behrer-Nason Co.

CHARLOTTE, N. C.—
A. K. Sutton, Inc.

GREENVILLE, N. C.—
Carolina Sales Corp.

AKRON, O.—
Sacks Elec'l Sup. Co.

CINCINNATI, O.—
Ohio Appliances, Inc.

CLEVELAND, O.—
Midland Elec. Co.

COLUMBUS, O.—
Ohio Appliances, Inc.

OKLAHOMA CITY, OKLA.—
Hales-Mullaly Co.

PORTLAND, ORE.—
Sunset Elec. Co.

ALLENTOWN, PA.—
Luckenbach & Johnson, Inc.

ERIE, PA.—
Young Brothers

GETTYSBURG, PA.—
M. A. Hartley & Co.

HARRISBURGH, PA.—
Penn Appl. Distrs.

PHILADELPHIA, A.—
Elliott-Lewis Elec. Co.

PITTSBURGH, PA.—
Elec. Products, Inc.

WILKES-BARRE, PA.—
R. B. Wall Co.

SIoux FALLS, S. DAK.—
E. J. Gustafson Co.

CHATTANOOGA, TENN.—
Harry W. Cameron, Inc.

MEMPHIS, TENN.—
McGregor's, Inc.

AMARILLO, TEX.—
Southwestern Appl. Co.

AUSTIN, TEX.—
Calcasteu Lumber Co.

EL PASO, TEX.—
W. G. Walz Co.

DALLAS, TEX.—
Radio City Dist. Co.

HOUSTON, TEX.—
Straus-Bodenheimer Co.

SAN ANTOIO, TEX.—
General Appl. Co.

Southern Equip. Co.

SALT LAKE CITY, UTAH—
Flint Dist. Co.

BURLINGTON, VT.—
Vermont Appl. Co.

RICHMOND, VA.—
Commonwealth Sales Corp.

STAUNTON, VA.—
M. A. Hartley & Co.

SEATTLE, WASH.—
Sunset Elec. Co.

BLUEFIELD, W. VA.—
Dirie Appl. Co.

HUNTINGTON, W. VA.—
Van vandt Sup. Co.

MILWAUKEE, WIS.—
Roth Appl. Distrs., Inc.

CASPER, WYO.—
Casper Sup. Co.

FARNSWORTH TELEVI- SION & RADIO CORP.

Fort Wayne 1, Ind.

Radio Receivers

BIRMINGHAM, ALA.—
Matthews Elec. Sup. Co.

LITTLE ROCK, ARK.—
Cross & Rogers Co.

PHOENIX, ARIZ.—
Standard Equip. Co.

LOS ANGELES, CAL.—
Sherman-Swenson & Assoc.

SAN FRANCISCO, CAL.—
Frank Edwards Co.

DENVER, COLO.—
B. K. Sweeney Elec. Co.

NEW HAVEN, CONN.—
American Dist. Inc.

JACKSONVILLE, FLA.—
Raybro Elec. Sup.

MIAMI, FLA.—
Raybro Elec. Sup.

TAMPA, FLA.—
Raybro Elec. Sup.

ATLANTA, GA.—
W. T. Shackelford Co.

CHICAGO, ILL.—
Farnsworth Tele. & Radio
Corp.

PEORIA, ILL.—
Shepler & Lowes
(Nu-Tred Tire Co.)

ROCKFORD, ILL.—
Muntz & Lea Co.

FORT WAYNE, IND.—
National Mill Sup. Co.

INDIANAPOLIS, IND.—
Electronic Dist.

SOUTH BEND, IND.—
Cloud Bros.

CEDAR RAPIDS, IOWA—
Harper McIntire

OTTUMWA, IOWA—
Harper McIntire

SIoux CITY, IOWA—
A. Y. McDonald Mfg. Co.

WICHITA, KAN.—
Graybar Elec.

LOUISVILLE, KY.—
Kentworth Corp.

NEW ORLEANS, LA.—
Interstate Elec. Co.

BANGOR, ME.—
Rice & Miller Co.

PORTLAND, ME.—
The Emery-Waterhouse Co.

BALTIMORE, MD.—
Lincoln Sales Corp.

BOSTON, MASS.—
Bigelow-Dowse Co.

SPRINGFIELD, MASS.—
Burden Bryant Co.

DETROIT, MICH.—
Republic Sup. Co.

GRAND RAPIDS, MICH.—
Independent Dist. Inc.

MINNEAPOLIS, MINN.—
Gen. Heating Prod. Co.

KANSAS CITY, MO.—
Graybar Elec.

SPRINGFIELD, MO.—
Turner's Inc.

ST. LOUIS, MO.—
Stanley Dist. Co.

BILLINGS, MONT.—
Taylor Refrigeration Co.

OMAHA, NEB.—
Graybar Elec.

RENO, NEV.—
Sterling Appl. Co.

BINGHAMTON, N. Y.—
L & K Elec. Co.

BUFFALO, N. Y.—
Foster Sup. Co.

NEW YORK, N. Y.—
D. W. May Corp.

ROCHESTER, N. Y.—
West Central Dist.

SCHENECTADY, N. Y.—
LeValley, McLeod, Kinkaid
Co., Inc.

SYRACUSE, N. Y.—
Paul Jeffrey Co.

UTICA, N. Y.—
Horrocks-Ibbotson Co.

CHARLOTTE, N. C.—
Twin-States Dist. Co.

FARGO, N. D.—
Fargo Glass & Paint Co.

AKRON, OHIO—
Sacks Elec. Sup. Co.

CINCINNATI, OHIO—
York Sup. Co.

CLEVELAND, OHIO—
Midland Elec. Co.

COLUMBUS, OHIO—
F. O. Carpenter & Son

DAYTON, OHIO—
York Supply Co.

TOLEDO, OHIO—
Walding, Kinnan & Marvin
Co.

OKLAHOMA CITY, OKLA.—
Superior Dist. Co.

PORTLAND, OREGON—
Bargelt Sup.

ERIE, PENN.—
Tri-State Appl. Dist.

PHILADELPHIA, PA.—
Trilling & Montague

PITTSBURGH, PA.—
Graybar Elec.

WILLIAMSPORT, PA.—
Neyhart's, Inc.

PROVIDENCE, R. I.—
Providence Elec. Co.

COLUMBIA, S. C.—
Palmetto Elec. Sup.

SIoux FALLS, S. D.—
A. Y. McDonald Mfg. Co.

CHATTANOOGA, TENN.—
Harry W. Cameron, Inc.

MEMPHIS, TENN.—
P. F. Grenshaw Co.

AMARILLO, TEXAS—
C. M. Williams & Co.

DALLAS, TEXAS—
Paul Blackwell

EL PASO, TEX.—
Crouch Appl. Co.

HOUSTON, TEXAS—
Straus-Bodenheimer

SAN ANTONIO, TEXAS—
Standard Dist. Co.

SALT LAKE CITY, UTAH—
Jackson Dist. Co.

BURLINGTON, VT.—
J. S. George Sup. Co.

RICHMOND, VA.—
B. T. Crump Co. Inc.

WASHINGTON, D. C.—
Washington Wholesalers

SEATTLE, WASH.—
Northwest Appl. Dist.

SPOKANE, WASH.—
Jensen-Byrd Co.

CHARLESTON, W. VA.—
Charleston Elec. Sup. Co.

ASHLAND, WIS.—
E. Garnich & Sons Hdwe.
Co.

MILWAUKEE, WIS.—
Lappin Elec. Co.

GAROD ELECTRONICS CORP.

70 Washington St.,
Brooklyn, N. Y.

Radio and Television
Products

BIRMINGHAM, ALA.—
Monarch Sales Corp.

MOBILE, ALA.—
McGowin-Lyons Hdwe. &
Supp. Co. Inc.

FRESNO, CAL.—
Incandescent Supp. Co.

LOS ANGELES, CAL.—
Incandescent Supp. Co.

SAN FRANCISCO, CAL.—
C. C. Brown Co.

DENVER, COL.—
The Jake Hayutin & Sons
Co.

HARTFORD, CONN.—
Stern & Co.

HARTFORD, CONN.—
Tel Ra Appl. Co.

MIAMI, FLA.—
National Radio Distrs. Inc.

MACON, GA.—
Maga Distrs. Ltd.

POCATELLO, IDAHO
Tede & Etchingham

CHICAGO, ILL.—
Leonard Ashbach Co.

BALTIMORE, MD.—
Associated Dist. Corp.

BOSTON, MASS.—
K. Stores Co.

SPRINGFIELD, MASS.—
Paramount Distrs. Inc.

DETROIT, MICH.—
Morley Bros.

FLINT, MICH.—
Radio Tube Mdse'g Co.

GRAND RAPIDS, MICH.—
Gil Schaefer Dist.

SAGINAW, MICH.
Morley, Bros.

UTICA, N. Y.—
George W. Bauer & Son

CHARLOTTE, N. CAR.—
Mill Distrs. Inc.

CANTON, OHIO—
The Furbay-Sommer Co.

CINCINNATI, OHIO—
Chambers Radio Supp. Co.

CLEVELAND, OHIO—
Golden Appl. Co.

TOLEDO, OHIO—
Lifetime Sound Equip. Co.

PORTLAND, ORE.—
Gilbert Bros. Inc.

PHILADELPHIA, PA.—
Tel Ra Appl. Co.

PITTSBURGH, PA.—
Allied Elec. Supp. Co.

WILKES BARRE, PA.—
Airflow Prods. Co.

PROVIDENCE, R. I.—
Tel Ra Appl. Co.

COLUMBIA, S. CAR.—
Wilson Dist. Co.

RADIO AND APPLIANCE DISTRIBUTORS

CHATTANOOGA, TENN.—
Clemons Bros. Co.
 KNOXVILLE, TENN.—
Chapman Drug Co.
 MEMPHIS, TENN.—
Shelby Tucker Co.
 NASHVILLE, TENN.—
Electric Prods. Corp.
 FORT WORTH, TEX.—
W & K Wholesale Dists.
 LYNCHBURG, VA.—
Adkins & Co. Inc.
 STAUNTON, VA.—
Southern Elec. Co.
 SEATTLE, WASH.—
Herb E. Zobrist Co.

HOFFMAN RADIO CORP.

3430 S. Hill St.,
 Los Angeles, Cal.
 Radio Receivers,

PHOENIX, ARIZ.—
Radio Parts of Ariz.
 FRESNO, CALIF.—
Martin Dist'g Co., Inc.
 SACRAMENTO, CALIF.—
E. M. Kemp Co.
San Diego, Calif. VOHLY
 SAN DIEGO, CALIF.—
Western Radio & Elec. Co.
 SAN FRANCISCO, CALIF.—
Hoffman Radio Corp.
Walter J. Epstein, Mgr.
 DENVER, COLO.—
Radio Products Sales Co.
 PORTLAND, ORE.—
Stubbs Elec. Co.
 SALT LAKE CITY, UTAH—
Radio Sup. Co.
 SEATTLE, WASH.—
Love Elec. Co.

**HOWARD RADIO
 COMPANY**
 1731 Belmont Ave.,
 Chicago, Ill.
 Radio Receivers
 Recording Discs

PHOENIX, ARIZ.—
Arizona Hdwe. Co.
 LITTLE ROCK, ARK.—
Wholesale Appl. Co.
 SAN FRANCISCO, CAL.—
J. N. Ceazan Co.
 W. LOS ANGELES, CAL.—
Wm. P. Swartz
 TAMPA, FLA.—
The Gulf Appl. Dists., Inc.
 ATLANTA, GA.—
Gate City Furn. Dists.
 CHICAGO, ILL.—
General Utilities Dists.
 CEDAR RAPIDS, IA.—
Terry Durin Co.
 MONROE, LA.—
Monroe Furn. Co.
 N. ORLEANS, LA.—
Southern Radio Supply
 BOSTON, MASS.—
The Louts M. Herman Co.
 DETROIT, MICH.—
Appliance Wholesalers, Inc.
 GRAND RAPIDS, MICH.—
Mich.-Kent Wholesale Dists.

MENOMINEE, MICH.—
Wm. Van Domelen Co.
 DULUTH, MINN.—
S. & S. Auto Parts
 ST. LOUIS, MO.—
Witte Hdwe. Co.
 NEWARK, N. J.—
All-State Dists., Inc.
 NEW YORK, N. Y.—
Lafayette Elec. Corp.
 BISMARCK, N. DAK.—
*Quanrud Brink & Reibolo,
 Inc.*
 CLEVELAND, O.—
Grossman Music Co.
 DAYTON, O.—
Major Appliance Co.
 OKLA. CITY, OKLA.—
*Waugh & Robertson Refrig.
 Co.*
 PHILA., PA.—
Ed. K. Tryon Co.
 GREENVILLE, S. CAR.—
C. A. Herlong
 NASHVILLE, TENN.—
Harris Patrick Elec. Sup. Co.
 AMARILLA TEX.—
Broome Elec. Co.
 BEAUMONT, TEX.—
The Reed Company
 FT. WORTH, TEX.—
Wolf & Klar Whsle. Sup. Co.
 LUBBOCK, TEX.—
The DeWitt Co.
 SAN ANTONIO, TEX.—
E. G. Hendrix Co.
 NORFOLK, VA.—
Bowers Whsle. Corp.
 STAUNTON, VA.—
Southern Elec. Co.
 SPOKANE, WASH.—
True's Oil Co.
 MILWAUKEE, WISC.—
Central Elecl. Sales Corp.

**MAJESTIC RADIO &
 TELEVISION CORP.**
 St. Charles, Ill.
 Radio Receivers, Records,
 Electronics

BIRMINGHAM, ALA.—
*Birmingham Elec. Battery
 Co.*
 PHOENIX, ARIZ.—
*Elect'l Equipment Co. of
 Ariz.*
 LITTLE ROCK, ARK.—
555, Incorporated
 LOS ANGELES, CAL.—
Roach-Driver Co.
 SAN FRANCISCO, CAL.—
McCormack & Co.
 DENVER, COLO.—
The Parker Co.
 NEW HAVEN, CONN.—
Mory Sales Corp.
 WASHINGTON, D. C.—
Mehen Dist'g. Co.
 JACKSONVILLE, PA.—
Major Appliances, Inc.
 MIAMI, FLA.—
Shelley Dist'g. Co.
 TAMPA, FLA.—
Major Appliances, Inc.
 ATLANTA, GA.—
Crawford & Thompson
 CHICAGO, ILL.—
Chicago-Majestic, Inc.

ROCK ISLAND, ILL.—
Tri-City Radio Sup. Co.
 EVANSVILLE, IND.—
*Allied Appl. Dists. of
 Evansville*
 INDIANAPOLIS, IND.—
Kiefer-Stewart Co.
 SOUTH BEND, IND.—
PEMCO Dist'g. Co.
 DES MOINES, IA.—
Sidles Co.
 WICHITA, KANS.—
Home Appliance Co.
 LOUISVILLE, KY.—
Bomar Mfg. Co.
 MONROE, LA.—
United Electric Serv.
 NEW ORLEANS, LA.—
United Dists., Inc.
 CAMDEN, ME.—
*Camden Shipbuilding &
 Marine Rlwy Co.*
 BALTIMORE, MD.—
J. B. Mitchell Co.
 HAGERSTOWN, MD.—
Bohman-Warne, Inc.
 SPRINGFIELD, MASS.—
B. H. Spinney Co.
 WATERTOWN, MASS.—
Major Appliance Corp.
 DETROIT, MICH.—
*LaSalle Elec. & Mill Sup.
 Co.*
 GRAND RAPIDS, MICH.—
State Dist'g. Co.
 MINNEAPOLIS, MINN.—
Northwest Dist'g. Co.
 JACKSON, MISS.—
Mississippi Appl. Co.
 KANSAS CITY, MO.—
Maco Appl. Dists.
 ST. LOUIS, MO.—
Recordit Dist'g. Co.
 OMAHA, NEBR.—
Sidles Co.
 NEWARK, N. J.—
Igbe Brothers, Inc.
 LACONIA, N. H.—
George C. Stafford & Sons
 ALBANY, N. Y.—
Reines-Freeman Dists.
 BUFFALO, N. Y.—
Mutual Appliance Dists.
 NEW YORK, N. Y.—
Colen-Gruhn Co., Inc.
 PLATTSBURGH, N. Y.—
A. H. Marshall Co., Inc.
 ROCHESTER, N. Y.—
Harmon Automotive Corp.
 SYRACUSE, N. Y.—
B. H. Spinney Co.
 CHARLOTTE, N. C.—
Southern Appliances, Inc.
 CINCINNATI, O.—
Kelley-Mason, Inc.
 CLEVELAND, O.—
Elliott & Evans, Inc.
 COLUMBUS, O.—
Thompson & Hamilton, Inc.
 DAYTON, O.—
Gem City Appliances, Inc.
 TOLEDO, O.—
Gerlinger Equipment Co.
 OKLAHOMA CITY, OKLA.—
Hales-Mullaly Co.
 PORTLAND, ORE.—
F. B. Connelly Co.
 PHILADELPHIA, PA.—
J. J. Pocock, Inc.
 PITTSBURGH, PA.—
J. E. Miller Co.

MITCHELL, S. DAK.—
Automotive Sup. Co.
 RAPID CITY, S. DAK.—
The Wallahan Co.
 CHATTANOOGA, TENN.—
*Allied Appl. Dists. of
 Chattanooga*
 KNOXVILLE, TENN.—
*Allied Appl. Dists. of
 Knoxville*
 MEMPHIS, TENN.—
*Allied Appl. Dists. of
 Memphis*
 NASHVILLE, TENN.—
*Allied Appl. Dists. of
 Nashville*
 AMARILLO, TEX.—
Amarillo Hardware Co.
 DALLAS, TEX.—
Lone Star Wholesalers, Inc.
 HOUSTON, TEX.—
Electrical Equipment, Inc.
 ROANOKE, VA.—
Dowdy Electric Co.
 SEATTLE, WASH.—
F. B. Connelly Co.
 SPOKANE, WASH.—
Prudential Dists., Inc.
 HUNTINGTON, W. VA.—
Modern Dists., Inc.
 MILWAUKEE, WIS.—
Moe Bros. Milwaukee Co.

**NOBLITT-SPARKS
 INDUSTRIES, INC.**
 Columbus, Indiana
 Arvin Radio Receivers

BIRMINGHAM, ALA.—
Gulf States Distributing Co.
 PHOENIX, ARIZ.—
*Standard Equipment Co.
 Stephens Wholesale Co.*
 LITTLE ROCK, ARKANSAS—
Allan Brown Co.
 LOS ANGELES, CALIF.—
Radio Specialties Co.
 OAKLAND, CALIF.—
State Electric Supply
 SACRAMENTO, CALIF.—
Lester Distributing Co.
 SAN DIEGO, CALIF.—
Gough Industries, Inc.
 DENVER, COLO.—
Tom Killian, Inc.
 JACKSONVILLE, FLA.—
Dunkerley Distributing Co.
 SARASOTA, FLA.—
Morley Radio Co.
 ATLANTA, GA.—
Alexander-Seewald Co.
 MACON, GA.—
A. S. Hatcher Co.
 CHICAGO, ILL.—
Lynn Stewart Co.
 MATTOON, ILL.—
Furste Auto Supply
 PEORIA, ILL.—
Kiefer Electrical Supply
 ROCK ISLAND, ILL.—
Tri-City Radio Supply
 INDIANAPOLIS, IND.—
The Gibson Co.
 SOUTH BEND, IND.—
Colfax Co.

(Continued on page 52)

RADIO SERVICE DEALER

SPRAGUE TRADING POST

A FREE Buy-Exchange-Sell Service for Radio Men



THE IDEAL REPLACEMENTS FOR ALL DRY ELECTROLYTIC CAPACITOR TYPES

FOR SALE — About 30 hard-to-get used tubes, \$20 for lot. Everett Trent, Bowen, Ky.

SELL OR TRADE — DeForest course in Radio Instruction, over 90 lessons. Want communications receiver preferably Hallcrafters. George B. Martin, Box 111, Campbell Hall, N. Y.

WANTED — Pair of 100TH tubes in good condition; UTC VM-4 or equivalent, modulation transformer of 250 to 300-watt rating. Have for sale or trade Giant 24" ventilating fan; Emerson BAC-10 chassis, complete with tubes and speaker; 4-tube short wave autodyne receiver with tubes and speaker. All in A-1 condition. C. Floyd Donbar, 112 Damon St., Flint 5, Mich.

FOR SALE — Radio City 442-V.O.M.; Superior PB200-V. O. M.; Cornell Dubilier type BN capacity resistance bridge; Philco 030 Dynamic signal tracer, Supreme 589 tube and battery tester, Supreme 561-R.A.F. freq. mod. signal generator; Hickok R.F.O.4, 3" oscillograph and Service Manuals. Edward N. Christner, 313 Crawford St., Middletown 12, Ohio.

WANTED — Hickok traceometer and Riders 10, 11, 12 and 13. TEC 3 Herbert B. Reizner, E.B.R.C. #1; 5th Bn. F.A.S., Ft. Sill, Okla.

FOR SALE — Bogen E-1620, 30-watt amplifier for 6v d-c or 117v a-c. Has separate mike, phone & tone controls. Built-in phono has 78 & 33-1/2 r.p.m. \$165 list will sell for \$100. Radio Service, 285 Juanita Way, San Francisco 16, Calif.

FOR SALE — 8" x 12" x 9" ICA deluxe amplifier chassis \$3; 10" x 17" x 3" blank chassis base \$1.50; 22X crystal Turner mike, \$9, and WRL multimeter, \$15. Shigeo Akada, 3307-A Newell, Calif.

WANTED — Radio News, Jan.-April, July, August, 1940; Jan., Feb., July-Sept., 1941; Sept.-Dec., 1942; Feb., March, 1943. Exchange British radio mags. L. Marks, 14 Avenue Road, Kingston, Surrey, England.

FOR SALE — Four Fox spun aluminum trumpets 3 1/2" long \$9 ea. and six Fox and one Western Electric 30-watt heavy-duty 6v dynamic units, \$10 ea. Wilmer Wright, New Philadelphia RR #2, Ohio.

FOR SALE — Witeox-Gay Recordio — a 4-in-1 unit; phonograph, public address, mike record and broadcast record; complete with mike and record changer. New, less cabinet, \$150. Black Rock Radio Sales & Service, 1868 Niagara St., Buffalo, N. Y.

WILL TRADE — Radio books, ARRL. Audels: by-pass condensers, coils, leads, 301 Weston O1 Mo. VOM, 20 late tubes, etc. Want Sky Champion, S-20R or Echophone EC-1 or what have you? Cpl. John Broniswski, 1816 W. 7th St., Spokane, Wash.

FOR SALE — Supreme #444 complete with instructions \$30; Radio City tube tester #304, no chart, \$20; Philco #066 tube checker complete \$20. Long list new and used tubes all tested perfect. 10 to 30% off list price. Harry Hollander, 2136 77th St., Jackson Heights, N. Long Island, N. Y.

FOR SALE — Solar model CC-1-60 capacitor tester in new condition, \$30 F.O.B. Also Superior Model #1280 tube tester and V.O.M. complete with charts and instructions. Hinged portable case in excellent condition \$20. Will trade tubes for Rider Manuals, A. Brindley, Radio Technical Service, 2821 Girard Ave., Philadelphia 30, Pa.

WANTED — 110v phono-motor with turntable. O. W. Moehlan, 3522 Askew Ave., Kansas City, Mo.

FOR SALE — Philco tube tester #421 in good usable condition. \$15. Harlan Reach, Route #1, Owen, Wis.

HELP WANTED — Good serviceman. Write qualifications. James H. Brown, Radio Service and Supply Co., Childersburg, Ala.

FOR SALE — Triplett a-c ammeter 0-2; Philco shadow meter; output meter; RCA 156 tube tester, modern; 1940 Supreme Radio diagrams; Supreme book Radio Servicing by Comparison; Early model Gernsback wiring diagrams; Audels Radioman, Audels Auto Manual and 1-Dyke Encyclopedia. All in A-1 condition. Hamilton Radio Clinic, What Cheer, Iowa.

WANTED — Back issues of "Radio" magazine for '38, '39, '40 and '41. Also '39 and '40 radio handbooks. Will pay original price if in good condition or will trade radio parts and tubes. Write giving details. John Isaacs, 2412 W. 156th St., Gardena, Calif.

FOR SALE — Brand new 2000 mfd. — 15 volt elec. condensers in round metal cans 1 1/2" x 3" high. Three units \$5 or singly \$2 ea. J. Golstein, 151-09 34th Ave., Flushing, Long Island, N. Y.

WANTED — Tube checker any reliable make. Will pay cash or trade Solar C. B. condenser analyzer and R.C.P. 702 signal generator or hard to get tubes. M. J. Gulas, 1216 N. 17th St., Clarksburg, W. Va.

FOR SALE — Riders Manuals 1-7 good condition \$65. Paul Meyer, 1119 Putnam Ave., Plainfield, N. J.

URGENTLY NEEDED — Riders Manuals 5, 8, 10, 11, 12 and 13; 50L6 and 50Y6 tubes. James H. Brown, Childersburg, Ala.

FOR SALE — Complete radio and Refrigerator Sales and Service business and building. Good stocks and business, owner retiring. Cheap. Write for details. Leo L. Boeman, 615 W. Main St., Lewistown, Mont.

FOR SALE — Two almost new PM, 30 watt 12" speakers; 1 — 12" 2,000 ohm field, 1 — 11" speaker 1,000 ohm field. \$25 for lot C.O.D., August Palermo, 223 S. Winebiddle Ave., Pittsburgh, Pa.

WANTED — Recording unit with motor and 35mm camera. Have to sell 20 watt amplifier with carrying case, input for two mikes and phono. Roy W. Spencer, 222 E. 23rd St., Erie, Pa.

FOR SALE — Over 100 pieces radio equipment, many hard-to-get parts; coils, condensers, volume controls, switches, resistors, tubes, transformers, phones, speakers, phone jacks, dial knobs, sockets, binding posts, etc., \$20 plus postage. Wm. Haglen, Heron, Mont.

SELL OR TRADE — 5" oscilloscope regulated power supplies built by RCA, \$15 or what have you? Electronic Research, Hegerman and Howell Sts., Philadelphia 24, Pa.

FOR SALE — Instructograph with oscillograph phones and tapes, like new. Have for trade Riders Manuals 1 and 3. Want two Sprague condensers, 4 or 8 mfd. 1,000v and Sprague bleeder 25,000 ohm, 100 or 200 watt. H. E. Leigh, 801 Clintonia Ave., San Jose 10, Calif.

WANTED — Signal gen. and/or tube tester. Write full description. Linus J. Blanchard, 181 W. Park Ave., Houma, La.

FOR SALE — Following tested and A-1 tubes; 2 — 676; 5 — 0Z4; 2 — 12SK7; 4 — 6F6; 5 — 42; 2 — 224; and 1 ea. 6B5, 12SQ7, 6H6, 35Z3, 6U7, 35A5, 50L6, 6K7G, 7Y4, 80, 6G5, 5Z3, 1C7, 1N5, 6U5, 5T. Want M.O.V. tester or kit to make one and kit of parts to construct 5 or 6 tube radio and auto radio. Herbert James, Box 307, Big Spring, Tex.

WILL TRADE — Phono turntable from RCA comb. comp. 10" RCA speaker model 50; 0-50 Weston Milliammeter #301; B eliminator Sterling speaker RT 41 Tel #24. Also tubes and parts. Frank Helm, 192 Jefferson St., Brooklyn, New York.

FOR SALE — Meissner, signal calibrator model 9-1076, \$50. Laughmans Radio Service, E-1027-J, 2815 Henderson St., El Paso, Texas.

SELL OR TRADE — Hallicrafters HT7 frequency standard. Want camera or equal value. Michael Topol, RD #2, Box 204, Aliquippa, Pa.

WANTED — Rider chanalyst or Meissner analyst any condition. Also RCA Jr. voltmmyst and any television amateur equipment. Henry Setzke, 2250 W. 35th St., Chicago 9, Ill.

FOR SALE — Supreme tube checker #85 with adaptors. Fred L. Stahl, 25 W. Clinton St., Valhalla, N. Y.



5 TIMES HONORED
by distinguished service citations

YOUR OWN AD RUN FREE

For three wartime years, the Sprague Trading Post helped radio men sell, trade or buy needed materials. Now, with the advent of Peace, this free advertising service will continue as long as the need exists.

We'll gladly run your ad free in the first available issue of one of the 5 magazines in which the Trading Post appears. All we ask is that it be written clearly and concisely, that it be confined to radio materials, and that it fit in with the spirit of this service.

As always we know we can count on you to use Sprague Condensers and Koolohm Resistors — and to ask for them by name!

HARRY KALKER, Sales Manager

DEPT. RSD-115, SPRAGUE PRODUCTS CO., North Adams, Mass.
Jobbing distributing organization for products of the Sprague Electric Co.

SPRAGUE CONDENSERS KOOLOHM RESISTORS

T.M. REGISTERED U. S. PATENT OFFICE

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

RADIO AND APPLIANCE DISTRIBUTORS

DES MOINES, IOWA—
Radio Trade Supply Corp.

WICHITA, KAN.—
Basham Appl. Co.

LOUISVILLE, KY.—
Myer-Bridges Co.

NEW ORLEANS, LA.—
Higgins Industries, Inc.
Modern Apply. & Sup.

BALTIMORE, MD.—
Arvin-Salmanson Co. of Balt.

BOSTON, MASS.—
Arvin Salmanson of New Eng.

DETROIT, MICH.—
Automobile Equipment Co.

JACKSON, MICH.—
C. E. Hamlin Co.

MUSKEGAN, MICH.—
Fitzpatrick Elec. Co.

PONTIAC, MICH.—
Madison Elec. Co.
Standard Elec. Co.

SAGINAW, MICH.—
Standard Elec. Co.

DULUTH, MINN.—
Marshall-Wells Co.

JACKSON, MISS.—
Ryan Sup. Co.

KANSAS CITY, MO.—
Ryan Interstate Dists.

ST. LOUIS, MO.—
Brown Sup. Co.

BILLINGS, MONT.—
Marshall-Wells Co.

LINCOLN, NEBR.—
The Kormeyer Co.

ALBUQUERQUE, N. MEX.—
Stephens Whsle. Co.

ALBANY, N. Y.—
Arvin Dists. of East'n N. Y.

BINGHAMTON, N. Y.—
Southern Tier Elec. Sup.

NEW YORK, N. Y.—
Arvin-Salmanson Co.

ROCHESTER, N. Y.—
Kemp Equip. Co.

SYRACUSE, N. Y.—
Group Parts Inc.

ASHEVILLE, N. C.—
Hayes & Hopson

CHARLOTTE, N. C.—
Hough-Wylie Co.

CINCINNATI, OHIO—
Keilson Cigar Co.

COLUMBUS, OHIO—
McCleery-Carpenter Elec. Co.

DAYTON, OHIO—
Keilson Cigar Co.

LAKEWOOD, OHIO—
Irving Leon Co.

TOLEDO, OHIO—
World Radio & Appl. Co.

PORTLAND, ORE.—
Marshall-Wells Co.

PHILADELPHIA, PENN.—
Everybodys Supply Corp.

PITTSBURGH, PENN.—
Joseph Woodwell Co.

CHARLESTON, S. C.—
C. D. Franke & Co.

GREENVILLE, S. C.—
Bates Radio & Sup. Co.

COLUMBIA, S. C.—
C. D. Franke & Co.

KNOXVILLE, TENN.—
Southern Furn. Sales

MEMPHIS, TENN.—
Shelby-Skipwith, Inc.

NASHVILLE, TENN.—
Auto Bearings & Parts Co.

DALLAS, TEX.—
Purse & Co.

HOUSTON, TEX.—
Peden Iron & Steel

SAN ANTONIO, TEX.—
Purse & Company

TEXARKANA, TEX.—
Purse & Company

SALT LAKE CITY, UTAH—
Jackson Dist. Co.

RICHMOND, VA.—
Benj. T. Crump Co.

SPOKANE, WASH.—
Marshall-Wells Co.

CHARLESTON, W. VA.—
Valley Equip. Co.

RADIO CORPORATION OF
AMERICA
RCA Victor Division
Camden, N. J.
Radio Receivers, Phono-
Records

BIRMINGHAM, ALA.—
R. P. McDavid & Co., Inc.

LOS ANGELES, CAL.—
Leo J. Meyberg Co., Inc.

SAN FRANCISCO, CAL.—
Leo J. Meyberg Co., Inc.

DENVER 17, COL.—
Hendrie & Bolthoff Mfg. & Supply Co.

E. HARTFORD, CONN.—
Radio & Appliance Dists. Inc.

D. C.—
Southern Wholesalers, Inc.

JACKSONVILLE, FLA.—
Southern Hdwe. & Bicycle Co.

JACKSONVILLE, FLA.—
Major Appliances, Inc.

MIAMI, FLA.—
Major Appliances, Inc.

TAMPA, FLA.—
Electric Sup. Co., Inc.

ATLANTA, GA.—
The Yancey Co., Inc.

CHICAGO, ILL.—
RCA Victor Dist. Corp.

PEORIA, ILL.—
Klaus Radio & Electric Co.

INDIANAPOLIS, IND.—
Associated Distributors

DES MOINES, IA.—
G. W. Onthank Company

LOUISVILLE, KY.—
Ewald Distributing Co.

NEW ORLEANS, LA.—
Electrical Supply Co.

PORTLAND, ME.—
Cressey & Allen

BALTIMORE, MD.—
D & H Distributing Co.

CAMBRIDGE, MASS.—
The Eastern Company

DETROIT, MICH.—
RCA Victor Dist. Corp.

MINNEAPOLIS, MINN.—
F. C. Hayer Co.

KANSAS CITY, MO.—
RCA Victor Dist. Corp.

ST. LOUIS, MO.—
Interstate Supply Co.

SPRINGFIELD, MO.—
Ozark Motor & Sup. Co.

BILLINGS, MONT.—
Northwestern Auto Sup. Co., Inc.

NEWARK, N. J.—
Krich-Radisco, Inc.

ALBANY, N. Y.—
Shapiro's Dist. Co.

BINGHAMTON, N. Y.—
Morris Dist. Co., Inc.

BUFFALO, N. Y.—
Bickford of Buffalo

NEW YORK, N. Y.—
Bruno-New York, Inc.

ROCHESTER, N. Y.—
Bickford Bros. Co.

SYRACUSE, N. Y.—
Morris Dist. Co.

CHARLOTTE, N. C.—
Southern Radio Corp.

CINCINNATI, O.—
Ohio Appliances, Inc.

CLEVELAND, O.—
Cleveland Radioelectric, Inc.

COLUMBUS, O.—
Ohio Appliances, Inc.

OKLA. CITY, OKLA.—
Dulaney Dist. Co.

PORTLAND, ORE.—
Harper-Meggee, Inc.

HARRISBURG, PA.—
D & H Distributing Co.

PHILADELPHIA, PA.—
Raymond Rosen & Co.

PITTSBURGH, PA.—
Hamburg Brothers

PROVIDENCE, R. I.—
Eddy and Company, Inc.

CHATTANOOGA, TENN.—
Radio & Appl. Dists., Inc.

KNOXVILLE, TENN.—
C. M. McClung & Co.

MEMPHIS, TENN.—
McGregor's, Inc.

NASHVILLE, TENN.—
Keith Simmons Co., Inc.

DALLAS, TEX.—
Adleta Company

EL PASO, TEX.—
Midland Specialty Co.

HOUSTON, TEX.—
Straus-Frank Co.

SAN ANTONIO, TEX.—
Straus-Frank Co.

SALT LAKE CITY, UTAH—
The Salt Lake Hdwe. Co.

RICHMOND, VA.—
Wyatt-Cornick, Inc.

SEATTLE, WASH.—
Harper-Meggee, Inc.

SPOKANE, WASH.—
Harper-Meggee, Inc.

HUNTINGTON, W. VA.—
Van Zandt Supply Co.

WHEELING, W. VA.—
Hamburg Brothers

MILWAUKEE, WIS.—
Taylor Electric Co.

THE REGINA
CORPORATION
Rahway, New Jersey
Home Cleaning Machines,
Blowers, Electric Floor
Polishers

MONTGOMERY, ALA.—
Walther Bros. Co.

N. LITTLE ROCK, ARK.—
Rye Auto Sup. Co.

PHOENIX, ARIZ.—
Albert Mathias & Co.

LOS ANGELES, CAL.—
Southwest Hdwe. Co., Inc.

LOS ANGELES, CAL.—
Sues-Young Co.

SAN DIEGO, CAL.—
Electric Supplies Distg. Co.

SAN FRANCISCO, CAL.—
McCormack & Co.

DENVER, COL.—
Tede & Etchingham

BRIDGEPORT, CONN.—
D'Elia Elec. Co., Inc.

JACKSONVILLE, FLA.—
Bent Distg. Co.

MIAMI, FLA.—
Thurrow Radio Dists.

PENSACOLA, FLA.—
Gulf Elec. Sup. Co.

W. PALM BEACH, FLA.—
Thurrow Radio Distg. Co.

ATLANTA, GA.—
Chas. A. Martin Distg. Co., Inc.

CAIRO, ILL.—
Woodward Hdwe. Co., Inc.

CHICAGO, ILL.—
The Harry Alter Co.

CHICAGO, ILL.—
A. C. McClurg & Co.

SPRINGFIELD, ILL.—
Capitol City Paper Co.

STERLING, ILL.—
Hardware Prods. Co.

EVANSVILLE, IND.—
Allied Appliance Dists.

FT. WAYNE, IND.—
The A. B. Gray Co.

INDIANAPOLIS, IND.—
Appliance Distribs., Inc.

SO. BEND, IND.—
The Ridge Co.

DAVENPORT, IA.—
Midwest-Timmerman Co.

ASHLAND, KY.—
Vogel, Birch & Co.

LEXINGTON, KY.—
Radio Equipment Co.

LOUISVILLE, KY.—
Bomar Mfg. Co.

BOISE, IDA.—
W. H. Bintz Co.

ALEXANDRIA, LA.—
Billups Whsle. Sup. Co.

N. ORLEANS, LA.—
C. T. Patterson Co., Inc.

CAMDEN, ME.—
Camden Shipbldg. & Marine RR Co.

BALTIMORE, MD.—
David Kaufmann's Sons

BOSTON, MASS.—
Metro Distributors, Inc.

SPRINGFIELD, MASS.—
Western Mass. Dists., Inc.

FLINT, MICH.—
Michigan Industries, Inc.

DETROIT, MICH.—
State Distributing Co.

GRAND RAPIDS, MICH.—
State Distributing Co.

MARQUETTE, MICH.—
The Soo-Marquette Hdwe. Co.

DULUTH, MINN.—
McGovern-Stewart Co.

MINNEAPOLIS, MINN.—
McGovern-Stewart Co.

(Continued on page 54)

RADIO SERVICE DEALER

HOW'D YOU LIKE TO GET THESE 2 GHIRARDI BOOKS for CHRISTMAS?

What could be finer for Christmas, more appreciated or long remembered, than a gift that will help for years to come in building for a successful future in Radio-Electronic servicing? And so here's a Christmas gift tip: If you're buying a gift for a radio-inclined friend give him one or both of these helpful money-making

books — or, take advantage of the combination offer and buy one for him and keep the other for yourself. Or, if a friend or relative is wondering what to get you this year, why not drop a hint that nothing would please you more than a Ghirardi book. Hand them the coupon below!

← CUTS TESTING TIME *IN HALF* STOPS GUESSWORK ON SERVICE JOBS

A. A. Ghirardi's RADIO TROUBLESHOOTER'S HANDBOOK is a service "short cut" that really works. Actually, it is a definite, dependable guide for diagnosing, locating and repairing troubles in almost every receiver ever made. Tells you WHAT to do — exactly HOW to do it on over 4,800 different receiver models. Eliminates useless testing! Saves time! Helps you make more money!

When a receiver comes in for repairs, simply turn to the 404-page Case History section. Look up the notes on that particular make and model. Nine times out of ten you'll find EXACTLY the information you require. The Handbook tells

you what the trouble is, how to repair it. Ideal for training new helpers, handling tough jobs in half the usual time, repairing cheap sets rapidly — or substituting tubes and parts properly. Hundreds of additional pages are devoted to I-F alignment peaks; transformer troubles; tube substitution data; and literally dozens of charts, graphs, diagrams, data and helpful hints designed to help you do every job easier, better and a whale of a lot faster. Pays for itself in time saved the very first time you use it! Weighs 4½ lbs., contains 744 big manual-size, fully-indexed pages. Only \$5 complete — on our 5-Day Money-Back Guarantee offer.

← THE ONLY COMPLETE GUIDE TO MODERN Professional SERVICE WORK

A. A. Ghirardi's MODERN RADIO SERVICING gives you a COMPLETE, MODERN EDUCATION in truly professional service methods of the kind that will be your "Open Sesame!" to the big-money opportunities that only well-trained servicemen will be in a position to grasp. Now as never before the call is for HIGHLY TRAINED MEN having a broad knowledge of modern test equipment and testing techniques — NOT for "screw-driver" mechanics of only limited ability and technical understanding.

MODERN RADIO SERVICING is a complete servicing course from A to Z. Nothing is omitted. Nothing is condensed. You'll be amazed how easily understandable it makes subjects that other books and courses make seem highly complicated. And, even though you've been in service work for years, you'll be pleasantly surprised how this big book will serve as "refresher" to help you handle almost every job, quicker, faster and more profitably. From beginning to end, it brings you the kind of modern, professional "Know How" that will pay you big dividends for years to come. 1300 pages; 706 clear illustrations; 720 self-test review questions. \$5 (\$5.50 foreign). Absolute 5-Day Money-Back Guarantee.



A. A. GHIRARDI

COVERS EVERY CONCEIVABLE SERVICE SUBJECT!

Following are only a few of the subjects covered in MODERN RADIO SERVICING: Milliameters, ammeters and voltmeters; Methods and instruments for measuring resistance; How, Why, When, Where to use instruments of all types; How to build your own; Tube checkers; Set analyzers;

Point-to-point testing; Test oscillators; Preliminary trouble checks; AVC and QAVC circuits; Troubleshooting; Testing components; Obscure Radio Troubles; Aligning and neutralizing; Auto radios; All-wave radio servicing; Marine radio; Interference reduction; How to start a successful Radio-Electronic service business ... and dozens of others.

MONEY-SAVING OFFER!

We'll send you BOTH of the big books listed above — a total of over 2040 pages of the finest, most helpful service data on the market — for only \$9.50 (\$10.50 foreign). Use coupon.

5-DAY MONEY-BACK GUARANTEE

Murray Hill Books, Inc., Dept. RSD115,
232 Madison Ave., New York 16, N. Y.

[] Enclosed find \$..... for books checked, sent postpaid; or [] send C.O.D. (in U.S.A. only) for this amount plus postage. If not fully satisfied, I may return the books within 5 days and have my money refunded.

[] Ghirardi's RADIO TROUBLESHOOTER'S HANDBOOK, \$5 (\$5.50 foreign).
[] Ghirardi's MODERN RADIO SERVICING, \$5 (\$5.50 foreign).
[] MONEY-SAVING COMBINATION OFFER — Both big books (over 2040 pages of invaluable data for only \$9.50 for the two (\$10.50 foreign).

Name
Address
City & Dist. No. State

The books that help you repair ANY kind of Radio equipment
EASIER—BETTER—FASTER—MORE PROFITABLY

RADIO AND APPLIANCE DISTRIBUTORS

- WILLMAR, MINN.—
Minnesota Elec. Sup. Co.
- KANSAS CITY, MO.—
Golden Star Pol. Mfg. Co., Inc.
- ST. LOUIS, MO.—
Hollander & Co., Inc.
- BILLINGS, MONT.—
Jas. R. McLaughlin
- BILLINGS, MONT.—
Northwestern Auto Sup. Co.
- OMAHA, NEBR.—
Appliance Distributors, Inc.
- RENO, NEV.—
Savieurs Elecl. Prods. Corp.
- LACONIA, N. H.—
Geo. C. Stafford & Sons
- NEWARK, N. J.—
Appliance Wholesalers
- TRENTON, N. J.—
United Tire Stores Co.
- ALBANY, N. Y.—
Ft. Orange Dist. Co. Inc.
- BINGHAMTON, N. Y.—
Columbia Jobbing Co.
- BUFFALO, N. Y.—
The Warnock Mills Inc.
- MOIRA, N. Y.—
Baker's
- NEW YORK, N. Y.—
U. S. Elec'l Sup. Co.
- NEW YORK, N. Y.—
The Warnock Mills Inc.
- ROCHESTER, N. Y.—
National Sales Co.
- SYRACUSE, N. Y.—
Burhans' Black, Inc.
- CHARLOTTE, N. CAR.—
Southern Bear & Parts Co.
- CINCINNATI, O.—
Estate Dist. Co.
- CLEVELAND, OHIO—
Cleveland Radio Electric, Inc.
- COLUMBUS, OHIO—
F. O. Carpenter & Son
- TOLEDO, OHIO—
The Jos. B. Smith Co.
- MUSKOGEE, OKLA.—
Fullerton Elec. Sup.
- OKLAHOMA CITY, OKLA.—
Leo Maxwell Co.
- PORTLAND, ORE.—
Harper-Meggee Co.
- ALLENTOWN, PA.—
M. S. Young & Co.
- PHILADELPHIA, PA.—
Philadelphia Dists.
- PITTSBURGH, PA.—
Pitts. Appliance Dist. Co.
- SCRANTON, PA.—
Columbia Jobbing Co.
- YORK, PA.—
Mottler Elec. Co.
- PAWTUCKET, R. I.—
Star Wallpaper & Paint Co.
- PROVIDENCE, R. I.—
Simons Dist. Co.
- CHARLESTON, S. CAR.—
Butt's Elecl. Sup. Co.
- ABERDEEN, S. DAK.—
The Jackson Hdwe. Co.
- KNOXVILLE, TENN.—
C. M. McClung & Co. Inc.
- MEMPHIS, TENN.—
Mack Lewis
- NASHVILLE, TENN.—
Better Home Prods. Inc.
- AMARILLO, TEX.—
Marsh Elecl. Sup.
- DALLAS, TEX.—
Smith-Perry Elec. Co.
- EL PASO, TEX.—
Albert Mathias & Co.
- HOUSTON, TEX.—
Electric Equipment, Inc.
- SAN ANTONIO, TEX.—
A. B. Frank Co.
- SALT LAKE CITY, UTAH—
W. H. Bintz Co.
- BURLINGTON, VT.—
Hagar Hdwe. & Paint Co.
- NORFOLK, VA.—
Goodman Elec. Sup. Co.
- ROANOKE, VA.—
Thurman & Boone Co., Inc.
- SEATTLE, WASH.—
Schwabacher Hdwe. Co.
- SPOKANE, WASH.—
Harper-Meggee Inc.
- CHARLESTON, W. VA.—
Valley Equip. Co., Inc.
- MANITOWOC, WISC.—
Rahr Supply Co.
- MILWAUKEE, WISC.—
General Utilities Dists.
- SENTINEL RADIO CORP.**

2020 Ridge Ave.,
Evanston, Ill.
Radio Receivers
- BIRMINGHAM, ALA.—
Alabama Appliance Co.
- PHOENIX, ARIZ.—
Stephens Wholesale Co.
- LITTLE ROCK, ARK.—
Fones Bros Hdwe. Co.
- LOS ANGELES, CAL.—
Nat Halpern
William Volker & Co.
- OAKLAND, CAL.—
W. D. Brill Co.
- SACRAMENTO, CAL.—
Lester Dist. Co.
- SAN FRANCISCO, CAL.—
Adolph Blaich, Inc.
E. W. Reynolds Co.
M. Seller Co.
William Volker & Co.
- DENVER, COLO.—
Davis Bros., Inc.
Interstate Radio & Sup. Co.
The Parker Co.
- GRAND JUNCTION, COLO.—
Biggs-Kurtz Hdwe. Co.
- HARTFORD, CONN.—
Capitol Light & Sup. Co.
Hatry & Young
- NEW HAVEN, CONN.—
Grand Light & Sup. Co.
C. S. Mersick & Co.
- WASHINGTON, D. C.—
Louis B. Pelzman
- GAINESVILLE, FLA.—
Baird Hdwe. Co.
- MIAMI, FLA.—
Penton-Shepard Tire Co.
- TAMPA, FLA.—
Knight & Wall Co.
- ATLANTA, GA.—
Beck & Gregg Hdwe. Co.
Specialty Dist. Co.
- BOISE, IDA.—
Afton-Lemp Electric Co.
- LEWISTON, IDA.—
Erb Hardware Co.
- POCATELLO, IDA.—
Billmeyer's
- CHICAGO, ILL.—
Pilgrim Dist. Co.
- TUSCOLA, ILL.—
Moulden Dist. Co.
- EVANSVILLE, IND.—
Boetticker & Kellogg Co.
- INDIANAPOLIS, IND.—
Arthur Fulmer
Van Camp Hdwe. & Iron Co.
- SOUTH BEND, IND.—
Interstate Dist. Co.
- BURLINGTON, IA.—
Drake Hdwe. Co.
- DES MOINES, IA.—
Brown-Camp Hdwe. Co.
Iowa Radio Corp.
- SIoux CITY, IA.—
Knapp & Spencer Co.
- WATERLOO, IA.—
Cutler Hdwe. Co.
- ATCHISON, KAN.—
Blsh Mize & Silliman Hdwe. Co.
- TOPEKA, KAN.—
W. A. L. Thompson Hdwe. Co.
- WICHITA, KAN.—
Shelly Elec. Co.
- ASHLAND, KY.—
Ben Williamson & Co.
- LOUISVILLE, KY.—
Stratton & Terstegge Co.
- NEW ORLEANS, LA.—
Interstate Elec. Co.
- SHREVEPORT, LA.—
Ogilvie Hdwe. Co.
- PORTLAND, ME.—
Nelson & Small, Inc.
- BALTIMORE, MD.—
J. R. Hunt & Co.
- BOSTON, MASS.—
Jos. Mandell & Co.
- SPRINGFIELD, MASS.—
Springfield Radio Co.
- DETROIT, MICH.—
Allied Music Sales Co.
- FLINT, MICH.—
Lifsey Dist. Co.
- GRAND RAPIDS, MICH.—
B & W Dist. Co.
- MINNEAPOLIS, MINN.—
Janney Semple Hill & Co.
The Stark Radio Sup. Co.
- ST. PAUL, MINN.—
Farwell-Ozmun Kirk & Co.
- BOONVILLE, MO.—
Central Furn. & Appl. Co.
- KANSAS CITY, MO.—
Meyer Jewelry Co.
- ST. LOUIS, MO.—
Shapleigh Hdwe. Co.
- SPRINGFIELD, MO.—
Ozark Motor & Sup. Co.
- BILLINGS, MONT.—
Montana Elec. Sup.
- GREAT FALLS, MONT.—
Great Falls Drug Co.
Northwest Sup. Co.
- MISSOULA, MONT.—
Missoula Drug Co.
- LINCOLN, NEBR.—
Henkle & Joyce Hdwe. Co.
- NORTH PLATTE, NEBR.—
Kunkel Auto Sup. Co.
- OMAHA, NEBR.—
All-State Dist. Co.
Wrigly & Wilhelmy Co.
- MANCHESTER, N. H.—
John B. Varick Co.
- NEWARK, N. J.—
Eastern Elec'l. Sup. Co.
- ALBUQUERQUE, N. MEX.—
Stephens Wholesale
- BUFFALO, N. Y.—
Dymac Inc.
- ITHACA, N. Y.—
Stallman of Ithaca
- KINGSTON, N. Y.—
Canfield Sup. Co.
- NEW YORK, N. Y.—
Sanford Electronics Corp.
- ROCHESTER, N. Y.—
Gordon Motor Parts Inc.
- SYRACUSE, N. Y.—
Penfield Mfg. Co.
- TROY, N. Y.—
Hinsdill Elec. Co.
- UTICA, N. Y.—
Vaeth Elec. Co.
- YONKERS, N. Y.—
Goler Elec. Sup. Corp.
- SHELBY, N. C.—
Pendleton's
- CANTON, O.—
The Furday Sommer Co.
- CHILLICOTHE, O.—
Spetnagel Hdwe. Co.
- COLUMBUS, O.—
N. Wasserstrom Inc.
- CINCINNATI, O.—
Appliances, Inc.
- CLEVELAND, O.—
J. H. Gross & Co.
George Worthington Co.
- DAYTON, O.—
The York Supply Co.
- YOUNGSTOWN, O.—
The Cavanaugh Co.
- ZANESVILLE, O.—
American Light Co.
- OKLAHOMA CITY, OKLA.—
Southern Sales Co.
- PORTLAND, ORE.—
Northwest Radio Sup.
- ALLENTOWN, PA.—
Royal Wholesale Co.
- ALTOONA, PA.—
Electric Appl. Dists.
- ERIE, PA.—
The Erie Drug Co.
- HARRISBURG, PA.—
Excelsior Radio Co.
- KINGSTON, PA.—
Harris Hdwe. & Sup. Co.
- PHILADELPHIA, PA.—
Elliott-Lewis Elec. Co.
- PITTSBURGH, PA.—
American Hdwe. Sup. Co.
Doubleday-Hill Elec. Co.
Dyke Motor Sup. Co.
Union Supply Co.
- READING, PA.—
Bright & Co.
- PROVIDENCE, R. I.—
George Gerber Co.
- ABERDEEN, S. DAK.—
Jackson Hdwe. Co.
- ST. LOUIS, S. DAK.—
Larsen Hdwe. Co.
- KNOXVILLE, TENN.—
C. M. McClung & Co.
- MEMPHIS, TENN.—
Mississippi Valley Furn. Co.
Stratton-Warren Hdwe. Co.
Stratton-Warren Sales Co.
- NASHVILLE, TENN.—
Cotton States D. G. Co.
H. G. Lipscomb & Co.
- AMARILLA, TEX.—
Morrow-Thomas Hdwe. Co.
- CORPUS CHRISTI, TEX.—
Corpus Christi Hdwe.

(Continued on page 56)



Heading
your way
SOON

SPARTON IS READY!

HERE'S NEWS! News of first importance to every one who owns, or expects to own an *exclusive* Sparton Radio franchise!

Sparton will be shipping radios—soon. A *lot* of them!

Superb Consoles, Table Models and Radio-Phonograph Combinations—all with new and exciting features! Many equipped for FM.

A steady flow of production is assured with five completely modern plants plus the addition of a high-quality cabinet factory.

Sparton is ready! But—*remember*—all Sparton Radios are sold under the SCMP (Sparton Cooperative Merchandising Plan) to *one* dealer in each community.

If you are interested in being the *exclusive* Sparton dealer in your community, write Ed Bonia, Sales Manager, The Sparks-Withington Company, Jackson, Michigan.

THE SPARKS-WITHINGTON CO., JACKSON, MICH.

SPARTON

RADIO'S RICHEST VOICE SINCE 1926

RADIO AND APPLIANCE DISTRIBUTORS

DALLAS, TEX.—
Walter H. Allen Co.
FORT WORTH, TEX.—
Nash Hdwe. Co.
HOUSTON, TEX.—
Harrison Equip. Co.
SAN ANTONIO, TEX.—
Wm. Van Hoogenhuyze
Hdwe Co.
TYLER, TEX.—
Wadel-Connally Hdwe. Co.
SALT LAKE CITY, UTAH—
Smith-Faus Drug Co.
GRUNDY, VA.—
Buchanan-Williamson Sup.
Co.

RICHMOND, VA.—
Richmond Hdwe. Co.
BELLINGHAM, WASH.—
Watkus Supply Co.
SEATTLE, WASH.—
Seattle Radio Sup. Inc.
TACOMA, WASH.—
Home Electric Co.
BLUEFIELD, W. VA.—
Bluefield Furn. Co.
CHARLESTON, W. VA.—
Charleston Whsle. Furn. Co.
CLARKSBURG, W. VA.—
Osborn Machinery Co.
HUNTINGTON, W. VA.—
Southern Whsle. Furn. Co.
PARKERSBURG, W. VA.—
A. E. Supply Co.
WHEELING, W. VA.—
The Front Co.
MADISON, WIS.—
Satterfield Radio Sup.
MILWAUKEE, WIS.—
Marsh Radio Sup. Co.
John Pritzlaff Hdwe. Co.

SHERIDAN ELECTRONICS CORP.

2840 South Michigan Ave.,
Chicago 16, Ill.
Radio Receivers, Traffic
Appliances

LOS ANGELES, CAL.—
Radio Products Sales
MIAMI, FLA.—
Nat'l Radio Distrs.
LAKE PROVIDENCE, LA.—
F. H. Schneider & Sons
BALTIMORE, MD.—
Associated Dist'g Co.
Eastern Wholesalers, Inc.
BOSTON, MASS.—
DeMambro Radio Sup. Co.
Hub Cycle & Radio Co.
The Rodley Co., Inc.
NEWARK, N. J.—
Clinton Radio & Appliances
Corp.
CLEVELAND, O.—
Music Dist'g Co.
ALTOONA, PA.—
Dibert Dist'g
ERIE, PA.—
K. L. Frank Co.
HARRISBURG, PA.—
Penn Appl. Distrs.
PHILADELPHIA, PA.—
Harry Lasky & Co.
PITTSBURGH, PA.—
Moto-Radio Dist'g Co.
WILKES-BARRE, PA.—
Airflow Mfg. Co.

DALLAS, TEX.—
Dallas Elec. Sup. Co.
CHARLESTON, W. VA.—
Wilson Dist'g Co.
HUNTINGTON, W. VA.—
Van Zandt Sup. Co.

SONORA RADIO & TELEVISION CORP.

325 N. Hoyme Ave., Chicago,
Ill.

Radio Receivers, Phono-
Records

BIRMINGHAM, ALA.—
Alabama Appl. Co. Inc.
PHOENIX, ARIZ.—
Arizona Whsle. Sup. Co.
LOS ANGELES, CAL.—
Pacific Music Sup. Co.
LOS ANGELES, CAL.—
Nelson R. Thomas Agcy.
SAN FRAN., CAL.—
Schwalb-Lapkin Co.
DENVER, COL.—
Morey Mercantile Co.
NEW HAVEN, CONN.—
The Electronic Sales Co.
JACKSONVILLE, FLA.—
French Nestor Co.
ATLANTA, GA.—
C. S. Martin Dist. Co., Inc.
BOISE, IDA.—
Davis Sup. Co.
POCATELLO, IDA.—
Billmeyer's
CHICAGO, ILL.—
Walker-Jimieson, Inc.
PEORIA, ILL.—
S & S Distributors
EVANSVILLE, IND.—
Boetticher & Kellogg Co.
INDIANAPOLIS, IND.—
Electric Appliances, Inc.
DES MOINES, IA.—
The Lagoe Co.
LOUISVILLE, KY.—
The Sutcliffe Co.
N. ORLEANS, LA.—
Monroe Hdwe. Co. Inc.
BANGOR, ME.—
Maine Industries Co.
BALTO, MD.—
Nelson & Co., Inc.
BOSTON, MASS.—
Milhender Dists, Inc.
SPRINGFIELD, MASS.—
Springfield Radio Co.
WORCESTER, MASS.—
Radio Main. Sup. Co.
DETROIT, MICH.—
Graybar Elec. Co., Inc.
FLINT, MICH.—
Graybar Elec. Co., Inc.
LANSING, MICH.—
Graybar Elec. Co., Inc.
MUSKEGON, MICH.—
Manufacturers' Sales Co.
MINN., MINN.—
Leitz Carpet Co.
JACKSON, MISS.—
Ryan Sup. Co.
ST. LOUIS, MO.—
Appliance Dist. Co.
KANS. CITY, MO.—
Ryan Radio & Elec. Co.
BUTTE, MONT.—
George Steele & Co.
OMAHA, NEBR.—
H. C. Noll Co.

NEWARK, N. J.—
Beller Elec. Co.
ALBANY, N. Y.—
Rapid Sales Co.
BINGHAMTON, N. Y.—
Florance Elec. Sup. Co., Inc.
BUFFALO, N. Y.—
Bison Elecl. Co., Inc.
NEW YORK, N. Y.—
Barth-Feinberg, Inc.
ROCHESTER, N. Y.—
Masline Rad. & Elec. Equip.
Co.
ASHVILLE, N. C.—
Graybar Elec. Co., Inc.
CHARLOTTE, N. C.—
Graybar Elec. Co., Inc.
DURHAM, N. C.—
Graybar Elec. Co., Inc.
WINSTON-SALEM, N. C.—
Graybar Elec. Co., Inc.
AKRON, OHIO—
Graybar Elec. Co., Inc.
CINN., O.—
Auto-Rad Supply Co., Inc.
CLEVELAND, O.—
Graybar Elec. Co., Inc.
COLUMBUS, O.—
Standard Paper Co.
TOLEDO, O.—
Graybar Elec. Co., Inc.
OKLA. CITY, OKLA.—
M. L. Foster Co.
OKLA. CITY, OKLA.—
Wm. Mee Co.
PORTLAND, ORE.—
North Coast Elec. Co.
PHILA., PA.—
Franklin Elec. Co.
PITTS., PA.—
L. H. Smith, Inc.
READING, PA.—
George D. Barbey Co.
SCRANTON, PA.—
The Chas. B. Scott Co.
YORK, PA.—
Jno. E. Graybill & Co., Inc.
PROVIDENCE, R. I.—
Milhender Dists., Inc.
CHARLESTON, S. CAR.—
C & D Dist. Co.
KNOXVILLE, TENN.—
Valley Appliances, Inc.
MEMPHIS, TENN.—
W. B. Davis Elec. Sup. Co.
NASHVILLE, TENN.—
Electra Dist. Co.
DALLAS, TEX.—
Higginbotham-Pearlstone
Hdwe. Co.
EL PASO, TEX.—
Diehl & Lehman Appl. Co.
HOUSTON, TEX.—
Texas Farm Sup. Co.
SAN ANTONIO, TEX.—
Southern Music Co.
RUTLAND, VT.—
Vermont Elec. Sup. Co.
RICHMOND, VA.—
Goldberg Co., Inc.
ROANOKE, VA.—
Goldberg Co., Inc.
SEATTLE, WASH.—
North Coast Elec. Co.
SPOKANE, WASH.—
John W. Graham & Co.
KANAWHA COUNTY, W.VA.—
Chemcity Rad. & Elec. Co.
CLARKSBURG, W. VA.—
Johnson Hdwe. Co.
MILWAUKEE, WISC.—
Clark Supply Co.

THE SPARKS-WITHING- TON COMPANY

Jackson, Mich.
Radio Receivers
Line sold direct to fran-
chised dealers by manu-
facturer's District Mer-
chandisers
District Merchandisers

ALABAMA—
Wm. C. Allen & Assoc.,
Birmingham
ARIZONA—
Southern Coop. Whsle.,
Phoenix
ARKANSAS—
Henry Witzmann, Nashville,
Tenn.
CALIFORNIA—
Bernard S. Tucker, Los
Angeles
COLORADO—
Harry Moll, Inc., Denver
CONNECTICUT—
M. K. Thompson, Wellesley,
Mass.
DELAWARE—
Tom Burnett, Sparks, Md. &
W. W. Plankinton, N.Y.C.
DISTRICT OF COLUMBIA—
W. W. Plankinton, N.Y.C.
GEORGIA—
Wm. C. Allen & Assocs.,
Birm'm, Ala.
IDAHO—
L. A. Robinson, Seattle,
Wash.
ILLINOIS—
Whe-Gro Company, St.
Louis, Mo.
INDIANA—
Al. H. Anderson, Macedonia,
Ohio & L. Frederick, Perrys-
burg, O.
IOWA—
J. G. Smith
KANSAS—
C. P. Kennedy
KENTUCKY—
C. E. Rice, Louisville &
L. Frederick, Perrysburg, O.
LOUISIANA—
Wm. Allen & Assocs.,
Birm'm, Ala.
MASSACHUSETTS—
M. K. Thompson, Wellesley
MICHIGAN—
(Upper Peninsular)
Campbell & Stenson,
St. Paul, Minn.
MINNESOTA—
Campbell & Stenson, St. Paul
MISSOURI—
Whe-Gro Co., St. Louis
MISSISSIPPI—
Wm. C. Allen & Assocs.,
Birm'm, Ala.
MONTANA—
L. A. Robinson,
Seattle, Wash.
NEW HAMPSHIRE—
J. B. Wheeler,
Catamet, Mass.
NEW JERSEY—
(Northern) Victor H. Meyer,
N.Y.C.

(Continued on page 58)

SYLVANIA NEWS

RADIO RETAILER EDITION

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

SYLVANIA "LOCK-IN" ADVERTISEMENTS SELL THIS SUPERIOR TUBE TO NATION'S MILLIONS

Appearing in eight national magazines, with an audience of over 10,000,000

YOUR NEXT RADIO NEEDS "LOCK-IN!"

*"PROVED IN RADAR!
BEST FOR YOUR SET!"*

LOOK FOR LOCK-IN TUBES BEFORE YOU BUY A RADIO!
Why? Because more than any other tube, Lock-ins are in step with the trend in modern radio—a trend toward higher and higher frequencies.
Proved in Radar and secret radio equipment—Lock-ins are perfect for FM and Television. Be sure your next radio is truly up-to-date! Look for Lock-ins!

"PERFECT FOR EVERY TYPE OF RADIO!"

"TOPS FOR FM AND TELEVISION!"

"DEFIES JARRING—STAYS PUT!"

SYLVANIA ELECTRIC

Executive Office: 500 Fifth Ave., New York 18, N.Y.

Makers of Radio Tubes, Fluorescent Lamps, Fixtures, Wiring Devices, Electric Light Bulbs, Electronic Devices

This full page "Lock-In" ad appears in eight national magazines—including The Saturday Evening Post, Time, Fortune and Newsweek—telling over ten million people why Lock-In Tubes are the best tubes for their radios.

Many Set Makers to Include Them in Next Models

There are two important reasons why radio retailers will find the Sylvania Lock-In radio tube one of their best-sellers and biggest profit-makers. First, the Lock-In has advantages possessed by no other radio tube made. Second, the story of this remarkable tube is being directed to millions through Sylvania national advertisements.

These ads will boost your profits by further popularizing a tube already famous for the vital part it played in communications during the war. Today, set manufacturers are looking to the Sylvania Lock-In Tube as the perfect electronic unit for every type of set—including FM and Television.

WHY THEY ALL WANT LOCK-IN RADIO TUBES

- 1. ELECTRICALLY,** Lock-In Tubes are more efficient. Element leads are brought directly through a low-loss glass header to become sturdy socket pins—effecting a much desired reduction in lead inductance and inter-element capacity.
- 2. MECHANICALLY,** Lock-In Tubes are more rugged. Support rods are stronger and thicker. There are fewer welded joints and no soldered joints. The elements can't warp or weave and the "Lock-In" lug is made of metal—not plastic.

SYLVANIA ELECTRIC

Emporium, Pa.

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

NOVEMBER, 1945

RADIO AND APPLIANCE DISTRIBUTORS

NEW JERSEY—
(Southern) W. W. Plankinton, N.Y.C.

NEW MEXICO—
Harry Moll, Inc.,
Denver, Col.

NEW YORK—
(Metropolitan) Victor H. Meyer, N.Y.C.

NEW YORK—
(Syracuse & West'n)
Glen Burdick, Buffalo

NEW YORK—
(Central) D. J. Rizzo,
Syracuse

NEW YORK—
(Southwestern) Nypenno
Sales Co., Warren, Pa.

NORTH CAROLINA—
Edmiston-Rimmer,
Charlotte

NORTH DAKOTA—
Campbell & Stenson,
St. Paul, Minn.

OHIO—
(Eastern)
L. Frederick, Perrysburg

OHIO—
(Eastern)
A. G. Everett, Lakewood

OHIO—
(Western)
F. Chester Rice, Lakewood

OKLAHOMA—
Myron H. Kent, Okla. City

OREGON—
L. A. Robinson,
Seattle, Wash.

PENNSYLVANIA—
(Eastern)
Nypenno Sales Co., Warren

PENNSYLVANIA—
(Southern)
W. W. Plankinton, N.Y.C.

RHODE ISLAND—
M. K. Thompson,
Wellesley, Mass.

SOUTH CAROLINA—
J. D. Edmiston,
Charlotte, N. C.

SOUTH DAKOTA—
Campbell & Stenson,
St. Paul, Minn.

TENNESSEE—
Wm. C. Allen & Assocs.,
Birm'm, Ala.

TEXAS—
Lynn Dickerson Assocs.,
Houston

UTAH—
Harry Noll, Inc., Denver, Col.

VIRGINIA—
W. W. Plankinton, N.Y.C.

WASHINGTON—
L. A. Robinson, Seattle

WEST VIRGINIA—
L. Frederick, Perrysburg, O.
& C. Bennett Bindley,
Rocky River, O.

WISCONSIN—
Gilbert B. Mueller,
Milwaukee

WYOMING—
Harry Noll Inc., Denver, Col.

BIRMINGHAM, ALA.—
Cruse-Crawford Dist. Co.

PHOENIX, ARIZ.—
Arizona Mercantile Co.

FORT SMITH, ARK.—
Wise Radio Sup. Co.

LITTLE ROCK, ARK.—
Connerly Radio Distrs.

LOS ANGELES, CALIF.—
Kinney Bros.

SAN FRANCISCO, CALIF.—
Edward F. Hale Co.

DENVER, COLO.—
Ralph Olsen Sales Co.

HARTFORD, CONN.—
Wood, Alexander & Co.

JACKSONVILLE, FLA.—
Lovejoy Co.

MIAMI, FLA.—
J. M. Keely Sales Co.

ATLANTA, GA.—
Cowan-Boze Co.

BOISE, IDAHO—
Afton-Lemp Elec. Co.

CHICAGO, ILL.—
T. H. Maginniss Dist. Co.

LAWRENCEVILLE, ILL.—
Suttle Equipment Co.

PEORIA, ILL.—
Graybar Elec. Co.

INDIANAPOLIS, IND.—
Central Rubber & Sup. Co.

DAVENPORT, IA.—
Graybar Elec. Co.

DES MOINES, IA.—
Graybar Elec. Co.

DUBUQUE, IA.—
Diener Appliances

WICHITA, KAN.—
Wichita Building Material
Co.

LOUISVILLE, KY.—
Stratton & Terstegge Co.

PADUCAH, KY.—
Michael Hardware Co.

NEW ORLEANS, LA.—
C. T. Patterson Co.

BANGOR, MAINE—
Coffin & Wimple

LEWISTON, MAINE—
Lewiston Maytag Co.

BALTIMORE, MD.—
Butler Bros.

DETROIT, MICH.—
Specialties Dist. Co.

FLINT, MICH.—
Silkworth Dist. Co.

GRAND RAPIDS, MICH.—
Graybar Elec. Co.

YPSILANTI, MICH.—
Silkworth's

DULUTH, MINN.—
Great Lakes Auto Parts &
Machine Works

MANKATO, MINN.—
Southern Minn. Sup. Co.

MINNEAPOLIS, MINN.—
Minnesota Elec. Sup. Co.

WILLMAR, MINN.—
Minnesota Elec. Sup. Co.

KANSAS CITY, MO.—
Fitzgerald & Co.

ST. LOUIS, MO.—
Butler Bros.

SPRINGFIELD, MO.—
Harry Cooper Sup. Co.

OMAHA, NEBR.—
Motor Parts Co.

NORTH PLATTE, NEBR.—
Kunkel Auto Sup. Co.

RENO, NEV.—
Sterling Appliance Co.

NEWARK, N. J.—
Clinton Radio & Appl. Corp.

ALBUQUERQUE, N. MEX.—
Charles Ilfeld Co.

ALBANY, N. Y.—
Ft. Orange Radio Dist. Co.

BINGHAMTON, N. Y.—
Northrup Sup. Corp.

BUFFALO, N. Y.—
John Henrich Co.

LONG ISLAND CITY, N. Y.—
Apex-New York
Appliance Distrs.

MOUNT VERNON, N. Y.—
Gershoff Elec. Sup. Corp.

STATEN ISLAND, N. Y.—
Miller Elec. Co.

UTICA, N. Y.—
Shaw Dist. Co.

CHARLOTTE, N. C.—
Shaw Dist. Co.

RALEIGH, N. C.—
Blackwood's Inc.

MINOT, N. DAK.—
Shirley & Onstead

CINCINNATI, OHIO—
Harry Knodel Dist. Co.

CLEVELAND, OHIO—
J. C. Boylan Co.

DAYTON, OHIO—
Standard Radio & Elec-
tronic Prod. Co.

NEWARK, OHIO—
Williams Whsle. Distrs.

PORTSMOUTH, OHIO—
The Hibbs Hardware Co.

TULSA, OKLA.—
Stewart-Warner Prod. Co.

PORTLAND, ORE.—
Graybar Elec. Co.

ERIE, PA.—
Reliable Radio, Inc.

PHILADELPHIA, PA.—
Philadelphia Distrs.

PITTSBURGH, PA.—
I. & M. Sufirin

WILKES BARRE, PA.—
Kile-Jacobs & Co.

YORK, PA.—
Mottler Elec. Co.

PROVIDENCE, R. I.—
Tracy & Co., Inc.

CHARLESTON, S. C.—
Home Appliances Co.

RAPID CITY, S. DAK.—
Hills Gas & Appl. Co.

SIoux FALLS, S. DAK.—
Rudning-Robertson Co.

CHATTANOOGA, TENN.—
Johnson Tire Co.

KNOXVILLE, TENN.—
Bright Dist. Co.

MEMPHIS, TENN.—
Woodson-Bozeman

Nashville, Tenn.—
W. W. Acuff Co.

CORPUS-CHRISTI, TEX.—
Edwin Flato Co.

DALLAS, TEX.—
Butler Bros.

BURLINGTON, VT.—
Hagar Hardware & Paint Co.

RICHMOND, VA.—
Consolidated Sales Co.

ROANOKE, VA.—
Cormell-Friddy, Inc.

SEATTLE, WASH.—
Graybar Elec. Co.

SPOKANE, WASH.—
Graybar Elec. Co.

HUNTINGTON, W. VA.—
Emmons-Hawkins

WHEELING, W. VA.—
Ott Heiskell Co.

MILWAUKEE, WIS.—
State Dist. Co.

**STROMBERG-CARLSON
CO.**

Rochester 3, N. Y.

Radio Receivers

Rochester, New York

BIRMINGHAM, ALA.—
Clark & Jones

PHOENIX, ARIZ.—
Motor Sup. Co.

LITTLE ROCK, ARK.—
Boren Bicycle Co.

DENVER, COLO.—
Robert F. Clark Co.

MIAMI, FLA.—
Domestic Refrigeration Co.

TAMPA, FLA.—
Byars-Forgy, Inc.

ATLANTA, GA.—
Schiffer Dist'g Co.

INDIANAPOLIS, IND.—
Appliance Distrs., Inc.

DAVENPORT, IA.—
Midwest-Timmermann Co.

DES MOINES, IA.—
Midwest-Timmermann Co.

WICHITA, KAN.—
Jenkins Wholesale Div.

ASHLAND, KY.—
Vogel Birch & Co.

LOUISVILLE, KY.—
Graybar Elec. Co., Inc.

NEW ORLEANS, LA.—
Modern Appliance & Sup.
Co.

PORTLAND, ME.—
Farrar-Brown Co.

BALTIMORE, MD.—
Henry O. Berman Co.

BOSTON, MASS.—
Adams Erickson, Inc.

GRAND RAPIDS, MICH.—
Radio Dist'g Co.

MINNEAPOLIS, MINN.—
Graybar Elec. Co.

KANSAS CITY, MO.—
Jenkins Wholesale Div.

ST. LOUIS, MO.—
Jenkins Wholesale Div.

GRAND ISLAND, NEBR.—
Island Sup. Co.

MANCHESTER, N. H.—
Auto Elec. Serv. Co.

BUFFALO, N. Y.—
H. D. Taylor Co.

ELMIRA, N. Y.—
Barker, Rose & Kimball,
Inc.

NEW YORK, N. Y.—
Gross Distrs., Inc.

SYRACUSE, N. Y.—
Baldwin Hall Co.

TROY, N. Y.—
H. A. McRae & Co., Inc.

CHARLOTTE, N. C.—
Chapman & Wilhelm Co.

CINCINNATI, O.—
Cepfer Appliance Co.

CLEVELAND, O.—
J. J. Skinner & Co.

COLUMBUS, O.—
The Callander-Lane Co.

(Continued on page 60)

RADIO SERVICE DEALER

**STEWART-WARNER
CORP.**

1826 Diversey Pkway.,
Chicago 14, Ill.

Radio Receivers

Here's your big, profitable tube market!

—the millions of radio owners who

HEAR

G-E programs on the air



READ

G-E magazine advertising



USE

G-E lamps and appliances



• These people all are G.E. conscious. In 7,000,000 homes they listen to programs featuring General Electric tubes and radio sets. National magazines with a total circulation of 30,000,000 give them a similar message. And everywhere they see the famous G-E monogram on lamps, refrigerators, ranges, electric irons, and other home appliances.

• YOU can profit from this big, hungry market by selling G-E radio tubes. Arrange now for a sharp increase in your tube business in the months ahead. Write for information about G-E tube selling rights to *Electronics Department, General Electric Company, Schenectady 5, N. Y.*



Hear the G-E radio programs: "The World Today" news, Monday through Friday, CBS. "The G-E All-Girl Orchestra," Sunday, NBC. "The G-E House Party," Monday through Friday, CBS.

GENERAL  **ELECTRIC**
17-05-8850

RADIO AND APPLIANCE DISTRIBUTORS

OKLAHOMA CITY, OKLA.—
Jenkins Wholesale Div.
ALLENTOWN, PA.—
Bell-Clark & Co.
PHILADELPHIA, PA.—
Elliott-Lewis Elec'l Co., Inc.
PITTSBURGH, PA.—
Ludwig Hommel & Co.
YORK, PA.—
The Careva Co.
PROVIDENCE, R. I.—
John J. Moore Co.
CHATTANOOGA, TENN.—
Tri-State Sup. Co.
KNOXVILLE, TENN.—
Roden Elec. Sup. Co.
MEMPHIS, TENN.—
Adair Appliance Co.
NASHVILLE, TENN.—
Better Home Products, Inc.
BROWNWOOD, TEX.—
Central Sup. Co.
DALLAS, TEX.—
Padgett Dist'g Co.
HOUSTON, TEX.—
Houston Radio Sup. Co.
SAN ANTONIO, TEX.—
General Appliance Co.
SALT LAKE CITY, UTAH.—
Standard Sup. Co.
RICHMOND, VA.—
Graybar Elec. Co., Inc.
SEATTLE, WASH.—
Huletz Elec. Co.
SPOKANE, WASH.—
Spokane Paper & Stationery Co.
MILWAUKEE, WISC.—
Roth Appliance Distrs., Inc.

RALEIGH, N. CAR.—
Electrical Wholesalers
CLEVELAND, OHIO—
K & F Dist. Co.
ADA, OKLA.—
Martin Clark Radio
HARRISBURG, PA.—
Penn Appl. Dists.
PHILADELPHIA, PA.—
Harry Lasky & Co.
PITTSBURGH, PA.—
Hi Major Div. Minsky Bros. & Co.
SCRANTON, PA.—
John J. Weis Sales Co. Inc.
PROVIDENCE, R. I.—
Radio & Appl. Sales Co.
COLUMBIA, S. CAR.—
Associated Dist. Co. of S. Car.
GREENEVILLE, TENN.—
Bird's Co.
KNOXVILLE, TEX.—
Southern Dists.
BROWNSVILLE, TEX.—
Texas Motor Co.
DALLAS, TEX.—
Norman-Young Inc.
EL PASO, TEX.—
Reynolds Elect'l & Engineering Co. Inc.
FORT WORTH, TEX.—
W. W. Slaughter Co.
HOUSTON, TEX.—
Allen Sales Co.
ST. JOHNSBURY, VT.—
The Peck Co.

NEW HAVEN, CONN.—
WILMINGTON, DEL.—
DIST. OF COL.—
JACKSONVILLE, FLA.—
MIAMI, FLA.—
TAMPA, FLA.—
ATLANTA, GA.—
PEORIA, ILL.—
CHICAGO, ILL.—
EVANSVILLE, IND.—
FT. WAYNE, IND.—
INDIANAPOLIS, IND.—
McCaffrey Co.
DAVENPORT, IA.—
DES MOINES, IA.—
SIOUX CITY, IA.—
WATERLOO, IA.—
WICHITA, KANS.—
LOUISVILLE, KY.—
Tafel Elec. Sup. Co.
N. ORLEANS, LA.—
AUGUSTA, ME.—
BANGOR, ME.—
BALTO., MD.—
BOSTON, MASS.—
SPRINGFIELD, MASS.—
WORCESTER, MASS.—
DETROIT, MICH.—
GRAND RAPIDS, MICH.—
DULUTH, MINN.—
MINN., MINN.—
ST. PAUL, MINN.—
KANS. CITY, MO.—
Continental Elec. Co.
ST. LOUIS, MO.—
BUTTE, MONT.—
OMAHA, NEBR.—
RENO, NEV.—
Saviers Elec. Prods. Co.
NEWARK, N. J.—
TRENTON, N. J.—
ALBANY, N. Y.—
BINGHAMTON, N. Y.—
BUFFALO, N. Y.—
Buffalo Elec. Co.
NEW YORK, N. Y.—
Times Appliance Co., Inc.
NEW YORK, N. Y.—
ROCHESTER, N. Y.—
SYRACUSE, N. Y.—
UTICA, N. Y.—
Kempf Bros.
CHARLOTTE, N. CAR.—
RALEIGH, N. CAR.—
AKRON, O.—
The Mook Elec. Sup. Co.
CANTON, O.—
The Mook Elec. Sup. Co.
CINN., O.—
CLEVE., O.—
COLUMBUS, O.—
DAYTON, O.—
TOLEDO, O.—
YOUNGSTOWN, O.—
The Mook Elec. Sup. Co.
OKLA. CITY, OKLA.—
TULSA, OKLA.—
PORTLAND, ORE.—
ALLENTOWN, PA.—
ERIE, PA.—
PHILA., PA.—
PITTS., PA.—
Danforth Co.
PITTS., PA.—
READING, PA.—
SCRANTON, PA.—
Penn. Electr. Eng. Co.
YORK, PA.—
WILLIAMSPORT, PA.—
PROVIDENCE, R. I.—
COLUMBIA, S. CAR.—
GREENVILLE, S. CAR.—
KNOXVILLE, TENN.—
Southern Furn. Sales Co.
MEMPHIS, TENN.—
NASHVILLE, TENN.—
AMARILLO, TEX.—
CORPUS CHRISTI, TEX.—
DALLAS, TEX.—
EL PASO, TEX.—
Zork Hdwe. Co.
FT. WORTH, TEX.—
HOUSTON, TEX.—
SAN ANTONIO, TEX.—
SALT LAKE CITY, UTAH—
BURLINGTON, VT.—
BRISTOL, VA.—
Service Appliance Co.
NORFOLK, VA.—
RICHMOND, VA.—
ROANOKE, VA.—
SEATTLE, WASH.—
SPOKANE, WASH.—
TACOMA, WASH.—
BLUEFIELD, W. VA.—
Superior-Sterling Co.
CHARLESTON, W. VA.—
Thomas, Field & Co.
WHEELING, W. VA.—
GREEN BAY, WISC.—
MADISON, WISC.—
MILWAUKEE, WISC.—
HONOLULU, T. H.—
Hawaiian Elec. Co.

**TEMPLETONE RADIO
MFG. CORP.**
New London, Conn.

Radio Receivers

**WESTINGHOUSE ELEC-
TRIC CORPORATION**
Sunbury, Pa.

Radio Receivers
(Wesco distributors located
in all cities listed unless
another name is given)

BIRMINGHAM, ALA.—
Alabama-Florida Dist. Co.
DENVER, COL.—
Goldberg Bros.
HARTFORD, CONN.—
Hartford Stove Co.
WASHINGTON, D. C.—
Eastern Wholesalers, Inc.
MIAMI, FLA.—
Seaboard Dist. Co.
ATLANTA, GA.—
The A. G. Rhodes Co.
CHICAGO, ILL.—
H. U. Mann Co.
BALTIMORE, MD.—
Eastern Wholesalers Inc.
BOSTON, MASS.—
Littlefield-Greene Inc.
DETROIT, MICH.—
Associated Industries
GREENVILLE, MISS.—
Goyer Supp. Co.
ST. LOUIS, CO.—
Roehr Dist. Co.
OMAHA, NEB.—
Appliance Dists. Inc.
NEWARK, N. J.—
Northern Air Conditioning Corp.
ALBANY, N. Y.—
Alfred Dist. Co.
NEW YORK, N. Y.—
Templetone-New York Inc.

BIRMINGHAM, ALA.—
Moore-Handley Hdwe. Co.
PHOENIX, ARIZ.—
LITTLE ROCK, ARK.—
Fones Bros. Hdwe. Co.
LOS ANGELES, CAL.—
OAKLAND, CAL.—
SACRAMENTO, CAL.—
SAN FRANCISCO, CAL.—

**Additional lists of radio and appliance
distributors will appear in the next
issue of RADIO SERVICE DEALER,
alphabetized separately for easy refer-
ence, as a service to our readers.**

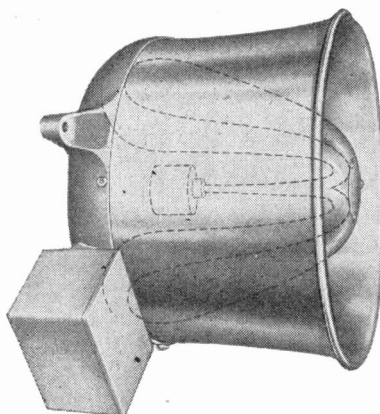
**THE ANSWER
TO TODAY'S
PROBLEM—**

RACON's . . . the leading speaker line . . . for all types of sound installation!

Most of the best industrial p. a. installations in use are RACON speaker equipped. They are the finest speakers made and there is a type for every conceivable application.

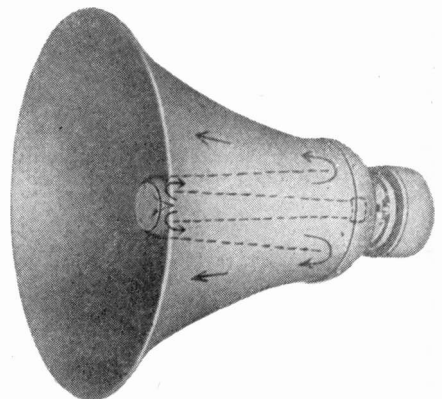
For Marine p. a. installations, too, RACON leads. Approved by the U. S. Coast Guard, RACON speakers are used aboard Army and Navy vessels. Only RACON can supply, when needed, patented Weather-proof, Stormproof Acoustic Material which is impervious to any weather condition and prevents resonant effects.

Most manufacturing plants will soon order sound installations. Specify RACON Speakers! All types now available in unlimited quantities.



Left: MARINE HORN Speaker, approved by the U. S. Coast Guard. Several sizes available. Re-entrant type, suitable for indoor or outdoor use — may be used as both speaker and microphone. 2½', 3½', 4½' and 6' sizes available.

Right: RE-ENTRANT TRUMPET; available in 3½', 4½' and 6' sizes. Compact. Delivers highly concentrated sound with great efficiency over long distances.



RACON ELECTRIC CO. 52 EAST 19th ST. NEW YORK, N. Y.

Ready for Customers

[from page 29]

courtesy call once monthly from a fieldman who will inspect all home appliances, make minor repairs necessary and discuss appliance problems with the housewife. Before the courtesy call is made the housewife will be phoned so that a mutually convenient time may be arranged for the interview. In addition fieldmen will call on housewives who are not as yet customers, offering free inspection of appliances.

This store is now handling the merchandise situation from a priority standpoint in a little different fashion

than many dealers. 60% of all incoming appliances are reserved for purchase by returning war veterans. Any veteran calling at the store and showing his or her discharge papers may sign a request blank for not more than two electrical appliances most desired. The veteran will be notified when the appliances arrive. The remaining 40% of arriving appliances and radios will be distributed among the citizenry who are also eligible to fill out request forms for not more than two appliances.

Bigelow's is at present also offering



AVAILABLE NOW: MASCO'S MODEL RC-1

PORTABLE AUTOMATIC RECORD CHANGER

The model RC-1 is a modernized, well built automatic record-changer housed in an all wood case covered with durable duPont fabric. Cover is removable for convenience when playing . . . changer plays either 12 10" records or 10 12" records. Low pressure pick-up has an Astatic high fidelity cartridge with permanent sapphire stylus. Changer is mounted on spring shock absorbers, and all controls are incorporated on one switch.

Includes 6 ft. of shielded cable and 6 ft. line cord. Operation: 105-120 volts, 50-60 cycles. Dimensions: 16x15x9 $\frac{3}{4}$.

List Price **\$110.00** Plus F.E.T.

Write for Catalog 45-E

MARK SIMPSON MANUFACTURING CO.

MANUFACTURERS OF

Masco Sound Systems and Accessories

186-194 WEST FOURTH STREET :: NEW YORK 14, N. Y.

Telephone CHelsea 2-7112-3-4



the "household electrical appliance package" consisting of everything electrical for the home. The applicant makes out a list of all appliances desired, including lamps, toaster, percolator, mixer for the kitchen, one console radio and three secondary radios for the kitchen, dining room and children's or guest room, refrigerator, air conditioning unit and electric range. Total cost of the electrical combination is estimated and the purchaser pays monthly on his or her package. One, two or more items in the package are delivered monthly as they arrive until the entire package purchase has been consummated.

At present all Bigelow appliance sales people are women. They are all housewives whose husbands are war casualties—women who desire to commence a new career for themselves. "It takes a woman to sell a woman," is the Bigelow merchandising philosophy and they reason that war widows will be particularly interested in carving out a promising future for themselves hence their peculiar fitness for the post.

Westinghouse Retail Finance

Appointment of Chester F. Gilbert as manager of a newly created Retail Finance Division of the firm's treasury department has been announced by L. H. Lund, vice president and treasurer of the Westinghouse Electric Corporation.

The company anticipates that a large percentage of products which lend themselves to installment selling will be purchased on time. The new division will cooperate with leading finance companies and banks of the country in developing technique of installment selling.

This will include the coordination of policies and practices of all departments of the company with respect to financing dealers, and products sold through dealers, distributors or agent jobbers; development of retail finance plans that will stimulate the sale of products by these groups; and the providing of means to assure satisfactory and efficient service by financing institutions on all retail sales.

Mr. Gilbert, a native of San Francisco, Calif., has, for the past four years, been associated with the Bank of America in San Francisco, and, at the time of joining Westinghouse, was an assistant vice president of that institution.

Before that he was for 15 years with the Commercial Investment Trust, Inc., where in 1930 he became an assistant vice president.

21 STAR ★ FEATURES



Ready Now ... the New 1946 EASTERN AMPLIFIERS

QUALITY performance is the keynote of the new 1946 21-Star-Feature series of Eastern Amplifiers. Each model contains the many built-in features exclusively listed as Eastern developments and innovations.

The 21 Star Features include the new Eastern's *AMPLITUDE, a unique circuit component, insuring constant operation under all conditions—Eastern's *UNICABLE construction, eliminating the troubles associated with old-fashioned "floating" com-

ponents—Eastern's *ROTO-VUE scale dials—Eastern's "Coded Cable Wiring Harness"—and many other Eastern contributions to "Soundest Sound" values. And back of this 1946 picture stands Eastern's well-known policy of "Ethical Engineering."

For complete information and price list—for the first edition of our 1946 Catalog—write today! Eastern Amplifier Corporation, 794 E. 140th St., New York 54, N. Y.—Dept. 11C.



*U.S. Reg'n Applied For

EASTERN AMPLIFIERS

Revised Increase Factors

Sets

IN a new OPA regulation manufacturers returning to production of radios comparable to those produced between July 15 and October 15, 1941, may increase their base ceiling prices as follows:

1. On sets sold to wholesalers for \$11.00 or less, an increase of 15 per cent;
2. Over \$11.00 and to and including \$30.00, 12 per cent;

3. More than \$30.00, 10½ per cent.

This distribution of increases is intended to encourage production of relatively inexpensive sets, and the overall increase should average about 12 per cent for the manufacturers.

New manufacturers, and those continuing with models that they introduced since October 1941, or who are coming out with models not comparable to those they produced in the summer of 1941, will be required to apply

for price approval at the national office of OPA, where reconversion ceiling prices will be established in line with other reconversion prices already set.

Parts

Final increase factors that radio parts manufacturers may use in calculating their ceiling prices for sales of base period parts to set manufacturers became effective October 11, 1945, and permit increases in pre-war parts prices ranging from 9.5 to 26.3 per cent.

The final factors replace "interim" increase factors announced August 31, 1945, which permitted increases of five to 11 per cent over pre-war prices pending further study of radio parts production cost data to determine the extent of advances in labor rates and materials costs experienced by producers since before the war. The new final increase factors are as follows: (For "interim" factors see RSD for October, 1945)

Coils, including radio frequency and intermediate frequency coils for radio equipment	26.3%
Capacitors, fixed, all types (except mica)	16.4%
Radio power and audio transformers chokes and vibrators	16.1%
Variable condensers (except mica)	13.5%
Speaker and speaker parts	13.5%
Parts for electric phonographs, phonograph recorders and radio - phonograph combinations	11.5%
Fixed and variable resistors	9.5%
All other radio parts, including hardware, moulded parts, terminals, shields and switches	9.5%

Ceiling Price

To compute his ceiling price for a part sold either as original equipment for installation in a new radio set or as industrial equipment or replacement, the parts manufacturer takes his October 1, 1941, price for the part and multiplies it by the percentage increase factor provided for the part. This gives the amount of the allowed increase over his 1941 price.

If a parts manufacturer since October 1, 1941, has received an individual adjustment in the ceiling price for any part which gives him a more favorable price than that computed by the foregoing method, however, he may continue to use the adjusted ceiling.

IN A SKY FILLED WITH WORDS AND PICTURES

AMPHENOL

Aids Clear, Strong Reception

Present and future demands for clearer reception challenge the skill of the world's best radio and television engineers. Amphenol electronic scientists have met that challenge emphatically. The Amphenol name is internationally symbolic of quality—quality in not one, not a few, but in scores of available component parts such as Adapters, Coaxial Cable, Coil Forms, Connectors, Insulators and Material, Plugs, Sockets, Hardware and Accessories.

Depend upon **AMPHENOL** Quality

AMERICAN PHENOLIC CORPORATION

Chicago 50, Illinois In Canada • Amphenol Limited • Toronto

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



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
ERL

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.

Service Market in Industrial Electronics

[from page 42]

was negative with respect to the cathode. The use of the shield grid tube allows the control voltage to be either negative or positive dependent upon the voltage applied to the shield grid as shown by Fig. 6 where either negative or positive control may be achieved.

In the three element thyatron as of

Fig. 7 the construction is such that only a very small portion of the grid is in such a geometric arrangement as to set up the control field between plate and cathode. The remainder serves simply to shield the cathode. Such a tube is of necessity a negative control voltage type. These functions are isolated in the shield grid thya-

tron whose components are seen in Fig. 3. The assembled interior view of such a tube is shown in Fig. 8.

The control grid is here only a small ring at the exit hole of the shield grid. A portion of the shield grid is usually used between plate and grid to shield the grid from the plate. A negative voltage applied to this shield grid sets up a field which may then be of such strength as to be counteracted only by a positive voltage applied to the control grid. The voltage applied to the shield grid is usually a d.c. voltage. The plate and control grid may both be a.c. Operation of the shield grid at cathode potential will allow only negative grid voltage control as seen for the type 2050 in Fig. 6.

Uses of the Thyatron

We have called the thyatron a grid controlled rectifier. This is in general true of every application made of such a tube. Fig. 9A illustrates the simple grid controlled rectifier with d.c. grid voltage. By adjustment of R we may vary the time of conduction during the half cycle when the plate is positive with respect to the cathode and derive output waveforms as shown. Fig. 9B shows a circuit more applicable to industrial work since the operation of the circuit is entirely from a.c. During the period when the plate voltage is going through a negative excursion the grid will be positive but plate current cannot flow due to the negative plate. When the plate is going through a positive voltage excursion the grid is negative with respect to both cathode and plate. Positioning of the potentiometer R will vary the time of conduction during the positive plate voltage period.

This basic circuit may be altered to that of Fig. 10 which has a relay in the plate circuit which is shunted by a large capacitor to smooth out the voltage drop across the relay coil. Potentiometer R may be set so that the tube will not conduct until resistor RR becomes low enough to permit the grid voltage to lower to the tube firing point. RR may be a control which changes resistance per some industrial operation and may thus be used to control the relay closing in correlation with some step in an industrial process.

More thyatron applications will be covered in part 3 of this series, together with photo-elements and the combined applications of these two in simple industrial circuits.

BRIGHTER LIGHT for Service Jobs!

NEW, IMPROVED

IDEAL Rechargeable Flashlight STORAGE BATTERY

More and more radio servicemen are using IDEAL Rechargeable Storage Batteries for Flashlights because they are sure of a brighter, better light at all times, simply by recharging regularly from any handy electrical outlet. Economical too, one IDEAL battery can replace up to 400 or more dry cells. Fits any standard flashlight case using two or more 1 1/4" size D dry cells. Recent improvements give the IDEAL Storage Battery 40% greater discharge capacity.

IDEAL Battery Charger lasts for years. Available in single, six and twelve gang sizes.

GUARANTEED



PROMPT DELIVERY

Write for Bulletin
BB 345

IDEAL Sycamore

Storage Battery Division

IDEAL COMMUTATOR DRESSER CO.

5104 Park Ave., Sycamore Ill.

Sales offices in all principal cities

KEN-RAD

Little Giant **MINIATURE TUBES**



Better than ever

● Power-packed Ken-Rad Miniature Tubes have helped to popularize the friendly companionship of portable radios . . . Now still finer tube performance is assured by Ken-Rad's association with new, large research and engineering facilities . . . The ever-growing consumer demand for Ken-Rad *quality* means increased *profits* for Ken-Rad Tube Dealers!

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

KEN-RAD

DIVISION OF GENERAL ELECTRIC COMPANY
OWENSBORO, KENTUCKY

173-D13-8050

Micro-Wave Radio Relay

THE new micro-wave radio relay system revealed early this month by the Radio Corporation of America and the Western Union Telegraph Company is already in use in a test circuit between New York and Philadelphia. Ordinary poles and wires are replaced by a chain of elevated radio relay stations spaced 25 to 50 miles apart. Each station receives the transmissions from the preceding station and automatically passes them on to the next following station. Installation of two receivers and two transmitters at each station provides for simultaneous two-way operation:

1. Because the equipment is relatively simple and easy to install, "chains" of such stations may be installed more quickly and cheaply than wire lines.

2. Because the stations operate automatically and hence require no attendants, they are inexpensive to maintain. Moreover, each radio circuit is capable of carrying many voice or telegraph channels simultaneously so that one such line may well serve the needs of most cities.

3. Finally, such service has the advantage of being *less vulnerable to storms* or electrical disturbances than are land lines.

The new type RCA equipment, which is used in a circuit installed early this year between New York and Camden, N. J., operates on frequencies in the band of 3900-4450 megacycles. At these frequencies a wavelength is only about three inches and hence antennas of high directivity can be used. The consequent antenna "gain" is such that only very low powers are required and therefore the equipment is relatively simple. As a complement to the use of these extremely high frequencies, RCA engineers developed an entirely new system of "modulating" the carrier signal. In this system the carrier is only partially demodulated at each station, thereby avoiding the increase in noise level which would otherwise occur. As a result, the distortion and noise levels are very low even for a chain of many stations.

Two intermediate relay stations are required in the New York-Philadelphia link. One of these is located near Bor-

dentown, N. J., and the other at 10-Mile Run near New Brunswick, N. J. At each point a 100 ft. steel tower has been erected on top of which is an 8 ft. square enclosed cabin. On the outside of the cabin are four bowl-shaped reflectors at the center of which are the tiny high frequency antennas. One bowl-antenna on the East side of the tower feeds the East-to-West receiver, while the other feeds the West-to-East transmitter. The two-bowl antennas on the West side of the tower feed, respectively, the West-to-East receiver and the East-to-West transmitter. The transmitters and receivers, together with the demodulating and modulating circuits are housed in the cabin. The transmitters in the present system put out about one-tenth of a watt. However, when it is considered that the antennas have a power gain of 900 (so that the receiver-antenna to transmitter-antenna gain is 810,000) it will be noted that the equivalent non-directive power is 81 kilowatts.

The band or channel width transmitted by the present system is 150 kilocycles. It has been estimated that this is sufficient for 270 multiplex or 1080 single, telegraph circuits. It could probably handle at least 25 ordinary telephone circuits, or if used for high-quality FM broadcast service, possibly

The New Speed-Chek Tube Tester

MORE FLEXIBLE • FAR FASTER • MORE ACCURATE

Three-position lever switching makes this sensational new model one of the most flexible and speediest of all tube testers. Its multi-purpose test circuit provides for standardized VALUE test; SHORT AND OPEN element test and TRANSCONDUCTANCE comparison test. Large 4" square RED • DOT life-time guaranteed meter.

Simplicity of operation provides for the fastest settings ever developed for practical tube testing. Gives individual control of each tube element.

New SQUARE LINE series metal case 10" x 10" x 5½", striking two-tone hammered baked-on enamel finish. Detachable cover. Tube chart 8" x 9" with the simple settings marked in large easy to read type. Attractively priced. Write for details.

Model 2413

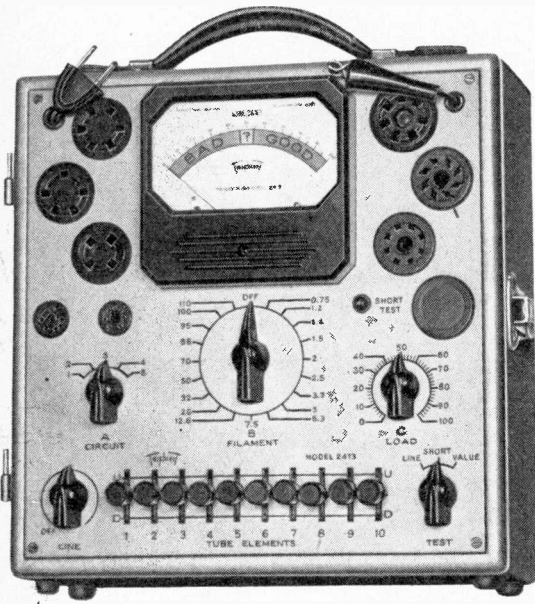


is another member of
the **NEW TRIPLET**
Square Line

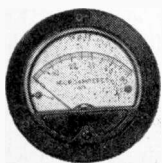


Additional Features

- Authoritative tests for tube value; shorts, open elements, and transconductance (mutual conductance) comparison for matching tubes.
- Flexible lever-switching gives individual control for each tube element; provides for roaming elements, dual cathode structures, multi-purpose tubes, etc.
- Line voltage adjustment control.
- Filament Voltages, 0.75 to 110 volts, through 19 steps.
- Sockets: One only each kind required socket plus one spare.
- Distinctive appearance makes impressive counter tester.



*Precision first
...to last*



Triplet

ELECTRICAL INSTRUMENT CO. BLUFFTON, OHIO



eight channels. The present bandwidth is insufficient for television, but it is expected that new equipment, of higher power, which is soon to be available may provide the necessary 6-megacycle television bandwidth.

In its six months operation to date, this new radio circuit has performed admirably in the face of the rigid requirements of regular commercial operating practice. As a result of this

experience the Western Union Company has filed an application with the Federal Communications Commission requesting permission to install equipment of a similar type in lines from New York to Pittsburgh, Pittsburgh to Washington, Washington to New York, and New York to Philadelphia. These are the first links of what Western Union has indicated will eventually be a nation-wide network.

5,000 "Television" President Truman

An audience of about 5,000 persons, believed to be the largest ever gathered under one roof to witness a television program, saw and heard President Harry S. Truman's Navy Day address in the Gimbels-Philadelphia store over 20 RCA Victor television receivers installed in the building. The President's speech and attendant ceremonies were telecast from New York by WBNT, NBC's television station, and picked up by WPTZ, which relayed it throughout the Philadelphia area. The television receivers in the Gimbels-Philadelphia store were taken off the intra-store coaxial cable and adjusted to pick up the telecast by RCA Victor engineers.

Currently presenting one of the most extensive demonstrations of intra-store television ever staged, Gimbels-Philadelphia has set up 20 receivers in strategic locations throughout the store's seven floors to present selected merchandise items to shoppers in all parts of the store. Placed in enclosed areas, these "Telesites" enabled the store's visitors to both see and hear the President.

Midget Vibrator

The Radiart Corporation announces that the Midget Vibrator, VR-2, is now available for civilian applications. It is the smallest vibrator made, measuring 2 1/8" high by 1 1/8" in diameter. It is one of the new radio developments of the war, being designed for operation from a small 6-volt storage battery in furnishing power to replace dry battery power. The entire power supply including the storage battery had to be made for a space 6 1/2" x 3 1/2" x 1 3/4". Naturally the vibrator had to be as small as possible. Specifications of the VR-2 are as follows:

Vibrator Frequency, 185 CPS \pm 10%; Input Voltage Nominal, 6.0 V.; Input Voltage Range, 4.5 V. to 7.5 V.;

Input Current, 1.5 amps max. at 6.0 V.; Output Voltage, 200 V. d.c. max.; Potential Difference Between Primary Reed and Secondary Reed, 25 V. max.

Manufacturers who would like more information may write to the corporation at 3751 W. 62 St., Cleveland 2, O., for blueprints and engineering cooperation.

Clarostat's Silver Jubilee

On October 30th at the Hotel St. George, Brooklyn, N. Y., the employees of Clarostat Mfg. Co., Brooklyn, were feted and presented with five, ten, twenty and twenty-five year medallions in commemoration of the firm's twenty-fifth anniversary as producers of resistor products.

AUTOMOBILES ↗
HOMES ↗
BOATS ↗
HANDY TALKIES ↗

ANTENNAS

SNYDER
 MANUFACTURING CO.
 PHILADELPHIA 40, U.S.A.

MANUFACTURERS - START TO FINISH



**AN AMERICAN SOLUTION TO
YOUR CAPACITOR PROBLEMS**

**ALL TYPES · BY-PASS
AND ELECTROLYTIC**

**DATA SHEETS
ON REQUEST**

AMERICAN CONDENSER CO.

4410 No. Ravenswood Ave.

Chicago 40, Ill.

In Trade

[from page 20]

factory wire record business dictating machines, adaptor units for use with existing home radios; portable, self-contained recorders (including pocket models); recorders for installation on railroad trains, ships and planes for entertainment purposes; recording devices for use in connection with the operation and control of mobile vehicles, and specially designed recorders for application in five different fields, including self-contained units, machines especially designed for advertising purposes; commercial entertainment devices including single reproducers and multiple record players; and recorders designed for medical applications in diagnosis and study of human ailments.

These new licensees bring to 24 the total number of manufacturers who have been licensed to produce Armour magnetic wire sound recorders in various fields of application. They are: Aireon Manufacturing Company, Kansas City, Kansas; Ansley Radio Corporation, Long Island City, N. Y.; Automatic Electric Company, Chicago, Ill.; Boosey and Hawkes Ltd., London, England; C. G. Conn Ltd., Elkhart, Ind.; General Electric Company, Syracuse, N. Y.; The Hallicrafters Company, Chicago, Ill.; Hammond Instrument Company, Chicago, Ill.

Meissner Manufacturing Company, Mt. Carmel, Ill.; Packard-Bell Company, Los Angeles, Calif.; Radiotechnic Laboratories, Evanston, Ill.; E. H. Scott Radio Laboratories, Inc., Chicago, Ill.; J. P. Seeburg Corporation, Chicago, Ill.; Sonora Radio and Television Corporation, Chicago, Ill.

Stromberg-Carlson Company, Rochester, N. Y.; United States Government, War Department, Army Service Forces, Washington, D. C.; Utah Electronics (Canada) Ltd., Longueuil, Quebec, Canada; Utah Radio Products Company, Chicago, Ill.; Webster-Chicago Corporation, Chicago, Ill.; and Wi-Recorder Corporation, Detroit, Michigan.

Norge Staff

Three important appointments to the company's headquarters sales staff have been announced by M. G. O'Harra, vice-president and general sales manager of the Norge division of Borg-Warner Corp. They involve three men who have long been identified with the distribution of household appliances and well known in the industry: Howard L. Clary, named sales promotion [Continued on page 72]



UNIMETER

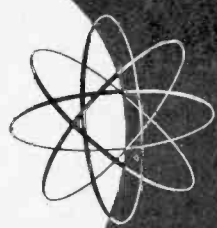
This unit fulfills an extremely important need for general utility portable service equipment. It has wide range coverage for both a-c and d-c measurements of voltage, current measurements on d-c and the popular ranges on resistance.

The UM-3 is designed to clearly indicate all the functions which aid in the prevention of application of high voltages when preparing for current or resistance measurements

Other G-E units for better servicing include: Tube Checker TC-3, Unimeter UM-4, and Oscilloscope CRO-3A.

For details write: *Electronics Department, Specialty Division, General Electric, Syracuse, New York.*

Electronic Measuring Instruments



GENERAL ELECTRIC



UM-3



Back the Victory Loan

with your advertising!

Here's what you can do to help put over the Victory Loan—our last “all out” effort! To help bring our battle-weary men home and give the finest medical care to our wounded heroes! To show every one in your community that *your store is backing up the Victory Loan!*

A Your community measures your support of the Victory Loan by your Bond advertisements! In all your advertising, include the Victory Loan “drop-ins” supplied by your newspapers. Use the Victory Loan Insignia and your own Trade Group Emblem *in every advertisement!*

B For top Victory Bond sales on Armistice Day, the Thanksgiving season, and Pearl Harbor Day, use mats of special Bond advertisements, which you can get from your newspapers!

C Advertise, display, and put your best selling effort behind the new Franklin Delano Roosevelt Memorial \$200 Bond!

Make every working day a Victory Bond Day! And be sure employees buy their quota, too, through the Payroll Savings Plan! If you do not have the Campaign Book, get in touch with your local Retail War Finance Chairman or the head of your own Trade Group. The Victory Loan is our final big drive—make it **YOUR BEST!**

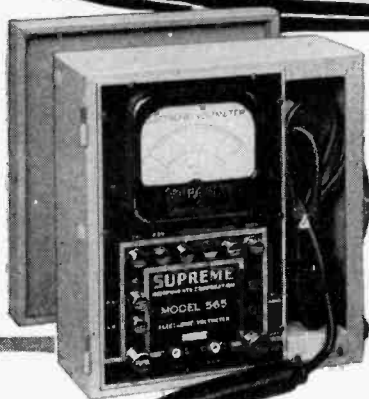


The Treasury Department acknowledges with appreciation the publication of this message by

RADIO SERVICE DEALER

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

It's NEW! It's POST-WAR
SUPREME Model 565
VACUUM TUBE VOLTMETER



NEW PROBE Streamlined Hand Fitting. Incorporating new High Frequency Diode

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

AUTO ANTENNAS
Designed for
LEADERSHIP

Leaders in the auto antenna field for over a decade, JFD offers for prompt shipment auto antennas with these advantages:

1. Seamless Admiralty Brass Tubing
2. High-Polished Chromium Plating
3. Stainless Steel" Snap Back" Top Rod
4. Heavily Insulated Shielded Loom Lead
5. 100% Low Loss Construction

Eight Fast Selling Sizes and Types



Write for FREE literature # 344

J. F. D. Manufacturing Co.
 4111 Ft. Hamilton Parkway,
 Brooklyn 19, N. Y.

In Trade
 [from page 70]

manager; Harry J. Holbrook, manager of electric range sales, and John F. Morgan, southwest central regional sales manager. With their new appointments, Clary and Holbrook return to private business after three years with the War Production Board in Washington. Morgan relinquished his wartime duties last November.

Home Records Lower

While manufacturers in general are clamoring for higher ceilings for their products, Sidney S. Gould, president, RecorDisc Corp., 395 Broadway, New York City, announces lower prices on improved quality RecorDisc home recording blanks, as follows:

	6½"	8"	10"
Bond Base	10¢	20¢	30¢
Steel Base	20¢	30¢	40¢
Aluminum Base	25¢	35¢	45¢

It is Mr. Gould's contention that the home recording industry should follow the policy carried out by the photographic industry. Only at such time when cameras and films became cheap enough to be accessible to even the modest income groups did photography "catch on". Similar popularity could be achieved by the home recording industry if it were to follow a downward trend price policy. It can easily become a vital and integral part of the radio business to a volume of millions of dollars a year.

Over four million home recordings for overseas were made each year during 1942, 1943, and 1944, and an even larger number proportionally thus far this year. These millions of recordings were received by the families of the senders, and from 2 to 10 people have listened to each of them.

In addition, hundreds of discs are sold across the counter to home recording enthusiasts who are fortunate enough to own home recording equipment now. Then, too, there is the great number of retail stores and other organizations which specialize in making voice recordings for the general public. It is obvious from the above that tremendous publicity and advertising have been given to home recording.

G-E Credit Corp.

Appointment of J. A. Foley as manager of the East Central District of the General Electric Credit Corporation, has been announced by G. F. Mosher, president. Foley will make his headquarters in the General Electric Building, 4966 Woodland Avenue, Cleveland 4, Ohio, and will reassume the

RADIO SERVICE DEALER

position he held prior to special assigned work during the war period with the General Electric Company in Schenectady.

Kelvinator Sales Training

Kelvinator and Leonard appliances for 1946 took their initial bows before the company's zone managers and distributors meeting in five cities last month. The meetings, coincident with the first shipments of new refrigerators to the field, touch off a series to be held throughout the entire organization during the next few weeks.

Occupying a major spotlight at the meetings was an outline of Kelvinator's new "Vocation-in-Sales" training program, which Charles T. Lawson, vice-president in charge of sales described as the most vigorous and important activity of its type ever undertaken by the company. Designed with the two-fold purpose of aiding the retailer to rebuild his sales manpower and to open up new professional opportunities to returning servicemen, the program was developed by Kelvinator with the assistance of leading authorities in sales training and manpower selection. Much of the research and preparation of material was the work of the Psychological Corporation of New York, which was responsible for important Army and Navy selection programs. Mr. Lawson told the zone managers and distributors that "no other factor in the period ahead approaches the problem of sales manpower in importance."

Charles J. Coward, director of advertising and sales promotion, outlined the company's comprehensive advertising and promotional program for the months immediately ahead, pointing up a rapid fire consumer magazine advertising schedule, the company's new full-network radio show on Columbia, and an array of promotional aids.

Hotpoint Sales Heads

Don W. Rennewanz is appointed sales manager of the range division, Edison General Electric (Hotpoint) Appliance Co., according to Gregory L. Rees, manager, range and water heater sales division. Rennewanz has been a range and water heater specialist in the Seattle, Wash., sales district. Other appointments: H. L. Cushing, district sales manager, Dallas, Tex.; Harold B. Cronleigh, district sales manager, Philadelphia, Pa.; D. C. Risher, district sales manager, Charlotte, N. C.; and Samuel J. Houston, general representative, eastern region, with headquarters at the company's New York office.

[Continued on page 78]

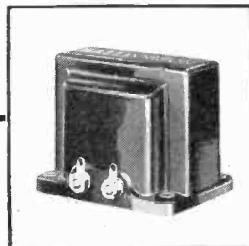


Years of experience and research have enabled HALLDORSON designers and engineers to produce transformers of the highest quality.

Look for the well-known HALLDORSON trademark when ordering transformers. It is your guarantee of high quality backed by long experience. . . . We are developing additional and improved transformers to make our line more complete.

Join the list of alert jobbers who are planning to carry this better line of transformers. **WRITE TODAY.**

THE HALLDORSON COMPANY
since 1913
4500 Ravenswood Avenue • Chicago 40, Illinois



HALLDORSON

Vacuum Sealed

TRANSFORMERS

It's Here!

ALL-STEEL

CABINET

Quick
Delivery!

for Parts
Storage

Heavy gauge Steel Cabinet with three drawers, each divided into nine adjustable compartments. Ideal storage for your resistors, condensers, nuts, bolts, etc. 11 $\frac{3}{4}$ " wide, 11 $\frac{3}{4}$ " deep, 7 $\frac{3}{4}$ " high; drawers 2 $\frac{1}{2}$ " deep. Weight, 18 lbs. A swell buy!

CLIP AND MAIL
COUPON TODAY!
(This offer good
only in U.S.A.)

\$ **6.50**



ORDER NOW
FROM
OLSON
RADIO
WAREHOUSE

Write for our
FREE
Bargain Bulletin!

Olson Radio Warehouse 73 E. Mill St., Dept. 3, Akron, O.

Please ship me one All-Steel Parts Cabinet by express. I enclose \$6.50
 check money order. I will pay express charge upon arrival.

NAME

ADDRESS

New Radio Set Prices

Maximum Price Regulation No. 599—Radio Receivers and Phonographs, Amendment 70 to Maximum Price Regulation 188; Revocation of Maximum Price Regulation 430—all effective October 30, 1945. Covers all new model radios and supersedes existing regulations and prices affecting these models. Manufacturers to tag sets with retail ceiling prices.

RECONVERSION pricing methods for consumer type radios and phonographs are given in detail by the Office of Price Administration in a new regulation covering these items at all levels of sale. As announced October 11, consumer prices will be about what they were in March 1942. Two kinds of adjustment have been made, however, to iron out inequities that had crept into the retail price picture at that time.

First, where retail prices in March 1942 included excise taxes newly imposed in October 1941 at the manufacturing level, and pyramided through to the consumer by means of percentage mark-ups at successive levels of distribution, OPA has reduced these retail prices to the point where they include

only the original dollar amount of the manufacturer's October 1941 excise tax. This policy has been consistently followed on all consumer items on which new wartime taxes were imposed in October 1941.

Second, in cases where dealers, by March 1942, had established individual ceilings higher than those in the manufacturer's October 1941 suggested list of retail prices, OPA has reduced these prices by the amount of the increase over list. Such price increases did not represent any actual increase in acquisition or distribution costs, OPA said, but served merely to increase margins abnormally.

Through customary retail practices of giving substantial discounts for cash payments, generous allowances for

trade-ins, and mark-downs at periodic bargain sales, consumers normally paid considerably less in pre-war years than the retail prices listed in the manufacturers' catalogs, OPA pointed out. But during the early months of the war, when production was curtailed and consumer buying power already had begun to increase, retail selling prices of many consumer goods gradually rose to the higher levels represented by the manufacturers' lists. Many of these increases took place before the price agency was authorized to impose controls.

List prices, not actual pre-war selling prices, are the basis of the retail ceilings that have prevailed during the war, OPA said. On the other hand, increases now being granted to manufacturers are based on their costs and sales prices in the months before materials scarcities and higher production costs have driven prices above normal peacetime levels. Furthermore, the manufacturer increases granted do not compensate for all cost increases since the beginning of the war, OPA explained, but normally require a certain amount of cost absorption on the part of the manufacturer.

For these reasons, and because sellers can now look forward for many months to an increasing volume of goods and a steady demand for all items offered for sale, distributors and dealers should be able to absorb without substantial hardship the increases over 1941 prices that are granted to manufacturers, OPA said. In many cases, 100 per cent absorption will leave dealers with realized margins actually higher than those they enjoyed in 1941, the agency stated.

Pricing Methods


On models the same as those produced from July to October 1941, the

RADIO SERVICE DEALER

WARD
Antennas

**FIRST CHOICE...
OF AMERICA'S RADIO DEALERS**

Radio dealers, too, recognize the factors that long ago made Ward Antennas most popular with auto manufacturers and dealers. They see the top quality, precision workmanship, and now the new war-created designs that make Ward better than ever! The world's finest antennas for car and home were made, are made, and will continue to be made by Ward. Place your order for Ward Antennas now!

 **BUY VICTORY BONDS**

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

manufacturer computes his reconversion price on the basis of his established price to distributors or to dealers if he did not sell to distributors. Old price ranges and increases that may be added by manufacturers who sold through distributors are as follows:

<i>Manufacturer's Established Price to Distributors</i>	<i>Allowed Increase on Sales to Distributors</i>
\$11 or less	15%
between \$11 and \$30	12% or \$1.65, whichever is more
over \$30	10½% or \$3.60, which- ever is more

If the manufacturer dealt only with dealers in the base period, he computes his new ceilings to dealers as follows:

<i>Manufacturer's Established Price to Dealers</i>	<i>Allowed Increase on Sales to Dealers</i>
\$13 and under	15%
between \$13 and \$35.41	12%
over \$35.40	10½%

On new or changed models that are nevertheless comparable to any they produced from July to October 1941, manufacturers first compute the new ceiling price of the comparable item, and find the percentage mark-up it yields over the current unit direct cost of producing the item. Next, they compute the current unit direct cost of producing the new or changed model, and apply to this cost the same percentage mark-up as that found for the comparable item.

Thus if the current unit direct cost of producing a model on which a reconversion ceiling price already has been established is \$6, and the ceiling price is \$9, the mark-up on unit direct cost is 50 per cent. If the current unit direct cost of producing a new or changed model is \$6.50, this figure is marked up by 50 per cent resulting in a ceiling price for the new model of \$9.75.

Private Brands

In all cases except one, the manufacturer calculates retail ceiling prices, and tags each unit with this price. Manufacturers also compute wholesale prices and notify distributors of their ceiling prices. The exception is the case of manufacturers who produce units under contract with the owner of a special brand name, who is another radio manufacturer, an automobile manufacturer, or a mail order establishment. Here the manufacturer calculates his new ceiling price to the brand owner, but the brand owner applies to OPA for resale ceiling prices. The brand owner must wait for spe-

[Continued on page 77]



PHONO-RADIO MATCHING UNIT

BOON FOR SERVICERS! A time-saver and moneymaker that just had to come . . . fruit of ADAPTOL initiative and research, supported by technical help from your own profession.

HOW SIMPLE! Without removing anything from either housing . . . without even breaking a circuit . . . you can install this long-wanted convenience wherever there is a radio to be utilized for reproducing record entertainment!

THINK OF THE technical data you DO NOT have to wade through! And the time you can save! And the satisfaction for your customers, while you are making a nice profit and adding to your professional prestige!

ANY
RECORD
PLAYER

ADAPTOL
supplies the
MISSING LINK

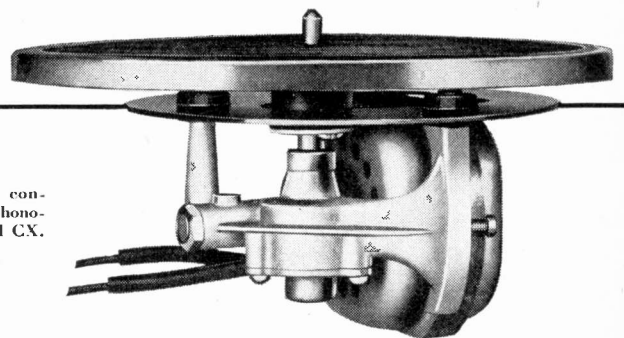
write
QUICK
for the
WHOLE STORY

ANY
RADIO

ADAPTOL COMPANY

260 Utica Avenue, Brooklyn 13, New York

ALWAYS GETS A HAND!



General Industries constant-speed electric phonograph motor—Model CX.

Users and the trade have always given hearty applause to General Industries phonograph mechanisms. Owners like the fine fidelity of every note or syllable—and sales and service departments are strong for their reliability and freedom from maintenance troubles.

You get this same old-time satisfaction from our Smooth Power turntable motors, recording assemblies and record-changer recorder com-

binations as we return to civilian production. As always, General Industries equipment will earn your approval.



THE
GI GENERAL
INDUSTRIES
COMPANY
DEPT. M ELYRIA, O.

BOOKS THAT TELL YOU HOW

3 new books that give you the basic knowledge for successful work in post-war radio.

PRINCIPLES OF RADIO FOR OPERATORS



By Atherton. Clear instruction on the operating principles of all parts of radio, including antennas, with full details about equipment and procedures for construction and operation. Many visual aids to help the beginner. \$3.75.



INTRODUCTION TO ELECTRONICS

By Hudson. A simply written but scientifically reliable explanation of the theory, construction, and uses of the various electron tubes and other electronic devices, showing their enormous potentialities for future developments. \$3.



INTRODUCTION TO PRACTICAL RADIO

By Tucker. An outstandingly clear, thorough training in the basic principles of radio circuits and their components, with full explanations of the necessary mathematics at the points where it is used. \$3.

FREE EXAMINATION

By using the coupon below you can procure copies of these books to look over for 7 days without cost or obligation on your part. Send for your copies today.

Special note to Dealers

YOU CAN MAKE A DOUBLE PROFIT THROUGH HANDLING BOOKS

1. Books bring you better buyers. They stimulate the interest and knowledge that makes steady customers. *The more your customers learn about radio the more they will buy from you.*

2. Books are a profitable stock item. Our trade discounts allow you a good profit on each sale. Our wide promotion insures their sale without effort on your part.

Let these books be salesmen for you. Let them make you an easy profit. By returning the coupon below you can get copies for your book counter at the full dealer's discount. Cuts and copy for your catalog listings are also available. Write to our Technical Book Dept. for information.

The Macmillan Co., 60 5th Ave., New York 11

Please fill my order for the books checked by number below, with the understanding that if I return them within 7 days my bill will be cancelled.

Please fill my order, at dealer's discount, for _____ copies of the books checked.

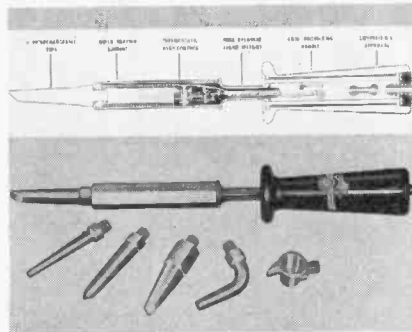
SIGNED _____

ADDRESS _____

1. 2. 3.

NEW PRODUCTS

[Continued from page 37]



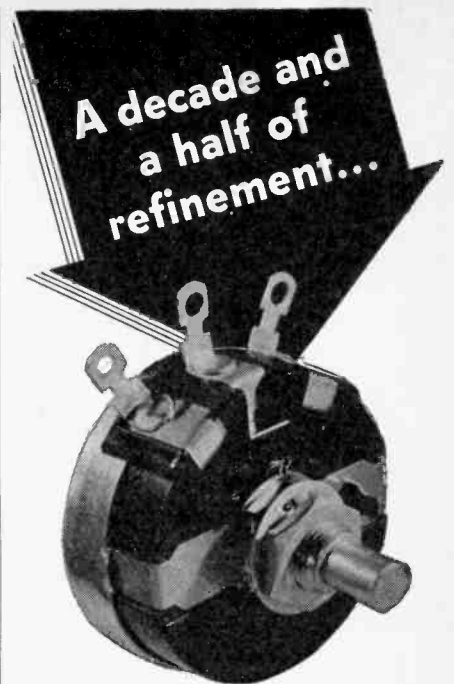
KWIKHEAT Soldering Iron — Type #300; 225 Watts; 100-125 volts AC. Thermostat built into shaft of iron, maintains constant temperature. Element heats up in 90 seconds after connecting to current. Six tips, copper alloy. Tinning cup is aluminum. Wt. with #1 tip—14 oz.; length, with tip, 13 in. Approved by Underwriters Labs. Made by Sound Equipment Heating Corp. of California, 3901 San Fernando Rd. Glendale 4, Cal.



MINIATURE lamps for radio, instrument and indicator service. 2.5 to 18 volt service, supplied with miniature screw and bayonet bases. Operate without causing radio interference and resist vibration from loudspeakers. Current ratings from .06 ampere to .5 ampere for wide range use, including ac-de and battery sets. Lamps come with color-coded beads for quick identification. Made by Sylvania Electric Products, Inc., Emporium, Pa.

Color Television

Thomas H. Hutchinson, production director of the RKO Television Corporation, announces a practical color chart to aid in the production of television programs.



CLAROSTAT WIRE-WOUND Controls

★ This latest refinement of the well-known Clarostat wire-wound rheostat or potentiometer, is a still tougher control. And provably so. It copes with extreme vibration and mechanical abuse, fully matching its electrical ruggedness. You'll like this job. ★ Ask your jobber about Clarostat controls and resistors. Ask for catalog. Or write us direct.



CLAROSTAT MFG. CO., Inc. • 285-7 N. 6th St., Brooklyn, N. Y.

Set Builders' Specials

Radio and Phono Kits

New Items for the Ham

Send for our NEW

Fall Catalog

Complete line of ALL TYPES of Radio Parts. Write today.

McGee Radio & Electric Co.

R-1045, 1225 McGee Street
Kansas City, Missouri

Radio Set Prices

[from page 75]

cific approval, and then tag or list each unit with its new ceiling price, OPA said.

Manufacturers with established prices will compute their reconversion ceilings on comparable models on a form to be supplied by OPA, and may begin selling 15 days after mailing the form without waiting for specific approval, unless they are notified to the contrary, OPA said.

New manufacturers, and old manufacturers with models not comparable to any they produced in the summer of 1941, will apply for price approval at the national office of OPA, where reconversion ceiling prices will be established in line with other reconversion prices already set, the agency said.

OPA may withdraw reconversion price increases from manufacturers who fail to maintain approximately their pre-war "product mix"—that is, the proportion of low and medium priced models to those in the higher price brackets, the agency said. Also, if any obviously out-of-line prices result from the application of today's pricing methods, OPA reserves the right to readjust them.

Burgess Guide

The new guide combines a listing of the correct replacement batteries for portable and farm radios. It also includes a listing of the private brand portables. Many new manufacturers are listed, and the number of sets covered exceeds 1,000. Also available is a numerical and alphabetical listing of all Burgess Battery products, which enables a quick identification of any stock number. Write Dept. RG for free copy of this new guide and product listing to Burgess Battery Co., Freeport, Ill.

Auto Antenna

Mr. Julius Finkel, president, JFD, announces the full production of a line of automobile antennas consisting of 8 popular three section antenna types. These telescoping antennas, according to Mr. Finkel, incorporate every advanced production design, including the stainless steel "snap back" top rod, chromed Admiralty brass tubing, shielded loom leads and 100% low loss construction.

The firm, which helped build radio parts for the armed forces during the war, has reconverted completely to the manufacture of civilian radio replacement parts.



- These handy Aerovox Type PBS card-board-case electrolytics squeeze into the tightest places. Can be mounted three ways — perfectly flat, on the side, or on end. Also can be stacked. Note the Aerovox Adjustmount feature — adjustable metal mounting brackets adjusted for any position or mounting holes. Choice of popular voltages and capacitances and combinations.
- Ask your Aerovox jobber for PBS electrolytics.

AEROVOX
Capacitors
INDIVIDUALLY TESTED

AEROVOX CORP., NEW BEDFORD, MASS., U. S. A.
In Canada: AEROVOX CANADA LTD., HAMILTON, ONT.
Export: 13 E. 40 ST., NEW YORK 16, N. Y. Cable: 'ARLAB'

NEW!
4-in-1
Job Card
Designed for Service Dealers

Provides: 1. Radio or Appliance Tag;
2. Customer Claim Check;
3. Guarantee;
4. 3x5 Filing Card.

SAMPLE AND PRICES ON REQUEST **Radio Press** MORGANTOWN WEST VIRGINIA

Hi-Q

CERAMIC CAPACITORS

WIRE WOUND RESISTORS

CHOKE COILS

ELECTRICAL REACTANCE CORPORATION

FRANKLINVILLE, N. Y.

RADIO PARTS ELECTRONIC EQUIPMENT



FREE! CONCORD Victory Clearance Flyer

Ready now! 32 Bargain-packed pages listing thousands of standard-make, top-quality radio parts and electronic supplies — now available without priority at low VICTORY CLEARANCE prices. The values listed below are typical of the important savings offered in Meters, Condensers, Transformers, Resistors, Controls, Switches, Relays, Test Equipment, Generators, Microphones, Tools, and hundreds of Repair, Replacement, and Accessory Parts.

Typical Concord Values



D. C. Milliammeters:
2½" flange mtg. type
Metal case dull black
finish. G. E. 0-200 M. A.
C10650 Specially Priced
\$4.95

Output Transformer



Hermetically sealed. Six studs, 1.2 and 3 are pri. 4, 5, and 6 the sec. Pri. Ind. at 5 V. 1000 cy.: .20 H. Ratio sec. to pri. 3.02:1. size: 3¼ x 2-41/64" 5B5045
Your cost \$1.95

Order Today for Shipment Tomorrow from CHICAGO or ATLANTA

Huge stocks in two convenient warehouses — one in CHICAGO and one in ATLANTA — are ready to supply you quickly with needed parts of dependable, nationally-known quality — and at VICTORY CLEARANCE prices that mean real savings. Mail the coupon below NOW for your FREE copy of CONCORD'S VICTORY CLEARANCE Flyer.

CONCORD

RADIO CORPORATION

Lafayette Radio Corporation

CHICAGO 7, ILL. ATLANTA 3, GA.
901 W. Jackson Blvd. 265 Peachtree Street

CONCORD RADIO CORPORATION
901 W. Jackson Blvd.
Dept. K-118, Chicago 7, Ill.



Please RUSH FREE copy of CONCORD'S new 32 page VICTORY CLEARANCE Flyer.

Name
Address
City State

In Trade

[from page 73]



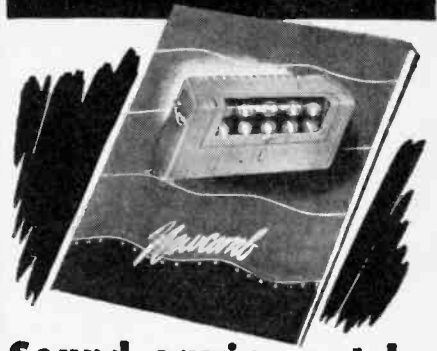
"Eddie" Riedel

A veteran merchandiser in the radio industry of radio receiving sets, speakers and tubes, Edgar S. Riedel, for 13 years general sales manager of the Receiving Tube Division of Raytheon Manufacturing Co., Newton, Mass., announces his resignation from the company. "Eddie" Riedel is a popular nationally-known pioneer in the field of radio distribution, advertising and sales. He was one of the nine original organizers of the Radio Manufacturers' Association in the Sherman Hotel at Chicago in 1923. He has been engaged in radio merchandising since the first day of broadcasting, when he manufactured Thorola sets, parts and speakers. During the first four years of broadcasting in radio he manufactured and marketed over two million Thorola and Thorophone horn type loudspeakers, leading the speaker industry.

During the "B" eliminator days, as general sales manager for Raytheon, he was active in licensing the 45 manufacturers who built their "B" eliminators around the Raytheon BH gaseous rectifier, which at that time was the firm's only product. This was the first step toward AC radio sets. After several million of these BH tubes were on the market in "B" eliminators, "Eddie" established Raytheon's first replacement sales policy through jobbers whose outgrowth is today's national group of replacement tube distributors.

During the period that National Carbon had an option to buy Raytheon and handled its tube sales, marketing 4 Pillar radio tubes under Everready-Raytheon's name, "Eddie" Riedel resigned and accepted the position of vice-president and general sales manager of Utah Radio Products Co., Chicago, and again made an outstanding merchandising success with Utah dy-

AN ENTIRELY NEW LINE



Sound equipment by NEWCOMB

Our newest amplifiers offer greater excellence in sound reproduction than ever before available to the public address field. Designed by an organization devoted exclusively for seven years to the perfection of sound equipment, they embody all the benefits of today's most advanced electronic achievements.

Send for the catalog... you'll find no other amplifier has so many advantages.



• **Ted McElroy**
World's Largest Manufacturer of
Wireless Telegraphic Apparatus
COMPLETE CENTRAL OFFICE EQUIPMENT
McElroy Manufacturing Corp.
82 Brookline Avenue • Boston, Massachusetts

WANTED: Radio Technician capable of taking complete charge of service department. Real opportunity for the right man. Southern Radio Service, Thomasville, Ga.

ADDRESS CHANGES—

Subscribers to RSD should notify our Circulation Dept. at least 3 weeks in advance regarding any change in address. The Post Office Dept. does not forward magazines sent to a wrong address unless you pay additional postage. We cannot duplicate copies of RSD sent to your old address.

Cowan Publishing Co.
342 Madison Ave., New York 17, N. Y.

Help Wanted! TECHNICAL EDITORS!!

We are increasing our staff—need a technical editor and assistant technical editors having practical knowledge of radio servicing.

Must be able to write simply on servicing methods, test equipment applications, special circuit problems, trouble shooting, installation and servicing of FM and television receivers and antennas, bench short cuts and miscellaneous subjects incidental to the radio service field.

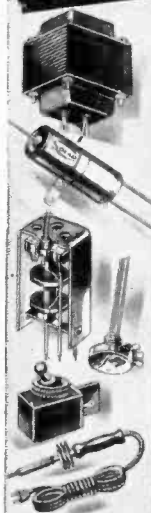
Excellent remuneration. Give details, experience, etc., so an interview can be arranged. Write to:

LEWIS C. STONE, Editor
RADIO SERVICE DEALER

342 Madison Avenue,
New York 17, N. Y.

RADOLEK

Radio- Electronic Service Parts



Large stocks assure the finest and most complete selections of all available items at lowest prevailing prices. Thousands of active buyers depend on us for their entire Radio repair and replacement requirements. Because we understand service problems, every order is expedited for delivery in double quick time. Everything we do is planned for convenience and satisfaction to our customers. You will find it profitable to make Radolek your buying headquarters.

FREE BUYING GUIDES

Because of existing conditions we keep our customers right up to the minute on available merchandise by releasing supplements frequently instead of sending our regular Big Profit Guide once a year. Send the coupon now to get these Free Buying Guide Supplements as they are issued.

FREE!



FAST SERVICE!

RADOLEK CO., Dept. R-108
601 W. Randolph St., Chicago 6, Ill.

Please send FREE Buying Guide Supplements

NAME _____
ADDRESS _____

ORDER FROM RADOLEK

amic speakers. In 1933 National Carbon canceled its contract with Raytheon giving up the option, and receiving tube sales were thereupon turned back to Raytheon. "Eddie" was induced to rejoin Raytheon as general sales manager, which position he has held until his present resignation.

The new Raytheon replacement tube sales plan to be announced shortly to the parts and tube industry is one of the most revolutionary ever to be offered the tube distributors and service dealers in radio tube history. It is the crystallization of Eddie Riedel's dream for the past three years, of something to offer the parts distributors and service-dealers on tubes that was entirely new, helpful and constructive in post-war tube merchandising, which would elevate their business and protect them from outside interests cutting into the reliable radio-service profession in the new era of Electronics.

Before his radio days "Eddie" was for several years in charge of national accounts and manufacturers' sales for B. F. Goodrich Rubber Company, Akron, Ohio. During his high school days he was one of Oak Park High School's greatest athletes. His straight form of hurdling, new at the time, enabled him to break the world's interscholastic record. During each of his four years at Oak Park High School he was captain of all four major sport teams, winning 16 Oak Park monograms. In his freshman year, when Oak Park won the Central States championship of the West in basketball, he was honored as the greatest prep player in the Middle West. He pitched Oak Park to many baseball victories, and in his last year of high school he won the Cook County tennis championship. In his freshman year at the University of Chicago, he set a new world's record in the Olympic tryouts to represent the United States in the high hurdles at the Stockholm Olympics. For eleven years following college, as a member of the Chicago Athletic Association track team, he consistently won in the National track championships in the high hurdles. During the first World War he served as a United States Naval officer. At the time of his discharge, he held the rank of Lieutenant Senior Grade. He specialized in navigation and studied at Annapolis.

E. S. Riedel will announce his new business plans in the near future.

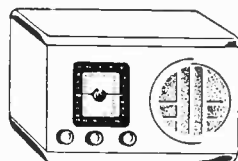
Demand for Television Sets

Paul Porter, chairman of the F.C.C., forecast television stations in 187 key cities, with a demand for \$1,000,000,000 in video receivers at the end of five years.

Everything FOR THE SERVICE DEALER

We have, ready for immediate delivery, a complete stock of tools, replacement parts, inter-communication systems, public address systems, test equipment . . . everything in radio equipment for the progressive service dealer. For big profit items . . . for quick delivery . . . place your order now with Leo.

6 TUBE AC-DC KIT



Complete,
ready for
assembly.

\$23.75

Cat. No. 7-691

A two-band, superheterodyne kit with all tubes, speaker, chassis, and all parts for easy assembly. Broadcast band from 540 to 1620 KC. Short wave from 5.7 to 18.3 MC. Cabinet, \$5.25.

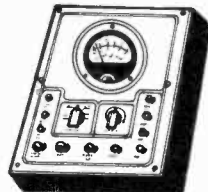
WRL MULTITESTER

All purpose tester.
Money back
guarantee.

\$18.75

less leads

Cat. No. 16-439

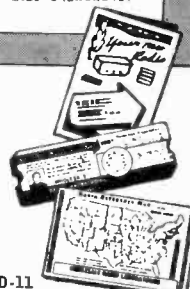


Handles AC DC Voltmeter, DC Milliammeter, high and low range Ohmmeter. 3" meter with sturdy D'Aronsvaal movement. Size 5½x8x3¼.

Exclusive at WRL!

Our latest flyer . . .
12 page V-J edition of
merchandise and
radio values. FREE.

Handy Tube-Base
Calculator . . . 25c
Giant Radio Reference
Map, 3½x4½ ft. . . 15c



MAIL TODAY SD-11

Wholesale Radio Laboratory
744 West Broadway Council Bluffs, Iowa

- Rush _____ WRL Multitesters. Cost, \$ _____
- Send _____ 6-tube AC DC Kits and cabinets. Cost, \$ _____
- I want a tube-calculator. 25c enclosed.
- Ship me your radio map. 15c enclosed.
- Send me your new V-J Flyer free.

Enclosed is \$ _____; Balance C.O.D.

Name _____
Address _____
Town _____ State _____
I am an amateur; experimenter;
 service man.



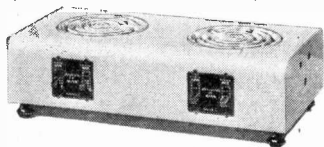
We invite industrial inquiries for electronic equipment and devices of all kinds.

QUICK SERVICE FROM LEO
"same day" delivery service
from the heart of the nation
on anything in radio.
Order today.

**Wholesale
RADIO LABORATORIES**

NEW ELECTRIC STOVES READY FOR IMMEDIATE SHIPMENT!

2 burner, 3 heat stove, can be adjusted to low, medium, and high. Attractive white finish complete with cord.
in lots of 3 \$9.70 each
lots of 12 \$9.50 each



Single burner electric stove with approved cord and plug, nicely finished in black metal. Packed 8 to a carton.



\$2.30 each
Lots of 16
\$2.25 each

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.
916 Belmont Avenue Chicago 14, Illinois
Ref: Lake View Trust & Savings Bank



Adaptal Company	75	Agency: <i>Hart Lehman</i>	Marion Electrical Instrument Co. ...	8	Agency: <i>Shappe-Wilkes, Inc.</i>
Aerovox Corporation	77	Agency: <i>Austin C. Lescarboura</i>	McElroy Mfg. Co.	78	Agency: <i>Shappe-Wilkes, Inc.</i>
American Condensor Co.	70	Agency: <i>A. L. Addison</i>	McGee Radio & Electric Co.	76	Agency: <i>Clyde H. Smith Adv. Co.</i>
American Phenolic Corp.	64	Agency: <i>Evans Associates, Inc.</i>	Murray Hill Books, Inc.	53	Agency: <i>The Harry P. Bridge Co.</i>
Burstein-Applebee Co.	80	Agency: <i>Frank E. Whalen Adv. Co.</i>	National Union Radio Corp.	19	Agency: <i>Hutchins Advertising Co.</i>
Centralab	65	Agency: <i>Gustav Marx Adv. Agency</i>	Newcomb Audio Products Co.	78	Agency: <i>Gail Hall Adv.</i>
Cinaudagraph Speakers, Inc.	21	Agency: <i>Michael F. Mayger</i>	Olson Radio Warehouse	73	Agency: <i>Jessop Advertising Co.</i>
Clarostat Mfg. Company	76	Agency: <i>Austin C. Lescarboura</i>	Operadio Manufacturing Co.	18	Agency: <i>Howard H. Monk & Assocs.</i>
Concord Radio Corp.	78	Agency: <i>E. H. Brown Adv. Agency</i>	Racon Electric Co.	61	Agency: <i>Altamari Advertising Agency</i>
Eastern Amplifier Corp.	63	Agency: <i>Roberts & Reimers, Inc.</i>	Radiart Corp.	23	Agency: <i>Kenneth H. Kolpien Advertising</i>
Electrical Reactance Corp.	77	Agency: <i>Scheel Advertising Agency</i>	Radio Corporation of America ...	2, 22	Agency: <i>Kenyon & Eckhardt, Inc.</i>
Electronic Laboratories, Inc.	4	Agency: <i>Burton Browne Adv.</i>	Radio Press	77	
Fawcett Publications	1	Agency: <i>McCann-Erickson, Inc.</i>	Radio Wire Television	3	Agency: <i>Diamond Seidman Co.</i>
Galvin Mfg. Corp.	12, 13	Agency: <i>Gourfain-Cobb Adv. Agency</i>	Radolek Co.	79	Agency: <i>Turner Advertising Agency</i>
General Cement Mfg. Co.	20	Agency: <i>Turner Adv. Agency</i>	Raytheon Mfg. Co.	4th Cover	Agency: <i>Burton Browne Adv.</i>
General Electric Co.	59, 70	Agency: <i>Maxon, Inc.</i>	Sheffield Radio Co.	80	Agency: <i>Sander Rodkin Adv. Agency</i>
General Industries Co., The	75	Agency: <i>Fuller & Smith & Ross, Inc.</i>	Simpson Electric Co.	6, 7	Agency: <i>Kretcher & Meloan, Inc.</i>
General Transformer Co.	15	Agency: <i>O'Neil, Larson & McMahon</i>	Simpson Mfg. Co., Mark	62	Agency: <i>Edwd. Hamburger Adv. Co.</i>
Guardian Electric Mfg. Co.	17	Agency: <i>Kennedy & Company</i>	Snyder Mfg. Co.	69	Agency: <i>E. L. Brown Adv.</i>
Haldorson Co., The	73	Agency: <i>Sander Rodkin Adv. Agency</i>	Southern Radio Service	78	
Hallicrafters Co., The	3rd Cover	Agency: <i>Burton Browne Adv.</i>	Sparks-Withington Co., The	55	Agency: <i>Brooke, Smith, French & Dorrance, Inc.</i>
Hickok Electrical Instrument Co.	16	Agency: <i>White Adv. Co.</i>	Sprague Electric Co.	25, 51	Agency: <i>The Harry P. Bridge Co.</i>
Hytron Radio & Electronics Corp. ...	9	Agency: <i>Henry A. Loudon, Adv.</i>	Standard Transformer Corp.	74	Agency: <i>Burnet-Kuhn Adv. Co.</i>
Ideal Commutator Dresser Co.	66	Agency: <i>Van Auken & Ragland Adv.</i>	Stromberg-Carlson	11	Agency: <i>McCann Erickson, Inc.</i>
International Resistance Co.	5	Agency: <i>Lavenson Bureau</i>	Supreme Instruments Corp.	72	Agency: <i>O'Callaghan Adv. Agency</i>
JFD Manufacturing Co.	72	Agency: <i>Mitchell Advertising Agency</i>	Sylvania Electric Products, Inc.	57	Agency: <i>Newell-Emmett Co.</i>
Ken-Rad	67	Agency: <i>Maxon, Inc.</i>	Triplett Electrical Instrument Co. ...	68	Agency: <i>Western Adv. Agency</i>
Macmillan Company, The	76	Agency: <i>Atherton & Currier Adv.</i>	U. S. Treasury Dept.	71	
Mallory & Co., Inc., P. R. ...	2nd Cover, 26	Agency: <i>The Aitkin-Kynett Co.</i>	Ward Products Corp.	74	Agency: <i>Burton Browne Adv.</i>
			Wholesale Radio Laboratories	79	Agency: <i>Pfeiffer Adv. Agency</i>

FREE
TO
RADIO
MEN

COLOR CODE and OHMS LAW CALCULATOR

Burstein-Applebee of Kansas City offers you this great convenience FREE. Easy to work. Solves many problems in a jiffy. FREE to radio men, electronic engineers and others in the business. Attach coupon to your letterhead.

MAIL COUPON NOW

BURSTEIN-APPLEBEE CO.
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 _____

STANCOR Transformers

THE STANDBY OF SERVICEMEN

Call your nearest Stancor Jobber—or write us for his address

STANDARD TRANSFORMER CORPORATION

1500 NORTH HALSTED STREET • CHICAGO



RADIO SERVICE DEALER

PRESS OF THE WILSON H. LEE CO. ORANGE, CONN. PRINTED IN U.S.A.



Switches

Shown above are a few of the many types of micro-switches, toggle switches, knife switches, rotary switches, band switches, etc., now available through the Hallicrafters Co., Chicago, agent for the Reconstruction Finance Corporation under contract SIA-3-24.

Other radio and electronic components such as resistors and condensers are also available in large quantities. Send the coupon for farther details.

hallicrafters RADIO

THE HALLICRAFTERS CO., AGENT FOR RFC UNDER CONTRACT SIA-3-24
MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT

THESE VALUABLE ITEMS *Available Now*
or very soon. Write, wire or phone for further information.

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

CLIP THIS COUPON NOW

RFC DEPARTMENT 305, HALLICRAFTERS
5025 West 65th Street • Chicago 38, Illinois

Send further details and price on Switches and component parts

Send listings of other available items

Especially interested in.....

NAME.....

ADDRESS.....

CITY..... ZONE.....

STATE.....

Many headlines like this
have raised the question

**RADIO RACKETEERS
ASSAILED BY COURT**

Declaring that radio repairmen were fleecing customers by charging all the traffic
Me. State Jan.

Should Radio Service Dealers be *Licensed?*

RAYTHEON

HAS THE ANSWER!

and will announce it shortly . . .

Screaming headlines in the New York Times, the World Telegram, the Herald-Tribune, articles in *The Reader's Digest*—you know the unfavorable talk they have helped spread, the hardship they have worked on every *honest* radio service dealer.

DEALER LICENSES DISCUSSED

You are well aware that federal regulation, *dealer-licensing* and even finger printing, are being suggested and discussed by a lot of influential people.

What's the answer? *Raytheon will announce it shortly* for Raytheon has been working for years on a new, foolproof way to protect the public—and to help the *ethical radio service man*. A revolutionary new merchandising plan that will raise the public's opinion of the radio servicing profession and protect the reliable service dealer from outside interests.

GREAT COMPETITIVE ADVANTAGE

You can see the tremendous competitive advantage this Raytheon plan will give every dealer who can qualify! Watch for all the facts on the Raytheon program to protect the public — and help the honest service-dealer!

Raytheon Manufacturing Company

RADIO RECEIVING TUBE DIVISION

NEWTON MASSACHUSETTS · LOS ANGELES · NEW YORK
CHICAGO · ATLANTA



COPYRIGHT 1945 RAYTHEON MANUFACTURING COMPANY

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